



Staff Report

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Item #:

TO: Urban Renewal Agency Board
THROUGH: Kristin Retherford, Interim Executive Director
FROM: Norman Wright, Interim Director, Urban Development Department

SUBJECT:

Urban Land Institute Technical Assistance Panel to support redevelopment in the West Salem Urban Renewal Area.

Ward(s): Ward 1

Councilor(s): Stapleton

Neighborhood(s): WSNA

Result Area(s): Strong and Diverse Economy; Welcoming and Livable Community.

SUMMARY:

Engage the Urban Land Institute (ULI) Technical Assistance Panel in redevelopment and re-use planning for the West Salem Urban Renewal Area (WSURA) that builds on the recommendations of the 2015 Business District Action Plan.

ISSUE:

Shall the Urban Renewal Agency allocate \$24,000 in uncommitted FY 21-22 WSURA funds and contract with the ULI to engage the Technical Assistance Panel in redevelopment planning that focuses on the west business district of the WSURA?

RECOMMENDATION:

Allocate \$24,000 in uncommitted FY 21-22 WSURA funds and contract with the ULI to engage the Technical Assistance Panel in redevelopment planning that focuses on the west business district of the WSURA.

FACTS AND FINDINGS:

The ULI is a renowned non-profit organization that has been helping to shape the built environment since 1936. Only a few communities are selected every year for technical assistance panels. Some of

the most recent panels have been in Beaverton, Hillsboro, Bellevue, Spokane, and Tacoma. In 2006, an ULI panel made recommendations for redevelopment of the former Boise paper mill site on the downtown Salem waterfront. The recommendations from that study led to the creation of the South Waterfront URA and other activities that continue to be realized today.

The technical assistance panel will review the industrial area of the WSURA (Attachment 1) west of Wallace Road NW and provide strategic advice on the development and redevelopment potential, including recommendations for strategic use of WSURA funding. Panel members will likely include design professionals and developers from across the northwest. They volunteer their time and are not compensated through the funding. The \$24,000 will be used to cover project costs related to virtual meeting tools, travel, and the preparation and distribution of the final report materials.

The process will involve interviews with public officials, businesses, and property owners, as well as a site tour of the project area. At the end of a roughly four-month period, the panel will provide recommendations and a final report to the Agency (Attachment 2).

BACKGROUND:

Technical studies are identified under section 713, Plan Administration, as projects to be undertaken in the WSURA plan. The West Salem Redevelopment Advisory Board recommended that the Agency approve the ULI study at their meeting on October 6, 2021.

The WSURA was established in 2001. From that time to 2013, funds were generated, and initial projects were completed. The West Salem Business District Action Plan was conducted through 2014 and 2015 to perform a market analysis and determine the next priorities for the WSURA. Recommendations including zoning code clean-up have been completed and the extension of 2nd St NW are currently underway. There are several key buildings in the area for sale and/or vacant. The ULI panel will consider these changes and opportunities and make recommendations about the strategic use of WSURA investments.

Tory Banford
Project Manager

Attachments:

1. Map of the study area
2. ULI Proposal