

DOWNTOWN DEVELOPMENT ACTION PLAN, 2017-2019

NEXT STEPS STRATEGIES FOR THE CITY OF VENETA, OREGON



AUGUST 2017



NEXT STEPS STRATEGIES

This section of the Downtown Redevelopment Plan addresses what the City and its partners should focus on, actions to undertake next, and lists funding, and timelines. The project list that follows is based upon identified categories ranked by strategic priority. It is tailored to Veneta's unique redevelopment situation at this point in time. Several of these initiatives will be occurring simultaneously, and several are ongoing.

FRAMEWORK #1: PROPERTY (RE)DEVELOPMENT & CATALYST PROJECTS

Objective: To catalyze and create opportunity for private investment that leads to the shared vision of an active and connected small town downtown experience

Strategy 1		Create single database of information for each downtown property: Site Information, Project Plans, Property Goal, Key Stakeholders, Outreach and Engagement, Interests to easily track and share data					Phase I		Phase II		
		1.1	Action	Project Lead	Partners	Funding	Priority	2017-2018		2019-2020	
Include key contacts and prospects, such as: businesses, property owners, realtors, developers, contact informations, site amenities, owner interests	City will create database, or purchase subscription CMR software	Urban Renewal Specialist				High	●				
1.2	Action	Project Lead	Partners	Funding	Priority	2017-2018		2018-2019			
Identify each downtown opportunity site as Catalyst, Needs Attention, Short Term Opportunity.	City staff will categorize tax lots internally, based on current conditions	Urban Renewal Specialist				High	●				
1.3	Action	Project Lead	Partners	Funding	Priority	2017-2018		2018-2019			
Include all redevelopment opportunities in database (Red Barn property; the Attic Building; and construction of parking lot on vacant parcel)	Follow up with property owners and/or work with URA to define redevelopment project	Urban Renewal Specialist	URA	URA		High	▶▶				
1.4	Action	Project Lead	Partners	Funding	Priority	2017-2018		2018-2019			
Create <i>Next Steps</i> action plan for key properties and schedule to implement in 2017	Staff will create action plan for each property identified as a downtown opportunity site. Action plan will include timeline, follow up, and define project goals	Urban Renewal Specialist				Medium	▶▶				

1.5	Action	Project Lead	Partners	Funding	Priority	2017-2018	2018-2019
Continued update of database	Staff will update as contact, development, and inquiries occur as well as schedule and track regular outreach	Urban Renewal Specialist			Medium	▶▶ ▶▶ ▶▶	
Strategy 2						Phase I	Phase II
Focus additional due diligence on the top sites most ready for improvement, development or occupancy; and property owner engagement, interests.							
2.1	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Get in touch with the two or three property owners: currently buying, redeveloping, ready to sell sites	Staff will follow up with property owners to have a clear understanding of their intentions, sales/purchase price, needs from a transaction, schedule, types of assistance needed, etc.	Urban Renewal Specialist			High	▶▶	
	▶▶ Project phasing: Ongoing process						
	● Project phasing: Single project						

FRAMEWORK #2: POLICY & ADMINISTRATIVE

Objective: To leverage infrastructure development and city capacity into efficient delivery of activities that promotes business and property development

Strategy 1		Tackle regulatory concerns and issues within the Municipal and Land Use Code that may act as a barrier to development				Phase I		Phase II	
1.1	Action	Project Lead	Partners	Funding	Priority	2017-2018		2019-2020	
Update land use code and create minimum development standards to address urban blight and derelict buildings	City staff will research best practices and define minimum development standards for adoption	Urban Renewal Specialist	City Council; Planning Commission; EDC		High	●			
1.2	Action	Project Lead	Partners	Funding	Priority	2017-2018		2018-2019	
Identify and agree on regulatory tactics that can be employed to get downtown and Territorial Hwy properties cleaned up or demolished. 'Dangerous, derelict, nuisance structures' are addressed in nearly every municipal building code. Does Veneta's allow for ready action?	City staff will review municipal building code and ensure the code includes building regulations in line with the vision for the downtown commercial core	Urban Renewal Specialist	City Council; EDC		High	●			
1.3	Action	Project Lead	Partners	Funding	Priority	2017-2018		2018-2019	
Identify key barriers in the code (e.g., high parking standard) that may deter property redevelopment and address with changes or agree to flexibility standards.	City staff will review land use code, identify barriers, and come up with solutions for City Council to consider adopting	Urban Renewal Specialist	City Council; Planning Commission; EDC; Chamber of Commerce		High	●			
Strategy 2		Define Urban Renewal Planning and Development Assistance that will add to resources available for identified projects				Phase I		Phase II	
2.1	Action	Project Lead	Partners	Funding	Priority	2017-2018		2019-2020	
Update the Urban Renewal Plan to authorize grants, loans, for rehabilitation and redevelopment opportunities.	Staff will review case studies on Urban Renewal Agencies (provided by RDI) and identify additional and/or alternative methods for assistance and make recommendations to URA for plan amendments	Urban Renewal Specialist	RDI; URA	URA	High	●			

2.2	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Identify short and long term modifications or additions to Redevelopment Toolkit that increases development probabilities	Staff will review case studies on Urban Renewal Agencies (provided by RDI) and identify additional and/or alternative methods for assistance	Urban Renewal Specialist	RDI; URA; Chamber of Commerce	URA	Medium	●	
2.3	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Identify and agree on urban renewal resources/tools that could be applied to spur next steps evaluation and/or development in the district.	Staff will review case studies on Urban Renewal Agencies (provided by RDI) and identify additional and/or alternative resources and tools	Urban Renewal Specialist	URA; RDI	URA	High	●	
2.4	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Explore the idea of revising the Urban Renewal Plan to incorporate a housing development goal.	Staff will review case studies on Urban Renewal Agencies (provided by RDI) and provide recommendations to URA	Urban Renewal Specialist	RDI; URA		Low	▶▶	
	▶▶ Project phasing: Ongoing process						
	● Project phasing: Single project						

FRAMEWORK #3: MARKETING, OUTREACH, & ACTIVITY GENERATORS

Objective: To create and connect development opportunities with appropriate audiences that spur private and/or public investments in downtown business district

Strategy 1

Promote City and Urban Renewal Incentives

Phase I

Phase II

1.1	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Create a schedule of public relations and outreach materials, including: topics, tools, formats, etc.	Staff will create schedule for outreach within database and maintain engagement with developers, brokers, and property owners (see Redevelopment Matrix, Strategy 1.1)	Urban Renewal Specialist	EDC; URA; Chamber of Commerce		Medium	▶▶	
1.2	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Develop promotional 1-pager summarizing UR incentives; continued updating as changes occur	RARE participant to develop promotional materials and continually update as changes occur. RARE will also conduct outreach and share materials with appropriate audiences (e.g., property owners, developers and commercial brokers)	Urban Renewal Specialist	URA	URA	High	●	▶▶

Strategy 2

Partner with Retention and Development Agencies

Phase I

Phase II

2.1	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Partner with agencies focusing on business retention and downtown development	Staff will maintain contact with partner organizations and continue to build relationships/utilize expertise and resources	Urban Renewal Specialist	Oregon Main Street, NEDCO, SBDC, FertiLab, Restore Oregon, and State Historic Preservation Office		High	▶▶	

2.2	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Engage at a higher level of activity with the Oregon Main Street program to capitalize on the knowledge, creativity and expertise of the growing number of active main street organizations and staff around the state especially related to property revitalization	Staff will continue to engage in the Oregon Main Street Program at the Exploring Level, until ready to commit to Main Street Community at the Transforming Downtown Level (for communities who are committed to downtown revitalization using the Main Street Approach, but need technical assistance to take them to the next level).	Urban Renewal Specialist	Oregon Main Street Network		Medium	▶▶	
2.3	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Identify and tap state resources and technical assistance to help Veneta assess the historic value and redevelopment potential of downtown properties.	Staff will reach out to State Historic Preservation Office and Restore Oregon to evaluate redevelopment potential for the Attic and JP Tootle Buildings	Urban Renewal Specialist	State Historic Preservation Office; Restore Oregon; Oregon Main Street	Oregon Main Street Revitalization Grant	Medium	▶▶	
Strategy 3						Hold and/or promote events in key areas	
						Phase I	Phase II
3.1	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Hold and/or promote seasonal, monthly, and/or weekly events	Economic Development Specialist/RARE participant to plan and promote events (e.g., summer block party, monthly pop-up shop days on vacant lot), and partner with groups already involved in community events	Urban Renewal Specialist	Chamber of Commerce; Park Board; Travel Lane County		High	▶▶	
3.2	Action	Project Lead	Partners	Funding	Priority	2017-2018	2018-2019
Continue to assist and promote the Farmers' Market	City staff will research best practices and define minimum development standards for adoption	Urban Renewal Specialist	City Council; Planning Commission		Medium	▶▶	

3.3	Action	Project Lead	Partners	Funding	Priority	2017-2018	2018-2019
Encourage residents to change buying habits and purchase locally instead of in the Eugene-Springfield Metropolitan Area. The market analysis shows that demand is here, but changing buying habits is key	Economic Development Specialist/RARE participant to plan and promote "Buy Local" campaign	Urban Renewal Specialist	Chamber of Commerce; EDC		Medium	▶▶	
	▶▶ Project phasing: Ongoing process						
	● Project phasing: Single project						

FRAMEWORK #4: BUSINESS DEVELOPMENT

Objective: To promote and support local businesses that enhances the overall business climate and promotes entrepreneurial and business development activity

Strategy 1

Continuation of Veneta Business Connect

Phase I

Phase II

1.1	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Focus 3rd Year Veneta Business Connect, the City's business retention and expansion program, on downtown properties	The Economic Development Committee and City staff will continue BRE follow up and continued outreach and monitoring. Biennially, EDC and Staff will interview 6-10 additional/new businesses (may be homebased).	Economic Development Committee	City Staff; Chamber of Commerce		High	▶▶	

Strategy 2

Facilitate Small Business Assistance

Phase I

Phase II

2.1	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Maintain contact with resource providers for micro-enterprise assistance at the Veneta Small Business Assistance Center	City staff/RARE participant will maintain partnership with LCC SBDC, Community LendingWorks, RAIN Eugene, and Veneta-Fern Ridge Chamber of Commerce	Urban Renewal Specialist	Community LendingWorks; LCC SBDC; RAIN Eugene; Chamber of Commerce		Medium	▶▶	

2.2	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Provide technical assistance to businesses on downtown incentive programs	Economic Development Specialist/RARE participant will act as liason to businesses in search of information on City or other assistance/resources	Urban Renewal Specialist			High	▶▶	
2.4	Action	Project Lead	Partners	Funding	Priority	2017-2018	2019-2020
Create a list of potential tools and tactics to help downtown business development	City staff will compile list of tools and tactics to provide to business inquiries. These documents may include: Market Assessment; Urban Renewal Case Studies; Property Tear Sheets	Urban Renewal Specialist			High	●	
	▶▶ Project phasing: Ongoing process						
	● Project phasing: Single project						