

## NOTICE OF PUBLIC MEETING

CENTRAL ALBANY REVITALIZATION AREA ADVISORY BOARD  
City Hall Council Chambers  
Wednesday, February 17, 2010  
5:15 p.m.

### AGENDA

1. CALL TO ORDER (Chair Cordell Post)
2. ROLL CALL
3. APPROVAL OF MINUTES
  - January 20, 2010. [Pages 1-3]
  - Action: \_\_\_\_\_
4. SCHEDULED BUSINESS
  - a. Business from the Public
  - b. Request for \$30,000 matching grant (Vault 244/Brown). [Pages 4-14] (Porsche/Applicant)  
Action: \_\_\_\_\_
  - c. Final review of Broadalbin Promenade costs. [Pages 15-18] (Porsche/Cerklewski)  
Action: \_\_\_\_\_
  - d. ADA Request for Comprehensive Market Analysis. [Pages 19-20] (Porsche/Catlin)  
Action: \_\_\_\_\_
  - e. Staff updates and issues. [Verbal] (Porsche)  
Action: \_\_\_\_\_
5. BUSINESS FROM THE BOARD
6. NEXT MEETING DATE: *Next regular meeting Wednesday, March 17, 2010*
7. ADJOURNMENT

City of Albany Web site: [www.cityofalbany.net](http://www.cityofalbany.net)

*The location of the meeting/hearing is accessible to the disabled. If you have a disability that requires accommodation, please notify the Human Resources Department in advance by calling 541-917-7500.*



APPROVED: \_\_\_\_\_

CITY OF ALBANY  
Central Albany Revitalization Area Advisory Board  
Council Chambers, 333 Broadalbin Street SW  
Wednesday, January 20, 2010

MINUTES

Advisory Board Members present: Rich Catlin, Jeff Christman, Bill Coburn, Floyd Collins, Loyd Henion, Bessie Johnson, Gordon Kirbey, Sharon Konopa, Ray Kopczynski, Cordell Post, and Ralph Reid, Jr.

Advisory Board Members absent: David Anderer (excused), Dick Olsen

Staff present: City Manager Wes Hare, Community Development Director Ed Byrne, Urban Renewal Manager Kate Porsche, and Administrative Assistant Teresa Nix

Others present: Approximately five others in the audience

CALL TO ORDER

Chair Cordell Post called the meeting to order at 5:15 p.m.

APPROVAL OF MINUTES

November 18, 2009

**MOTION:** Ray Kopczynski moved to approve the November 18 minutes as presented. Ralph Reid, Jr., seconded the motion, and it **passed** unanimously.

SCHEDULED BUSINESS

Business from the Public

There was no business from the public.

Request for Contract Extension – Manley

Urban Renewal Manager Kate Porsche briefly reviewed the written staff report and drew attention to the written request from Marc Manley for a contract extension to December 31, 2010.

**MOTION:** Gordon Kirbey moved to approve the request from Marc Manley to extend the completion date for his contracts with CARA to December 31, 2010. Jeff Christensen seconded the motion, and it **passed** unanimously.

In response to an inquiry from Reid, Porsche said that she does not know offhand how much of the CARA funds Mr. Manley has remaining; she will provide that information after the meeting.

Request for Contract Extension – van Rossmann

Porsche briefly reviewed the written staff report and drew attention to the request from Robyn and Rusty van Rossmann for a contract extension to June 30, 2011 (one year from when they will be able to begin work due to weather constraints).

Kopczynski noted that the request indicates that the outdoor work will begin this July; he asked why a one-year extension is needed.

Rusty van Rossmann, 526 Fifth Avenue SE, explained that he was laid off from his job last year and has just recently been reemployed. He is working to again save the money needed for this work which he had to spend while he was unemployed.

**MOTION:** Bessie Johnson moved to approve the van Rossmann's request for an extension through June 20, 2011. Kopczynski seconded the motion, and it **passed** unanimously.

#### CARA Planning – Common Goals of Main Street

Porsche reported on the closing of the \$5 million line of credit. Of that, \$1.5 million is committed to the RCM project, leaving \$3.5 million available for other projects. This raises the question of how CARA would like to see that money spent. There are carryings costs associated with the line of credit; it is to CARA's benefit to get the money on the street. The funds must be allocated within a two-year time period. Because there are fewer private projects coming forward, it may be a good time to consider public projects.

Porsche reported on the work of the Oregon Main Street Program as spearheaded by the Albany Downtown Association. An Economic Development Committee for that Program has begun to discuss ways to take a proactive approach toward economic development projects in the CARA District. She serves on the Committee, as does CARA Advisory Board and Albany Downtown Association member Rich Catlin. The plan is to come up with a list of possible projects and to make a recommendation to the Board.

Porsche gave a PowerPoint presentation, previously given to Main Street Program participants by the Lakota Group, which illustrates commonalities between CARA work and Main Street work. The presentation included the Main Street Program's four-point approach (organization, design, promotion, and economic restructuring), a list of identified Downtown Albany issues and opportunities, and recommendations for Economic Restructuring Committee, Design Committee, and Promotion Committee activities. The Lakota Group was impressed with the streetscape on First Avenue; they suggested developing streetscapes holistically, prioritizing and implementing in phases, and developing the Broadalbin Promenade. They suggested a lack of wayfinding and signage from I-5 to Downtown Albany, as demonstrated in several photographs in the presentation. They suggested changing the one-way street system in Downtown Albany to a two-way system; however, this would be a very large challenge on First and Second Avenues due to the involvement of the Oregon Department of Transportation (ODOT). The Lakota Group was generally impressed with the open spaces and parks in Albany and thought the Albany Square concept should be revisited.

Porsche said that she shared this presentation in order to show that the goals of the Main Street Program are in line with other plans being considered by CARA. The idea is to present a draft proposal at the next meeting as a jumping off point for conversation about how CARA would like to spend the \$3.5 million that it has available. She noted that this is an opportunity for CARA to be proactive and to set policy around how it wants to spend this money.

Christman suggested that the ideas that came out of the open house should be incorporated into the proposal coming forward and that, if those ideas are not incorporated, there should be a good reason articulated. Porsche agreed; she said that the Committee's proposal will give consideration to all of the information, including information from the open house.

Floyd Collins said that he would like for the proposal to include order of magnitude budget numbers.

Johnson said that it should be communicated that CARA supports the idea of partnerships, including between the Downtown Association and the Chamber of Commerce.

Kopczynski asked if there is any duplication of effort that might cause a dilution of funding. Porsche advised that the Main Street Program is not a funding source but that it provides a road map to success; the funding would need to come from CARA.

Christman said that it is important to consider that the funding for any projects needs to come solely from CARA; there should be no additional burden on the City at this time, including staff time.

Catlin said that any funding suggestions would have to be in line with CARA policies and goals, but that there is a plurality of efforts all moving in the same direction and it makes sense to coordinate activities. The proposal brought forward will pull together all of this information, realizing that proposals must meet CARA objectives.

Reid requested information about projects that have been completed and their associated tax increment.

Loyd Henion said that he would like to be proactive and specific about what businesses would attract people to the area. He would like to see Downtown Albany as a one-stop shopping area.

#### Staff Updates and Issues

Porsche said that staff will be inviting small grant applications; the Board will hear those requests at its March meeting. In April, the Board will hold its annual joint session with the ARA Budget Committee.

In response to inquiries from the Board, Porsche provided a brief update on the status of planning for the Broadalbin Promenade. Engineering Department staff is compiling information which will be brought to the Board for final approval; early spring is the target start date.

#### BUSINESS FROM THE BOARD

There was no further business from the Board.

#### NEXT MEETING DATE

The next regular meeting of the CARA Advisory Board will be held on Wednesday, February 17, 2010, at 5:15 p.m., in the Council Chambers.

#### ADJOURNMENT

Hearing no further business, Chair Post adjourned the meeting at 6:05 p.m.

Submitted by,

Reviewed by,

Teresa Nix  
Administrative Assistant

Kate Porsche  
Urban Renewal Manager



TO: CARA Advisory Board  
FROM: Kate Porsche, Urban Renewal Manager *Kate*  
DATE: February 11, 2010, for February 17, 2010, CARA Advisory Board Meeting  
SUBJECT: Staff Report – Matching Grant Request from Michael Brown

Summary

Michael Brown is coming before you to request a \$30,000 matching grant to assist in construction costs associated with the expansion of the kitchen, addition of a rest room, basement storage, and additional dining and meeting area. Their business, Vault 244, a successful, upscale martini lounge serving appetizers and dinner is located in Thad Olivetti's building at the corner of First and Broadalbin (240 First Avenue West).

Background

Mr. Brown came to CARA last April and was granted \$70,000 for construction costs including:  
Specialty hardware, signage, knobs, etc.  
Painting, finishing of walls, ceilings, trim, base, etc.  
Flooring, wainscoting, etc.

This work was completed, and Vault 244 opened September 15. Since that time, it has certainly become the "a unique, vibrant, upscale gathering place..." that the Browns and staff had envisioned. Since opening, the Browns have found that their food is as popular as their beverages which has meant significant demands on their kitchen.

When the Broadalbin Promenade is complete, Vault 244 plans to have outdoor dining on the promenade. In order to be able to have a full outdoor menu, their kitchen needs to be enlarged. An adjacent portion of the Cusick Bank building (to the south on Broadalbin) is available and is a natural area for Vault 244 to expand into.

Proposal

Mr. Brown is requesting \$30,000 in a reimbursable matching grant that will help offset construction costs for expansion of the kitchen, addition of a rest room, basement storage, and additional dining and meeting area.

CARA's assistance will ensure that the outdoor menu will have the same full aspects as the indoor menu (without the kitchen expansion they simply couldn't handle the additional food needs). This project will also add indoor reserved seating and private party area. Deliveries will now be in the alley rather than through the restaurant.

The applicant is a builder by trade and has prepared the cost estimates. It is important to note that he is not including any profit or margin on these costs. Additionally, the applicant estimates the total costs of the project to be \$121,150, broken down as follows:

Construction Costs (the CARA grant would help pay for \$30,000 of this item)	\$72,800
Equipment and Furnishings	\$48,350

To put this in perspective of the full investment, here's what the two projects (Phase I and Phase II look like combined):

Construction Costs:	\$221,764
Furnishings & Equipment	\$170,550
Total investment:	\$392,314
Total CARA Contribution	\$100,000

Staff Recommendation

I think it's fair to say the Brown's restaurant has been a big hit in our community. They are drawing people into our core downtown as well as just serving food and drinks. The possibility for expansion exists only because there is a vacant space next door. Staff feels that this expansion could benefit CARA in a number of ways. First, you would have one less vacant retail space. Second, it would expand the menu available for the outdoor dining when the promenade is complete. Third, it would create more seating area that can be used for reservations and private parties—another driver for the vitality component.

Mr. Brown's establishment filled a gap; it is a type of establishment that was previously missing in our downtown. The outdoor dining will be a benefit for the establishment, but the high-visibility and inviting nature of the outdoor seating is also a benefit for our downtown.

Though these improvements are for the interior of the building, staff has worked with the applicant to hone the request down to only cover construction work and permanent fixtures.

Because of the track record of success that the Browns have had with this establishment and the way the expansion would benefit downtown (in both its existence and the elimination of a vacant space), staff recommends approval.

Item #	Item	Description	Comments
A)	CARA Goal & Objectives	How does it further the CARA Goal and Objectives?	<p><i>CARA Key Objectives:</i></p> <ul style="list-style-type: none"> <li>◆ Attract new private investment to the area.</li> <li>◆ Retain and enhance the value of existing private investment and public investment in the area.</li> </ul> <p><i>CARA Additional Objectives:</i></p> <ul style="list-style-type: none"> <li>◆ Preserve the Historic Districts, historic resources and existing housing in the area.</li> <li>◆ Create a readily identifiable core that is unique and vibrant with a mixture of entertainment, housing, specialty shops, offices, and other commercial uses.</li> <li>◆ Provide an enriching environment and livable neighborhoods.</li> </ul>
B)	Financial Impacts	What is the financial risk and financial benefit to CARA?	The request would be paid out on a reimbursement basis and is less than 50% of the proposed costs, thus minimizing risks.
C)	Private Risk	Is this a "first-in" project or an untried type of development?	This is an expansion of a high-end and business in our downtown. The outdoor seating component will be new for our downtown.
D)	Gap	What is the "Gap" or need of the developer?	Applicants have identified that they are unable to make a go of expanding the restaurant space to an upscale food and beverage establishment without some assistance from CARA. Without the expansion they will not be able to carry a full menu for the outdoor dining, nor will they be able to have a space for groups or to allow reservations.
E)	Blight	Would it remedy a severely blighted building? How?	Yes, unused or underutilized space can be considered blight. This project would eliminate one vacant retail location in downtown
F)	Vitality	Would it serve as a people-attractor or as an anchor for the initial focus area?	Yes, the food/beverage aspects would draw people to downtown, additionally staff believes that the outdoor seating would act as an attractor.

G)	Preservation	Would it rehabilitate or sensitively redevelop a historic property?	No. The preservation work on the exterior of the building was completed by the building owner.
H)	Adaptability	Would it be developed in a way that ensures it is well used over time	Yes, the upgrades would ensure its continued use long into the future.
I)	Development Pattern	Does it achieve desired land use (e.g., mixed-use, higher density) and/or transportation objectives (e.g., Esplanade, pedestrian-friendly areas)?	Yes, this project meets the goals of the zoning and planning for the area.
J)	Sustainability	How does it meet the Governor's Objectives for Sustainable Communities? ( Environmental, Economic Development, Community/Social)	The expanded restaurant component could be considered an economic development benefit.

Here's a summary of the project costs and return:

Proposed CARA Investment	\$ 30,000
Total Project Value (future value-assessed value)	\$121,150
ROI on TIF	13 years
CARA % of investment	20%
Ratio Public : Private \$\$	1:5

KCP:ldh

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Grant APPLICATION

1. APPLICANT

Name: MICHAEL K BROWN

Business Name: VAULT 244 BISTRO/LOUNGE

Address: 244 W 1st ALBANY, OREGON

Zip Code: 97321 Cell: 541-979-1624

Contact Name: MICHAEL K BROWN Phone Number: 541-791-9511

Fax Number: 791-9624 Email Address: \_\_\_\_\_

Legal Form: Sole Proprietorship [ ] Partnership [ ]

Corporation: Profit [x] Non-Profit [ ]

TIN# 27-016349

In which State are the incorporation and/or organization documents filed? OREGON.

2. BUILDING/BUSINESS INFORMATION

Name: COSIK BANK BUILDING

Age of Building: OLD 103 yrs. OLD

Address: 111 BROAD ALBIN (CHANGED TO 244 W 1st ALBANY) Zip Code: 97321

Legal Description: TO FOLLOW

Property Tax Account Number: 115-3W-6LL #4900

3. OWNER OF PROPERTY (if not applicant)

Name in which title is held: THAD OLIVETTI

Contact Name: THAD OLIVETTI

Address: P.O. BOX 2768

CORVALLIS ORE. Zip Code: 97339

Phone Number: 541-760-7771

4. AUTHORIZATION TO UNDERTAKE WORK:

If the applicant is not the owner of the property, provide written evidence that the owner authorizes this work to be undertaken. (Typically this is in the form of a lease or other written permission).

5. DESCRIPTION OF PROJECT

Enlarge Kitchen, Add Restroom upstairs, Add Basement Storage AND Add Additional Dining AREA & meeting AREA

6. ESTIMATED COST OF PROJECT:

Construction \$72,800 Equipment And Furnishings 48,350

ESTIMATED VALUE OF PROJECTS UPON COMPLETION: \$150,000

Basis for valuation and value upon completion: Getting Cost For Various Contractor's with work done at Sierra Const. cost Lic. 60857 Prices do not include Sierra Const. Profit.

7. PREPARATION OF COST ESTIMATES

Who prepared your cost estimates? Michael K Brown (owner Sierra Const. of ORE Inc. 60857 Lic.) (If applicant prepared their own estimate, objective verification may be required.)

Address: 780 Scenic Dr. NW Albany, ORE. 97321

Phone Number: 541-928-3157 Email Address: Kathy Brown 2002 @ Yahoo.com

8. IN ADDITION TO THE PROPOSED IMPROVEMENTS, IS THERE OTHER WORK PROPOSED?

Yes [ ] No [X]

ESTIMATED ADDITIONAL COSTS: \$ 0

TOTAL ESTIMATED COST OF ALL WORK: \$72,800 + 48,350 = \$121,150

9. CONSIDERING THE LIST OF PROJECT GOALS OUTLINED IN THIS APPLICATION, PLEASE IDENTIFY THE VALUE YOUR PROJECT BRINGS TO CARA

This Additional space when completed will Give VAULT 244 the Ability to provide the same Dining Experience outside this summer AND Additional Reserved Seating AND Private Party AREA to serve our Customer's request. The enlarged Kitchen AREA will enable us to provide the same Food Menu outside as Inside. with the Anticipated increase of Guest outside. (We will have the Ability to enlarge our outdoor dining AREA.) We Believe this will help attract more people downtown.

10. AMOUNT OF MATCHING FUNDS

\$ 30,000<sup>00</sup>

SOURCE OF MATCHING FUNDS (CARA may withhold approval of this application until information satisfactory to CARA is provided.) Owners Provide \$42,800<sup>00</sup> towards construction

AND \$48,350<sup>00</sup> For Equipment & Furnishings Inside & Outside  
CARA PROVIDES \$30,000<sup>00</sup> TOTAL: 121,150<sup>00</sup>

Is your funding for these:  available today  applied for  unknown at this time

(CARA may withhold approval of this application until information satisfactory to CARA is provided.)

11. EXPLAIN WHY CARA FUNDING IS NECESSARY TO INSURE PROJECT COMPLETION

To Create A Vibrant Outside Dining Experience Vault 244 needs to Enlarge it's Kitchen (We were not expecting the response we have recieved For our Food menu it has Almost been overwhelming. We want to continue this to our outside dining AREA. this Spring.) Our Current Kitchen is too small with CARA's Help we can do this.

11. WHERE ELSE HAVE YOU LOOKED FOR FUNDING?

It's not hard to get the money. It's difficult paying it back with Intrest Along with our current debt.

Assistance Requested - Check and complete applicable sections for requested assistance.

Professional Services - Design Assistance (for projects such as street facade, interior layout, awnings, signs, seismic upgrades, interior wall alterations, etc.)

{Maximum grant is \$10,000 per property with a 50 percent match by the applicant\*}

Total amount: 0 Grant Amount Requested (50% of total amount): 0

Building Redevelopment Funding

Grant Amount Requested: 30,000 Loan Amount Requested: 0

Other Amount Requested: 0

Please Describe: \$30,000<sup>00</sup> Requested to help offset construction cost to Completely Restore Interior Space Including Basement to MATCH Existing Interior Space. (With the Large Windows outside people will be Able to See the Interior of A Marulas old Building Restored Inside

**Certification**

The Applicant understands and agrees to the following conditions:

1. Any physical improvements proposed must be approved by the Central Albany Revitalization Area (CARA) Agency and may require approval by the City of Albany Landmarks Advisory Commission or other entities. These entities may require certain changes or modifications before final approval and Commitment of Funds.
2. Commitment of Funds will not be processed until the Applicant satisfies all conditions.
3. Any work begun before receipt of a Commitment of Funds notice is ineligible for reimbursement.
4. Any work deviating from that detailed in the Commitment of Funds must be pre-approved in writing to be eligible for reimbursement.
5. While only proprietary information may be held in confidence outside of the public record, CARA will attempt to maintain all information provided in a confidential manner.
6. Originals of all materials prepared with CARA assistance belong to CARA and will be maintained in the public record.
7. Application must be completed in its entirety before being considered; if not, it will be returned for completion.
8. Staff is authorized to independently verify any and all information contained in this application.

If the Applicant is not the owner of the property to be assisted or if the Applicant is an organization rather than an individual, the Applicant is required to certify that she/he has the authority to sign and enter into an agreement to receive the assistance requested and to perform the work proposed. Evidence of this authority is attached and included as a part of this application by reference.

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining CARA assistance and is true and complete to the best of the Applicant's knowledge.

Michael K. Brown  
Applicant's Signature

2-1-10  
Date

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

Return to: City of Albany Economic Development Department  
c/o Kate Porsche, Urban Renewal Manager  
333 Broadalbin Street SW/ P.O. Box 490, Albany, Oregon 97321

**FOR CITY USE ONLY**

Date Received: 2-2-10 By: KLP Application Complete:  Yes  No

If no, comments: attachments

Date application returned to applicant for completion: \_\_\_\_\_

Date application returned to City: \_\_\_\_\_

By: \_\_\_\_\_

Vault 244 Bistro / Lounge  
Expansion (Remodel Addition)

Budget Incl. Permenate Items

Plans, Permits, Drain Fees, OLCC & Health Dept. 3,000<sup>00</sup>

SAW Cut & Removal & Water Protection For Office Below 3,500  
(Vault 12" thick w/steel)

Demo & Remove Metal Ceiling Partitions 2,000  
Incl. Dumpster

Frame New & Repair (Incl. soffits work) MAT. - 750<sup>00</sup>  
Furr Out Walls For Extra Sound Control. Labor - 4,250<sup>00</sup>  
Furr Out Basement & Stairway Walls.)

Plumbing Incl. water Heater (midway Plumbing) 6,000  
electrical wiring 7225  
Heating, A.C. Venting. 19,860<sup>00</sup>

Wiring For P.O.S system, T.V. 300<sup>00</sup>

Security Wiring For Outside Dining Area  
AND Additional Space 1,500

Lite Fixtures, Ceiling Fan 2,000

Built-In Stereo Speakers & wiring 450

Insul. (Incl. Extra Sound Control) 1,250

Window Tinting on West Windows 2,000

Drywall, Tape, Texture 5,500

Kitchen FRP Walls 500

Built-In P.O.S. station, CAFE Drs.

Vanity, Art Ledges, Valance Liting Trim - 3,500

SPECIALTY HARDWARE, Restroom Acc.

closures, Knobs, Signage 750

Painting (Incl. Metal Ceiling & Prep) 7,500

Drywall, Doors, Base, Trim.

Flooring Leveling & Repair (UP & DN) 1,000

Floorcovering 3,500

Interior Doors, Trimwork material, Base L&M 3,500

Final Clean-up 500

TOTAL \$ 70,335<sup>00</sup> Permanent Items

Miss. Furnings, Art, Equipmen 42,850 Not Permanent

\$ 113,185<sup>00</sup>

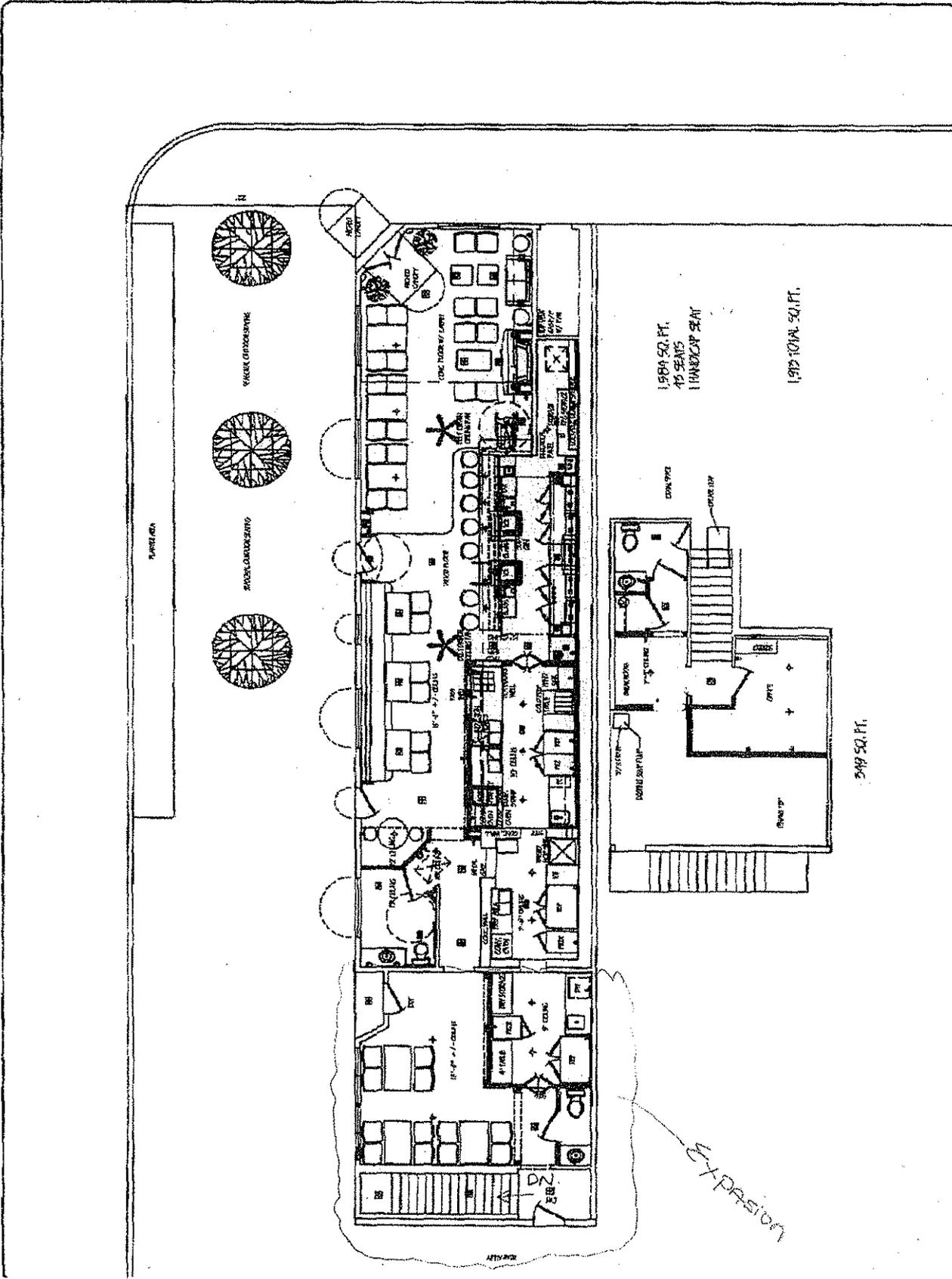


**C2 DESIGN**  
 1500 S. W. 10th Ave.  
 Ft. Lauderdale, FL 33304  
 Phone: (954) 541-1846  
 Fax: (954) 541-1847

**NOTE:**  
 ALL WRITTEN DIMENSIONS  
 TAKE PRECEDENCE OVER  
 SCALED DIMENSIONS

NO.	DATE	DESCRIPTION
1	10/10/03	PRELIMINARY
2	11/10/03	REVISED
3	12/10/03	REVISED
4	01/10/04	REVISED
5	02/04/04	REVISED

DRAWN BY: KATHY & LAUREN BROWN





TO: CARA Advisory Board  
FROM: Kate Porsche, Urban Renewal Manager *Kate Porsche*  
DATE: February 11, 2010, for February 17, 2010, CARA Advisory Board Meeting  
SUBJECT: Staff Report – Broadalbin Promenade, Final Costs

Overview

The next step for CARA in the process for the Broadalbin Promenade pilot project was to compile the final cost estimates for your approval. This work was completed by Civil Engineer III Chris Cerklewski.

As you may recall, the pilot project is intended to be the full block of Broadalbin between First and Second Avenues. The design of the plan was completed by Crandall's firm, and Chris has taken the conceptual designs to the point of construction documents and has completed the cost estimating process.

Proposal

Initial cost estimates were floated at around \$250,000 for the block. The estimates below show an increase from the \$250,000, to \$470,000, which is due to a number of factors. You will find this information outlined in each section below. Please note that the \$470,000 takes into account the \$50,000 that will be reimbursed by the Water Fund for the construction of the new water line. The estimate includes street, sidewalk, water, storm, sewer, landscaping with irrigation, street lighting, and pedestrian amenities (benches, trash cans, etc).

Rough breakdown of costs:

Street, sidewalk, street lighting	\$315,000
Water line [to be paid out of Water Fund]	50,000
Sewer	75,000
Landscaping & Irrigation	80,000
Subtotal	\$520,000

**TOTAL CARA COST \$470,000**

Here is a summary of extra items that have increased costs in each section:

Street

- Since the project is only one block long, unit prices for asphalt and concrete tend to increase because of lower production rates
- The project is located downtown which will require additional restrictions to traffic control and working hours
- Additional storm drain improvements are needed to accommodate drainage at the raised intersections at each end
- Decorative street lighting costs are higher than standard street lighting costs both because the lights cost more and because there are many more lights than normal

Water

- These costs will be reimbursed by the Water Fund since a replacement project is scheduled on Broadalbin Street within the next five years.

Sewer

- During design of the street, we had the sewer main inspected (as is standard procedure) to look for defects and needed repairs. The existing pipe is over 100 years old and is cracked and deteriorated with widespread leaking joints and tree root invasion. The pipe 15

can be made structurally sound with a trenchless process called cured-in-place pipe, where a new plastic pipe is installed inside the existing pipe. This process is very economical compared to digging up and replacing the pipe. This will seal all of the leaking joints as well as numerous abandoned laterals under the roadway. Dealing with the sewer main now will avoid the need in the future to make repairs in the new street. It is important to note that this is an additional cost that was not originally anticipated in the \$250,000 cost.

- Due to the layout of the sewers downtown, we need to replace the sewer main half of a block north and south of the project limits. However, this will save the cost of having to replace these segments of sewer during future phases of the promenade.

#### Landscaping & Irrigation

- The costs are much higher than anticipated in the initial estimate due to the elaborate irrigation system needed to maintain the plants with a minimum of labor. It should be noted that this system will create a bioswale, which is landscape element designed to remove silt and pollution from surface runoff water, making it cleaner before it enters the storm sewer.

#### Staff Recommendation

We've come a long way on this project, and much work has been invested by many key contributors including Crandall, our Landmarks Advisory Commission, building and business owners in our downtown, and staff. The project has grown and changed in scope as we moved forward.

The Promenade is in the CARA Plan and has always been considered to be the main connector—visibly and physically from the courthouse down to the river. We have a design that incorporates outdoor seating for one of our successful restaurateurs, an amenity that will benefit not just them, but downtown overall. The strong visual presence of this promenade with its many trees, benches, lights, and outdoor seating will transform the downtown landscape and be an indicator that great things are happening in our community.

Though the costs have turned out to be more than staff had anticipated (both Chris and me), there are reasonable explanations as to why. The sewer will be upgraded (not part of the original scope), and we will have an operational bioswale in place, which will look beautiful and treat the runoff from the street. Public Works has graciously agreed to cover the cost of the waterline replacement, moving this work up a couple of years to complete it while the street is open.

Staff continues believes that the benefits of this project outweigh the costs and that, because of the collaboration, input and creative ideas that have been shared it will be a beautiful and substantial addition to our downtown. With that, staff recommends approval of this project.

KCP:ldh

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Economic Development Committee

Rich Catlin, Chair

Marc Manley

Oscar Hult

Rebecca Bond

Greg Byrne

Anne Catlin

Kate Porsche

February 4, 2010  
CARA Advisory Board  
Central Albany Revitalization Area  
PO Box 490  
Albany, OR 97321

RE: Request for a Comprehensive Market Analysis

Members of the CARA Advisory Board,

The Economic Development Committee is a working group of the Albany Downtown Association. Patterned on the Oregon Main Street program, our task is to encourage the revitalization and on-going management of Albany's traditional downtown district. The assets of downtown Albany are known to all of us - distinctive architecture, pedestrian-friendly environment, personal service, local ownership, and a sense of community. ADA is proud to partner with CARA in our common goal to build on these assets to stabilize and reinvigorate downtown.

Looking ahead to funding opportunities for the next two years, the CARA Advisory Board finds itself in a different economic climate than the previous funding cycles.

The community open house in October 2009 confirmed the success of the building rehabilitation program. Developer partnerships have added many decades to the life of historic buildings and infused economic value in downtown businesses, including restoration of the 1st Avenue block between Ellsworth to Broadalbin. And the demonstration block for the Broadalbin Promenade is literally just around the corner.

The question is where to go from here. In these economic doldrums, the pace of new private investment has slowed almost to a halt, so it's important to rethink the building rehabilitation program.

How can CARA reshape developer partnerships to regenerate program interest?

How can CARA incentivize developer partnerships to spur new private investment?

Private investment in building maintenance, remodeling, and upgrades is based on economic return on the investment. When the economy was strong and expanding, speculative private investment was successful. This approach will not work in the current economy; private investment must be more focused and deliberate.

It is usually beyond the means of an individual building owner to look at the bigger economic picture and find a suitable market niche. However, CARA is positioned to make the link between consumer demand and market supply by funding a market analysis. (It was the City's investment in a market analysis for the North Albany Refinement Plan that caught the attention of a regional developer who then constructed North Albany Village.)

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## Albany Downtown Association

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A market analysis would include the following:

- Data collection (community demographics, consumer expenditure survey, business and building inventories, downtown zoning).
- Market analysis components (business survey, trade area description, consumer surveys, demographic analysis, sales potentials, business cluster analysis).
- Strategy development for business retention and recruitment activities.
- Strategy for location and mix of housing opportunities in and around downtown.
- A market analysis could also guide strategic investments throughout the CARA district.

What is the comparative economic value of various public investments?

What opportunity sites for CARA investment would catalyze additional private investment with the greatest long-term effect?

The Economic Development Committee and ADA Board recommend that the CARA Advisory Board authorize funding a consultant to prepare a downtown market analysis and focused investment strategy for the CARA district and make this a top priority.

The Economic Development Committee and ADA Board also recommend that the CARA Advisory Board delay funding new projects, including developer partnerships and public projects, until this study is complete unless a compelling project comes along. If possible, components of the study should be prioritized for early release so appropriate developer partnerships and public projects can be launched as soon as practical. A market analysis also establishes a baseline of economic vitality.

Holding off on projects until such time as we can better understand the needs and gaps in our downtown would ensure that CARA money is targeted toward projects that have a significant long-term effect. As a decision-making tool, the CARA Advisory Board could use a market analysis to invest proactively in projects with a larger return on investment based on facts and research rather than reacting to immediate requests. The Albany, Oregon Resource Team Report recommends a market analysis as a start-up activity under the Oregon Main Street program. A market analysis would provide valuable information for marketing, business recruitment and retention, and needed improvements to downtown. It would also provide some of the periodic reporting data for Oregon Main Street.

On behalf of those who live, work, shop, play and simply enjoy downtown, the Economic Development Committee and the ADA Board thanks the CARA Advisory Board for its investment in downtown Albany.  
With Respect,



Rich Catlin, Chair  
Economic Development Committee



Marc Manley, President  
Albany Downtown Association Board of Directors



TO: CARA Advisory Board

FROM: Kate Porsche, Urban Renewal Manager *KAP*

DATE: February 11, 2010, for February 17, 2010, CARA Advisory Board Meeting

SUBJECT: Staff Report – Main Street Economic Development Committee Request for Comprehensive Market Analysis

#### Summary

As part of the Main Street Program, the Albany Downtown Association (ADA) has created an Economic Development Committee. This committee is comprised of Rich Catlin, Marc Manley, Oscar Hult, Rebecca Bond, Greg Byrne, Anne Catlin, and me. This group has drafted a letter (attached) requesting that CARA authorize funding a consultant to prepare a market analysis and focused investment strategy for the CARA district. Please read the letter before continuing on with this report as I believe it will make more sense that way.

I won't reiterate all that is in the letter, but let me point out a couple of key items:

I think it's fair to say that one of the main issues that CARA has grappled with is trying to understand where, when, and how to spend its precious funds. I am a firm believer in having the most information at hand when looking to make decisions. A market analysis would provide you with key information pertaining to the inventory of local businesses, what we have, what we need. It could be instrumental in guiding strategic investments throughout the CARA district. Let me pause for a moment and talk about what strategic means to me. It means looking at possibly clustering your investments to achieve the most impact for the least amount of money. Strategic is looking to the areas that will have the most to gain from CARA money.

Additionally, the study would include information related to marketing opportunities for housing – what should our expectations be in terms of type, quality and price of the units. The residential component is a significant part of the CARA plan and would help to create a better understanding of our needs as we look to future projects.

With the changes in the market this slowdown seems like the perfect time to dig in and gain as much information and understanding as possible before making policy decisions about the types of projects you would like to fund. To that end, the market analysis seems like a great way to go about this.

#### Timing

If you were to move forward with the market analysis, the Economic Development Committee foresees that we would be able to bring firm bids back to CARA at the April meeting.

Possible phasing of the work could have information coming back to us in midsummer with a wrap-up in late summer. The CARA Advisory Board could then utilize this information to guide specific policy making as to how to spend available funds. This would mean that we would then have late summer, fall, and winter to solicit and hone in on the types of projects the CARA Advisory Board would like to see, (both public and private) then allowing development to hit in the 2011 building cycle.

It is important to note that the Economic Development Committee has suggested that CARA pause on funding decisions until such time as the market study is complete and CARA has had a chance to determine the direction and types of projects it would like to fund. I am in favor of this idea as I would hate to see money expended on projects that didn't have a significant long-term effect, which is something I believe the market analysis will help us to understand.

Rough Estimate of Costs

Total CARA contribution is estimated to be around \$150,000. We anticipate that \$50,000 would cover the more in-depth study of our main commercial area (i.e., downtown) and approximately \$100,000 for data and analysis regarding the broader area in the urban renewal district. These numbers are a rough estimate, and we hope the actual numbers would come in below this. It is important to note that Plan Refinement is a specific and allowable cost in the CARA plan.

Staff Recommendation

Staff would like to have the market study look in-depth at the downtown area and suggests that the market study look broadly at other areas in the CARA and include information on housing as well. It seems that this study could be extremely helpful as a tool to guide the policy and decision making for CARA funding. For all of these reasons, staff recommends approval of this request and suggests that, once received, the bids go directly to the Agency for approval of the specific amounts needed.

KCP:ldh

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