

Veneta Urban Renewal Plan – Substantial Amendment –Amendment No. 7

The following changes are made to the Veneta Urban Renewal Plan. Deletions are shown in ~~crossout~~ and additions are shown in *italics*. Sections of the Amendment that came directly from the Veneta Comprehensive Plan are shown in ***bold italics***.

ARTICLE I – INTRODUCTION

1.010 Background. *The Veneta Urban Renewal Plan has previously been amended six times.*

- *1998 - Ordinance 397 and Resolution 456 established maximum indebtedness, updated project timing and cost estimates*
- *2000 - Resolution 65 added definition/example of substantial amendment, adopted finding for authorizing minor changes*
- *2002 - Resolution 70 added property totaling 1.88 acres*
- *2007 - Resolution 78 emphasized projects and activities from the Downtown Master Plan*
- *2013 - Resolution. 97 added property totaling 0.332 acres*
- *2015 - Resolution 102 updated projects.*
- *In 2019, the Veneta City Council decided to pursue a substantial amendment to the Veneta Urban Renewal Plan to update projects, add property and increase the maximum indebtedness of the Area. As this was a substantial amendment, all sections of the urban renewal plan were reviewed and updated as necessary.*

1.080 Consistency of Urban Renewal Plan and Veneta Comprehensive Plan.

This section deleted in its entirety except the final paragraph.

ORS 457.085 requires that the Plan conform to local objectives. This section provides that analysis. Relevant local planning and development objectives are contained within the Veneta Comprehensive Plan Ordinance No. 523 (“Comprehensive Plan”), which includes by adoption the 2019 Veneta Transportation System Plan and the Veneta Residential Buildable Land Analysis, Housing Needs Assessment, and Parks and Open Space Master Plan, Economic Opportunity Analysis. Further, it addresses the Land Development Ordinance No. 493 adopted in January 2010 and amended through February 13, 2019. The following section describes the purpose and intent of these plans, the main applicable goals and policies within each plan, and an explanation of how the Plan relates to the applicable goals and policies.

The numbering of the goals and policies within this section reflects the numbering that occurs in the original document. Italicized text is text that has been taken directly from an original document.

Comprehensive Plan designations for all land in the Plan Area are shown in Figure 2. All proposed land uses conform to Figures 2 and 3. Maximum densities and building requirements for all land in the Plan Area are contained in the Land Development Code.

I. Comprehensive Plan

This analysis covers the most relevant sections of the Comprehensive Plan but may not cover every section of the Comprehensive Plan that relates to the Plan. As the Comprehensive Plan is updated in the future, this document will automatically incorporate those updates without the Plan having to be formally amended.

The numbering of the policies within this section reflects the numbering that occurs in the original document.

Community Vision

- 1. Maintain community identity and recognize that Veneta is a community located in an appealing rural setting, in close proximity to the Eugene/Springfield Metropolitan Area and Fern Ridge Reservoir.***
- 2. Maintain Veneta as an attractive residential community while improving the service and retail sector and developing a commercial and light industrial employment base for the entire Fern Ridge area.***
- 3. Plan for a healthy community which is able to provide for a majority of its basic needs.***
- 4. Provide adequate public utilities and services to guide and direct development in the City.***

A. Growth Management Element

GOAL:

Provide sufficient buildable lands and open space areas to allow Veneta to develop as the retail and service center for the Fern Ridge area and to develop a commercial and light industrial employment base.

- 2. Financial resources of the City of Veneta are limited. Due to the small size of the community, the city must carefully plan how public funds will be obligated for capital improvements projects.***

Finding

The Plan conforms to the Growth Management Element as the existence of urban renewal provides a valuable funding source for improvements to the infrastructure in Veneta. These improvements will encourage development within the city limits, supporting Veneta as a retail and service center.

B. Community, Building, and Site Design Element

GOAL:

Create a city with efficient and ecologically sensitive infrastructure; an environment that aesthetically stimulates us; and buildings, sidewalks, trails, and other public facilities that are accessible to everyone.

Policies:

- 2. Provide adequate public spaces such as small parks, greenways, or plazas where residents and employees can meet or relax and that provide a counterbalance to the high activity levels in the mixed-use area. Provide amenities such as benches and educational signage in public spaces and along off-street pathways.*

Finding

The Plan conforms to the Community, Building, and Site Design Element as the improvements to the parks in Veneta will help create a city with an environment that aesthetically stimulates. The improvements will provide other public facilities that are accessible to everyone.

C. Residential Land and Housing Element

GOALS:

- 1. Provide an adequate supply of residential land and encourage land use regulations that allow a variety of housing types that will be able to meet the housing needs of a range of age groups, income levels, and family types.*
- 2. Encourage efficient land development patterns that minimize service and infrastructure costs.*
- 3. Encourage land use patterns that provide livable neighborhoods; allow mixed uses, and allow a variety of housing types.*
- 4. Encourage land use patterns that protect and enhance Veneta's natural resources.*
- 5. Facilitate new housing starts to ensure there is adequate opportunity and choice to acquire safe, sanitary, and affordable housing.*
- 6. Maintain an attractive residential community in an appealing rural setting.*

Policies:

- 3. Prioritize infrastructure investment that will promote infill development of vacant and partially vacant lands within the Urban Growth Boundary.*

Finding

The Plan conforms to the Residential Land and Housing Element as the proposed improvements to the parks will encourage residential development in the Area and maintain an attractive residential community in an appealing rural setting. The improvements to the transportation infrastructure and ability to support existing and new businesses will also attract more residential development into the Area.

D. Economic Development Element

GOALS:

Pursue the economic interest of the City of Veneta by constructing and implementing policies and programs, including but not limited to the following functions:

- 1. Guide the responsible expansion and growth of business and industry in Veneta and the Fern Ridge area.*
- 2. Develop a working relationship with economic development-related public and private agencies, community groups, and business organizations.*
- 3. Engage in dialogue with interested parties about the development of Veneta's industrially and commercially zoned properties, and other development and interests related to Comprehensive Plan Goals.*
- 4. Provide for at least an adequate supply of sites of suitable sizes, types, locations, and service levels for a variety of industrial and commercial uses.*
- 5. Limit uses on or near sites zoned for specific industrial and commercial uses to those which are compatible with proposed uses.*

Policies:

- 2. Make strategic investments based on Capital Improvement Planning to install utilities adjacent to employment sites so properties are ready to develop. Seek grant opportunities to pay for needed infrastructure such as roads or utilities that would encourage job creation.*
- 3. Encourage the installation of an advanced communications or broadband network to Veneta to help the city move more fully into the communication age. Develop a telecommunications ordinance to guide investments and installation of telecommunications facilities.*
- 8. Promote business development in the downtown area by:*
 - upgrading city streets to include on-street parking, curbs, gutters, and sidewalks.*
 - consolidating small parcels into larger parcels for commercial development;*
 - fully utilizing the land through redevelopment;*

Finding

The Plan conforms to the Economic Development Element as the proposed projects will provide assistance to new and future businesses, encourage business development in the Area and provide infrastructure to support the businesses in the Area.

E. Utilities Element

GOAL:

Upgrade and develop adequate water, sewer, storm drainage and other appropriate utilities to serve the planning population (Other utilities could potentially include telecommunications, electric, cable, solid waste, etc.).

Finding

This Element is not impacted by the 2019 Substantial Amendment to the Plan. Prior project activities have addressed this goal.

F. Community Facilities and Services Element

GOAL:

Upgrade and develop adequate community facilities and services to serve the planning population.

The community facilities element of the Comprehensive Plan includes those public and semi-public activities in the community, with the exception of utilities and parks and open space. Each of these are considered as separate elements.

Finding

This Element is not impacted by the Plan.

G. Transportation Element

GOALS:

The following goals will guide the development of the transportation system plan and should be used to monitor future transportation strategies and improvements.

Quality of Life: Enhance the City's quality of life by providing adequate access to residences, employment, services, social and recreational opportunities.

Land Use Planning: Integrate land use and transportation planning.

Congestion: Operate transportation facilities at a level of service that is cost-effective and appropriate for the area served.

Connectivity: Create an interconnected transportation system to support existing and proposed land uses.

Access: Meet the access needs of land development while protecting public safety needs transportation operations, and mobility of all transportation modes.

Transportation Balance: Provide a balanced transportation system that provides options for meeting the travel needs of all modes of transportation.

Energy: Minimize transportation-related energy consumption by using energy-efficient and appropriate modes of transportation for the movement of people, goods and services.

Economic: Promote economic health and diversity through the efficient and effective movement of goods, services, and people.

Environmental: Minimize environmental impacts on natural resources when constructing transportation facilities and by encouraging non-polluting transportation alternatives.

Pollution Control: Minimize pollution including air, water, and noise pollution.

Parking: Provide adequate parking without conflicting with other transportation goals.

Coordination: Collaborate and coordinate with state, county and other agencies during long-range planning efforts, development review, design and construction of transportation projects, and any other land use or transportation programs, policies or developments.

Finding

The Plan conforms to the Transportation Element as the proposed projects will provide transportation improvements to roads and supply parking in the Area that will benefit residents and businesses in the Area.

H. Parks and Open Spaces

GOAL:

Develop a variety of neighborhood parks, open space areas, and recreational facilities for use by the residents of Veneta.

City Park Facilities: The City has five developed park sites and four undeveloped park sites:

(a) City Park: E. Broadway Avenue

This 5.90 acre park includes a Community Center, outdoor swimming pool, playground equipment and picnic areas.

(h) Unnamed Site: Bolton Hill Road

This 1.47 acre undeveloped site located on Bolton Hill Road is located in the steep slope subzone and does not have sidewalk access. The site is sloped with scattered trees and other vegetation. The site is located adjacent to Bowling Green Subdivision and has the potential to be developed into a neighborhood park. Future site development will need to address sidewalks, slope, drainage, and soils.

Policies:

- 1. Existing Facilities: Encourage the improvement of existing park and recreation facilities in Veneta through equipment replacement, maintenance, landscaping, access improvements, visibility and safety measures, and expansion.***
- 2. New Facilities: Acquire additional land for new active recreation sites (including ball fields), passive recreational sites, open space, and new neighborhood and/or civic parks.***

Finding

The Plan conforms to the Parks and Open Spaces Element as the proposed projects will provide park improvements and transportation improvements in the Area that will benefit residents and businesses in the Area.

I. Natural Resources

Goals

- 1. Conserve open space and protect natural and scenic resources, including wildlife corridors.***
- 2. Conserve and protect Veneta's significant wetland resources.***

Finding

This Element is not impacted by the Plan.

J. Air, Water and Land Resource Quality

Finding

This Element is not impacted by the Plan.

K. Areas subject to Development Constraints

Finding

This Element is not impacted by the Plan.

II. Veneta Parks, Recreation, and Open Space Master Plan

4.1 Veneta Parks, Recreation and Open Space Goal

Develop a variety of neighborhood parks, open space areas, and recreational facilities for use by the residents of Veneta.

4.2 Policies and Recommended Actions

Encourage the improvement of existing park and recreation facilities in Veneta through equipment replacement, maintenance, landscaping, access improvements, visibility and safety measures, and expansion.

Recommended Actions:

- 1. Explore the potential for expanding City Park to include adjacent tax lots, including property that would open access onto Hunter Drive. Improve the connection between City Park and Veneta Elementary School.***
- 2. Remediate drainage problems for the park area south of the City water tank and selectively clear trees to provide an area for open play space and/or basketball facilities. Preserve existing tree canopy elsewhere in the park for shade and amenity value.***
- 4. Improve the parking areas at City Park to beautify the park entrance, improve access and reduce dust impacts to park patrons and adjacent residents.***
- 5. Initiate local fund-raising activities and pursue grant options to expand the play facility and improve the community center at City Park. Also pursue funding for needed play facility renovations and replacement at other existing park facilities.***
- 6. Conduct an inventory and evaluation of park equipment and facilities in all parks and develop a program to replace unsafe, substandard or worn facilities and play equipment through the CIP.***

Finding

The Plan conforms to the Parks and Open Spaces Element as the proposed projects will provide park improvements in the Area that will benefit residents and businesses in the Area.

III. Downtown Retail Market Analysis and Development Action Plan, 2017-2019

The Downtown Retail Market Analysis and Development Action Plan, 2017-2019 was developed by Rural Development Initiatives for the City of Veneta. It lists several strategies for what the city and its partners should focus on and what actions to undertake. It lists funding suggestions and timelines. Many of the strategies involve work by city staff designated in the document as the Urban Renewal Specialist and using urban renewal resources to implement the strategies. The Framework steps are:

- 1. Property (Re)development and Catalyst Projects*
- 2. Policy and Administrative*
- 3. Marketing, Outreach & Activity Generators*
- 4. Business Development*

Finding

The Plan conforms to the Downtown Development Action Plan, 2017-2019 as the proposed projects will provide assistance to business development, policy and administrative activities and property re(development) and catalyst projects in the Area.

The Veneta Economic Development District was selected because it is the center around which the community will grow. All of Veneta's prime industrial lands and the entire Central Business District are within the district boundaries. The Veneta Downtown Renewal Agency believes that the creation of the District and use of tax increment financing will speed the renewal of the district and rejuvenation of a depressed local economy. The construction of new businesses will generate jobs for area residents and stimulate residential growth throughout the Veneta/Elmira area. In turn, the goals of Veneta's Comprehensive Plan can become the reality of Veneta's future.

ARTICLE II: THE DISTRICT

2.010. Boundary. *The original Veneta Economic Development District Urban Renewal Area includes 354 acres of land, 295 of which are located in the City of Veneta-and 59 acres are located in an unincorporated island inside the Veneta Urban Growth Boundary. *The Urban Growth Boundary was subsequently amended and incorporated the aforementioned 59 acres.* The entire Veneta Economic Development District is located in the County of Lane, State of Oregon, and within the boundaries designated and described in Exhibit 1. Exhibit 1 has been updated to include two boundary changes adopted by Urban Renewal Agency Resolution No. 70 and Resolution No. 97. The boundary changes added 2.21 acres to the original boundary for a total Urban Renewal Area of 356.21 acres. Ordinance No. [REDACTED] deleted one parcel that was erroneously included in the Area for a total of 2.04 acres and added 13 acres to the boundary for a total Urban Renewal Area of 373.87acres, all within the Veneta city limits.*

Exhibits 1, 2 and 3 are replaced in this 2019 Amendment.

2.020 Land Use Plan. *The Land Use plan for the Veneta Economic Development District consists of the Veneta Comprehensive Plan Ordinance ~~450~~ 523 and the Veneta Land Development Ordinance No. ~~478~~ 493 which are herein incorporated by reference. A description of existing land uses in the Veneta Economic Development District is included in ~~Article 6, Section 6.010, Physical Conditions and Land Uses; 6.020, Public Facilities and Sewers; and 6.030 Social and Economic Conditions within the Urban Renewal District.~~ below.*

Exhibit No. 2, Comprehensive Plan Designation within the Urban Renewal District in effect on ~~June 1, 1984~~ *September 9, 2019*, and Exhibit No. 3, Zoning Designation in effect within the Urban Renewal District on ~~June 1, 1984~~ *September 9, 2019* are provided to show the type of development which may be permitted within the boundaries of the Veneta Economic Development District. *Maximum densities and building requirements for all land in the Plan Area are contained in the Land Development Code and are included herein by reference.*

Zoning District designations in the Area:

Land Development Ordinance No. 493 adopted in January 2010 and amended through February 13, 2019

4.01 Rural Residential

(1) Purpose. To maintain areas outside the City's service boundary for limited rural development within the carrying capacity of the natural resources until conversion to urban residential uses.

4.02 Single Family Residential

(1) Purpose. To provide areas suitable and desirable for primarily single-family and public service uses, with options and flexibility to provide a variety of housing through clustering and planned developments, including the provision of limited multi-family use subject to lot size and density standards. The net density in the SFR zone shall not exceed eight (8) dwelling units per acre. Lots in the SFR zone are subject to the minimum lot area and dimensional standards of the zone.

4.03 General Residential

(1) Purpose. To provide areas suitable and desirable for a variety of housing types and densities with provisions for associated public service uses and open space, and allowing flexibility through planned developments and other options under controlled conditions. The net density in the GR zone shall not exceed fifteen (15) dwelling units per net acre and twenty (20) units in planned developments, and are subject to the minimum lot area and dimensional standards of the zone.

4.04 Residential Commercial

(1) Purpose. To provide areas suitable and desirable for a mixture of residential and commercial uses within walking distance of downtown Veneta with provisions for associated public service uses, and other uses, under specific standards that promote land use compatibility and transportation-efficient development.

4.05 Broadway Commercial

(1) Purpose. Create a pedestrian friendly environment within the downtown area with a mixture of land uses that provides direct, safe, and convenient access from residential areas to commercial services, public spaces, and transit connections while maintaining access for automobiles and bikes.

4.06 Community Commercial

(1) Purpose. To provide areas suitable and desirable for a wide range of small commercial and business facilities to serve the Fern Ridge community.

4.07 Highway Commercial

(1) Purpose. To provide services to accommodate travelers and to provide large scale commercial services needed to serve the Fern Ridge area.

4.08 Industrial Commercial

(1) Purpose. To provide areas suitable for limited manufacturing, warehousing, and commercial activities which have minimal emissions or nuisance characteristics.

4.09 Light Industrial

(1) Purpose. To allow for light industrial uses in a business park environment. Such development could include flexible space for a variety of small industrial manufacturing, storage, distribution and office uses. Such space is commonly used as business incubators for small local businesses and could ideally be used by artisans and craftspeople as industrial studio space.

4.09 Medium Industrial

(1) Purpose. To allow industrial uses which cater to the more traditional sectors. These include secondary work products manufacturing and processing, other durable manufacturing enterprises.

4.10 Public Facilities and Parks

(1) Purpose. To provide for public facilities and parks, and allow for construction of new facilities as the community grows.

ARTICLE III: PROJECTS AND ACTIVITIES

Priority	Project Title	Description
16	<i>Bolton Hill Sports Complex Improvements</i>	<i>Details of improvements are documented in Bolton Hill Master Plan adopted in 2011. Phased improvements include field restoration and improvements, grading and drainage, driveway and parking lot improvements, fencing, play areas, wood chip perimeter path, irrigation system, sidewalks, field and parking lot lighting.</i>
17	<i>City Park Improvements</i>	<i>Phases 2-5 from Parks Master Plan</i>
18	<i>Territorial Highway Improvements</i>	<i>Highway 126 to West Broadway Avenue</i>
19	<i>Territorial Highway Improvements</i>	<i>West Broadway Avenue to Hunter Avenue</i>
20	<i>Jeans Road Intersection Improvements</i>	<i>Provide improvements including but not limited to intersections at Jeans Road and Territorial Highway</i>
21	<i>Construction of Shared Parking Lot</i>	<i>3rd to 4th Streets off of Brooker Lane</i>
22	<i>Underground Power Lines</i>	<i>West Broadway Avenue from 4th to 8th Streets</i>
23	<i>Funds for Business Incentives</i>	<i>Create a Business Assistance Program to add to Redevelopment Toolkit</i>
24	<i>Miscellaneous Fiber</i>	<i>Provide fiber in Area to connect businesses</i>
25	<i>Retail Pop-up District</i>	<i>Provide assistance for a retail-pop up district</i>
26	<i>Acquisition of Luther Lane Open Space</i>	<i>Provide additional downtown gateway opportunities and potential multi-modal transportation hub</i>

Note: See 2019 Report on Amendment for more detailed project descriptions

3.013 Authority to Acquire Property. Limited property acquisition authority is hereby granted to the Veneta Downtown Renewal Agency. No properties shall be acquired by the Agency through the powers of eminent domain condemnation ~~without amendment to this Plan~~ except where necessary to acquire easements and rights-of-way for public improvement projects. Property acquisition, including limited interest acquisition, may be used to achieve the objectives of this Plan, within the limitations set forth herein, based on one or more of the following criteria:

3.014 Proposed Land Acquisitions.

3. Acquisition of Land for Public Facilities

Land acquired: Map and tax lot: 18-06-01-00-01901

4. Acquisition of the former Veneta Downtown Farmers Market site for development of open space. The legal description of this property is:

All land within the right-of-way boundaries of the Florence-Eugene Highway, State Highway No. 62 as formerly routed lying outside the Southerly right-of-way boundary of said Florence-Eugene Highway as now relocated from approximately opposite relocated Highway Engineer's Station 441+60 (also being the easterly right-of-way boundary of the Territorial Highway, State Highway No. 200); thence easterly to approximately opposite relocated Highway Engineer's Station 463+30 and lying in Section 36, Township 17 South, Range 5 West, Willamette Meridian; Lane County, Oregon.

3.017 Relocation.

~~The Veneta Downtown Renewal Agency does not require the relocation of any persons or businesses. However, in the unlikely event that an action of the Agency will result in temporary or permanent displacement, then the Agency will provide assistance in finding replacement facilities to displaced persons or businesses. All persons or businesses to be displaced will be contacted to determine their relocation needs. They will be provided information on available space and will be given assistance in moving. All relocation activities will be undertaken, and payments made in accordance with the requirements of ORS 281.045 – 281.105, Relocation Regulations, as adopted by the Agency, and all other applicable laws or regulations. Relocation payments will be made as provided by ORS 281.060. Payments made to persons displaced from dwellings will assure that they will have available to them decent, safe, and sanitary dwellings at costs or rents within their financial reach. Payment for moving expenses will be made to businesses displaced. The Agency will prepare and maintain information in its office relating to the relocation program procedures, including eligibility for and amounts of relocation payments, services available, and other relevant matters.²⁸ If Federal funding is used in any particular public improvement project, the requirements of the Federal Uniform Relocation Assistance Act shall be complied with by the City and Urban Renewal Agency.~~

When the Agency acquires occupied property under the Plan, residential or commercial occupants of such property shall be offered relocation assistance, as required under applicable state law. Prior to such acquisition, the Agency shall adopt rules and regulations, as necessary, for the administration of relocation assistance. No specific acquisitions that would result in relocation benefits have been identified; however, there are plans to acquire land for infrastructure which may trigger relocation benefits in the future in the Plan Area.

3.020 Redeveloper's Obligations.

This section deleted in its entirety.

ARTICLE IV – METHOD FOR FINANCING URBAN RENEWAL PROJECTS

4.030 Prior Indebtedness. Any indebtedness permitted by law and incurred by the Veneta Downtown Renewal Agency or the City in connection with pre-planning of this Urban Renewal Project shall be repaid by tax increment increases from the Urban Renewal Area when and if such funds are available. ~~as provided by ORS 457.34~~

4.040 Completion of Project. Upon satisfaction of all outstanding indebtedness, the City shall not utilize the provisions of ORS 457.420 through 457.450 for further financing in the Area without filing a new plan

4.050 Maximum Indebtedness. The maximum amount of indebtedness that may be issued or incurred under the Veneta Urban Renewal Plan is ~~\$13,613,603~~ \$18,426,665.

ARTICLE V – AMENDMENTS

5.010 Procedure for Changes in the Approved Veneta Economic Development District Renewal Plan. The Plan will be reviewed annually by the Planning Commission. The Plan will continue to evolve ~~during the next (20) twenty years.~~ *through the expected termination in FY 2029/3030.*

Exhibit 1 - Boundary Map

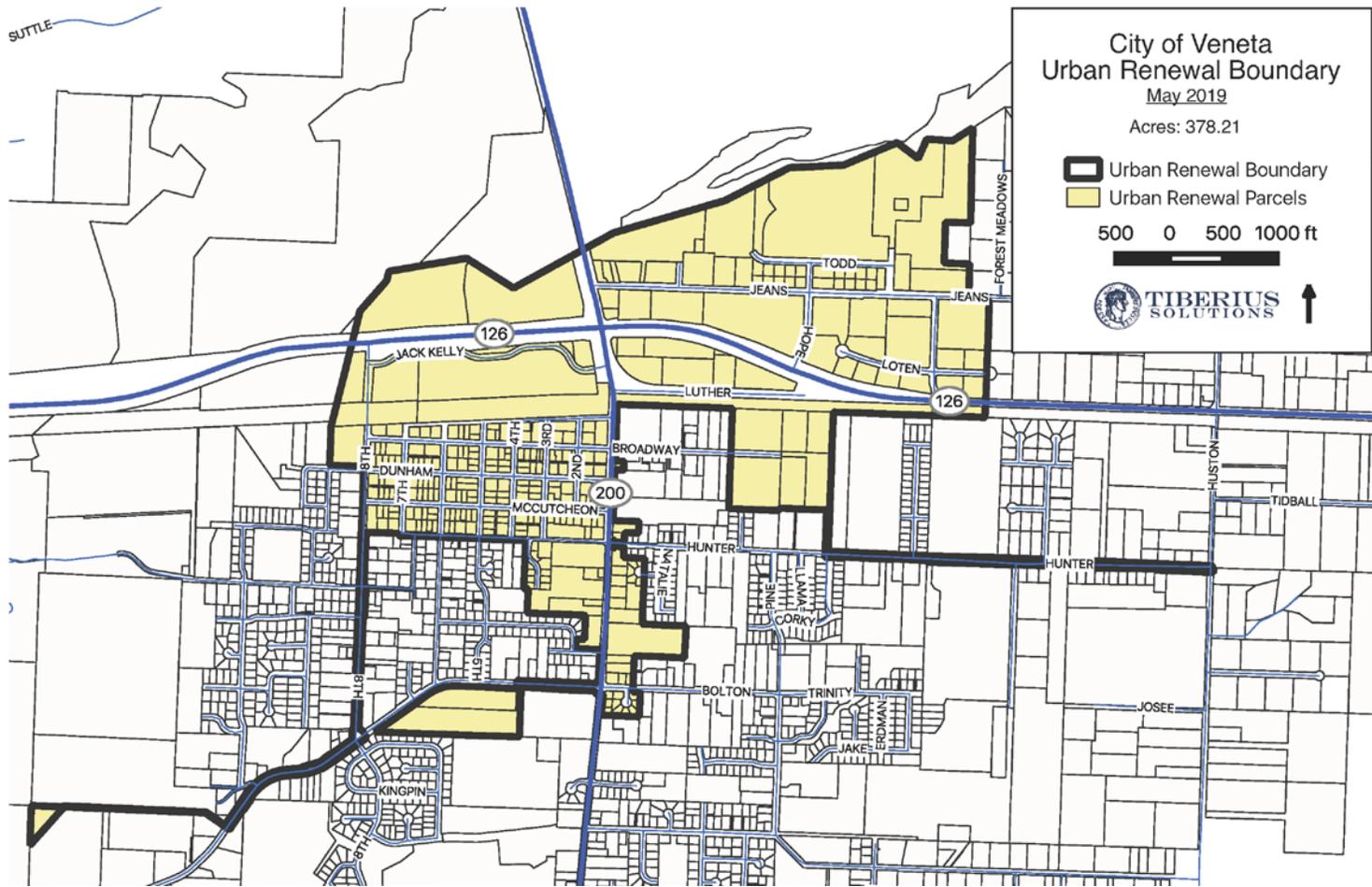


Exhibit 2 – Comprehensive Plan Designations

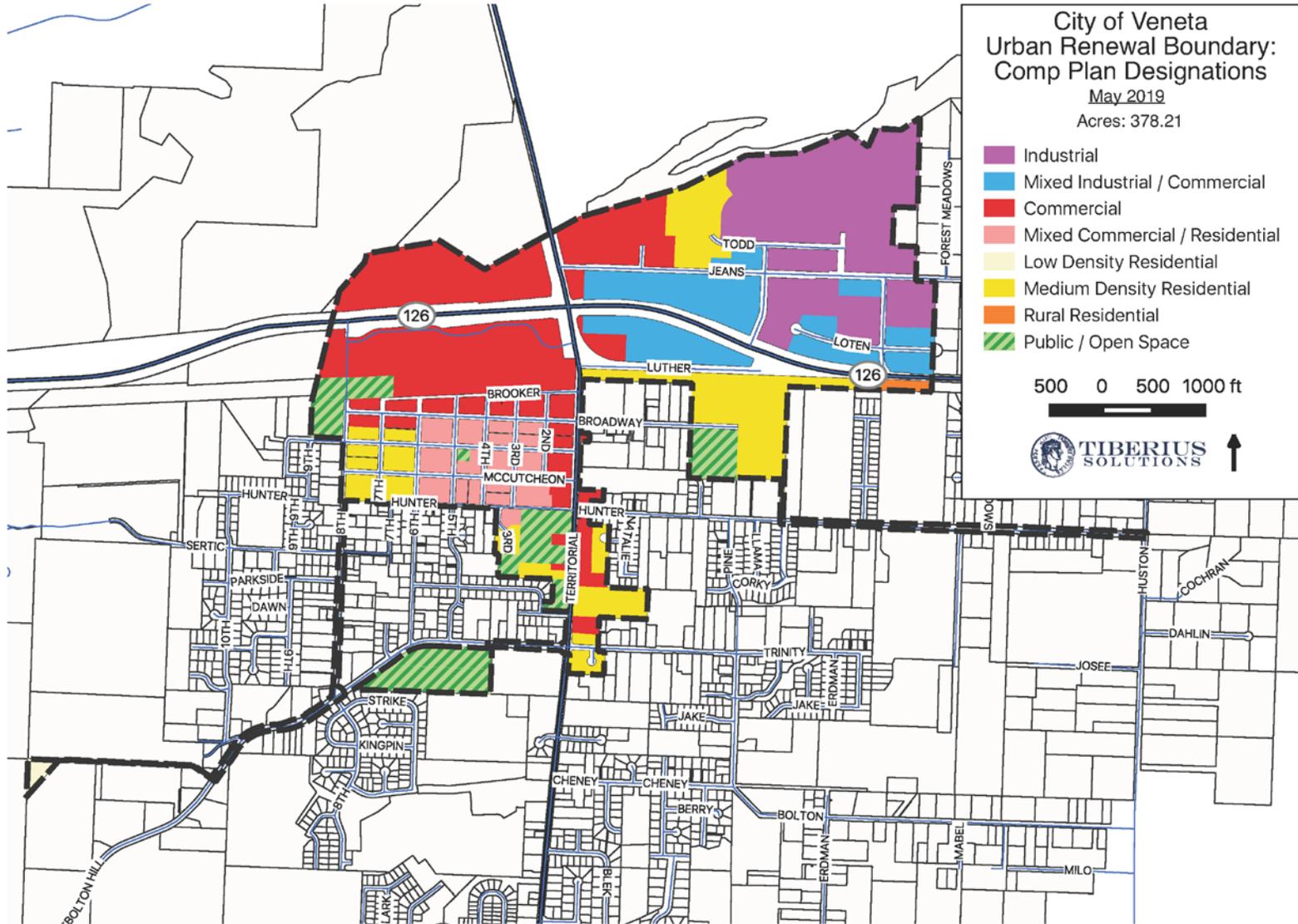
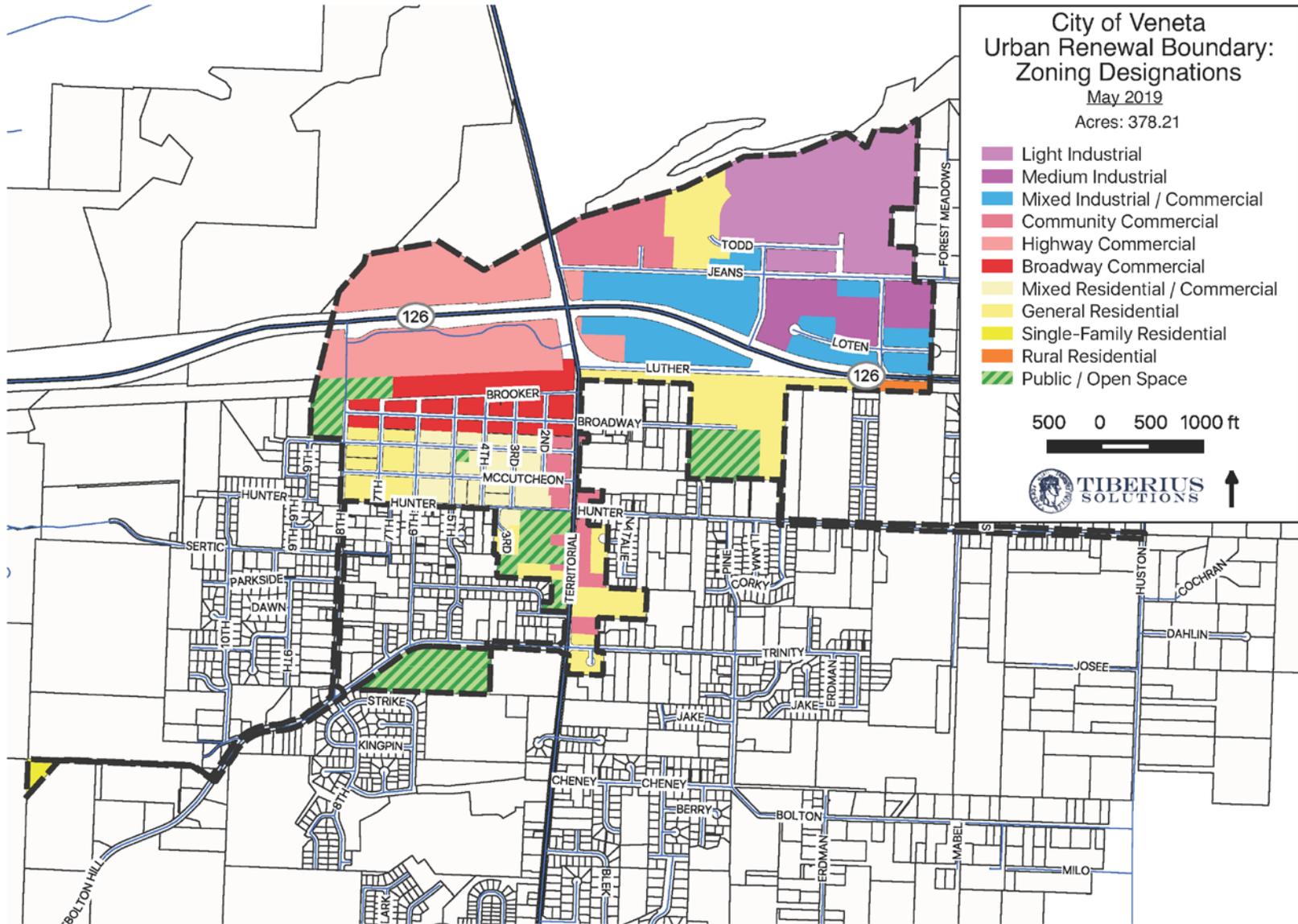


Exhibit 3 – Zoning Designations



Legal Description