



Community Development
 Planning Division
 501 SW Madison Avenue
 Corvallis, OR 97333

DRAFT
CITY OF CORVALLIS
DOWNTOWN ADVISORY BOARD MINUTES
August 10, 2016

Present

Liz White, Chair
 Shelly Signs, Vice Chair
 Elizabeth Foster
 Cloud Davidson

Staff Present

Sarah Johnson, Senior Planner
 Rian Amiton, Associate Planner
 Claire Pate, Recorder

Excused/Absent

Ken Pastega
 Joan Truckenbrod
 Joe Elwood
 John Morris
 Robin Jones
 Mary Gallagher
 Roen Hogg, Council Liaison

Visitors

SUMMARY OF DISCUSSION

	Agenda Item	Summary of Recommendations/Actions
I.	Call to Order	
II.	Approval of May 11, 2016, Meeting Minutes	Postponed
III.	Community Comment	None
IV.	Nominations and Election of Chair, Vice Chair	Postponed
V.	Imagine Corvallis 2040 Vision Statement Review, Action and Strategy Discussion	Information only.
VI.	Board Member & Staff Updates	Information only.
VII.	Other business	Information only.
VIII.	Adjournment	Meeting adjourned at 6:30pm. The next regular meeting will be held on September 14, 2016, at 5:30 p.m., at the Madison Avenue Meeting Room

Attachments to the August 10, 2016 minutes.

- A. Draft Vision Statements, dated 8/1/2016
- B. DAB work program, revised March 1, 2016

CONTENT OF DISCUSSION

I. CALL TO ORDER.

Chair White called the regular meeting of the Corvallis Downtown Advisory Board to order at 5:38 p.m. Since there was not a quorum, no official business would be conducted.

II. APPROVAL OF May 11, 2016, MEETING MINUTES. (Postponed)

III. COMMUNITY COMMENT. None

IV. NOMINATIONS AND ELECTIONS OF CHAIR & VICE CHAIR (Postponed)

V. IMAGINE CORVALLIS 2040 VISION STATEMENT REVIEW, ACTION AND STRATEGY DISCUSSION.

Planner Johnson referred to her memo in the packet dated August 5, 2016, and handed out a more current version of the Draft Vision statements dated August 1, 2016 (**Attachment A**). She explained that the second survey to get feedback on the initial draft Vision statements had been up on line for six weeks, and they had received almost 1,000 responses. She had done a search of the database of comments and suggested actions or strategies to identify all that referenced the word "downtown," and was looking for comments from the DAB members as to which actions or statements they supported, and those which they did not support or view as priorities. She emphasized that the comments and suggested actions had not yet been vetted by the Vision Corvallis Steering Committee and were subject to change. She also handed out the Downtown Commission Work Program list, as revised March 2016 (**Attachment B**), for a cursory review of what might be impacted by the Vision Project.

She asked the members to do two things. First, members should review the comments and suggested actions; add any that might be missing; and do some initial prioritization. Secondly, she asked that they cross-reference the DAB work plan with the elements of the Vision and Action plan. Additionally, if there are things that are on the work program that are not able to be accomplished, then the Steering Committee can take it into consideration. She noted that the initial comments submitted by DAB members were reflected in the draft vision statements in two different focus areas.

Members shared the following observations:

- Parking is highlighted as an issue, but do people really want a parking structure downtown or are there other approaches to solving the problem?
- A parking study survey in the past indicated that people do not like to walk more than three blocks.
- Parking lots located in different locations might be more appropriate, as opposed to one big structure.
- Better, and more uniform, awning coverage might facilitate longer walks and enable customers to park further away.
- A small amphitheater along the riverfront would be great.
- Incentivizing upper-floor residential development; help with defraying costs of putting in elevators by establishing a revolving loan fund. This could be tied into a vertical housing tax credit which helps pay back costs.
- More retail options in the downtown area would be good. There are plenty of restaurants.
- More retail stores opened for extended weekday and weekend hours would be desirable.
- Funding for seismic retrofitting is an important item.
- Establishing the downtown as a historic district could be detrimental to encouraging new development and making improvements. Exterior improvements could be subject to Historic Resources permit review, including signage, awnings etc.
- A cultural district designation might be considered in lieu of a historic district designation. Ideas for public art could be incorporated, along with an amphitheater, etc.
- Facilitating alternative transportation, such as bicycles, for downtown area is encouraged. Consensus that restricting cars from downtown core would be detrimental. Witness Eugene in years past.
- Consider for 2nd Street a hybrid idea of limiting vehicles to one lane and repurposing one lane to bicycle traffic, similar to W. 13th approaching UofO campus in Eugene.
- A looped trolley is another option for alternative transportation between campus and downtown.
- It seems a good idea to have Chamber of Commerce have more of a storefront, or to have more sales of t-shirts and Beaver apparel in retail outlets downtown.
- McMinnville has a tear-off card with a gridded map on it identifying landmarks, restaurants, etc. in the city. This would be a good thing to have for Corvallis.
- Homelessness is an ongoing issue for the City, and the impacts it has on the downtown area need to be monitored.
- General agreement that downtown should never be just business. It needs to be a mixture of retail, business, restaurants and residential.

Actionable items that are identified in current DAB Work plan, or should be added:

- Parking study
- Housing tax credits
- Supporting/encouraging seismic retrofitting of buildings.

- Review of standards in the Riverfront Zone, particularly for building height and floor area ratios.
- Downtown vitality and livability – ties in with many of the comments made in the Vision survey.

Planner Johnson said that staff will come back with a list of the refined action plan items for final comment. First, the Steering Committee needs to do more work on identification and prioritization of the action items, and to cluster them in the appropriate focus areas. The next step will be to identify who the lead will be on specific action items. Those identified as leads – City, Samaritan Health, Chamber of Commerce, OSU, and other organizations - will be contacted to determine their willingness to take on responsibility. The action can then be plugged into their specific work programs, and timelines developed. This process will likely occur before DAB's September meeting.

She also will bring to the next meeting The Climate Action Plan Committee's recommended actions and strategies for consideration. Many of them will be relevant to the Downtown area. The intent will be to go through a similar exercise to determine which items the DAB supports and what the priorities might be.

She asked the members to scan through the draft of the vision statements relative to the downtown, and think about actions or strategies for consideration.

VI. BOARD MEMBER AND STAFF UPDATES.

- Planner Johnson said that the joint subcommittee to do landscape and streetscape design with John Pywell, Urban Forester, would likely not meet until later September or October. The DAB members are Mary, Robin and Cloud.
- Chair White said the Parking Committee is working on the parking study, and will be reading all of the information before meeting on it in September.

VII. OTHER BUSINESS - None

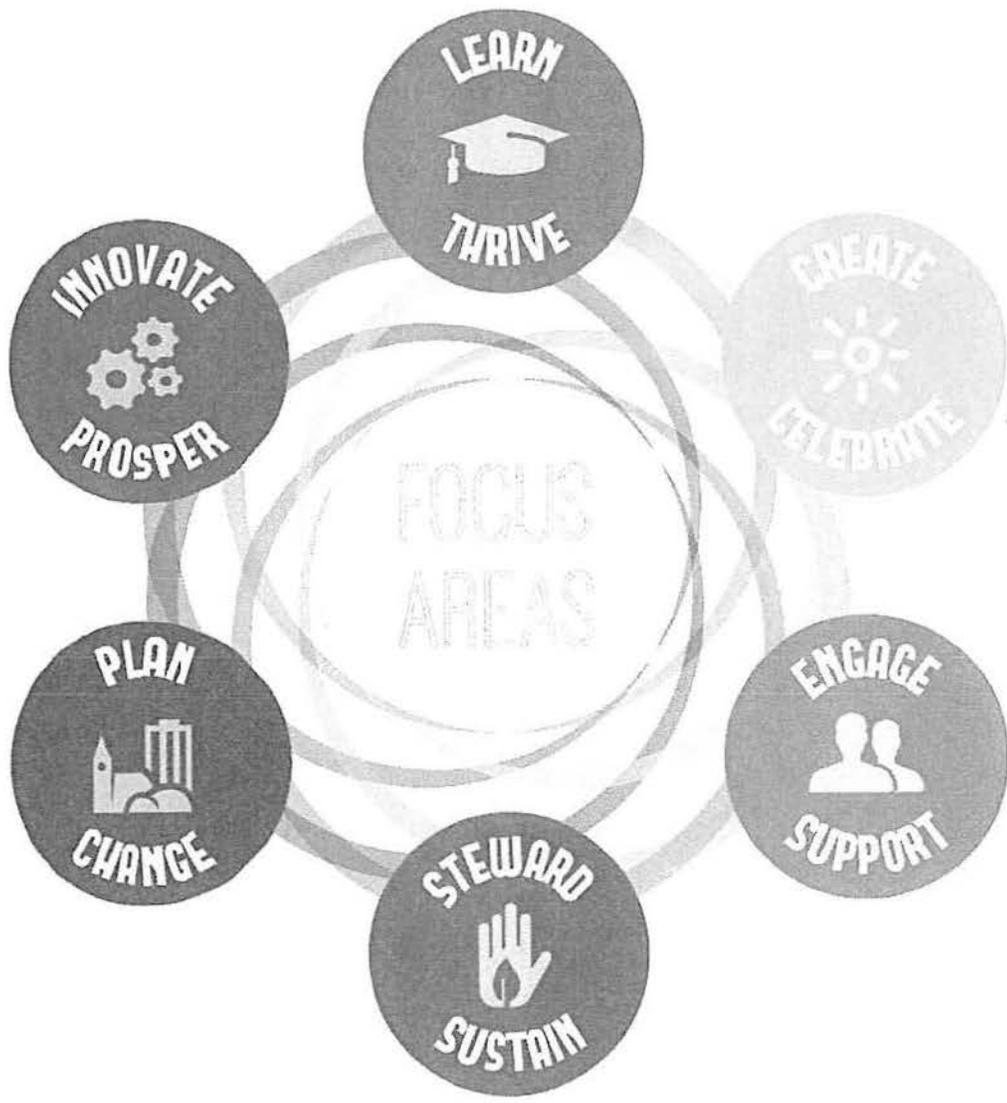
VIII. ADJOURN:

The meeting was adjourned at 6:30pm. The next meeting of the Downtown Commission will be held on September 14, 2016, at 5:30pm in the MAMR.



IMAGINE
CORVALLIS 2040
OUR COMMUNITY VISION IN ACTION

August 1, 2016



August 1, 2016

Attachment A - 2

Corvallis cultivates and engages a diverse and changing population emphasizing interculturally effective, inclusive and equitable programs and services.

Well-Being & Basic Needs

Corvallis advances the well-being of all of its residents, especially those with fewer resources, by addressing basic needs for food, shelter, safety, and health care.

Community Affordability

Corvallis accommodates all income groups as integral parts of the community and ensures that people who work in Corvallis can afford to live here.

Open & Transparent Local Government

Corvallis emphasizes open, accessible, and transparent government, fostering meaningful public involvement and volunteerism, an informed and engaged population, and community members who are empowered to participate in governance and decision-making.

Safe, Secure & Welcoming Community

Corvallis is a safe, secure, and welcoming community for everyone, promoting respectful relations and collaboration between community members and those providing public safety services.

Strong, Vital Neighborhoods

Corvallis promotes strong, vital neighborhoods, supporting neighborhood-centered activities and involving neighborhoods in how the community grows and develops.

Collaborative City/University Relationships

Corvallis promotes positive and collaborative City/University relationships in all aspects of community life.

Core Community Values

Corvallis decision makers honor the Corvallis 2040 Vision and Community Plan in its decisions and actions.

City Services & Financial Stability

Corvallis balances the community's desire for services with financial stability and planning for long-term needs and contingencies through a transparent public process.



Corvallis recognizes and strengthens the connections between education, health care, human services, and personal wellness to support a healthy, educated, livable community.

Equitable, Accessible Health Care and Education

Corvallis creates new opportunities for learning and growth, accessibility and engagement, and support and inclusion. This results in high-level individual and community well-being. Community members contribute to and benefit from the resources needed to thrive.

Education & Diversity

Corvallis promotes ongoing education, communication, and enhanced understanding of cultural differences, welcoming and empowering people of diverse backgrounds, cultures, and abilities.

Pathways for Student Achievement

Corvallis promotes student achievement in learning, careers and life, recognizing and supporting the growing diversity of pathways to and definitions of personal and career success.

Opportunities for Teaching & Learning

Corvallis promotes depth and breadth of teaching and learning from early childhood to adulthood through its schools, libraries, and other centers of community learning.

Culture of Learning, Engagement & Achievement

Corvallis values education, leveraging the presence of Oregon State University and Linn-Benton Community College to foster a culture of learning, engagement, and achievement.

Access to Healthy Lifestyles

Corvallis provides access for all to healthy food and water, a healthy and active lifestyle.

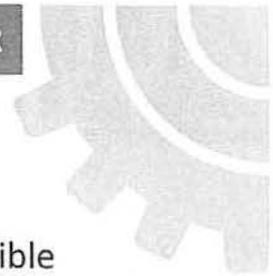
Access to Healthy Services

Corvallis provides a well-coordinated and affordable system for medical, dental, and mental health care.

Community Partnership for Human Services

Corvallis ensures access to health care services through a strong and collaborative partnership of nonprofit agencies, government, and local organizations to provide emergency and preventive services.





Corvallis has a vibrant, diverse economy with a wide range of companies and businesses that are environmentally responsible and involved in the community while serving customers all over the world.

Family & Living Wage Jobs

Corvallis continues to increase the number and types of family and living wage jobs that provide meaningful work and support middle class opportunities, making housing, health care, and education more attainable.

Nurturing Small-to-Medium Sized Business

Corvallis fosters and supports a growing number of small-to-medium sized, locally-owned companies and businesses as its key strength. These organizations are pillars of the community's economy and its future economic growth.

Recruitment of New Companies & Job Creation

Corvallis targets and supports responsible new companies, including green manufacturing and value-added businesses, diversifying the community's economic base and creating new employment opportunities.

Innovative Tech Businesses & Start-Ups

Corvallis and Oregon State University work closely together to incubate innovative technology and other start-up companies and the local services that support them.

Vibrant Downtown with Employment, Retail & Housing

Corvallis supports its economy and local businesses with a vibrant downtown that combines employment, professional services, retail, housing, and entertainment to form an attractive, business-friendly district.

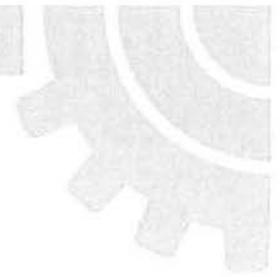
Balanced Economic Growth with Livability

Corvallis carefully balances economic growth and opportunity with continued community livability, sustainability, and protection of the natural environment.

Global Economic Impacts & Local Benefits

Corvallis has significant connections with and positive impacts on the global economy, attracting industry, talent, and services and connecting them with the scholarship, research, and cultural diversity that OSU brings to the community.





Corvallis has a strong identity centered on arts, culture, and celebration. The arts are an essential element of the community, its economy, and quality of life.

Community Support for the Arts & Artisans

Corvallis demonstrates exceptional community support for arts and culture, as well as for local artisans and creatives.

Variety of Arts Venues

Corvallis enjoys a wide variety of venues to engage in the arts, from performance centers, museums, and galleries, to affordable community spaces for people to learn, create, and express art.

Accessibility of Arts

Corvallis works to make the learning and experience of art and culture a life-long endeavor accessible to all community members through higher education institutions, schools, community institutions, and arts and cultural organizations.

Creative Destination

Corvallis is a destination for the Willamette Valley and beyond, attracting artists and creative thinkers, supporting local businesses, and generating significant tourism investment in the community, its artists, and its economy.

Tourism and Visitor Attractions

Corvallis attracts visitors to sports and cultural events, signature community events, and heritage programs.

Celebrating Our History, Culture & Sense of Place

Corvallis cultivates and celebrates its history and local sense of place through its arts, culture, festivals, neighborhood celebrations, and events.



Corvallis is a compact, well-planned city with extensive mixed-use development, including housing, retail and jobs in downtown and along major corridors. Vibrant neighborhoods contain a diverse mix of affordable housing, parks and open spaces – all accessible by transit, biking and walking.

Mixed Use Development

Corvallis plans and implements higher-density, mixed use development in targeted areas of the city, blending residential, commercial, and retail uses, and dining and entertainment options, focused on the downtown area and major commercial centers.

Integrated Parks, Green Spaces & Public Places

Corvallis integrates parks and public spaces throughout the city, creating and maintaining new parks in underserved areas of the community and promoting new green spaces in higher-density development and redevelopment areas.

Diverse & Affordable Housing

Corvallis fosters the development of housing that is affordable at all stages of life, featuring a range of housing types, sizes, costs, and configurations throughout the city.

Stable, Healthy Neighborhoods

Corvallis honors its neighborhood character, working to preserve and protect the unique identity and characteristics of existing neighborhoods. New residential development incorporates elements that foster neighborhood qualities.

Alternative Transportation & Public Transit

Corvallis has a high quality and heavily-utilized regional public transit system, and supports alternative forms of transportation including bicycle and pedestrian options.

Coordinated City & University Planning

Corvallis works closely with Oregon State University to improve community livability, minimize its impacts on neighborhoods, mitigate parking and traffic issues, and improve collaboration between the City and University.

Well-Planned & Maintained Infrastructure

Corvallis supports a reliable, safe, and connected community through well-planned, maintained, and sustainable infrastructure, including streets and bridges, pedestrian and bicycle networks, water systems, information technology, energy systems, and public buildings.



Corvallis promotes a safe, sustainable and resilient city through efficiently managing its land use development, natural resources and infrastructure.

Sustainable, Climate-Sensitive City

Corvallis is an environmentally sustainable, climate-sensitive city, with broad community awareness and a climate action plan that addresses the many impacts of climate change.

Population Changes and Migration

Corvallis addresses growth driven by climate change and migrations, while it builds resilience into its plans and policies.

Community Resiliency

Corvallis plans for unpredictable events, focusing on individual and neighborhood preparedness, as well as emergency response and recovery programs with special attention to the community's most vulnerable populations.

Open Spaces, Natural Areas & Wetland Protection

Corvallis works to preserve and protect significant tracts of open space, including parks, natural areas, and wetlands within and surrounding the city, maintaining the area's rural feel, natural vegetation, and environmental character.

Agricultural Lands & Food Security

Corvallis supports healthy and sustainable agricultural and food security by preserving and protecting farmlands surrounding the city and encouraging small-scale agriculture.

Renewable Energy

Corvallis derives most of its energy from renewable energy sources to power its buildings, infrastructure, transportation systems, public institutions, and private homes.

Green & Sustainable University

Corvallis works collaboratively with Oregon State University to plan and implement a green, sustainable campus with a light environmental footprint.

Community Safety

Corvallis maintains safety and livability for all residents and visitors by providing community-focused, effective and high-quality police, fire, Emergency Medical Services, and 911 dispatch services that meet nationally recognized standards.



Downtown Commission Work Program 2016 – 2017 (Revised March 2016)

Goal and Strategy	Actions	Timeframe	Responsible Party
Short Term Strategies			
Downtown Parking Utilization Study - 2015 Parking Utilization Study Findings	<ul style="list-style-type: none"> • Staff provide analysis of utilization study findings • Create work group, if necessary, to review findings and discuss alternatives • Committee report to Board with findings and alternatives • Board makes recommendation to City Council 	<p>March - June</p>	
Downtown Streetscape Provisions – Complete review of streetscape elements, issues, opportunities, and Code provisions	<ul style="list-style-type: none"> • Designate subcommittee if necessary • Review Code provisions and findings on the downtown streetscape • Potential recommendation to City Council 		
Medium Term Strategy			
Downtown Parking Study and Management Strategy – Review and update 2002 study	<ul style="list-style-type: none"> • Form Committee • Review existing study • Draft recommendation to City Council 		

<p>Downtown Market Study – Review and update downtown market study</p>	<ul style="list-style-type: none"> • Form Committee • Review existing study, work with DCA to understand parameters of existing study • Identify developers and/or other firms that have performed market studies for downtown in recent years 		
<p>Riverfront Zone Review – Review standards in the Riverfront Zone, particularly standards for building height and floor area ratios, and suggest changes as appropriate</p>	<ul style="list-style-type: none"> • Review existing regulations • Provide opportunities for public input • Recommend LDC changes, if warranted 		
<p>Imagine Corvallis 2040 Participate in the vision and action plan development of Imagine Corvallis 2040. Identify opportunities to provide input relative to downtown interests, including economic development, downtown housing development, historic preservation, and policies related to downtown</p>			

Goal and Strategy	Actions	Timeframe	Responsible Party
Ongoing Strategies			
<ul style="list-style-type: none"> Downtown Vitality and Livability – Continue to monitor the downtown atmosphere, safety, and livability, and work with the CPD's Community Policing team when needed to respond to downtown issues. 			
<ul style="list-style-type: none"> Wayfinding – Create a series of physical and virtual signs, including gateway entrances and landscaping, that alert visitors to point of interest, attractions, and services downtown. 			
<ul style="list-style-type: none"> Encourage in appropriate ways the museum and/or hotel development proposals as they surface. 			
<ul style="list-style-type: none"> Encourage downtown residential housing initiatives and projects that are proposed in the coming years 			
<ul style="list-style-type: none"> Monitor, encourage, and communicate as appropriate with the OSU campus master plan and study as it seeks to connect with downtown 			

<ul style="list-style-type: none"> Collaborate and partner with the City on the urban renewal conversation as it surfaces again in City discussions 			
<ul style="list-style-type: none"> Encourage civic and government offices to stay/relocate to the downtown 			

VISION STATEMENT:

The Corvallis Downtown Commission advocates for a vibrant, commercial, civic, and historic heart of the community where residents and visitors live, work, and play. In cooperation and collaboration with public and private partners, the Commission promotes investment in retail, commercial, and residential enterprises, buildings, and infrastructure to foster a highly attractive, sustainable, and flourishing central business area. Bounded by the Willamette and Marys Rivers, Downtown celebrates its unique riverfront setting and role as the community's cultural center.

Criteria for Prioritizing Strategies:

1. Must conform to the vision statement
2. Must be able to accomplish alone or with a partner
3. Staff time allocation – *low-medium-high*
4. Is funding immediately available?
5. Political will to get it done