



## **Memorandum**

**Date:** February 8, 2012

**To:** John Kovash, Mayor  
Members, West Linn City Council

**From:** Chris Jordan, City Manager *CJ*

**Subject:** Council Retreat Issue Topics

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During the week of January 17, Donna Zajonc spoke with each member of the City Council to discuss the upcoming Council retreat. One of the questions that she asked was: What should the Council priorities be for 2012?

Donna provided me with her notes from those interviews and I have prepared brief summaries of each of the topics that were raised. (In some cases I have attempted to interpret the Council member's comments, but I may not have completely understood the member's thoughts.) There were four topics that all five Councilors specifically mentioned. Those four are the first four briefs attached and we have provided more information on those than the others. No other topic was mentioned by more than 2 members and those topics are listed behind the first four.

This information is not intended to limit the Council's discussion, but rather to help focus the Council's time during the retreat.

Attachment

## City Council Goal Setting Retreat

February 10-11, 2012

### Topic: Aquatic/Recreation Center

**Policy Question:** How does the Council wish to proceed with plans for an aquatic/recreation center?

**Current Status:** In the past year, the City has taken the following steps:

- Appointed Councilors Cummings and Tan to work with the staff and members of the task force on possible partnerships
- Received and accepted the report of the Aquatic Center Task Force -- April 25, 2011
- Received advice from some members of the aquatic center task force on the possible timing of an aquatic/recreation center bond measure – December 19, 2011
- Staff received proposals as a result of a Request for Information (RFI) regarding possible partnerships – January 2011
- Included a question in the City-wide community survey about interest in a bond measure for aquatic center. Responses indicated a lack of adequate support to ensure a successful vote.

### Options for Consideration:

The Council will need to consider at least two factors in deciding how to move forward: 1) how this project should be prioritized when compared with other possible money measures; 2) when is the best time to place this item before the voters so that it has a chance of success.

- 1) Continue to work with some of the members of the task force to review public/private partnership proposals and delay any further consideration of a vote until after that process is complete.
- 2) To provide certainty to the process, set a date – November 2012, May 2013? – to place a bond measure on a ballot.
- 3) Direct staff to complete further, more targeted a community survey that evaluates the appetite of the community for a bond measure for this purpose.
- 4) Delay further discussion of this item until after other priorities have been accomplished.

**Schedule:** Review of the partnership proposals should be concluded in the next 1-2 months. Following a report to the Council, the Council could direct staff to initiate a survey in the spring. This process should provide adequate information to the Council by mid-Summer – in time for the Council to consider a November bond measure should that be the Council's direction.

**Resources:** The City has already made a significant in this project. It is unlikely, outside of a survey cost of \$5,000-10,000 that a lot more staff and financial resources need to be expended to place this on a ballot. However, if the Council wishes for staff to do a significant educational campaign prior to placing this on a ballot, more resources will be needed.

Council Goal	Policy Statement	Action Steps	Schedule
<b>Aquatic Center:</b> Take the steps necessary to design, finance, and construct a community aquatic center	West Linn has no community aquatic center and the Council desires to give the community the opportunity to vote on building one.	Identify the program RFP for architect Select architect Formation of design and program advisory group (To date, four meetings held) Educate community through detailed 45-day outreach plan Conduct community survey to assist with decision-making process Provide monthly updates to City Council Development of operations program and business plan for City Council review Design, vote, permit, build process Accept Task Force Recommendation Receive Recommendation regarding the timing of a bond measure from the advocacy group and task force Receive information from possible public/private partnerships Include recreation center bond measure question on biennial community survey Discuss with Council results of partnership discussions Receive final recommendation regarding bond measure timing Community vote on Bond	✓ Complete ✓ Complete ✓ Complete ✓ Complete ✓ Complete ✓ Complete Ongoing Pending Committee review of survey data and future meetings Pending Council goal setting ✓ Complete ✓ Complete ✓ Complete ✓ Complete Pending review of proposals Pending Pending

## City Council Goal Setting Retreat

February 10-11, 2012

### Topic: Blue Heron Property

**Policy Question:** How should the City proceed with master planning of the property and what should be the objectives of the master plan?

**Current Status:** Clackamas County, on behalf of the Clackamas Service District #1 and the Tri City Service District, has agreed to purchase the property for \$1.75 million. The County is now in a 60-day due diligence period. The County has completed enough research to date that staff does not anticipate any surprises.

The County will then need to develop a remediation plan. (County staff has roughly estimated the cost of such a project at about \$3 million.) It would seem sensible that the City should be developing a master plan for the property before remediation is initiated as the remediation project may be used to advance the City's ultimate goals for using the property.

**Options for Consideration:** If the Council is interested in master planning the site in the near future, I would suggest the following options:

1. Convene a citizens task force (appointed by either the Council or City Manager) to initiate a master planning process of the site. We would ask County staff to participate in this process and citizens could include representatives from the neighborhood, business community, standing committees (Budget, Parks and Recreation, Transportation, Sustainability, Planning) as well as other interested citizens.
2. Because of the extensive natural features on the property, the majority of the site will need to be set aside as open space, therefore, Council could ask the Parks and Recreation Advisory Board to lead the master planning process and report back to the Council.
3. Delay the master planning process until the city has funds available for planning and implementation.

**Schedule:** The County's 60-day due diligence process will expire before the end of March. By that time, the City should be prepared to initiate our process for planning the site. Although the process of master planning such a large site can be complex and invites differing views, it would seem realistic that the City should have a master plan ready for Council approval before the end of 2012. (Please note that the timing of the project is contingent upon the involvement of the County and its processes.)

**Resources:** The City has applied for a grant from the Environmental Protection Agency (\$40,000) that will assist in planning the remediation and future uses of the site. We have also applied for a County tourism grant (\$20,000) to explore outdoor recreation options in West Linn, particularly those along our riverfront. We would expect to use Parks SDC resources to cover all additional planning expenses. This would also require approximately .5 FTE of staff time, with Planning and Parks leading the effort.

**Council Goal**      **Policy Statement**      **Action Steps**      **Schedule**

Council Goal	Policy Statement	Action Steps	Schedule
<b>Blue Heron Property</b> Determine future use of 35 acre site of former Blue Heron settling pond and outfall	Clackamas County completing acquisition of site and will work with City on long term use and management plan	County and city staff meet to discuss potential benefits of acquisition	✓ Complete (April 2011)
		Hold Executive Session with Council regarding County's plans	✓ Complete
		County and City staff initiate outreach efforts to possible stakeholders and other citizens	Complete
		County Agrees to Acquire Property	Complete
		County establishes next steps in Master Planning process	Pending Council retreat

## City Council Goal Setting Retreat

February 10-11, 2012

### Topic: Water Infrastructure

**Policy Question:** In 2011, the Council requested a recommendation from the Utility Advisory Board regarding financing the implementation of the City's Water Master Plan. How would the Council like to proceed?

**Current Status:** The City's Water Master Plan calls for approximately \$20 million of maintenance projects and system improvements. Although the City has increased rates by the maximum allowable amount – 5% – for the past several years, revenues have remained constant. However, during this time, the cost of purchasing water from the South Fork Water board has increased, leaving the City with a significant amount deferred maintenance that increases every year. The recent community survey indicated community support for a water bond measure.

In 2011, the Council requested the UAB review the situation and provide a recommendation to the Council with a plan to proceed toward successfully attaining funds to adequately maintain the system, eliminate the deferred maintenance backlog, and meet the needs of the community for the next 20 years. Although we have not received that recommendation from UAB yet, we do know that the UAB has looked at dividing the maintenance projects from the enhancement projects and has reviewed options including general obligation bonds and revenue bonds.

**Options for Consideration:** Staff is anticipating the receipt of the UAB recommendation prior to the Council retreat. The Council should be prepared to discuss the relative priority of water system maintenance and how/when the Council wishes to proceed with any actions to secure funding for this project.

1. The Council could accept the UAB recommendation, but conclude that the community is not prepared to vote on another water measure at this time.
2. The Council could approve the recommendation and set a date certain for the development of a ballot measure that would request voter approval of the recommended option.
3. The Council could discuss the recommendation and choose to commence a community survey designed to solicit statistically valid data from potential voters regarding the likelihood of success of various alternatives.

**Schedule:** We expect the Council to receive the UAB recommendation in February. At that time, the Council should discuss any options that may still be under consideration and then proceed with this project as determined at the retreat. If the Council chooses to pursue a survey, staff could initiate such an action this spring.

**Resources:** This project should involve relatively little City resources. A survey would likely cost \$5,000-10,000. Staff would also use all of our communication tools to educate the public on the needs of the water system and the reasons for the Council's selected financing option.



## City Council Goal Setting Retreat

February 10-11, 2012

### Topic: Economic Development and Highway 43/Willamette Falls Drive

**Policy Question:** The Council has indicated support for re-visioning the main corridor of West Linn in an effort to revitalize the City's commercial areas. Where should the City begin this effort – Robinwood, Bolton, Arch Bridge area, or Willamette? How should the City approach this project?

**Current Status:** In September 2011, the City surveyed the community and held a town hall to discuss the community's future vision for this corridor. In November, the Council received a report on the outcome of this project which indicated support of the community to look at revitalizing each of the commercial areas. The Planning Commission also received a report and indicated support for pursuing Robinwood first, followed by the Arch Bridge area. The Council held a follow-up discussion on February 6 during which there was discussion about the possible need to hire a staff member to lead this effort. We would estimate the total cost of such a full-time position to be approximately \$125,000 annually for salary and benefits.

### Options for Consideration:

1. Select one area and appoint a task force to review that area. This process could result in recommendations concerning possible Comprehensive Plan and Community Development Code changes to facilitate the type of re-development that meets the vision expressed by the community. This approach could also include discussion of design standards and infrastructure improvements needed to facilitate that vision. Efforts could also include reviewing financing options that could assist in long-term implementation efforts.
2. Appoint a task force to review the entire re-visioning input and make recommendations regarding possible Comprehensive Plan and CDC changes throughout the corridor. This effort would not focus on a specific area, but would focus on zoning and development standards city-wide.
3. Ask the Economic Development Committee to review options and provide a recommendation to the City Council.

4. Council goes through a self-education process so they are fully briefed &

**Schedule:** Staff would suggest an initial step to be for the Council (and staff) to become better educated on the tools that may be available to the City to fund such activities. A work session with Richard Seals discussing urban renewal and other funding options and a session with an economic development expert likely would be beneficial. Then we could proceed with any of the options listed above which would require a 9-12 month process for any committee to provide recommendations back to the City Council. A starting point would likely be for the City to contract with an individual (Economic Development Manager) or firm with expertise in urban redevelopment and economic planning to supplement current staff expertise. A likely schedule would have the task force appointed and meeting by April with an initial status report to the Council by the end of summer and a final recommendation in 12 months.

Knowledge of the wide range of economic development tools that already currently exist.

Council Goal	Policy Statement	Action Steps	Schedule
<b>Economic Development (Highway 43/ Willamette Falls Drive)</b>			
Identify and implement the Community's vision for vibrant commercial areas	<i>West Linn commercial areas are suffering with the economic downturn and the community has indicated support for the City to be active in creating vibrant commercial areas</i>	Prepare community education program	Complete
		Hire consultant for community visioning process	Complete
		Conduct online survey	✓ Complete
		Hold Town Hall community visioning meeting	✓ Complete
		Council receives the report of the visioning process	✓ Complete
		Include question in community survey regarding community's interest in economic development	✓ Complete
		Identify location for enhanced economic development efforts	<i>Pending Council goal setting</i>
		Educate the Council and community on economic development financing tools	

## **City Council Goal Setting Retreat**

**February 10-11, 2012**

### **Topic: Stafford**

The Council and the staff continue to follow this process closely. In August 2011, the Land Conservation and Development Commission agreed with Metro regarding the "Urban reserve" designation for the Stafford area. However, the final report has yet to be issued. When it is issued, the City will have two options: 1) appeal the decision to the State Court of Appeals, or 2) allow the decision to stand.

Following issuance of the report, staff plans to convene an Executive Session to discuss the strategy with the Council and the Council will then make a decision on how it wishes to proceed.

### **Topic: Police Station**

Since the passage of the bond measure in November, the Council has appointed a citizen steering committee to assist the project management team and advise the Council regarding the planning and construction of the new police station. Next steps include architect/engineer selection; convening of design of committee; land use application process; contractor selection, and construction. The Council will receive regular reports from the staff and the steering committee. The Council will also need to make a few critical decisions: approval of the contract with the architect; approval of the station design concept, and approval of the construction contract.

### **Topic: Community Engagement**

As part of its goal-setting retreat in 2011, the Council received a presentation regarding community outreach activities from Kirsten Wyatt. The Council also received two more updates of the Communications Plan during 2011 and the progress staff made in implementing that plan. Council and key staff also received media training during 2011. Chris Kerr will provide a brief update of the Communications Plan as part of the 2012 goal setting agenda.

### **Topic: Centennial Celebration**

In 2011, the Council indicated support for a Centennial celebration event in 2013, but did not wish to allocate resources for this function. The biennial budget includes funds for this event, but all through anticipated fund raising efforts. The Council should provide direction as to the amount of City staff involvement/resources anticipated and the type of event.

### **Topic: Charter Revision**

At its February 13 Council meeting, the Council will be considering a revision to Chapter XI of the Charter and if this amendment should be sent to the voters for consideration. There are several other possible amendments to the Charter that members of the Council, citizens or staff have identified over the past several years. Examples include: underground utilities in parks (Chapter XI); clarifying the City Attorney

**Topic: Surplus Buildings (added by staff)**

The City owns several structures that need to be either used (and may require improvement), sold or demolished. These structures include the Bolton Fire Station, the Police Station (which should become available for re-use in about 2 years), the McLarty house on Highway 43, and the Fields home. The Council has provided direction to prepare an amendment to the Municipal Code to simplify the process to surplus City property. However, staff believes we need to have a plan for each of these structures. How does the Council wish to proceed with determining the disposition of each?