Minutes for CCAC Meeting

Date of Meeting: March 14, 2007
Name of Committee: CITY CENTER ADVISORY COMMISSION
Location: Red Rock Creek Conf. Room, 13125 SW Hall Blvd, Tigard
Minutes: Doreen Laughlin, Administrative Specialist II
Called to order by: Chairman Carl Switzer
Time Started: 6:35 pm
Time Ended: 9:35 pm
Commissioners Present: Carolyn Barkley; Alexander Craghead; Suzanne Gallagher; Ralph Hughes (Alternate); Roger Potthoff; Chairman Carl Switzer

Commissioners Absent: Alice Ellis Gaut; Lily Lilly

Others Present: Jim Nicita, Westlake Consultants; Lisa Olson, Interested party; Forrest Johnson, Downtown Property Owner; Brian Wegener, Tualatin Riverkeepers

Staff Present: Phil Nachbar, Senior Planner; Tom Coffee, Community Director, Doreen Laughlin, City Administrative Specialist II

Agenda Item #1: Welcome and Introductions:

Important Discussion and/or Comments: Chairman Switzer called for introductions, as there were a few people present who do not normally attend. Introductions were made by going around the room and giving names.

Action Items (Follow-Up or Votes): None

Agenda Item #2: Review/Approve Minutes

Important Discussion and/or Comments: It was mentioned that action and follow up items should be looked at whenever minutes are reviewed. As a follow up to the action item last week, Chair Switzer did talk to CCAC Alternate, Commissioner Ralph Hughes, and found that he is willing to become a member.

Action Items (Follow-Up or Votes): It was moved and seconded to approve the February 27, 2007 meeting minutes as submitted. The motion passed unanimously, with Commissioner Potthoff abstaining.

Agenda Item #3: Land Use/Design Guidelines Discussion (Decision item) – Subcommittee selection:

Important Discussion and/or Comments: Commissioner Craghead reported about the joint meeting the CCAC had with the Planning Commission (the 2nd meeting.) He said a joint subcommittee with two representatives from the Planning Commission, and two representatives from the CCAC, is going to be formed. These representatives will look at criteria for evaluating potential tools for design guidelines, which may include form based code, traditional code, or various other forms. They'll also look at the level of control that design guidelines may have, the legal framework i.e., how legal they are, and a timeline for getting a recommendation back to the CCAC and the Planning Commission. The subcommittee will then make a recommendation to both the CCAC and Planning Commission who, in turn, will make a recommendation to Council. He noted the CCAC now needed to come up with two people from the CCAC who are willing to be on the subcommittee. He said a vote needs to be taken to formalize those appointments. Commissioners Potthoff and Craghead volunteered to be on the subcommittee.

Tom Coffee advised the CCAC that a Council Workshop will be held May 15th and the CCAC will be invited.

At this point, Phil Nachbar referred to the visitors present and wondered whether they had a specific topic they were interested in and wanted to address. Chair Switzer asked Mr. Forrest Johnson if he was there with a particular interest in something and Mr. Johnson replied he was present on an information basis. He said, as a property owner, he wanted to become more participatory in these types of meetings. When asked the same question, Mr. Wegener replied he had seen Mr. Jim Nicita's slideshow the previous year and wanted to see it again.

Action Items (Follow-Up or Votes): There was a motion made by Commissioner Barkley to accept the two nominees (Craghead and Potthoff) for the sub-committee representatives. Commissioner Gallagher seconded the motion. There was a vote, and the motion passed unanimously.

Agenda Item #4: Slide Show – Water in Landscape Architecture (Jim Nicita)

Important Discussion and/or Comments: Phil Nachbar introduced Jim Nicita as the senior planner for Westlake Consultants, Inc., an engineering and planning firm in Tigard. He introduced Mr. Nicita as a person with an interest in the use of water in design. He said that Mr. Nicita had gone to Europe to take photographs of the work of Herbert Dreiseitl, who is the designer of Tanner Springs-Park in the Pearl District of Portland. He noted Mr. Dreiseitl is known for the use of water in landscape architecture, and has worked all over the world. Because the CCAC is moving into the design of Fanno Creek Park, and the Plaza, Nachbar thought it would be a good opportunity for the CCAC to become more educated about the idea of water in design. Mr. Nicita went through a series of slides that showed various ways water can be used creatively and beautifully in landscape architecture. He noted Mr. Dreiseitl

has a website, at http://www.dreiseitl.de/, where many of his projects, including the Portland project, can be seen.

Action Items (Follow-Up or Votes): None

Agenda Item #5: Information Updates

- **Marketing Subcommittee Update**

Phil Nachbar asked about the meeting of the informal marketing subcommittee comprised of Commissioner Gallagher, Commissioner Lilly, and Lisa Olson, community member. Commissioner Gallagher and Lisa Olson gave a brief rundown of what was discussed. She mentioned that one possible problem they discussed was the perception that the general public seems to have that the City of Tigard Planning Department is hard to work with – i.e., the length of time it takes to get permits, etc. Mr. Coffee, Community Development Director, addressed this by saying that across the board – pretty much every city gets complaints of this type. He said the perception always seems to be that the City never does enough, and is never quick enough. He said he wasn't defending the City, but encouraged the CCAC to look at the positive responses the City gets as well. He said there are a number of cases where people write to the City saying "This is the most helpful staff I've ever worked with. This is the greatest City – you should be very proud" etc. The commissioners agreed it IS important to get the word out when there are positive responses to the City. Mr. Coffee told the commissioners that if anyone knew of people with complaints and problems about the City, to please encourage them to call him, personally, to talk about it. One of the commissioners said sometimes, no matter what you do, some people would simply never be satisfied with what the City does. She stated that "marketing" is very important to try to reach these people in a positive way. One of the commissioners noted it is very important to get the "good stories" out to the local newspapers.

Some of the thoughts about marketing were:

- Create a business friendly atmosphere
- A logo specific to the Urban Renewal – a branding
- Positive testimonials
- Utilize local newspapers, e.g., *Tigard Times* & *The Oregonian* to get the word out
- Promote the good – minimize the challenges
- Be proactive
- Have a top ten "keywords" for media messages to target
- Use the City's website for promotion
- Have "Ambassadors" to the Downtown area
- An information "Kiosk" concept where people know they can find information
- Consumer friendliness with developers
- Dialogue – education / service
- A newsletter on Fanno Creek Development

It was noted there was a lot of brainstorming at the meeting. The marketing subcommittee will get back to the CCAC with more solid and written ideas at a later time.

- **Fanno Creek Park/Plaza Consultant Selection**

Nachbar reported that the previous night Council awarded a contract with Walker Macy for $205,000.00 to direct the City Manager to execute a contract with the firm for the project. Nachbar will be working with the firm fairly soon. They were impressed with the presentation by Walker Macy.

- **Fanno Park/Plaza IGA**

Council also passed an Intergovernmental Agreement (IGA) with Clean Water Services (CWS) for their part in the restoration of Fanno Creek itself, as part of the master plan. Nachbar also noted the key thing is the restoration needs to be timed with development of the master plan so that both things work together seamlessly. They'll be very much a part of the master plan. The Clean Water Services contract for the hydrologic study of the creek is $200,000. The total dollar figure that is estimated for their involvement is $700,000 to $1M. The restoration will be costly and the City is fortunate to have them on board. CWS is paying for much of what would otherwise be paid for by the City. The commissioners agreed that this information would be a good "story" to pass on to the citizens of Tigard. Let them know that CWS is paying for this restoration – not the City.

- **MTIP Grant – Main St. Update**

Phil Nachbar "unofficially" said that the City obtained the MTIP grant (Metro Transportation Improvement Program – federal dollars) for reconstruction of Main St. He said it will be formally announced soon. The commissioners agreed this was yet another "good story" for press release. The question was asked what portion of Main Street is involved. Nachbar clarified it is roughly half of Main Street; from the railroad to the west entrance of Main Street.

- **Marketing – Developer Outreach**

One of the commissioners noted the one year anniversary is coming up of Urban Renewal passing. Roger Potthoff said dialogue needs to be open and communication is important. He said he believes there's a need for the City's elected officials to address the local business owners and developers and let them know that they are appreciated and valued and whether they have any questions about things going on in downtown. He noted also that it is important to tout ALL of Tigard – not just the downtown area. Roger Potthoff discussed the importance of the City establishing relationships with key businesses both in and outside the Urban Renewal District. He mentioned Russ Chevrolet, and that establishing a relationship with the owner could benefit efforts in the Downtown because the owner is considering options for his business with the improvement of 99W. Phil Nachbar agreed with the

importance of good communications so the City can work in concert with its businesses. He mentioned that by identifying issues early, solutions which benefit both parties can be worked out.

There was a citizen comment. He commented that, as a property owner, he was worried about Tigard getting too carried away with a downtown "theme". He said he did not want Tigard to go the way of a "Leavenworth" type of town, and believes it is important to be inclusive. One of the commissioners thanked this citizen for taking the time to attend the meeting and being involved. Nachbar agreed, and said he would be happy to see even more business and property owners getting involved and informed.

- **Recruitment of new members**

There was a question as to how to fill the remaining two vacancies in the CCAC. Alternate, Ralph Hughes, had expressed a willingness and desire to step up and fill that position as a regular voting member. One of the commissioners said the question was how to go about doing that, as it is not addressed in the CCAC bylaws. Even if Mr. Hughes filled the one vacant position, the other vacant position still would need to be filled. There was discussion as to the need to fill that position and the importance of recruiting for it.

It was decided staff would look into the most expeditious way to get alternate, Ralph Hughes into the CCAC to fill the vacancy and then fill the other position as soon as possible by recruiting another member.

- **Urban Design Consultant Study – Urban Creek Corridor**

Nachbar said no decision has been made to move forward with Urban Creek, as of yet. He said thinking about the larger picture is what they're interested in doing now. He said there are two key projects, one of them being Development of Regulations and Design Guidelines and the other is the Fanno and Park Plaza. Those are front and center. He said they want to make sure they can follow through on those before taking on another major project. The thought is to push the Urban Creek Corridor decision out more, so there's more time to think about it. Commissioner Craghead stated he found this frustrating as the CCAC had made this a major goal for this year. Nachbar stated that it makes sense to complete certain projects before taking on another. He stated the City recognizes it has an obligation to evaluate the feasibility of the Urban Creek Corridor as identified in the Downtown Plan. Nachbar said it makes sense to do that when adequate time can be given to the issue, and when not so many projects requiring public and Council involvement are taking place. He stated the City would begin work on this within the next 6 months

Main Street Demonstration Project

Nachbar reported the City is moving forward with this project. He said even if the City gets the grant, it would still move forward with the demonstration project this fiscal year in order to improve the look of Main Street in the short-term.

There was some discussion about the streetlights in this project.

Action Items (Follow-Up or Votes): None

<u>Agenda Item #6:</u> Community Investment Plan (CIP 2007-2012) – Downtown

Tom Coffee, Community Development Director, handed out the Community Investment Program FY 2007-12. Coffee has lead the process in the City to develop a first 5-year capital improvement program, whereby projects were identified and prioritized over a 5 year timeframe. This has implications for the Downtown. First, it requires that funding and prioritization of projects for the Downtown be identified. Because Urban Renewal funds take time to accumulate, there will not be funds available from tax increment financing for several years. The City has decided that it is prudent to consider lending the City Development Agency funds to execute projects with the intent of being paid back under an Intergovernmental Loan Agreement. This is being proposed in the budget for Downtown for FY 2007-08.

Mr. Coffee alluded to the potential short fall in funds for street projects if the Council decides to fully fund the Burnham St. reconstruction.

The Commission will have an opportunity to review the 5-year budget for Downtown at its next meeting. There is an opportunity for the CCAC to provide any recommendations to the City Center Development Agency at the appropriate time. There will be a separate budget committee set up, which will include both citizens, and CCDA board members, to review and make recommendations to City Council. It will be revised annually, but the proposed budget for FY 07-08 would be an actual, not projected, amount.

Important Discussion and/or Comments: Budget adoption will occur in May. The Commission will have an opportunity to review the proposed budget at its next meeting in April.

Action Items (Follow-Up or Votes): Staff will put this topic on the Agenda for the next meeting.

Agenda Item #7: Other Business/Announcements

Important Discussion and/or Comments: To follow up on a previous action item, Phil Nachbar indicated he'd done some research on training for the CCAC and passed out an information sheet (Exhibit A) for them to look at. This, too, will be revisited at a later date.

Action Items (Follow-Up or Votes): The meeting was adjourned by Chair Switzer at 9:35pm.

Doreen Laughlin, City Admin. Specialist II

ATTEST: _____
Chairman Carl Switzer