

## Amy Johnson

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**From:** Chris Hoy  
**Sent:** Wednesday, April 03, 2019 12:07 PM  
**To:** Dan Atchison; Amy Johnson  
**Subject:** Fwd: Please support North Gateway URA increase

Sent from my iPhone

Begin forwarded message:

**From:** Jason Cox <[jasonrcox@gmail.com](mailto:jasonrcox@gmail.com)>  
**Date:** April 3, 2019 at 11:18:32 AM PDT  
**To:** "[Ckaser@cityofsalem.net](mailto:Ckaser@cityofsalem.net)" <[Ckaser@cityofsalem.net](mailto:Ckaser@cityofsalem.net)>, Tom Andersen <[tandersen@cityofsalem.net](mailto:tandersen@cityofsalem.net)>, Matthew Ausec <[MAUSEC@cityofsalem.net](mailto:MAUSEC@cityofsalem.net)>, Chuck Bennett <[cbennett@cityofsalem.net](mailto:cbennett@cityofsalem.net)>, Sally Cook <[SCOOK@cityofsalem.net](mailto:SCOOK@cityofsalem.net)>, "[bnanke@cityofsalem.net](mailto:bnanke@cityofsalem.net)" <[bnanke@cityofsalem.net](mailto:bnanke@cityofsalem.net)>, "[Jleung@cityofsalem.net](mailto:Jleung@cityofsalem.net)" <[Jleung@cityofsalem.net](mailto:Jleung@cityofsalem.net)>, "[Choy@cityofsalem.net](mailto:Choy@cityofsalem.net)" <[Choy@cityofsalem.net](mailto:Choy@cityofsalem.net)>, "[Jlewis@cityofsalem.net](mailto:Jlewis@cityofsalem.net)" <[Jlewis@cityofsalem.net](mailto:Jlewis@cityofsalem.net)>  
**Subject:** Please support North Gateway URA increase

Greetings Mayor Bennett and councilors,

I've met most of you, but if you don't know me I'm Jason Cox, chair of the North Gateway Redevelopment Advisory Board. I plan to testify on April 8 at the Council meeting in support of extending the maximum indebtedness of the NGURA. Below is my planned testimony (presuming it fits in 3 minutes) but thought I'd share in advance in case I can answer any questions or provide additional info or context. Feel free to email me or call 503-383-1141. Thanks!

I'm asking you to continue the revival of Salem's front porch by extending the maximum indebtedness of the North Gateway Urban Renewal Area.

Since 1990 the North Gateway URA has made what was once called "The Gut" more beautiful, safe and livable while making important investments in local businesses, housing, and well-loved community facilities like the Kroc Center and Center 50+. In recent years, the Salem Urban Renewal Agency's renewed focus on the North Gateway corridor through the Portland Road Action Plan has increased the speed and pace of economic growth and livability.

In recent years, the North Gateway URA has supported projects large and small that collectively have or will provide opportunities to everyone in Salem.

The North Gateway URA was instrumental in completing community projects like the Kroc Center, which enriches lives with a special focus on vulnerable populations. It contributed \$2 million towards the Career and Technical Center High School, providing educational options to

Salem's youth and which has become a statewide model for modern vocational education. It has supported badly-needed affordable housing, providing stable, clean and well-kept homes that families can be proud to live in. It has helped small business owners achieve their dreams by building or rehabilitating spaces to get started and grow, in the process creating spaces where locals don't have to leave the neighborhood to grab a beer, work out, go shopping or have a community meeting. It has helped industry grow by adding additional access points, repairing sewer lines, and providing grants so businesses can expand and add jobs.

Projects on deck include a community food hub project in the works through MERIT and a Mexican cheesemaker and tasting room that will add more citywide destinations to Salem's front porch.

By voting to support extending the maximum indebtedness, you will be helping to ensure more business owners big and small have opportunities to make north Salem more livable, create good-paying jobs, and show the private sector Salem is serious about fully revitalizing North Salem. You will be able to help rehabilitate more blighted properties, making highest and best use of the limited space available in our city while spurring private investment that would otherwise not have occurred. You'll continue the streetscape and beautification improvements that are already turning heads in a positive way. You'll improve the safety and overall experience of pedestrians and bicyclists for a population that has disproportionately low access to vehicles.

All of these reasons and more are why the North Gateway Redevelopment Advisory Board voted unanimously to endorse this increase. I urge you to move the maximum indebtedness increase forward. Thank you.