

MINUTES

Downtown Advisory Board

Thursday, September 26, 2019–12:00 P.M.
Urban Development Conference Room
350 Commercial St NE

1. CALL TO ORDER

Call to Order and Roll Call: 12:03 PM

Roll Call: Brad Compton; Joshua Kay; Vincenzo Meduri; Scott McLeod; Laurie Miller; Linda Nishioka; Aaron Terpening; Dana Vugteveen

Absent: Maria Palacio

Staff: Anita Sandoval; Sheri Wahrgren; Rebecca Ziegler

Introduction of new member Linda Nishioka, part owner of KOZ building.

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for September 26, 2019, as presented

Motion by: Board Member Miller

Seconded by: Board Member Meduri

Action: Approved the agenda for September 26, 2019, as presented.

Vote: Aye: Unanimous **Motion PASSES**

3. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from August 22, 2019, as presented.

Motion by: Board Member Meduri

Seconded by: Board Member McLeod

Action: Approved the Minutes from August 22, 2019; as presented.

Vote: Aye: Unanimous **Motion PASSES**

4. PUBLIC COMMENT on items not on the agenda – None

5. ACTION ITEMS – None

6. INFORMATION REPORTS

a. Downtown Advisory Board Public Meeting Take-Aways

Handout – September 16, 2019 Downtown Advisory Board Public Meeting Feedback

Comments/Questions: Terpening, Meduri, Wahrgren, Miller, Nishioka, Kay, McLeod, Compton, Vugteveen

Staff will draft a report to take to the Agency to share feedback from the public meeting.

b. Downtown Streetscape Update

Comments/Questions: Wahrgren, Meduri, Kay

Design of State Street between Liberty and Front is on track; next is cost analysis. The consultant will also look at cost and design to convert to two-way traffic.

7. “WHAT’S HAPPENING DOWNTOWN?”

- i. Tenant going into the former Bria space
- ii. Tenant discussion is underway for Court Street Apts retail space
- iii. Equitable – Wild Knits opening soon
- iv. Lease on 2nd floor for Equitable building
- v. Vic Building has been purchased by WOU
- vi. Friday Oct 4 at noon: KOZ building groundbreaking

8. ADJOURN – 1:20 p.m. Next Meeting: October 24, 2019

**MEMORANDUM****Urban Development Department**

DATE: September 26, 2019
TO: Downtown Advisory Board
FROM: Sheri Wahrgren, Downtown Revitalization Manager
SUBJECT: September 16, 2019 Downtown Advisory Board Public Meeting Feedback

On September 16, 2019, the Downtown Advisory Board hosted a public meeting to educate the downtown business and property owners about the role of the Downtown Advisory Board, projects and related funding sources. In addition, attendees were given an opportunity to share their vision for the future redevelopment of the UGM/Saffron sites and feedback on downtown challenges and priorities for how parking fund dollars should be used.

Twelve individuals attended the Public Meeting.

The following is a word for word summary of the comments shared during the discussion breakout session of the meeting:

Responses to Question #1 – What are your hopes for downtown?

- Residential, all levels of income
- Push for other initiatives that came out of Downtown Homeless Task Force – Sit & Lie
- Everyone agreed that a downtown with thriving businesses is what they want.
- Larry specifically wants to see the front street block developed
- Vibrancy
- Vitality
- More people living in downtown
- Grocery store in downtown
- Major employers moving into downtown
- Grocery
- Continue to develop draws to downtown – how do we keep people interested in downtown
- Maintain upward growth
- Grocery
- Would like to see downtown be increasingly a draw for entertainment, services, shopping.
- More living spaces
- Less vacancies
- Grocery store
- Downtown events/involving businesses
- To stay in downtown – keep lease rates affordable
- To fill vacancies
- Some type of grocery store
- No vehicle needs
- Continue to be a draw, center for city
- Want to be able to afford downtown
- Stay in downtown – Runaway Arts & Craft

- Vibrancy
- Safety Perceptions
- Destination – return visits
- Streetscape
- Place where people gather and want to be
- Pedestrian comfort
- Sign ordinance/historic district
- Diversity
- Housing/Residential
- Sustainable base
- More R/R, storage for homeless
- All income areas in downtown housing
- Bigger issues – pedestrian friendly than streetscape
- Workable for homelessness – bathrooms
- Senator hotel
- Storage
- Sheets of phone numbers
- Vibrancy
- Toolbox
- Housing
- Diversity
- Gathering Place
- Commercial Center
- Pedestrians
- Safety – sidewalks danger
- Grant for security purposes
- Sign ordinances

Responses to Question #2 – What is the biggest challenge you face in downtown?

- Lease cost
- Lot of vacancies on ground level
- Tension between livability & Traffic (pedestrian vs. auto)
- Parking enforcement was a huge concern for ABC Music. While One Fair World thought it was not an issue
- The trees in front of Larry's building are a mess, but the city will not let him remove and replace. They are ruining his building and the homeless are drawn to that location.
- Making it a great place
- Homeless
- Traffic Pattern
- Coming up with funds to develop our buildings second level
- Homeless
- Homeless
- People don't know a
- Lease cost
- Current rent rates vs. cost of remodeling & construction
- Depends on what area of downtown
- Jackson Jeweler, loss of tenants, so many vacancies
- Key program toolbox matching

- Stink and gross in garages
- Making customers feel safe in downtown area
- Lease \$, free parking
- Parking – parking/dining guide
- Cultural perception
- Homelessness
- Safety Perceptions
- Keeping the old buildings – it can't all be new, or you lose the character of the buildings

Response to Question #3 – Priority Ranking (#1 being the highest)

Events	1, 4, 4, 4, 5, 8, 9, 9
Advertising	1, 2, 2, 3, 3, 3, 5, 9, 10
Decorations	3, 4, 6, 6, 6, 6, 8
Banners	4, 4, 4, 4, 5, 5, 6, 7,
Flower Baskets Benches	1, 1, 2, 3, 4, 5, 6, 7, 7, 10
Trash Cans	1, 1, 1, 1, 1, 1, 1, 2, 2, 2, 5, 5, 8
Cleaning/Maintaining Public Spaces	1, 1, 1, 1, 1, 2, 2, 2, 2, 2, 3
Providing Safety & Security Measures	1, 1, 1, 1, 1, 1, 1, 2, 3, 3
Other Similar Amenities	

Question #4 What ideas do you have to create sustainable future parking revenue?

- Meters
- Enforcing parking rules
- Parking permits
- Parking tax
- Metered on-street parking funds above operations to district
- Paid parking
- Revisit parking district tax caps
- Variable parkade rate (smart meter)
- Some street paid parking with 1-hour free spaces
- I think it would work with 30 minutes free, long term pay 2 \$ hour
- Downtown parking meters
- Modern parking meters similar to east of downtown
- Meters/retail validation
- Parking meters or PDX type parking revenue sources
- Meter the downtown
- Raise general fund taxes
- No consensus on how to pay for the parking structure maintenance. However, they all agreed that the parking tax was ok.
- No fee parking on street
- Fee parking would help

Other comments

- Never heard of Salem Main Street
- 1st Wednesday – moved to alleys – other downtown businesses are getting zero traffic
- Holiday decorations – 50% of whole year's business is during October-December
- Garbage cans are a huge priority

- Tenants leaving because of fear of homeless, one was attacked
- Paid parking – survey at each store, free 30 minute spots, start with high traffic areas, times different for when to pay, library pays but we don't, lack of handicapped spaces.
- Development standards to require provision of parking at new construction
- Expanded public transportation
- Benches, only if the homeless are gone
- Toolbox program
- McMinnville, consistency of signage, commonality draw/theme
- Address parking
- More efficient enforcement – turnover
- Take a look at the transformation of the City of Lancaster, CA. It was disgusting prior and afterwards, beautiful walking downtown

Comments received on (What would you like to see for redevelopment at the Saffron and UGM sites)

Rooftop Dining
 Hotel
 Grocery (2)
 Yoga
 Utilize entire block

Housing (2)
 Retail
 Brew Pub
 Mix of Uses