

MEMO

TO: Kelly Madding, MURA Board

FROM: Scott Vanden Bos, Elaine Howard

RE: Advisory Committee Summary

DATE: 2/1/2018

Executive Summary

MURA requested city staff assemble an advisory committee concerning the proposed substantial amendment to the City Center Revitalization Plan, or Medford Urban Renewal Plan. The advisory committee was informed that 90% of the funding from the proposed amendment was to be used on improvements in the Liberty Park area and was given direction to consider improvements that would benefit the Liberty Park area.

The advisory committee met three times. The first meeting was composed of an urban renewal 101 and an initial project discussion. City staff and the urban renewal consultants were given research tasks from the initial project discussions, and the second meeting was a more in-depth project discussion and preparation for the Community Input Meeting held on January 31 at Kids Unlimited. The final meeting of the advisory committee was held directly after the Community Input Meeting to discuss the Community Input Data.

The Community Input Meeting was very well attended, with 35 to 40 citizens. Those who attended were engaged and wanted to be sure they could track the amendment through the planning process and continue to provide input along the way. At the advisory committee's final meeting many members noted that citizens approached them looking for more options to provide input. Participants were given three "dots", one blue and two orange. They were informed that the blue dot was worth two points and was for their highest priority project and that the orange dots were worth one point

and for other high priority projects. The participants were then told to place their dots on the project posters next to projects of their choice.

Table 1 lists the “Overall Rankings” from the community input meeting. This list compiles data from three other lists, all of which will be explained below and fully available later in this memo.

- Blue Dot Rankings – A simple count of blue dots. Reflects the “highest priority” projects.
- Weighted Rankings – Blue dots are worth two points, orange are worth one. Higher scores correspond to higher ranks. This list evens the odds slightly for orange dots.
- Total Vote Rankings – Sum the dots a project received, blue and orange, no weighting. Orange dots get even more favor.

The overall rankings table sums a project’s rank in the other three project ranking tables. For example, if a project finished first in Blue Dot Rankings, second in Weighted Rankings, and first in Total Vote Rankings its score would be four. Like golf, low scores are good scores. Street improvements finished with an overall score of three, meaning it finished first place in all three lists.

Pictures of the completed voting posters will also be available in this memo. Of note is the fact that participants chose to use their dots on community added projects more frequently than advisory committee recommended projects, even if the community added project was exactly the same as a project provided on the Advisory Committee Project Poster. For example, a participant added the project to construct sidewalks for Manzanita and Edwards, of which a similar project including the sidewalks and street improvement was already on the advisory committee poster. The community added project garnered many votes, while the advisory committee project garnered fewer votes. After consulting with the public works director and confirming that the projects could not be done independently of each other, the votes of both the community added

project and the advisory committee recommended project were combined into the project titled “Street Improvements” in Table 1.

Table 1 – “Overall Rankings” Top 10 Projects

Rank	Project Title (CA = Community Added)	Overall Rankings
1	Street Improvements	3
2	Sewer Lateral Replacement Program	6
2	CA-Community beautification/trash pickup	6
3	CA-Safety for pedestrians	13
3	Multi-family housing partnership/incentive	13
4	Single Family Housing Improvement Program	14
5	CA-MF taxing credit, 10 year tax abatement	15
6	CA-25 mph speed control devices "bumps"	18
6	Bear Creek Improvements	18
6	CA-Urban beautification/community arts	18
6	CA-Stop sign on beatty and libeterty park to slow north bound traffic on beatty	18
6	CA-Community swimming pool between Austin and Putnum	18
7	CA-Curbs with yellow paint near driveways	21
8	CA-Reduce crime being harbored in certain areas	23

Advisory Committee's Preliminary Recommendation

The advisory committee unanimously decided to issue a general, rather than specific, project category recommendation. There were many factors that led to the approach of the advisory committee's preliminary recommendation. First, it is known by the advisory committee that there is a Liberty Park neighborhood master plan in the works. It seems to the committee almost putting the cart ahead of the horse by making their recommendation too specific when a specific neighborhood master plan is already being crafted. Second, any housing assistance provided, whether it be single-family or multifamily, new development or existing development, will likely require a brand-new program administered by either MURA or a body of MURA's choosing (for example the housing authority). Even if this program is administered by a separate body, MURA would still have to vet the programs procedures, bylaws, etc. Any recommendation beyond general housing assistance for single-family and multifamily housing is really beyond the scope of this advisory committee. Third, it was clear from the Liberty Park citizens attending the Community Input Meeting that there is a strong desire for more public input in the planning process for whatever improvements happen in their neighborhood. From comments relayed to the advisory committee members directly to the comment cards it seems clear that the Liberty Park citizens want to make sure that not only is their input heard, but that MURA regards it highly when making its decisions.

Finally, once the Liberty Park neighborhood master plan is fully fleshed out and MURA has made its decisions about what types of housing assistance it would like to provide the urban renewal plan can be altered by a minor amendment, which is accomplished by a resolution from the agency, to reflect these changes. Minor amendments are a much less involved process than substantial amendments and can typically be accomplished in a manner of weeks as opposed to a substantial amendment being accomplished in 6 to 8 months.

With that said, the projects category means the advisory committee is recommending for the Liberty Park area include:

Street Improvements – Street improvements to Manzanita and Edwards to bring them up to City standards. Other improvements may be added into this category as the Liberty Park neighborhood master plan evolves. As public input emphasized safety should be considered in these improvements.

Sewer Lateral Replacement Program - The sewer laterals in the area are currently letting stormwater into the sewer system and overburdening the sewer system. Also, there have been reports to the City that residents need to have the sewer line between their house and the City's main line cleaned on a regular basis. Replacing the laterals will greatly reduce the need for sewer lateral maintenance by homeowners and help the City reduce the amount of stormwater in the sanitary sewer system. This program would offer an underdetermined incentive to homeowners to replace their sewer laterals.

Housing Assistance – Projects in this category could include a single-family residential housing improvement program for renter- and owner-occupied residences, authorization for use of funds to partner with a private developer for a mixed-use or multifamily housing development, and a program to improve existing mixed-use or multifamily housing developments in the area.

Liberty Park Neighborhood Master Plan Projects Placeholder – This project category would serve as a place holder for projects that evolve from the planning process around the Liberty Park neighborhood master plan. As information is scarce on this plan, the recommendation would be to amend the plan to include certain projects from the master plan at a later date.

Community Input Project Data

The following representations of the community input data were prepared by the consultants:

- Blue Dot Rankings – A simple count of blue dots. Reflects the “highest priority” projects.
- Weighted Rankings – Blue dots are worth two points, orange are worth one. Higher scores correspond to higher ranks. This list evens the odds slightly for orange dots.
- Total Vote Rankings – Sum the dots a project received, blue and orange, no weighting. Orange dots get even more favor.

The tables containing this data can be seen in the following pages.

Blue Dot Rankings

Street Improvements and the Sewer Lateral Replacement Program were the clear winners of the Blue Dot Rankings shown in Table 2.

Table 2 – Blue Dot Rankings

Rank	Project Title (CA = Community Added)	Blue Dots
1	Street Improvements	8
2	Sewer Lateral Replacement Program	5
3	Single Family Housing Improvement Program	2
3	Multi-family housing partnership/incentive	2
3	CA-MF taxing credit, 10 year tax abatement	2
3	CA-Safety for pedestrians	2
4	Bear Creek Improvements	1
4	CA-25 mph speed control devices "bumps"	1
4	CA-Urban beautification/community arts	1
4	CA-Stop sign on beatty and libeterty park to slow north bound traffic on beatty	1
4	CA-Community beautification/trash pickup	1
4	CA-Community swimming pool between Austin and Putnum	1
5	CA-Reduce crime being harbored in certain areas	0
5	CA-Curbs with yellow paint near driveways	0

Weighted Rankings

Again, Street Improvements and the Sewer Lateral Replacement Program finished strong in the Weighted Rankings shown in Table 3.

Table 3 – Weighted Rankings

Rank	Project Title (CA = Community Added)	Weighted Score
1	Street Improvements	28
2	Sewer Lateral Replacement Program	15
3	CA-Community beautification/trash pickup	11
4	CA-Safety for pedestrians	9
5	Multi-family housing partnership/incentive	8
5	CA-25 mph speed control devices "bumps"	8
6	Single Family Housing Improvement Program	6
7	CA-MF taxing credit, 10 year tax abatement	5
8	Bear Creek Improvements	4
8	CA-Urban beautification/community arts	4
8	CA-Stop sign on beatty and libeterty park to slow north bound traffic on beatty	4
8	CA-Community swimming pool between Austin and Putnum	4
9	CA-Curbs with yellow paint near driveways	2
10	CA-Reduce crime being harbored in certain areas	1

Total Vote Rankings

Community beautification/trash pickup cracks into the top 2 in the Total Vote Rankings shown in Table 4.

Table 4 – Total Vote Rankings

Rank	Project Title (CA = Community Added)	Total Vote Score	Blue Dots	Orange Dots
1	Street Improvements	20	8	12
2	Sewer Lateral Replacement Program	10	5	5
2	CA-Community beautification/trash pickup	10	1	9
3	CA-25 mph speed control devices "bumps"	7	1	6
3	CA-Safety for pedestrians	7	2	5
4	Multi-family housing partnership/incentive	6	2	4
5	Single Family Housing Improvement Program	4	2	2
6	Bear Creek Improvements	3	1	2
6	CA-MF taxing credit, 10 year tax abatement	3	2	1
6	CA-Urban beautification/community arts	3	1	2
6	CA-Stop sign on beatty and libeterty park to slow north bound traffic on beatty	3	1	2
6	CA-Community swimming pool between Austin and Putnum	3	1	2
7	CA-Curbs with yellow paint near driveways	2	0	2
8	CA-Reduce crime being harbored in certain areas	1	0	1

Community Input Comments Cards

The advisory committee received 12 comment cards. Each comment card is transcribed here in full, with any identifying information preceding the comment card information. Themes include a want for neighborhood beautification ranging from street trees to something as simple as a trash pickup day, a need for neighborhood safety both in terms of pedestrian safety and law enforcement, and a desire for more neighborhood input in the public planning process.

Shaun Parkins, W. Jackson Street.

- “How to improve community resiliency → community gardens, community outreach + skills centers
- urban beautification + ART!
- Common areas + farmers market special events space focus”

Brad Miller, 2049 Perri Place, 541.778.6300

“Will there be a renovation program for existing multifamily structures? If improvements are made on existing single-family residential and new multifamily are built then existing multifamily will become the blight. I am an apartment owner on Beatty!! 677 Beatty.”

Bob Shand, 406 Beatty

“measure two, three times = cut once. i.e.: plan, plan, include public. Will need more than one meeting. Cedar links concept with commercial ring around Liberty Village.”

Larry Licate City Life Director, 529 Edwards Street, 541.890.1819

"I would like to see:

1. Trash removal.
2. Yard beautification.
3. Street sweeping.
4. Tree trimming before winter."

Cindy Van Camp, 423 Beatty Street

"Stop sign on Beatty Street and liberty to slow traffic on Beatty, the dip on liberty slows them, and comm service patrol keep an eye on non running cars trash in alley"

Robert Bierma, 715 Cedar St. Medford, Or

- "Housing along creek! This is one of the only parts of the city with access to Bear Creek! This is the neighborhood's best asset and should be leveraged!
- Acquire easement/land along Bear Creek for Westside Trail!
- Consider digging out storm water channels between Riverside and Bear Creek for neighborhood storm water flow through. (Storm water cleaning and access to Creek)
- Safe pedestrian/bike connection to rest of city (prioritize to downtown)
- Don't spill any new streets to wide (bump outs intersection islands)
- Make sure house incentive don't cause long-term problems for redevelopment
- Set community up to the next place to develop after downtown"

Joy Pemnan, 508 Austin

"Pedestrian safety in addition to Manzanita and Edwards. Garbage cans."

Shayne

“Please provide an updated boundary map. Will you be expanding the current boundaries anytime soon, so more necessary parts of city rehab can be included.”

Shayne

1. “Beautification and rehab on Riverside Avenue.
2. Extend the current appeal to make it look as good as downtown – Riverside Avenue.
3. Add trees etc. to this side.
4. Safety measures to this part of town.”

John Statter, 1120 Niantic

“Neighborhood cleanup day. Speed bumps. Glad you referred to us as “Liberty Park”. Grant for neighborhood newsletter.”

Paula Morales, 224 Beatty Street

1. “Need sidewalk.
2. Need more pruning of trees.
3. Stop signs.
4. Speed bumps.
5. Painting + fixup houses”

Anonymous

“Urban people should contact and work with commercial business owners. We were promised years ago – improvements on Riverside power under tarmac – said money was avail. – still power lines are up – junky neighborhoods create drug pushers and users.”

Appendix – Poster Images

Advisory Committee Recommended Projects

Project Input	
Project Title	Dots
<p>Single Family Housing Improvement Program</p> <p>This program would dedicate money to improving the single family residences in the Liberty Park Area. Preliminary discussions about the program indicate that it would be available to both owner occupied and renter occupied homes. The improvements would be focused on improving the functionality of the houses, for example furnace repair/replacement and weatherization, and there would be limits on the program that would keep the housing affordable, such as limits on the costs of housing and rent increases.</p> <p>Discussions of this program have been very preliminary in nature, and if the Modified Urban Renewal Agency decides to pursue this program a much more detailed program description will be authored.</p>	
<p>Multi-Family Housing Partnership/Incentive</p> <p>This project would allow the Modified Urban Renewal Agency to use urban renewal dollars in the Liberty Park Area to partner with, or provide incentives for a developer to construct a Multi-family housing complex. Preliminary discussions indicate the Advisory Committee would emphasize the construction of affordable housing/workforce housing. The Modified Urban Renewal Agency would likely participate in one or more of the following activities: land acquisition, site preparation, SDC/Permit assistance, or direct cash infusion.</p>	<p>Also includes mwt+i - Use -</p>  <div style="border: 1px solid black; padding: 5px; display: inline-block;"> Residence ↑ Commercial ↓ </div>
<p>Street Improvements</p> <p>The Advisory Committee discussed the improvement of two streets: Edwards and Marquette. Street improvements constructed by the City on these streets would bring them up to Urban Standards, which include the street, sidewalk, and any additional infrastructure needed such as storm drainage.</p>	 <p>SIDEWALKS ON ADDITIONAL STREETS (Avalanche)</p> <p>Beating Street roadwork down to the Standard ST to accommodate traffic</p>
<p>Bear Creek Improvements</p> <p>The improvements to Bear Creek area would be limited to the area adjacent to Liberty Park and primarily contained in the Bear Creek Master Plan or in an updated master plan. Project examples from the Bear Creek Master Plan include pedestrian bridges, bridge improvements, habitat enhancements, walkways, trail improvements, and other visual enhancements.</p>	
<p>Sewer Lateral Replacement Program</p> <p>The sewer laterals in the area are currently letting stormwater into the sewer system, and overburdening the sewer system. Also, there have been reports in the City that residents need to have the sewer line between their house and the City's main line cleaned on a regular basis. Replacing the laterals will greatly reduce the need for sewer lateral maintenance by homeowners and help the City reduce the amount of stormwater in the sanitary sewer system.</p>	

Community Added Projects

