

**City of Phoenix**  
**City Council Study Session**  
**Phoenix Urban Renewal Agency**  
**157 S. Main Street**  
**Tuesday, June 11, 2013**

**CALL TO ORDER**

Mayor Jeff Bellah called the study session of the City Council to order on Tuesday, June 11, 2013 at 6:30 p.m. in the Phoenix Urban Renewal Agency office.

**ROLL CALL**

**PRESENT:** Stan Bartell, Bruce Sophie, Karen Jones, Carolyn Bartell, Terry Helfrich, Chris Luz, Jeff Bellah

**Staff Present:** Eli Naffah, City Manager/Recorder  
Marla Cates, PHURA Executive Director

**STUDY SESSION:**

Urban Renewal Direction, Progress and Plans. Mayor Bellah began the discussion with an outline of topics for discussion as follows:

1. Administrative overhead of Urban Renewal for a small town
2. Short-term plans
3. Long-term plans
4. Historical preservation, how it fits in to the overall city plan and discuss existing buildings

Council discussed a bus transfer station for the City Center Plan. It was pointed out that the transfer station is not an actual structure, but bus slips. A bus slip was described as a designated spot to pull in and out of. As discussion progressed the number of bus slips was discussed. Also of note during the discussion, was an architectural firm will design the slips, along with Rogue Valley Transit District.

Discussion followed regarding the City Center Comp Plan and the mixed uses that are suggested for the plan. During discussion, Market Hall was brought up as being part of the City Center Plan, describing the hall as a multi-use building.

As discussion progressed, Ms. Cates clarified that all of Urban Renewal projects are developed for the City and transferred to the City once the projects are complete. Additionally, she noted that for every dollar that goes to Urban Renewal, the anticipated return is three dollars to the City.

Discussion followed regarding the borrowing capacity of Urban Renewal. Ms. Cates noted Urban Renewal could borrow up to \$16 to \$17 million and the amount borrowed has a requirement that the entire amount borrowed be spent within three years; therefore, prior to borrowing the funds, Urban Renewal is required to preplan much of the groundwork.

Council's discussion returned to the City Center Plan to discuss the Transportation Study Plan (TSP), noting traffic engineers will be working on this plan. There was continued discussion, as Ms. Cates noted Urban Renewal would hire a right of way agent to purchase property as needed for a public roadway.

Ms. Cates commented that there needs to be a long-term vision for Urban Renewal that involves short-term projects for Urban Renewal to complete. Discussion moved towards a temporary Community Center, as Ms. Cates noted there is \$20,000 set aside in this year's budget for use on a temporary Community Center. Additionally, Ms. Cates mentioned that temporary the Community Center is estimated at costing \$100,000 over a three year period, which entails a cost of approximately \$40,000 per year for the two additional years.

Further discussion followed, as Ms. Cates noted that Pivot is the public facilities architect for Urban Renewal and they will perform a community needs assessment for the Market Hall. As discussion progressed, the boundary modifications for Urban Renewal were discussed. The need for studies performed on traffic, soil, and parking was indicated.

Continued discussion followed, as the dollars for Urban Renewal versus the City were debated. Ms. Cates noted Urban Renewal in Phoenix was formed in 2005. She further noted that an Urban Renewal agency requires a 5 year minimum to build up enough revenue to begin the projects the City desires.

Rehabilitation grant projects were discussed, as Ms. Cates noted that the cost is approximately \$10,000 per project. Additionally, Ms. Cates mentioned there are government regulations through the state regarding the funds that can go towards each project and there are grants for signage that no one in the City center has taken advantage of thus far.

Discussion followed regarding the short-term progress in Urban Renewal that demonstrates changes to the Community. Mayor Bellah commented he contacted Four Season Nursery and priced large potted plants for the downtown area at \$139, noting that Central Point and Eagle Point are two communities that have similar displays in their downtown area.

Continued discussion is scheduled for June 18, 2013 @ 7:00 p.m. Mayor Bellah announced the topics will include a preliminary discussion of expanding the Urban Renewal boundaries and making Urban Renewal more efficient with less overhead. Additionally, he noted Councilors may send questions to Ms. Cates before the meeting scheduled for the 18<sup>th</sup>.

The meeting adjourned at 9:10 p.m.

Respectfully submitted,

Attest:

Janette Boothe  
Deputy City Recorder

Eli Naffah  
City Manager/Recorder