



AGENDA
April 22, 2013, 6:30PM
CITY COUNCIL CHAMBERS, CITY HALL
29592 ELLENSBURG AVE
GOLD BEACH OR 97444

Call to order: **Time:** _____

1. The pledge of allegiance

2. Roll Call:

	Present	Absent
Mayor Karl Popoff		
Council Position #1 Vacant		
Council Position #2 Larry Brennan		
Council Position #3 Brice Gregory		
Council Position #4 Doug Brand		
Council Position #5 Tamie Kaufman		
City Administrator Jodi Fritts		
Student Liaison Vacant		

3. Special Orders of Business:

4. Consent Calendar

None scheduled

5. Citizens Comments

As presented to the Mayor at the beginning of the meeting

6. Public Hearing

a. Public Hearing on the Gold Beach Urban Renewal Plan

7. Citizen Requested Agenda Items

None scheduled

8. Public Contracts and Purchasing

None scheduled

9. Ordinances & Resolutions

None scheduled

10. Miscellaneous Items (including policy discussions and determinations)

None scheduled

11. City Administrator's Report

None to be presented at this meeting

The City of Gold Beach is dedicated to enhancing quality of life, while promoting health, safety, and welfare of our citizens, businesses, and visitors in the most fiscally responsible manner. In doing this, the City will respect the past, respond to current concerns, and plan for the future, while maintaining environmental sensitivity in our beach oriented community

12. Mayor and Council Member Comments

- a. Mayor Karl Popoff
- b. Councilors
 - 1) Vacant
 - 2) Larry Brennan
 - 3) Brice Gregory
 - 4) Doug Brand
 - 5) Tamie Kaufman
- c. Student Liaison, Vacant

13. Citizens Comments

As presented to the Mayor at the beginning of the meeting

14. Executive Session

None scheduled

The next scheduled meeting of the Gold Beach City Council is Monday, May 13, 2013, at 6:30PM in the Council Chambers of City Hall, 29592 Ellensburg Avenue, Gold Beach, Oregon.

15. Adjourn Time: _____

The location of the hearing/meeting is accessible to the disabled. Advance notice is requested if special accommodations are needed. Call 541-247-7029 so that appropriate assistance can be provided. The City of Gold Beach is an affirmative action EEOE and complies with section 504 of the rehab act of 1973. Complaints of discrimination should be sent to: USDA, Attention Director, Office of Civil Rights, Washington, D.C. 20250-9419

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GOLD BEACH CITY COUNCIL AGENDA REPORT



Agenda Item No. 6 a.

Council Hearing Date: April 22, 2013

TITLE: Presentation of Urban Renewal Plan

SUMMARY AND BACKGROUND:

In 2010 the City formed an Urban Renewal Agency to pursue possible urban renewal for Gold Beach. In 2012 a UR feasibility study was commissioned. After presentation of the study the Council elected to pursue preparation of an Urban Renewal Plan.

- On February 26th a meeting was held for the taxing districts to introduce urban renewal and answer any questions the districts may have.
- In the March utility bill the statutory notice was sent to all citizens regarding the public meetings to be held on April 9th and April 22nd
- On April 9th the plan was presented to the Planning Commission to review for compliance with the City's comprehensive plan. The PC confirmed the plan complied with the comp plan and recommended the plan be presented to the Council.
- On April 17th staff presented the plan to Curry County Commissioners.

The plan and report will be presented to the Council and Mayor tonight.

FINANCIAL IMPACT:

The financial impact to the City, through the URA is part of the plan. Maximum indebtedness for the plan is projected to be: \$8,240,000

DOCUMENTS ATTACHED:

- Gold Beach City Council Report (prepared by Elaine Howard Consulting)
- The UR Plan and Accompanying Plan was provided to the Council and Mayor at the April 8th City Council meeting

REQUESTED MOTION/ACTION:

Take public comment on the plan. If the Council acting as the URA approves the plan an adopting ordinance will be presented at the May 13th regular Council meeting

COPY OF REPORT AND ATTACHMENTS SENT TO:

Council and URA Citizen Advisory Committee

GOLD BEACH CITY COUNCIL REPORT

I. BACKGROUND

The Gold Beach Urban Renewal Plan (Plan) has been developed with the cooperative input of the Gold Beach City Council (City Council) and the Gold Urban Renewal Advisory Committee (Committee).

The Gold Beach Urban Renewal Plan contains goals, objectives, and projects for the development of the Gold Beach Urban Renewal Area. The overall purpose of the Plan is to use tax increment financing to help improve the vitality of Gold Beach, overcoming obstacles to the full development of the Area. The Gold Beach Urban Renewal Plan Boundary is shown in Figure 1.

The Gold Beach Urban Renewal Agency forwarded an urban renewal feasibility study to the Gold Beach City Council in 2012. The city council unanimously voted to have an urban renewal plan and report prepared for their review. Two open city meetings were held in the feasibility study phase. The taxing jurisdictions were invited to a meeting on February 26th, 2013 where the urban renewal plan was discussed and input received. A change was made to the boundary as a result of the input at the meeting: the library was added to the Area and a project was added to help with the development of a community center at the library.

II. PROPOSAL

The Area, shown in Figure 1, consists of approximately 195.05 acres of land including rights of way. The Area is located along the commercial core of Gold Beach.

The purpose of urban renewal is to improve specific areas of a city that are poorly developed or underdeveloped. These areas can have old deteriorated buildings, public spaces which need improvements, streets and utilities in poor condition or they can lack streets and utilities altogether. The Area lacks streetscape improvements and effective signage, and is in need of parking improvements and the provision of public spaces. The Area does not have a program that provides assistance to property owners for improvement of their properties, and such a program is identified in the Plan. The Area is in need of upgrading existing recreational and entertainment facilities to provide residents and visitors more entertainment options in Gold Beach.

Urban renewal projects in general can include construction or improvement of streets, utilities and other public facilities, assistance for rehabilitation or redevelopment of property, acquisition and re-sale of property (site assembly) from willing sellers and can provide funds for improvements to public spaces. The specific projects to be approved in this Plan are outlined in Sections III and IV of the Plan.

Urban renewal is unique in that it brings its own financing source: tax increment financing (TIF). Tax increment revenues - the amount of property taxes generated by the increase in total assessed values in the urban renewal area from the time the urban renewal area is first established – are used to repay borrowed funds. The funds borrowed are used to pay for urban renewal projects.

Urban renewal is put into effect by the local government (a city in this case) adopting an urban renewal plan. The urban renewal plan defines the urban renewal area, states goals and objectives for the area, lists projects and programs that can be undertaken, provides a dollar limit on the funds borrowed for urban renewal projects, and states how the plan may be changed in the future.

The goals of the Plan are:

1. Public Involvement

Ensure that community values and priorities are properly represented through a process of continual community engagement and feedback.

Objectives

- a. Form an urban renewal advisory committee for the Area.

2. Economy

Promote the role of the Area as an energetic community of local businesses that is supported both by the residents of Gold Beach and visitors.

Objectives

- b. Encourage more neighborhood-serving businesses to locate within the Area, thereby adding to the critical mass of the area.
- c. Support local businesses by providing assistance for storefront improvements.
- d. Form public-private partnerships and use public investment to generate private investment.
- e. Develop programs and incentives to encourage development within the Area.

3. Create a Unique Identity with a Sense of Place and Community

Create a unique identity that strengthens sense of place, promotes economic development through resident and tourist visits, encourages return patronage, and leverages private investment.

Objectives

- a. Establish a unique identity that enhances the Area's character, providing a sense of community for existing businesses and residents and giving visitors a reason to stop in the Area and return to the Area.
- b. Improve sidewalks, streetscape, walkways and bike pathways.
- c. Provide business and way finding signage.
- d. Provide attractive parking to support the business district.

- e. Create gathering places that will provide focal points in the Area.
- f. Establish gateway features to notify tourists that they are entering a vibrant community.

4. Tourism and Entertainment

Provide opportunities for residents and visitors to enjoy Gold Beach, supporting our businesses and providing economic activity.

Objectives:

- a. Assist in the development and redevelopment of facilities that serve residents and tourists including, but not limited, to the fairgrounds, a community gathering space potentially located by the public library, the performing arts center, an entertainment center that could include a theater, and create pocket parks.

The projects to be administered under the Plan include four main categories:

1. Economic Development Assistance

- Storefront loans or grants
- Developer participation
- Small business/restaurant program

2. Transportation Improvements

- Streetscape improvements: sidewalks, streetscape including but not limited to benches, trash receptacles, plantings, lighting, and other improvements to enhance the transportation system
- Business signage and way-finding/gateway features
- Port/Airport way Bike-Pedestrian Improvements
- Public parking

3. Tourism and Entertainment

- Event center at fairground improvements
- Family entertainment /recreation project
- Performing arts facility
- Gathering spaces/pocket parks

4. Administration

III. PROCESS

The process of adopting an urban renewal plan contains the following steps:

1. Preparation of a plan including opportunity for citizen involvement.

Review and recommendation by the Planning Commission.

- Gold Beach Planning Commission reviewed the Plan and made a recommendation to the Gold Beach City Council on April 9, 2013 that the

proposed Gold Beach Urban Renewal Plan conforms with the Gold Beach Comprehensive Plan and recommends the City Council adopt the Gold Beach Urban Renewal Plan.

2. **Notice to all citizens of Gold Beach of a hearing before the City Council.**
 - Notice was provided by mailing to utility billing customers on March 25, 2013.
3. **Forwarding a copy of the proposed Plan and the Report to the governing body of each taxing district.**
 - The taxing districts letters were sent out on April 2, 2013. In addition, all taxing districts received a notification and invitation to an informational meeting on February 26, 2013.
4. **Presentation of the urban renewal plan to the Curry County Commission.**
 - This meeting occurred on April 17, 2013.
5. **Urban Renewal Agency review of the proposed Plan and accompanying Report and recommendation to forward it to City Council for adoption.**
 - The Gold Beach Urban Renewal Agency reviewed the Plan and Report on April 22, 2013.
6. **Hearing by City Council and adoption of the proposed Plan and accompanying Report by a non-emergency ordinance.**
 - The hearing by City Council will be held on April 22, 2013.
 - The date set for a City Council vote on the ordinance is May 13, 2013.
 - The ordinance must be a non-emergency ordinance, which means that the ordinance does not take effect until 30 days after its approval and during that period of time may be referred to Gold Beach voters if a sufficient number of signatures are obtained on a referral petition.

IV. Ordinance Adopting the Plan

The ordinance adopting the Plan requires the City Council to make certain findings, which are listed in the last "Whereas" paragraph. These findings are based on various documents and events. The findings are as follows.

1. **The process for the adoption of the proposed Plan, a copy of which is attached hereto as Exhibit "A", and by this reference incorporated herein, has been conducted in accordance with the provisions of Chapter 457 of the Oregon Revised Statutes;**

As described in Section II above, the City has followed the procedures as outlined by ORS 457.

- 2. The area designated in the Plan as the Area is blighted, as defined by ORS 457.010(1) and is eligible for inclusion within the Plan because of conditions described in Section II of the Report lack of streetscape, lack of public spaces and underdevelopment and underutilization of property within the Area;**

This is the basic justification for the Plan and the Council's finding is meant to make that justification explicit.

- 3. The rehabilitation and redevelopment described in the Plan to be undertaken by the Agency is necessary to protect the public health, safety and welfare of the City because absent the completion of the urban renewal projects, the Area will fail to contribute its fair share of property tax revenues to support City services and will fail to develop and/or redevelop according the goals of the City's Comprehensive Plan;**

This finding states the public purpose of the Plan which is for the property in the Area to develop and redevelop according to the Comprehensive Plan. Property which is not developed or not fully developed and occupied does not contribute as much property taxes as fully developed property. The improvement of property in the Area will add to the tax base in the Area and further support additional economic activity in the Area.

- 4. The Plan conforms to the Gold Beach Comprehensive Plan as a whole, and provides an outline for accomplishing the projects described in the Plan, as more fully described in Chapter X of the Plan;**

This finding is supported by Chapter X of the Plan and the Planning Commission's conclusion that the Plan conforms to the City's Comprehensive Plan.

- 5. In connection with any residential displacement occurring as a result of the acquisition and disposition of land, provision has been made for displaced persons in the Relocation Section of the Report as required under applicable state and federal law;**

The Plan does not contemplate acquisition of property that would displace residents or businesses. Should the Plan be amended to include such acquisition, the Agency would be obligated to provide relocation assistance.

- 6. The acquisition of real property provided for in the Plan is necessary for the development of infrastructure improvements including parking improvements in the Area and for the development of public spaces;**

The Plan authorizes acquisition of real property for infrastructure improvements, including parking improvements and for public spaces. No property is specifically identified for acquisition.

- 7. Adoption and carrying out the Plan is economically sound and feasible in that funds are available to complete the Plan projects using urban renewal tax increment revenues derived from a division of taxes pursuant to section 1c, Article IX of the Oregon Constitution and ORS 457.440, and other available funding as shown in Sections VII and VIII of the Report ;**

The Report contains information on the projected revenues and projected expenditures under the Plan and supports a finding that the Plan is economically sound and feasible.

- 8. The City of Gold Beach shall assume and complete activities prescribed to it by the Plan;**

The Plan does not prescribe any specific activities to the City.

- 9. The Agency consulted and conferred with affected overlapping taxing districts prior to the Plan being forwarded to the City Council.**

The City Administrator convened a meeting on February 26th, 2013 to which all impacted taxing jurisdictions were invited to allow for discussion and input on the Plan. The Agency sent a copy of the Plan and the Report to the affected overlapping taxing districts on April 10, 2013. The letter included an invitation to provide comments in writing on the Plan and Report on the Amendment. To date the City has not received written recommendations from the affected taxing districts. If such recommendations are received, the Council will be required to “accept, reject or modify” the recommendations and language to that effect will be added to the ordinance for its second reading and adoption. The ordinance also calls for publication of a notice that the Council has adopted the ordinance, for the recording of the Plan by the Curry County Clerk and for transmitting the Plan to the Curry County Assessor.

STAFF RECOMMENDATION

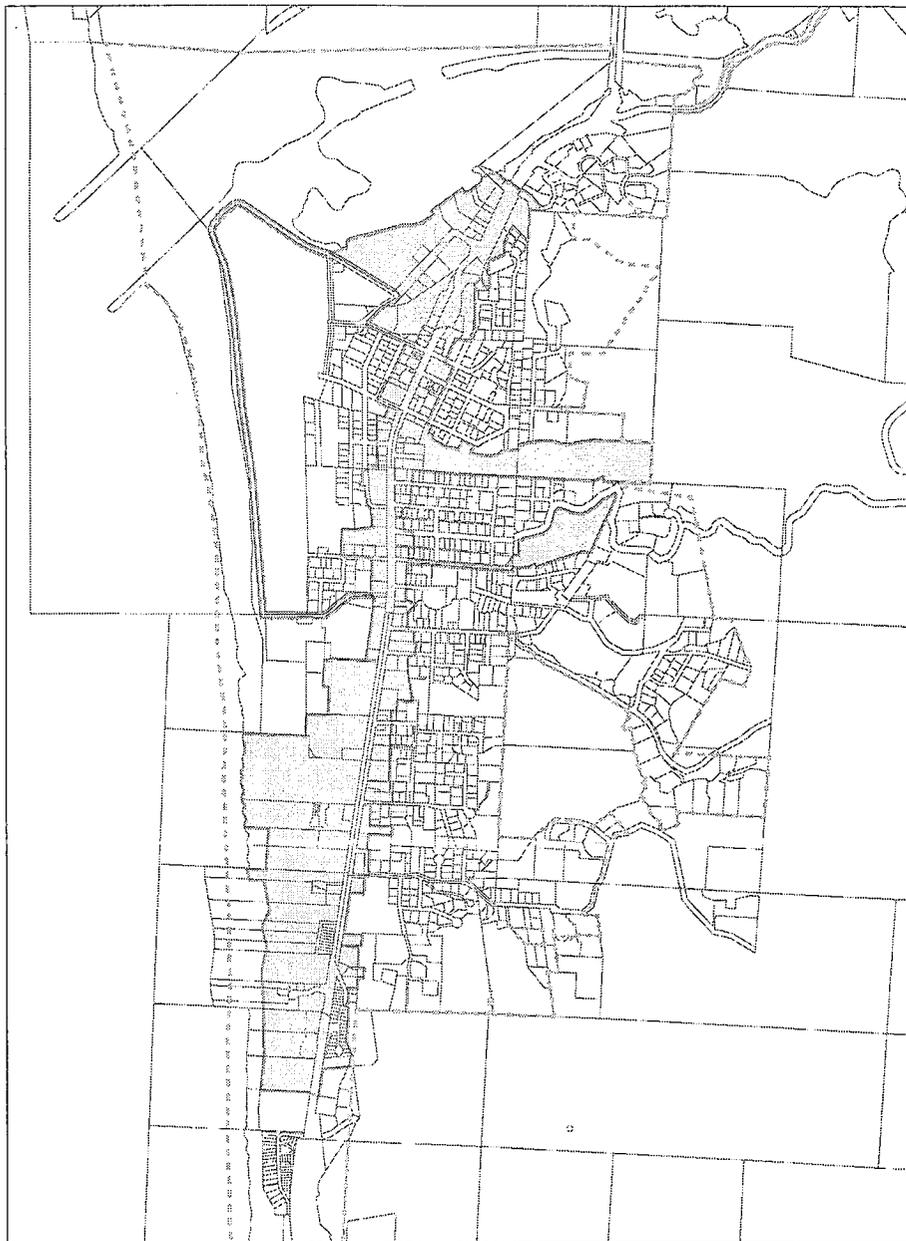
The staff recommendation is for the Gold Beach City Council to approve the Gold Beach Urban Renewal Plan and Report Accompanying the Gold Beach Heights Urban Renewal Plan.

Attachments: Gold Beach Urban Renewal Plan

Report Accompanying the Gold Beach Urban Renewal Plan

Figure 1 – Gold Beach Urban Renewal Area Boundary

Urban Renewal Boundary - Gold Beach, Oregon



4
N | 0 0.25 0.5 Miles

Urban Renewal Boundary
Gold Beach City Limits

This product is for informational purposes only and does not constitute an offer or a solicitation of any financial product. Users of this information should consult with their financial advisor to determine the suitability of the information.

20130410R South City of Gold Beach, Clatsop County, City of Beachgrove, 5/2/2013 JF

Attachments:

Gold Beach Urban Renewal Plan & Gold Beach Urban Renewal Report