



CORNELIUS TOWN CENTER PLAN

Project Advisory Committee Meeting #1

Wednesday, July 11th, 2018, 4:00 pm

Dev. & Operations Conference Room, 1300 S Kodiak Cir.

MEETING SUMMARY

PAC Members present: Karla Antonini, Joseph Auth, Seth Brumley, Maribel de Leon, Yolanda Diaz, Tiffany Fieken, Neal Knight, Brenda McCoy, Midge Nelson, Dan Riordan, Heather Sturgill, Howard Sullivan, Matt Wellner, Jon Williams.

Staff/Consultants: Ryan Wells, City of Cornelius; Steve Faust, 3J Consulting.

Welcome and Introductions

Ryan Wells welcomed everyone and thanked them for their participation on the Cornelius Town Center Plan Project Advisory Committee (PAC). Ryan asked members to introduce themselves and their affiliations and say one thing that has them excited about this project. Key aspects that excite people about the project include:

- Get to see the community change and see kids benefit.
- Want Cornelius to be a destination, not a pass-through community.
- Cornelius has a large Latino population. Advocating for small businesses. Want Cornelius to be a visitor destination.
- Excited to see the town grow, flourish, and become prosperous.
- Want to see a “center” for Cornelius.
- Want to hear new ideas and see the area grow up.
- How can we retain more people who come here for church or to go shopping? Develop more youth opportunities.
- Like the city's current proactive approach to working with people who are trying to do things in Cornelius.
- Want Cornelius to be a destination. How to do outreach to get lots of good ideas?
- There are many assets in western Washington County. This is an opportunity to capitalize on those assets.
- Success will be a beautiful streetscape, walkable/bikeable downtown.
- Want Cornelius to grow and transition to the next level through urban renewal.
- Cornelius currently is a slum. I want to see it grow. There is so much to do. Cornelius doesn't have an “old” downtown like Hillsboro and Forest Grove.

People see random buildings. Needs to be cleaned up. You should be proud of where you live.

Project Overview

Ryan an overview of how this project came about and what the City hopes to accomplish. The City recently conducted an Economic Opportunities Analysis providing a snapshot of opportunities and obstacles to a successful and prosperous community. One of the key strategies noted the lack of a cohesive plan for downtown. The most recent plan is from 1997 and doesn't address many of today's issues. Cornelius is no longer an isolated community – it is part of the Metro region.

The City applied for and received a grant from Metro for \$315,000 to prepare a Town Center Plan to guide future decision making for downtown and an Urban Renewal Plan to provide the funding to make it happen. While the project includes these two plans, it will be branded as one plan within the community. Ryan reviewed the town center (pink) and urban renewal (yellow) boundaries with the committee. It is likely that the Town Center boundary will be refined through this process. The areas with orange borders are special opportunity sites with transformative impact potential. Those areas will be looked at as part of a separate future project under the same Metro grant.



Community Engagement Plan and Schedule

Ryan introduced Steve Faust from 3J consulting who is managing this project for the consultant team. Steve expressed that the entire team is very excited to be working on this project in this community. He also commended Ryan for pulling together a great and diverse group of members for the PAC.

Steve walked through the project tasks and schedule using the project timeline. Steve explained that the consultant team participated in a kickoff meeting and study area walking tour that helped them understand many of the issues and opportunities in the City. The project is currently in an intense community engagement phase. Steve is very happy that the City is contracting with Centro Cultural de Washington County to help ensure efforts are made to reach all members of the community. Throughout the summer, the consultant team will be interacting with the community in a variety of ways:

- This Project Advisory Committee is an important component of the community engagement strategy as the members represent a broad spectrum of community interests and perspectives. The PAC will meet five times through the course of the project. A Technical Advisory Committee (TAC) will meet twice later in the project specific to the Urban Renewal Plan. PAC members are asked to review and comments on work products, guide public outreach and engagement efforts, act as liaisons to specific constituencies or interest groups, host public events, encourage community members to participate in the process, and act as champions of the ultimate Town Center Plan that emerges from the process.

The TAC will include agency representatives for tax districts that may be impacted by urban renewal, such as Washington County and the school districts.

- The City recently hosted a Vision Ideation Session with a small group of community leaders. The purpose of the session was not to try and establish a vision for the town center, but to take a broader view of the future of Cornelius. What is a realistic and desired future for Cornelius? What are the parameters we should be mindful of when preparing the town center plan? The notes from this session will be available on the project website soon.
- The consultant team is conducting phone interviews with a small number of individuals that Ryan believes have a unique relationship to or perspective on the town center.
- Community Conversations are being held with organizations and associations throughout the greater Cornelius Community to ask them about their aspirations for the Cornelius Town Center. For example, next week Ryan and Steve are meeting with the Forest Grove/Cornelius Chamber of Commerce and the Cornelius Economic Development Commission.
- City staff and the consultant team will have a presence at community events throughout the summer to ask people about their vision for the Town Center. Events include, but are not limited to concerts and movies in the park, National Night Out and a Taquiza hosted by Centro Cultural.

- Public meetings will be held at key junctures in the project. The first public meeting will be held in late September or early October when we convene for a design workshop. The exact details of that event are yet to be determined.
- Concurrent with these in-person efforts will be a variety of opportunities for community members to participate online through surveys and open houses. The first project survey is live and can be found at the project website: www.ci.cornelius.or.us/towncenter.
- A variety of communications tools and techniques will be used to disseminate information to the community:
 - We have created a project logo using an image of the unique downtown Cornelius lamp posts. This imagery will be used on all project materials and publicity going forward.
 - Key messages will be used to communicate information consistently throughout the course of the project.
 - The project website will serve as a hub of information for the project.
 - Various social media platforms will be used to inform and engage the community.
 - Other tools such as e-blasts, fact sheets and newsletters will be used to share information.

Also during the summer, the consultant team is preparing an existing conditions report looking at land use, zoning, community design, transportation, infrastructure, the local housing and economic markets. That report will be ready along with the summary of community engagement prior to the PAC's next meeting and the fall design workshop.

Following the community design workshop events, the consultant team will prepare several alternatives for the future of the Town Center. The alternatives will explore various approaches for the Town Center in terms of the location of various public spaces, design, connections and other physical characteristics. Community members will be asked to indicate what elements of the various alternatives they like best. The City and consultant team will use this information to prepare a preferred alternative and will begin preparing the Town Center Plan to describe the elements of the preferred alternative and the funding, phasing, tools and programs will be used to implement the plan.

The team will then begin working on the Urban Renewal Plan which provides the funding to implement the Town Center Plan. As noted earlier, the boundaries for the Town Center Plan and Urban Renewal Plan are not concurrent. Therefore, additional tools and funding sources will be needed to implement the Town Center Plan. The consultant team will prepare an Implementation and Action Plan to pull all of the tools and strategies into one document.

Ryan explained that urban renewal is a tool whereby an urban renewal district is created. As public and private investments are made within the district, property values increase. The urban renewal tool essentially puts a freeze on current tax rates so that all revenue increases go to the urban renewal fund to reinvest in the area. Urban renewal is not a tax increase for Cornelius community members. It does put a cap on revenues for other taxing districts, which is why they will be invited to be part of this process. Urban renewal does not directly affect school districts. Urban renewal funds can be used to invest in infrastructure, property acquisition, make façade improvements and provide public-private partnership incentives. The city prepared an urban renewal feasibility study that confirmed that urban renewal would be an effective tool for Cornelius.

Once the plans are final, they will be brought to the Cornelius Planning Commission and City Council for adoption. Following adoption, the consultant team will work with the City to make zoning code amendments to begin implementing the plan.

Steve asked PAC members if there are other groups they should be meeting with or communication tools they should be using to reach the community. PAC members made the following suggestions:

- Washington County Fair
- Forest Grove Farmers Market
- Churches – Sunrise, Emmanuel, Baptist
- Daybreak Rotary
- Homeowners associations
- Virginia Garcia Health Fair
- Parent Teacher Associations
- NextDoor
- Cornelius Gazette
- Videos posted on various platforms
- Translate the fact sheet/survey into Spanish
- Schools/Peach Jar
- Walking tour
- Flyers

Community Conversations Toolkit

Steve gave a brief training to PAC members so they can host conversations with their friends, neighbors and other affiliations throughout the summer.

Next Steps

Ryan indicated that the next meeting of the PAC will take place in late September or early October where the committee will review the existing conditions report and results

of community engagement efforts. That date will be circulated well in advance of the meeting.