



CITY OF EAGLE POINT

"Gateway to the Lakes"

OREGON

EAGLE POINT PLANNING COMMISSION

17 BUCHANAN AVE. SOUTH, EAGLE POINT, OREGON

March 18, 2014

REGULAR MEETING MINUTES

1. **CALL TO ORDER – 7:00 P.M.**

Chairperson Collins called the meeting to order at 7:00 p.m.

Commission Members Present: Suzi Collins, Sharon Coupe, Bernard Grossman, Millie Wewerka, Diane Mihocko, Steve Hunter (arrived at 7:08 p.m.) and Council Liaison Kathy Sell.

Commission Members Absent: Kevin Walruff.

Staff Members Present: Mike Upston, Principal Planner; and Sara Miller, Planning Aide.

Guests: There were no members of the press or public present.

2. **FLAG SALUTE.**

Commissioner Wewerka led the flag salute.

3. **AUDIENCE QUESTIONS OR COMMENTS CONCERNING ITEMS NOT ON THE AGENDA.**

There were no audience members present.

4. **PUBLIC HEARING(S).**

There were no public hearings.

5. **CONSENT CALENDAR.**

5.1 **Presentation of Regular Meeting Minutes of January 21, 2014.**

Chair Collins announced the Consent Calendar and asked for a motion. Commissioner Mihocko moved that the Consent Calendar be approved. Commissioner Grossman seconded the motion. There was no further discussion. Roll call: Suzi Collins, aye; Sharon Coupe, aye; Bernard Grossman, aye; Diane Mihocko, aye; Millie Wewerka, aye; Steve Hunter, absent during the vote; Kevin Walruff, absent. The motion passed unanimously by those present.

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6. CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR.

There were no items considered for removal from the Consent Calendar.

7. UNFINISHED BUSINESS.

There was no unfinished business brought before the commission.

8. NEW BUSINESS.

8.1 Presentation: Main Street USA Program.

Principal Planner Mike Upston gave a PowerPoint presentation, *Main Street USA Program* (Submission No. 1). Mr. Upston and the commissioners discussed the topic throughout the presentation.

8.2 Commissioner Training: Quasi-Judicial Decision Making.

Mr. Upston gave a PowerPoint presentation, *Quasi-Judicial Decision Making* (Submission No. 2). Mr. Upston and the commissioners discussed the topic throughout the presentation.

Other topics were also discussed, including final order non conformance, business signage and future comprehensive plan updates.

9. REPORTS FROM PLANNING COMMISSION MEMBERS.

There were no reports offered by the commissioners.

10. REPORTS FROM STAFF.

There were no reports offered by staff members.

11. INFORMATION.

11.1 March 2014 City of Eagle Point Newsletter.

The information was presented to the commission and there was not further discussion.

12. ADJOURNMENT.

Chair Collins announced that the next meeting of the Planning Commission would be held April 15, 2014 at 7:00 p.m. in City Council Chambers.

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There was no further business to come before the Eagle Point Planning Commission and Chair Collins adjourned the meeting at 8:34 p.m.

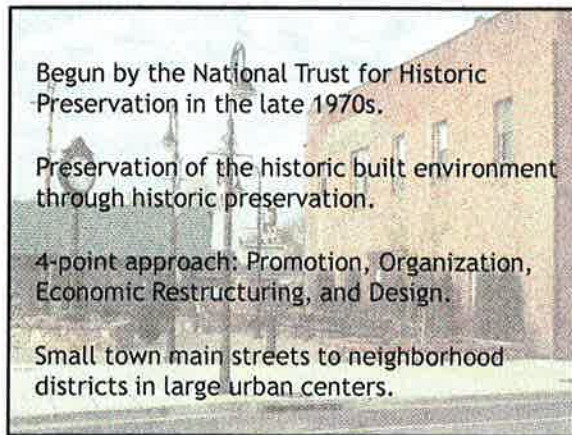
Respectfully submitted,



Sara Miller, Planning Aide

ATTEST:


Suzi Collins, Chair



Coordination on three levels:

- Local, grass-roots based revitalization organizations
- State, regional and citywide coordinating programs
- National Main Street Center



“Trademark” approaches





Main Street



The Main Street Four Point Approach

for revitalization of traditional historic commercial districts

CIVIC	SOCIAL	ECONOMIC	PHYSICAL
Organization	Promotion	Econ/Restructuring	Design
<ul style="list-style-type: none"> • Bring the community together to reach consensus, lead efforts, and add partnerships and resources 	<ul style="list-style-type: none"> • Market the District's unique characteristics, fosters positive image & position as a center of activity 	<ul style="list-style-type: none"> • Diversify the District's economic base through business retention, recruitment, and strategic use of space 	<ul style="list-style-type: none"> • Enhance the district's physical appearance while preserving its historic built environment



The Main Street Four Point Approach

for revitalization of traditional historic commercial districts



The Main Street Four Point Approach
for revitalization of traditional historic commercial districts

PROMOTION



- Events
- Promotion
- Image Development

The Main Street Four Point Approach
for revitalization of traditional historic commercial districts

RESTRUCTURING

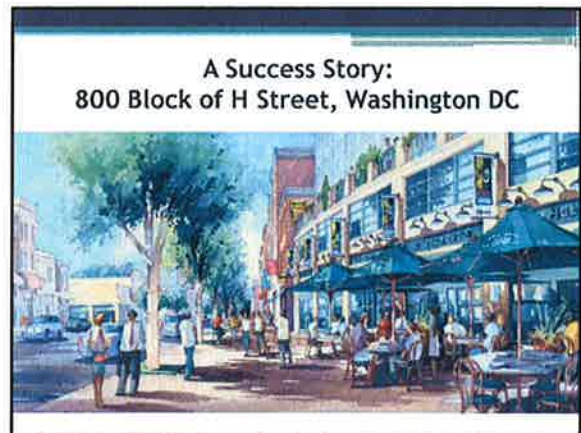


- Market Analysis
- Real Estate
- Business Development

The Main Street Four Point Approach
for revitalization of traditional historic commercial districts

DESIGN

- Buildings
- Streetscape
- Planning





Results

- Vacancy rate 2002: 30%
- Vacancy rate today: 10%
- Net new jobs: 1,579
- Net new businesses: 140
- Building rehabilitations: 189
- New buildings: 6
- New housing units: 1,332
- Private investment: 100,406,000
- Public investment: \$97,000,000

Building Blocks for Vibrant Commercial Districts

BUILDING BLOCKS FOR VIBRANT COMMERCIAL DISTRICTS

1. Proximity

- Adjacent Uses (*districts*)
- Population (7,500 - 1/2 mi.)
- Income (\$45,000 median - 1/2 mi.)

BUILDING BLOCKS FOR VIBRANT COMMERCIAL DISTRICTS

2. Scale

- Street & Sidewalks (*width*)
- Buildings (*height*)
- District size (3-12 blocks)

BUILDING BLOCKS FOR VIBRANT COMMERCIAL DISTRICTS

3. Retail

- District Type
 - neighborhood-serving
 - "destination"
- Category Dominance
 - convenience & services
 - food & beverage
 - general merchandise
- Local-Chain Ratio (10:1)
- Vacancy Rate (5-10%)

BUILDING BLOCKS FOR VIBRANT COMMERCIAL DISTRICTS

4. Accessibility

- **Mobility**
 - "complete streets" design
 - Transit connections
 - Parking
- **Walkability**
 - Pedestrian amenities
 - "Walk Score" (94+)



BUILDING BLOCKS FOR VIBRANT COMMERCIAL DISTRICTS

5. Image

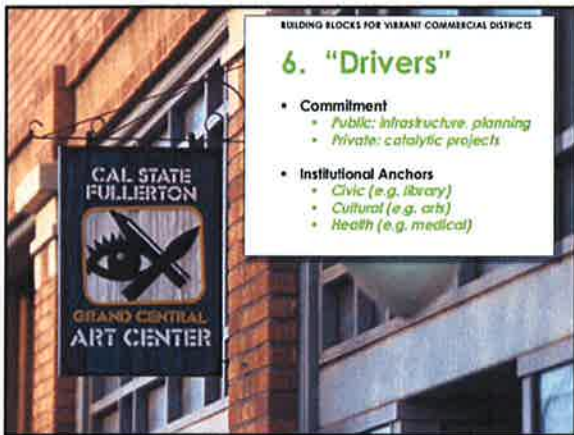
- **Character** (*heritage, thematic*)
- **Branding** (*marketing, reputation*)
- **Animation** (*social spaces, programming*)



BUILDING BLOCKS FOR VIBRANT COMMERCIAL DISTRICTS

6. "Drivers"

- **Commitment**
 - Public: *infrastructure planning*
 - Private: *catalytic projects*
- **Institutional Anchors**
 - Civic (e.g. library)
 - Cultural (e.g. arts)
 - Health (e.g. medical)



BUILDING BLOCKS FOR VIBRANT COMMERCIAL DISTRICTS

7. Management

- **Organizations**
 - BID's
 - Main Street
- **Programming**
 - Maintenance
 - Animation
- **Interface with government**
 - Representation/engagement
 - Alignment with services



The 8th Building Block:
"Localism"

Localism: Buying Campaigns



Localism: Community Enterprise



Localism: Investing



7 Keys to the Success of the Commercial Business District



1. Public-Private Partnerships
2. Incremental Progress
3. Local Business Orientation
4. Volunteer Support
5. Comprehensive Approach
6. Local Assets Priority
7. District Management

Ultimate Measure of Success



**Commissioner Training:
Quasi-Judicial Decision Making**

Planning Commission Meeting
March 18, 2014

Introduction

Types of Local Land Use Decisions

- Ministerial
- Quasi Judicial
- Legislative
- Limited LU Decisions & Expedited Land Divisions

For this training session

Process

- Land use application
- Public Notice
- Public Hearing
- Decision & findings
- Appeals

Staff role

- In general
- Pre-application
- Public notice & staff report
- Appeal & LUBA remand

Ex parte contact, bias and conflict of interest

Project Examples

Process

Process: The Land Use Application

- 120- or 150-day review
- Application forms and supporting information
- Pre-application conferences

Process: Public Notice

- Public notice at least 20 days in advance of hearing
- Property owners within X feet of the project site
- Neighborhood organizations
- 7-day notice in newspaper, website and at City Hall

Process: The Public Hearing

- Chairperson role
- Applicant role & project supporters
- Project opponents
- Presentation & rebuttal of evidence
- "Raise it or waive it"

Process: Decision & Findings

Decision

- Applicable decision criteria
- Four decision choices

Findings

- Draft findings
- Adoption of findings
- Substantial evidence

Process: Appeals

- Making an appeal and evidence in the record
- Appeal filing & hearing process
- Alternative to Appeal

Staff Role

Staff Role: In General

- 120- or 150-day review
- Application forms and supporting information
- Pre-application conferences

Staff Role: Pre-Application

- Initial contact/conversation
- Pre-application conference
- Due diligence
- Meet with affected parties

Staff Role: Public Notice & Staff Report

- Public notice elements
- Staff report elements

Staff Role: Appeal & LUBA Remand

- How to proceed when LUBA remands a decision
- Legal requirements

Ex Parte Contact, Bias and Conflicts of Interest

Ex Parte Contact

- Discussing a project outside the public hearing
- Disclosing an ex parte communication
- Rebutting the substance of an ex parte contact

Bias

- What is bias and what should I do about it?
- Bias threshold
- Ultimately, it's your decision

Conflict of Interest

- What is conflict of interest and what should I do about it?
- Actual and potential conflict of interest

Project Examples



For More Information

Planning Commission Orientation Binder

Go to [Land Use Decision-Making/Planning Actions](#) section, and look for these documents:

- 2007-08 Planning Commissioner Training Series
- Finding Facts & Reaching Conclusions in Land Use Cases
- Land Use Decision Making