City of Umatilla Downtown Revitalization Report

Marcus Bush, LaTauynia Campbell, Caitlyn Olds, Jon Legarza Instructor: Dr. Matthew Gebhardt, Downtown Revitalization course Master in Real Estate Development Program



Introduction

- Marcus Bush
- Current Grad Student, MRED Program
- Policy Advisor for Councilmember Georgette Gómez, City of San Diego
- Education: San Diego State University, Bachelor of Arts in City Planning & Spanish
- Professional Experience:
 - City of National City
 - San Diego Association of Governments
 - Mooney Planning Collaborative
 - Rick Engineering
 - County of San Diego
- Community Engagement:
 - Rotary Club
 - Chamber of Commerce
 - Planning Commission
- Family from Ontario, Oregon

Love for National City inspires young leader

January 9, 2015

By Pablo J. Sáinz

Marcus Bush grew up in National City, the son of an African-American father and a Mexican-American mother. During his childhood, he saw the many challenges his city faced –and continues to face.

But now as an adult, Bush can make a difference in National City, and others know this. That is one of the reasons this month he was appointed as the youngest Chair to serve in the National City Planning Commission, which reviews applications for project and developments in the City and sends the City Council recommendations on the projects.

"It's a huge honor for me because my colleagues on the Planning Commission had faith in my leadership regardless of my age," he said. "I think they recognized that I'm knowledgeable about National City."





Umatilla Together: Framework Plan

- Partnership with Portland State University,
 Master in Urban & Regional Planning program
- Collaboration with grad students, Umatilla residents, local stakeholders, staff, City leadership
- Won the National American Institute of Certificate Planners Student Project Award
- Key Recommendations
 - Revitalize Downtown with new housing, employment opportunities, neighborhood amenities
 - Create a distinct identity
 - Enhance the look & character of Downtown
 - Foster a supportive business environment
 - Decrease vacancies on 6th Street



Goal		City Action	Less than 2 years	2-10 years	10+ years	Ongoing
pwith	2001	Plan for an improved transportation network to strengthen east/west and north/south connections				J-V
Connectivity	care	Connect and enhance the existing trail system				
	C008	Promote safety and accessibility for all ages and abilities				
2 6	1001	increase regular and reliable communication throughout the city				
	100	Identify and support diverse community leaders	1			
		Establish inclusive public spaces for all community members to gather				
3 6	129	Greate regular, multi-cultural programming to encourage the community to gather	1			
	100	Establish the Umatilla Future Forum				
	1297	Join the Oregon Main Street Network				
		Create a strong organizational foundation for revitalizing downtown				
	95	Foster a supportive business environment				
	34	Branding and marketing of Umatria				
	14	Enhance the look and character of downtown				
	1601	Decrease vacancies on 6th Street	-			
	200	Create more entertainment and youth-tocused activities downtown				
	100	Create an iconic project				

Downtown Revitalization Course

Course Description:

- Focused on the challenges of urban revitalization commercial districts of cities, suburbs, neighborhoods, and small towns.
- Older commercial centers
- Techniques from economic development planners, urban designers, and other civic leaders
- Restructure, rebrand, redevelop, and renew commercial districts in communities and to enhance their role as centers of commerce, employment, entertainment, and culture.

Umatilla Assignment:

- Examining core commercial area
- Work focusing on implementation rather than analysis





Assistant Professor, Urban Studies and Planning Exploring plan implementation.

Ph.D. Urban Planning, Columbia University
M.Phil. Urban Planning, Columbia University
M.A. Urban & Regional Planning, University
of Illinois Urbana-Champaign
B.A. Urban & Regional Planning, University
of Illinois Urbana-Champaign
B.A. Economics, University of Illinois Urbana-Champaign

Community Workshop

- Primarily business owners, economic stakeholders
- Major Feedback
 - Need to establish City's identity, theme
 - Fishing
 - Tribal culture
 - Western heritage
 - History of female leadership
 - Orange & blue
 - Strong support for gateway signage
 - Challenge with vacant properties, code violations
 - Low housing vacancy, poor quality
 - Store front improvements







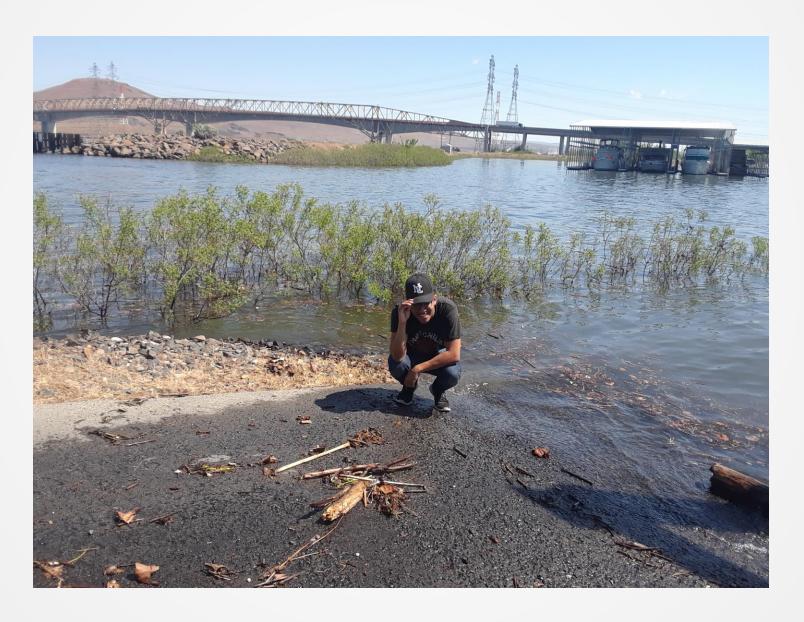














Key Recommendations

- Creation of Business Improvement District
- Policies to address vacant/blighted properties & absentee landlords
- Real Estate Market Analysis to attract housing downtown
- Gateway Signage Project:



Creation of Business Improvement District

- Creation of Business Improvement District
- Engagement with the Umatilla Chamber of Commerce, local business/property owners, economic development corporation
- Establish board, steering committee
- Utilize ODOT, State grants, landscape improvements to enhance streetscape and storefronts
- Remove barriers to development
- Marketing and promotion
- 3-5 year approach for establishment



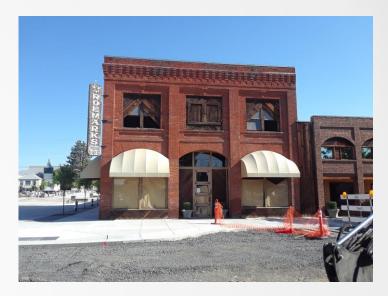
Blighted/Underutilized Properties

- Policies to address vacant/blighted properties & absentee landlords
- Increased code enforcement
 - Steeper penalties, increased staff to implement
- Land Banks
 - City purchases tax-delinquent, tax-reverted, foreclosed, or abandoned properties and banks for future use
- Land Value Tax
 - Shifts tax to value of land instead of taxing improvements made to the land
 - Encourages property owner to invest and improve the property
 - Strict land use laws make and value tax more expensive



MRED Real Estate Market Analysis

- Having Portland State University MRED Program summer Real Estate Market Analysis class do a market analysis for housing
- Goal of attracting housing Downtown
- Saves the City up to an estimated \$50,000
- Students get benefit of working on a tangible project





Gateway Signage

- Gateway Signage Project as catalyst for development and community engagement
- Community input to design, theme a central component
- Spark to other projects in City
- Encourage property owners and businesses to improve storefront











- Non-profit based out of Seattle region
- Extensive work in Pacific Northwest
- Empowering Changemakers
- Strengthening Communities
- Catalyzing Positive Change



Estimated Fees and Costs

A summary of our estimated costs is below. Because our understanding of the project is still preliminary, we have provided our estimate as a range of possible costs. As we continue to refine our understanding together, we will be able to provide a more specific estimate.

PHASE ONE (Training, Engagement, and Design)

Pomegranate Method Training (2.5 Days)	\$16-\$20k
Community Engagement and Design	\$20k-\$25k
Subtotal	\$36k-45k
12% Administrative Overhead	\$4k-5k
Travel and Per Diem Costs	\$2k-3k
Total	\$42k-53k
PHASE TWO (Construction)	
Project Management, Design Development, Community Build	\$30k-50k
12% Administrative Overhead	\$4k-5k
Travel and Per Diem Costs	\$2k-3k
Subtotal Pomegranate Phase 1	\$36k-58k
Materials Budget	\$10-30k
Subcontractors (Labor & Materials)	\$10-20k
Phase Two Total	\$56k-108k

Schedule

Pomegranate Center is available to begin this work beginning in late summer. We envision 3-4 months from the first convening group meeting to the final conceptual design, although we also forecast a couple of months of preparation time before kickingoff the project. Project construction (Phase 2) could start immediately thereafter, or as soon as funds become available.

Troutdale Centennial Signage: \$363,000



Barrio Logan, San Diego sign: \$750,000



Next Steps

- Student report completed by June 12
- Recommend Council discuss and invite Pomegranate to present at next meeting
- Coordinate with PSU to have summer class do Real Estate Market Analysis focusing on housing