

REEDSPORT URBAN RENEWAL DISTRICT PLAN
Part 1 of 2

Prepared for:

City of Reedsport
451 Winchester Ave.
Reedsport, Oregon 97467-1597

Funded by:

Port of Umpqua
Lower Umpqua Hospital District
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A. STATEMENT OF PURPOSE

The City of Reedsport Urban Renewal Plan has been prepared to further encourage infill, rehabilitation and redevelopment that is consistent with the Comprehensive Plan and Zoning Regulations adopted by the Reedsport City Council. The Renewal Plan is intended to guide the provision of infrastructure necessary for the orderly and proper improvement and redevelopment of the District. Through implementation of the Plan, economic development will be stimulated by the elimination of blighting conditions, provision of supporting public facilities, and general improvements in the overall appearance, condition, and function of the District.

The Reedsport, Oregon Urban Renewal Plan presented in this document meets the requirements of Chapter 457 of the Oregon Revised Statutes. The Plan also complies with other federal, state and local laws pertaining to urban renewal plans.

B. DEFINITIONS

Agency means the Urban Renewal Agency of the City of Reedsport.

Advisory Committee means the Reedsport Urban Renewal Advisory Committee.

Blighted Areas are areas which, by reason of deterioration, faulty planning, inadequate or improper facilities, deleterious land use or the existence of unsafe structures, or any combination of these factors, are detrimental to the health, safety or welfare of the community. Blight shall have the same meaning in this Plan as defined in ORS 457.010.

Boundary means the geographic and legal limits which encompass the Reedsport Urban Renewal Area.

City means the City of Reedsport, Oregon.

City Council means the Reedsport City Council.

County means Douglas County, Oregon.

Lot means a unit of land that is created by a subdivision or platting of land and recorded in the land records of Douglas County

Public Improvement Plan means drawings, development standards and/or objectives designed to guide the improvement of public facilities and services in the Reedsport Urban Renewal Area.

ORS means the Oregon Revised Statutes (State Law and. specifically, Chapter 457. thereof.

Persons means any individual, family, business, firm association, or corporate entity.

Plan means the Reedsport Urban Renewal Plan and Report consisting of the text and accompanying exhibits

Project means any work or undertaking carried out under ORS 457.170 in an urban renewal area.

Projects or Activities means the development or improvement projects described in Section III herein.

Property Owner means any individual who owns property within the Reedsport Urban Renewal Area.

Renewal Area means the Reedsport Urban Renewal Area.

State means the State of Oregon.

Text means the Reedsport Urban Renewal Plan and Report Text for the Reedsport Urban Renewal Area.

Appropriate base materials may include, but not be limited to, brick. pre-cast concrete pavers, textured concrete, etc.

C. GOALS AND OBJECTIVES OF THE URBAN RENEWAL PLAN

The primary goal of the Reedsport Urban Renewal Plan is to improve the economic health, condition, and appearance of the Reedsport Urban Renewal Area and to eliminate existing blight and blighting influences in order to strengthen the Reedsport economy. The following goals and objectives more specifically identify the purposes of the Reedsport Urban Renewal Plan but shall not preclude the ability of the Urban Renewal Agency to consider or develop other appropriate project improvements within the Reedsport Urban Renewal Area.

1. OVERALL OBJECTIVE FOR THE URBAN RENEWAL AREA

The Urban Renewal Plan should provide for a more attractive shopping, dining, living, working and recreating environment. The improvements to the streetscape and utilities, redevelopment of under utilized properties and new businesses and residences will provide for a variety of shopping and living opportunities, in the Old Town, the Umpqua riverfront and on Highway 101. The adequate provision of utilities to the entire district will assure that the quality of ground water is preserved, sanitary waste is properly treated and storm water is managed in a manner that enhances downstream water quality.

2. GOALS AND OBJECTIVES FOR THE URBAN RENEWAL AREA

To accomplish this overall objective, the Reedsport Urban Renewal Plan establishes the following goals and objectives:

PLANNING

GOAL 1: A shared “vision” of the Old Town and riverfront designed to attract/retain tourists in the community.

Objective A: Implement specific projects in the Old Town area that will complement business and building/land owner’s efforts to create an inviting and attractive shopping and dining experience.

Objective B: Consider and prepare Design Standards for the Old Town and Riverfront.

GOAL 2: Formulate a vision to improve the safety and appearance of Highway 101 between the Umpqua and Scholfield bridges.

Objective A: Improve “gateways” to the City on Highway 38 and 101.

GOAL 3: Prepare Master Plans for the Old Town and Riverfront

Objective A: Prepare a master plan for Rainbow Plaza that will make the plaza the center of community activities and events

Establish an overall “theme” for the plaza and Old Town

Projects could include:

Water and power for commercial uses

Event Structure/Building

Public Restrooms

Improve/rehabilitate the Community Building, Discovery Center and Library

Tourist oriented Directional Signage

Lighting

Objective B: Prepare a master plan for the riverfront that will improve its attractiveness to visitors and serve as a magnet for other commercial activities.

Consider acquisition by the URA of Vacant Buildings

Objective C: Develop a site improvement program for the riverfront properties.

Objective D: Provide opportunities for improved views of the river.

ECONOMICS

GOAL 1: Utilize the Urban Renewal District’s programs and funds to facilitate the expansion of existing businesses and attract new businesses.

Objective A: Increase the taxable assessed value base within the Urban Renewal District Boundary by 10% by 2012.

Objective B: Create a package of programs to assist business and building/land owners improve the appearance and economic value of their properties and businesses.

Objective C: Provide financial leverage for planning, design and engineering of public facilities.

INFRASTRUCTURE

GOAL 1: Inventory the public improvement deficiencies in the district including: storm drainage, railroad right of way, streets, sidewalks, power lines, lighting, and sewer and water services. Based on the inventory, prepare a Master Plan and Phasing Schedule to improve/mitigate the deficiencies.

Objective A: Complete storm drainage improvements to assure a flood free Old Town and riverfront area by 2015.

Objective B: Improve vehicular and pedestrian safety within the District.

FINANCIAL RESOURCES

GOAL 1: Maximize the Urban Renewal District tax increment revenues with state and federal grants and loans for specific project purposes.

Objective A: Obtain a state grant to update, expand and coordinate a Storm Drainage Master Plan for the Urban Renewal District and implement the first phase improvements.

D. PLAN ADMINISTRATION

The City of Reedsport Urban Renewal Plan consists of the text and exhibits contained in this document and the attached Report. The Plan applies to the specific area outlined in Exhibit 1 and further described in Section II. The Plan has been prepared by the Reedsport Urban Renewal Advisory Committee for the Reedsport City Commission. The Urban Renewal Agency of Reedsport shall administer the Plan in accordance with ORS 457, the Oregon Constitution, and all other applicable laws and ordinances. All such applicable laws are made a part of this Plan by this reference.

E. EFFECTIVE PERIOD OF THE PLAN

The Plan will be completed in twenty years or 2027. If the projects in this Plan and any additional projects are completed earlier, and all indebtedness is paid, the renewal district shall be terminated.

II. GENERAL DESCRIPTION OF LAND USE PLAN

A. BOUNDARY

The City of Reedsport Urban Renewal District includes land within the City of Reedsport, only. (See Exhibit 1). A legal description of the District is included in Appendix 2.

The Renewal Area encompasses a total of .32 square miles (including existing public street rights of way and waterways) and includes 405 tax lots.

The northern section of the Renewal Area is the Umpqua River and the southeastern boundary is Winchester Avenue. The southern boundary is a combination of 10th, 13th and 16th streets. The western boundary is Hawthorne Avenue, Scholfield Creek, and a line bisecting the former mill site.

B. LAND USE PLAN, ZONING, AND DEVELOPMENT STANDARDS

The Land Use Plan for the District is based on the City of Reedsport Comprehensive Plan Map and Zoning Map. (See Exhibit 2). The proposed land uses within the Reedsport Urban Renewal District are consistent with the City's and County's Plan/Zoning Maps. The following table compares the acreage currently planned for each land use within the Urban Renewal Area not including public rights of way and waterways.

Existing Zoning	Area (acres)
Single Family Residential-Medium Density (R1)	12.5
Multifamily Residential-High Density (R2)	15.92
Commercial Transitional Zone	35.58
Light Industrial Zone (M1)	23.51
Heavy Industrial Zone (M2)	15.71
Marine Industrial Zone (water-dependent industrial shorelands)	13.12
Public/semipublic Lands (PL)	17.59
Estuarine Conservation	2.06
Total:	135.98

The use and development of the land within the Reedsport Urban Renewal District shall be governed by the City of Reedsport Comprehensive Plan and Zoning Ordinance.

The following text includes the purpose of the zoning districts as well as the uses permitted by the specific zoning district definitions. All of the Reedsport Urban Renewal Area is located within the City limits, and all of it is located within the City of Reedsport Urban Growth Boundary (UGB).

The City of Reedsport Zoning Map commercial designations for the District are primarily Transitional Commercial and Commercial. The residential designations are primarily Single Family Residential – Medium Density and Multifamily Residential – High Density. There are also three industrial zones and park areas zoned for public use.

EXHIBIT 1

EXHIBIT 2

C. CITY OF REEDSPORT ZONING CODE

The City of Reedsport Zoning Code describes the purpose and permitted uses for each of the zoning designations within the Renewal Area as follows:

Section 3.020 (R-1) Single Family Residential-Medium Density

Purpose: To provide a quality environment for medium density single family residences, duplexes and other compatible land uses determined to be desirable and/or necessary.

Uses Permitted Outright: No building, structure or land shall be used and no building or structure shall be hereafter erected, structurally altered, enlarged or maintained except for the following uses:

1. A dwelling arranged, intended and designated exclusively for (1) family.
2. A dwelling for two (2) families (duplex).
3. Accessory buildings on the rear half of the building site used as garages, storerooms, woodsheds, workshops, laundries, playhouses or similar and related accessory uses for which a special permit has been issued; provided, however, that there shall be not more than two (2) buildings allowed as accessory to any single family dwelling.
4. Churches (except rescue missions or temporary revival), provided setbacks are maintained from the side and rear property lines of at least twenty (20) feet, except on the street side of corner lots; an alley contiguous to or within the property being used may be included in the required setback. A parsonage, (free-standing or attached to a church by a vestibule), shall be considered as a residential structure.
5. Home occupations may be allowed as provided for in Section 4.040.
6. Manufactured home subject to standards in Section 3.025.
7. Manufactured homes will be allowed in an approved Planned Unit Development.
8. Outdoor nursery for the growth, sale and display of trees, shrubs and flowers when side of R-1 lot abuts a commercial or industrial zone.
9. Parks and playgrounds owned and operated by a governmental agency. (ORD 513-D, July 7, 1980)
10. Parking lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
11. Planned unit developments subject to standards in Section 3.110 through 3.120
12. Privately operated day care facility; providing residential character of the building is not changed.

13. Public buildings and structures such as fire stations, libraries, substations, pump stations, reservoirs, public utility facilities, government buildings and community center.
14. Residential Care Homes.
15. Schools, (elementary, junior high and high), provided that any buildings used for school purposes shall provide and maintain setbacks of at least fifty (50) feet from side and rear property lines, except on the street side of corner lots; alleys contiguous to or within the property being used for school purposes may be included in the required setback.
16. The office of a physician, dentist, minister of religion or other person authorized by law to practice medicine or healing, provided that: (1) Such office is situated in the same dwelling unit as the home of the occupant; (2) Such office shall not be used for the general practice of medicine, surgery and dentistry, but may be used for consultation and emergency treatment as an adjunct to a principal office; (3) There shall be no assistants employed.
17. Forest uses including propagation and harvest of forest products and ancillary uses consistent with State Forest Practices Act.

Section 3.030 (R-2) Multifamily Residential – High Density

Purpose: To provide suitable high density residential developments while preserving the residential character of the area.

Uses Permitted Outright: No building, structure or land shall be used and no building or structure shall be hereafter erected, structurally altered, enlarged or maintained, except for the following uses:

1. Any use permitted in the R-1 single family residential zoned areas.
2. Apartment houses.
3. Boarding and lodging houses.
4. Clubs, lodges and assembly halls (private or nonprofit).
5. Convalescent/nursing homes including necessary and incidental services.
6. Home occupations may be allowed as specified in Section 4.040.
7. Manufactured homes will be allowed in approved Planned Unit Developments.
8. Multifamily dwellings.
9. Day care facilities.
10. Orphanages and charitable institutions.
11. Outdoor nursery for the growth, sale and display of trees, shrubs and flowers when side of R-2 lot abuts a commercial or industrial zone.
12. Parking lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
13. Planned unit developments subject to standards in Section 3.110 through 3.120.

14. Public buildings and structures such as fire stations, libraries, substations, pump stations, reservoirs, public utility facilities, government buildings and community centers.
15. Public or private schools.
16. Residential care facilities.

Section 3.040 (C-1) Commercial Transitional Zone

Purpose: Commercial Transitional Zone shall serve the purpose of providing a desirable mixing of residential land uses with limited commercial land uses in close proximity to adjacent residential districts. The zone is also intended to serve local neighborhood needs rather than provide a full commercial area for an entire community. The limited commercial uses allowed in this district are selected for their compatibility to meet frequently recurring needs of the neighborhood.

Uses Permitted Outright:

1. All business and professional offices selling services only.
2. Any use permitted in the R-1 and R-2 zones, subject to regulations of the R-1 and R-2 zones.
3. Barber shop or beauty parlor.
4. Book or stationery store.
5. Clinics (does not include veterinarian clinics).
6. Clubs or lodges, fraternal and religious associations.
7. Confectionery store,
8. Craft or hobby shop.
9. Drugstore or pharmacy.
10. Dry goods or notions store.
11. Florist or gift shop.
12. Framing shop.
13. Grocery store.
14. Home occupations may be allowed as provided for in Section 4.040.
15. Laundromat.
16. Tailor, millinery or custom dressmaking shop.
17. Photographer.
18. Parking lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
19. Public buildings and structures such as fire stations, libraries, substations, pump stations, reservoirs, public utility facilities, government buildings and community centers.
20. Single family residence as a secondary use when it is attached to or part of the commercial structure.

21. Clothing and wearing apparel shops.
22. Telephone and telegraph exchanges.

Section 3.050 (C-2) Commercial Zone

Purpose: To provide areas suitable and desirable within which a wide range of retail sales and business may occur.

Uses Permitted Outright: No building, structure or land shall be used, and no building or structure shall be hereafter erected, structurally altered, enlarged or maintained except for the following uses:

1. Any use permitted in the C-1 zone, (excluding new R01 and R-2 uses), subject to regulations of the C-1 zone, except Old Town district (Highway 38 from 3rd to 5th Street) in which residential quarters as a secondary use will be permitted outright.
2. Legally established residential use types pre-existing the adoption of this ordinance; however, in the event of destruction of structure, it must be rebuilt within eighteen (18) months in order to continue as a residential use unless an extension of time is approved by the Planning Commission. If the structure is converted to another use permitted within this zone, said structure shall not revert to residential use.
3. Advertising business. (ORD 520, August 20, 1974)
4. Agricultural supplies and machinery sales rooms.
5. Automobile sales agencies.
6. Auto maintenance and repair shops within an enclosed building.
7. Bakery.
8. Bank.
9. Building supplies including retail sales of lumber.
10. Catering Service.
11. Clothing Store.
12. Curios and antiques.
13. Delicatessen store.
14. Department store.
15. Dry cleaning, laundry or pressing establishment.
16. Feed and fuel stores.
17. Furniture, household goods and furnishings.
18. Hotels and motels.
19. Indoor theaters.
20. Manufactured home sales.
21. Meat market.
22. Musical instruments and supplies.
23. Office supplies and equipment.

24. Outdoor storage related to an outright permitted use within an enclosed, view-obscured area.
25. Paint and wallpaper supplies.
26. Parking lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
27. Places of amusement such as billiard parlors, taverns, bowling alleys, dance halls and games of skill and science if conducted wholly within a completely enclosed building.
28. Plumbing supplies.
29. Printing and newspaper facilities.
30. Public buildings and structures such as fire stations, libraries, substations, pump stations, reservoirs, public utility facilities, government buildings and community centers.
31. Recreational vehicle sales.
32. Restaurants, tea rooms, cafes.
33. Secondhand stores if conducted wholly within an enclosed permanent building.
34. Seeds and garden supplies.
35. Self-service dry cleaning establishments using not more than two (2) clothes cleaning units, neither of which shall have a rated capacity of more than forty (40) pounds, using cleaning fluid which is non-odorous as well as non-explosive and non flammable at temperatures below one hundred thirty-eight and five tenths (138.5) degrees Fahrenheit.
36. Service stations, providing greasing and tire repairing are performed completely within an enclosed permanent building.
37. Shoe or shoe repair shop.
38. Sporting goods.
39. Stores, retail and wholesale.
40. Surgical supplies and equipment.

Section 3.070 (M-1) Light Industrial Zone

Purpose: To provide areas suitable and desirable for secondary manufacturing and related establishments and more intense commercial use with limited external impact.

Uses Permitted Outright: No building, structure or land shall be used, and no building or structure shall be hereafter erected, structurally altered or maintained, except for the following uses:

1. Accessory buildings and uses normally associated with buildings permitted outright and conditionally.
2. Any use permitted in the C-3 and C-2 zone (excluding C-1 uses), subject to regulations of C-3 and C-2 zones.
3. Building supply stores less than 20,000 square feet in size.
4. Implement, machinery, heavy equipment and truck repair.
5. Kennels.
6. Laboratories (research, development, testing).
7. Light fabrication and repair shops such as cabinet, electric motor, heating, machine, sheet metal, auto body and welding.
8. Manufacture of electric, electronic, precision components or optical instruments.
9. The manufacturing, compounding, processing, packaging, or treatment of such products as apparel and other finished products made from fabric and similar materials; cosmetics; drugs, electronic and communications components, systems, equipment and supplies; high technology components; leather and leather products; lumber and wood products; paper and allied products; precision testing, medical and optical goods; perfumes; toiletries; objects or decorative items; novelties; millwork; sporting goods; building specialties; signs; food, beverage and related products except fish, meat product, sauerkraut, vinegar, yeast and the rendering or refining of fats and oils.
10. Parking lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
11. Public buildings and structures such as fire stations, libraries, substations, pump stations, reservoirs, public utility facilities, government buildings and community centers.
12. Storage buildings or warehouses, freight and truck terminals. (ORD 520, August 12, 1974)
13. Transportation and freight yards and terminals.
14. Veterinary clinic.
15. Wholesale business salesrooms.
16. Wholesale trade.

Section 3.080 (M-2) Industrial Zone

Purpose: To provide areas suitable and desirable for medium and heavy industrial development and uses free from conflict with commercial, residential and other non-compatible land uses.

Uses Permitted Outright: No building, structure or land shall be used and no building or structure shall be hereafter erected, structurally altered, enlarged or maintained except for the following uses which are permitted subject to special provisions and regulations of this Ordinance.

1. Accessory buildings and uses normally associated with uses permitted outright and conditionally.
2. Any manufacturing, processing, repair, research, testing, assembly wholesale or storage uses.
3. Any use permitted in the M-1 zone (excluding C-2 uses), subject to regulations of the M-1 zone.
4. Bottling works.
5. Cement concrete batching plants and the manufacture and sale of concrete products.
6. Collection, packaging, storage and reprocessing of recyclable materials such as newspaper, cardboard, glass, metal, plastic or oil.
7. Contractor's equipment storage yards.
8. Freight and truck yards or terminals.
9. Laundry, cleaning and dyeing works, carpet and rug cleaning.
10. Lumber yards, retail, including mill work.
11. Parking lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
12. Plumbing and sheet metal shops.
13. Poultry or rabbit killing and processing.
14. Public buildings and structures such as fire stations, substations, pump stations, reservoirs, public utility facilities and government buildings.
15. Wholesale business, storage buildings, warehouses and bulk fuel storage facilities.

Section 3.090 (M-3) Marine Industrial Zone (water-dependent industrial shorelands)

Purpose: To provide shoreland areas suitable for water-dependent manufacturing, industrial and other compatible land uses.

Uses Permitted Outright: The following uses and activities and their accessory structures and uses are permitted, subject to the applicable development standards and provisions set forth in the Ordinance.

1. Aids to navigation.
2. Boat launch or moorage facility, marina and boat charter.
3. Cold storage and ice processing for marine/estuarine products.
4. Communication facilities essential to service water-dependent use.
5. Energy production facilities, forest products processing and other industrial complexes dependent on the estuarine or marine waters for processing, transportation of material, loading or unloading from ships and barges, etc.
6. Extraction, processing or storage of aggregate from within or adjacent to estuarine waters.
7. Facilities for construction, repair, maintenance and dismantling of boats, barges, ships and related marine equipment.
8. Facilities for processing of products harvested from the estuary or ocean.
9. Facilities for refueling and providing other services for boats, barges, ships and related marine equipment.
10. Laboratory for research on marine/estuarine products and resources.
11. Loading and unloading facilities.
12. Maintenance and rehabilitation of existing structures.
13. Manufacture of products where the raw materials or finished products are transported upon estuarine waters.
14. Marine ways and dry dock facilities for boat, barge and ship repair and maintenance.
15. Office in conjunction with a permitted or conditionally permitted use.
16. Parking lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
17. Public waterfront access.
18. Research and education observation.
19. Utilities such as power and telephone lines and their support structures, gas lines, water lines and sewer lines.
20. Wharves, docks and piers.

Section 3.100 (PL) Public/Semipublic Lands

Purpose: To provide and preserve desirable areas for public recreational activities and a variety of public service activities.

Uses Permitted Outright: The following uses and their accessory buildings and uses are permitted, subject to provisions set forth in this Ordinance:

1. Cemeteries.
2. Churches.
3. Fairgrounds.
4. Fire prevention, detection and suppression facilities.
5. Fish and wildlife management.
6. Golf course, public and private.
7. Hospital, medical services and nursing homes.
8. Orphanages and charitable institutions.
9. Paring lots associated with uses and buildings permitted outright and conditionally in conformance with Section 4.020.
10. Parks, playgrounds, campgrounds, boating facilities, and other such recreational facilities.
11. Public buildings and structures such as fire stations, libraries, substations, pump stations, reservoirs, public utility facilities, government buildings and community centers.
12. Public and semiprivate building structures and uses essential to the physical, social and economic welfare of the area.
13. Schools.

III. OUTLINE OF PROJECTS AND REDEVELOPMENT ACTIVITIES

The following projects and activities will be undertaken by the Renewal Agency to achieve the objectives of the Plan. The actions of the Renewal Agency to achieve the objectives will be undertaken in accordance with applicable Federal, State, County, and City laws and policies. The projects and activities are set forth as follows.

A. GENERAL DEVELOPMENT

The intent of the Urban Renewal Plan is to conform with the Comprehensive Plan of the City of Reedsport and the Zoning Districts based on the Comprehensive Plan. (See Exhibit 2).

The Urban Renewal Agency has prepared the Reedsport Urban Renewal Plan that will guide the physical improvements necessary to stimulate redevelopment and revitalization of the District.

The proposed district is intended to focus its resources on the Old Town, riverfront, storm water management, and Highway 101 within the District. Potential projects in the Old Town will include Rainbow Plaza, building facade improvements, storm water drainage improvements, directional signage and pedestrian and bike trails. Projects at the riverfront will include pedestrian walkways, viewpoints and redevelopment of underutilized properties. The proposed infrastructure improvements will assure that this part of the City is prepared for new development and the rehabilitation of existing properties.

The Renewal Agency will accomplish the renewal projects identified in the Plan by undertaking any land use, design, engineering, or architectural plans and studies that are necessary for contract purposes. The Agency will acquire all of the necessary permits to complete projects. The preliminary cost estimates in the Urban Renewal report include design and engineering fees as a part of total project costs.

The Renewal Agency reserves the right to expend the Urban Renewal District's revenues to implement or complete projects outside the district boundaries as may be necessary to complete projects within the district boundaries.

B. TYPES OF PROJECTS

To encourage rehabilitation and redevelopment of commercial, industrial and residential land and aid in the retention of existing business and attraction of new businesses, the Renewal Agency may improve or construct public facilities and utilities including but not limited to streets, sidewalks, restrooms, riverfront decks, parking areas and pedestrian amenities. Improvements may occur within public rights-of-way, easements, or on public property. The Renewal Agency will work with public and private utilities to make the necessary modifications and adjustments to implement the objectives of the plan.

C. RENEWAL PROJECTS

The following projects have been identified to achieve the objectives of the Urban Renewal Plan. There is an overall need to improve the infrastructure in all of these areas to facilitate the proposed and potential new development and to encourage rehabilitation and redevelopment of the Old Town, marina and residential areas.

1. Gateway Improvements

Design and improve gateways to the Old Town and the City on Highway 38 and Highway 101.

2. Public Improvements

Inventory the public improvement deficiencies in the district including: storm drainage, streets, sidewalks, lighting, storm and sanitary sewer and water services.

Based on the inventory begin a phased schedule to correct the deficiencies with storm drainage improvements in the Old Town requiring the highest priority.

Improve the District image and attractiveness through building rehabilitation and reuse, landscaping, benches, waste receptacles, art and other aesthetically pleasing amenities.

3. Pedestrian/Bicycle Improvements

Provide pedestrian friendly connections between the Old Town and the riverfront. Develop bike and pedestrian trails with directional signage and rest areas

4. Business and Residential Rehabilitation Programs

Establish and manage low interest loan and small grant programs for businesses to improve their appearance and condition.

5. Property Acquisition

Acquisition and assembly of key properties for redevelopment.

Projects are listed in detail by phase in the Urban Renewal Report.

D. ACQUISITION AND DISPOSITION OF REAL PROPERTY

1. ACQUISITION

As outlined in the above Renewal Project listing, the intention of the Urban Renewal Agency is to acquire key parcels of land in the Renewal Area.

Land Acquisition for Public Improvements and Facilities – The agency may acquire real property for public improvements and facilities authorized in the Plan by any legal means, including eminent domain, without amendment of the Plan.

Land Acquisition by willing conveyance and Private Redevelopment – The agency may acquire real property by willing conveyance or by any other means including eminent domain, for redevelopment by private parties only after adoption of a Minor Amendment of the Plan identifying the property. Such amendment shall include the anticipated disposition of the property, whether by retention or resale together with an estimated time schedule for such acquisition and disposition.

2. DISPOSITION

The Agency may make land in the redevelopment area available to private developers or to public bodies at a value determined by the Agency to be its fair reuse value in order that it may be developed for the purposes specified in the Reedsport Urban Renewal Plan, and in accordance with applicable City zoning and code requirements. Real property may be conveyed by the Agency to the City or other public bodies without charge.

The Agency shall reserve such powers and controls in the disposition and development documents, as may be necessary, to prevent transfer, retention, or use of the property for speculative purposes, and to ensure that development is carried out pursuant to the Reedsport Urban Renewal Plan.

The Reedsport Urban Renewal Plan conforms with the provisions and policies of the City of Reedsport Comprehensive Plan. The Urban Renewal Plan is consistent with specific goals and policies of the Comprehensive Plan which are noted in the following Section A.

A. CITY OF REEDSPORT COMPREHENSIVE PLAN

The applicable policies are:

AIR, WATER AND LAND RESOURCES QUALITY

Policies:

1. Zoning and land use planning shall discourage the intermixing of noisy industrial sites and residential areas.

PUBLIC FACILITIES

Policies:

1. Instruction shall proceed with the upgrading and rebuilding of the sewer lines and upgrading the treatment plant.

PARKS AND RECREATION

Policies:

2. Consideration should be given to preserving waterfront and drainage way accesses along the various water courses within the city for walking, jogging and bicycle trails.
5. The City shall endeavor to pursue a cooperative program with the State Highway Division whereby a walking, jogging and bicycle system can be extended the length of Highway 101 on the highway or adjacent property between Gardiner on the north and Winchester Bay on the South.
7. The City shall seek funding to construct those bicycle facilities identified by the 1990 study.
8. The City shall promote the development of public fishing piers to be used for passive recreation on the Umpqua River or the Scholfield River designed for children's safety and to be free of architectural barriers so as to accommodate the handicapped will be studied by the City.

TRANSPORTATION

Policies:

- e. Cooperate with the Oregon Department of Transportation (ODOT) to maintain and improve US 101 and Highway 38 consistent with the Oregon Highway Plan (OHP).
- d. Develop a pedestrian system of sidewalks and pathways to provide safe, attractive, efficient and accessible routes that allows pedestrians to travel from residential areas to schools, parks, commercial areas and major employment centers. All new streets shall have sidewalks.

ENERGY CONSERVATION

Policies:

1. The community should encourage infilling of vacant land within the community to reduce the necessity of auto travel.
3. Encourage the growth of local commercial ventures that will lessen the need to travel in order to obtain some of the basic services.

ECONOMIC GOALS AND POLICIES

Policies:

1. City zoning and land use planning shall assure that there is sufficient vacant commercial and industrial property for economic growth and stability to meet the needs of the future, taking into consideration identified current trends.
6. Vacant buildable commercial and industrial lands in amounts suitable to meet projected needs shall be maintained by appropriate plan designations and zoning.
7. The City shall support and pursue the continued development of the Reedsport waterfront, recognizing that continued development of the Umpqua Discovery Center is an attraction for tourism.
10. City shall endeavor to promote, market and develop visitor attractors to the Lower Umpqua Area and the City's Riverfront Revitalization Project.
11. City shall promote and encourage the location of small businesses in the community.
12. City shall promote activities and development that enhance its natural resources.
13. City shall promote the preservation of natural resources that are found to attract tourists.

HOUSING GOALS AND POLICIES

Policies:

1. Realizing that land available for housing is limited, the City shall encourage a diversity of housing types through realistic zoning and land use policies.
2. The City shall encourage the rehabilitation or upgrading of existing housing units.
6. The City shall encourage a mix of low, medium and high density housing within the urbanizable area while keeping with the physical character of the area.

LAND USE GOALS AND POLICIES

Residential Policies:

1. The City shall endeavor to maintain, and where appropriate, upgrade the quality of its existing residential neighborhoods.

Industrial Policies:

1. Industrially-designated lands shall be reserved for such uses with the exception of the area east of the Southern Pacific Railroad line and south of the levee where heavy commercial uses may also be permitted.

Policies for Water-Dependent/Water Related Shorelands:

1. Shorelands classified as urban water-dependent shall be protected for water-dependent, commercial, industrial, public and recreational uses.
6. Marine-oriented public offices, grocery stores, restaurants, motels and other non-water-related uses may be permitted in urban water-related shorelands if shown that the goods and services provided by these uses are directly associated with water-related or water-dependent uses and the quality of these products or services is dependent on being located adjacent to those uses or the water.

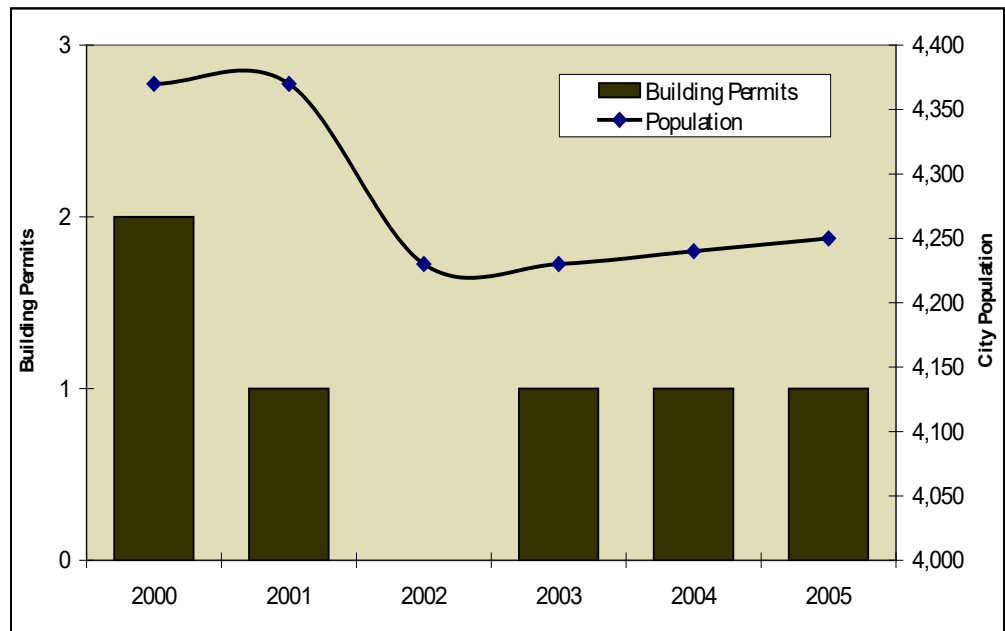
B. DEVELOPMENT POTENTIAL

1. CURRENT MARKET CONDITIONS OVERVIEW

A. RECENT RESIDENTIAL TRENDS

Current economic trends do not point to a pressing demand for new forms of housing in the local market under existing conditions. As displayed in Table 2 below, Reedsport population has grown by only 20 people since 2002 (0.4%). 2002 followed a 140-person population loss due to out-migration and economic changes during the national recession.

Table 2:
Reedsport Population & Building Permit Activity, 2000-2005



SOURCE: Population Research Center, Portland State University & U.S. Department of HUD

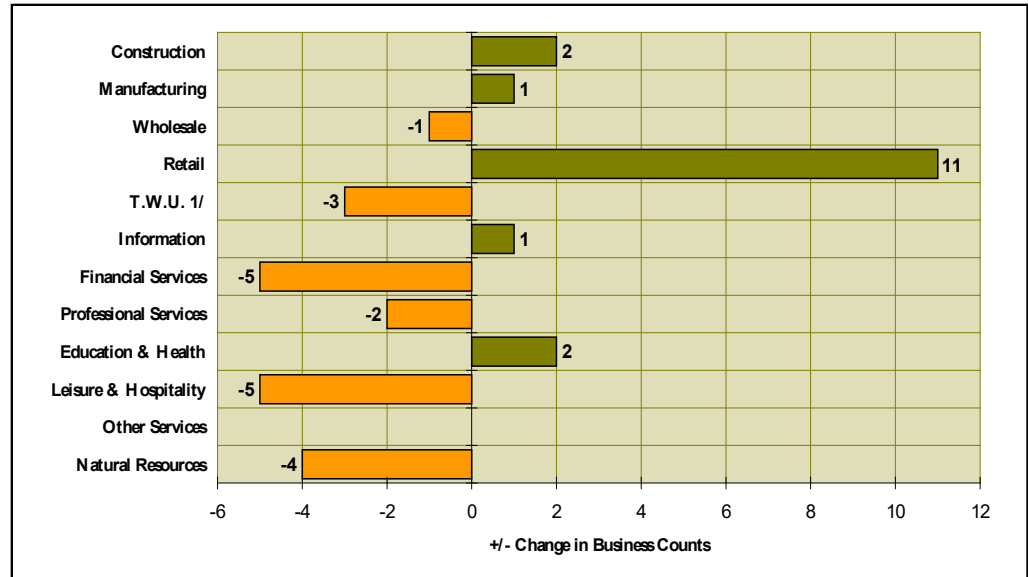
Building permits in Reedsport have mirrored population trend, with only six new residential units permitted since 2000. The above indicates the following:
There is not yet an economic catalyst to measurably spur local population as demonstrated over the last five years; and
Permitting activity tracking with stagnant population growth indicates no measurable second-home/vacation permitting activity for Reedsport.

B. RECENT COMMERCIAL TRENDS

Although city-level employment data is generally not available for rural communities such as Reedsport, federal data for Reedsport business counts provide indicators of economic activity for the City. Table 3 on the following page provides an analysis of the number of local businesses gained or lost, by broad industry sector, between 1999 and 2004.

Economic data indicate that five industries have expanded while six industries have contracted in terms of number of local businesses. Retail trade has led the local economy with eleven new establishments during the period. Alternatively, Financial Services and Leisure & Hospitality have seen the loss of five business a piece. Overall, Reedsport started and ended the period with 199 private firms.

Table 3:
Reedsport Private Business County Growth or Loss, 1999-2004



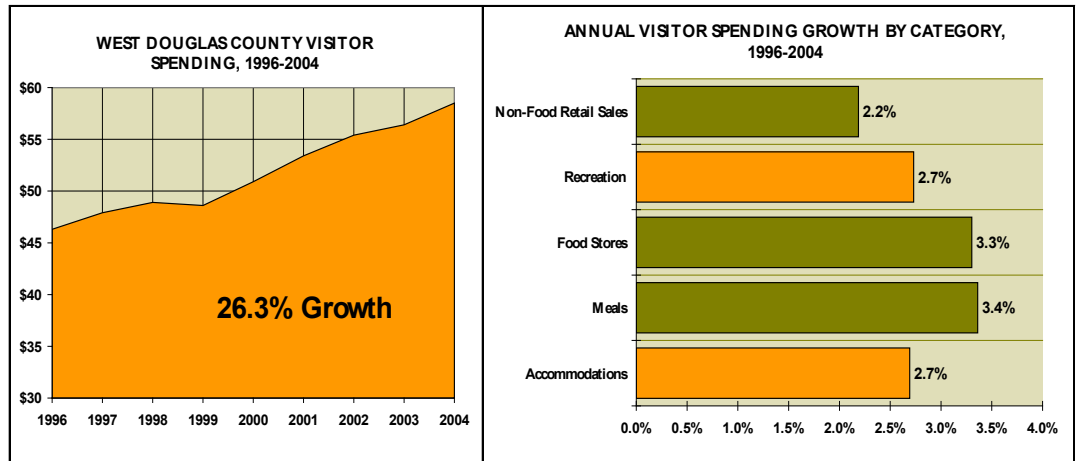
1/ Transportation, Warehousing, & Utilities

SOURCE: U.S. Census Business Patterns and Johnson Gardner

Although employment data is unavailable, the Census Bureau does report total local payroll information. Between 1999 and 2004, total private payroll in Reedsport grew by 3.5% annually, or slightly above annual inflation, indicating little likelihood of employment gains during the period.

Given recently stagnant population growth, tourism spending is clearly the main driver of the transition in the local economy. Table 4 below provides tourism spending data for West Douglas County, primarily the three coastal communities of Reedsport, Gardiner and Winchester Bay.

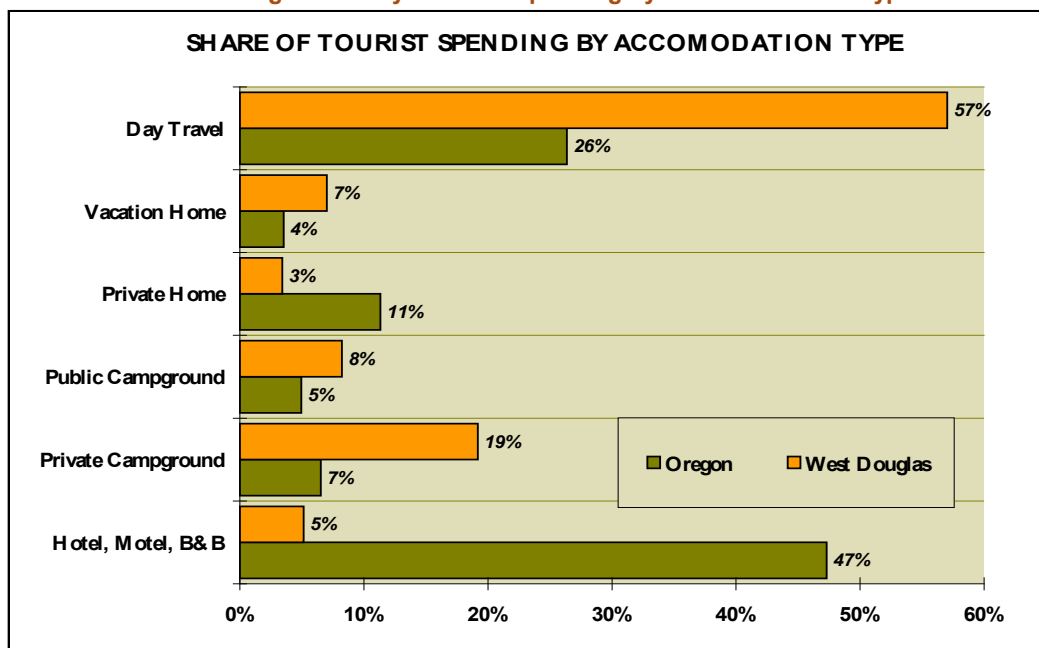
**Table 4:
West Douglas County Tourism Spending Trends**



Between 1996 and 2004, West Douglas County enjoyed over 26% growth in tourism spending, with shorter-stay commerce such as Meals (3.4% annually) and Grocery Stores (3.3% annually) leading among types of visitor spending. Longer-stay spending, primarily Accommodations and Recreation, each grew at 2.7% annually.

Data for tourism spending by type of visitor accommodations, as summarized in Table 5 below, provides strong confirmation of the shorter-stay nature of visitors to Reedsport. Day travel accounts for nearly 60% of all West Douglas County tourism business revenues, over twice the rate Statewide. West Douglas County businesses also receive nearly three-times the percentage of sales from private campground guests than do businesses statewide.

**Table 5:
West Douglas County Tourism Spending by Accommodation Type**



SOURCE: Oregon Tourism Commission

Given local business and tourism spending trends summarized above, the following are commercial trend conclusions for Reedsport:

Tourism spending growth is a bright spot in the local economy and can be harnessed in the future to drive commercial development.

Stagnant employment growth clearly explains the lack of population growth, though growth in the number of retail, manufacturing, construction, and health care firms is encouraging.

West Douglas County clearly experiences too-few extended stay visitors and predominantly day-only/pass-through visitors. Although possibly viewed as a negative, trends indicate significant opportunity to diversify local commercial offerings.

2. REEDSPORT FUTURE DEVELOPMENT POTENTIAL

A. ECONOMIC DEVELOPMENTS BENEFITING AND BENEFITING FROM REDEVELOPMENT

A review of the information in Section B.1. and available economic development information for the Reedsport area indicates three strong and likely determinates of future growth and potential development need. These are:

Continued Tourism Growth;
American Bridge Expansion; and
Offshore Wave Energy Research.

B. FUTURE DEVELOPMENT POTENTIAL

Each of the above will both create interest in Reedsport's Old Town area, as well as to be supportive of an economic renewal in Reedsport, potentially creating a self-fueled cycle of redevelopment opportunity, if managed successfully.

Tourism Growth: As other coastal communities such as Newport, Lincoln City and Astoria can attest, thoughtfully redeveloped areas can diversify the local tourism and general economic base of a community. Urban amenity, specialty and boutique retail, restaurants, and cultural offerings all create greater opportunity for extended stay-tourism (Bed & Breakfast, greater diversity of lodging, etc.) and lifestyle residential growth.

American Bridge: The continued job growth and resulting manufacturing wages, will create demand for a diversity of retail and services not presently offered in Reedsport. To the extent that this opportunity is not seized, households will go to other communities to satisfy commercial and services need.

Offshore Wave Energy Research: Plans for the research facility and ancillary development are still preliminary, with plans by Oregon State University continuing to evolve. Although most direct activity will be in Gardiner, Reedsport's size and central location among the three West Douglas County communities portends the potential to capture research employee population and commercial growth, particularly with a more viable Old Town.

Given the observed strength of commercial growth, particularly driven by tourism spending, diversifying retail offerings in the Old Town area through redevelopment efforts would be the highest-opportunity approach to development growth. Relying on historic tourism spending trends alone, which do not reflect the diversifying impacts of new industry in the local area, Reedsport Old Town has at a minimum 80,000 square feet of potential growth to capture over the next six years based on findings in Section B.1, 120 manufacturing jobs at America Bridge, and assuming businesses sell \$230 in merchandise and services per square foot of commercial space, a national standard

Growth in need for commercial space, as well as potential mixed-use residential space to a significantly lesser extent, would also be likely to the extent that redevelopment efforts and opportunity sites are successfully identified, development financing strategies are prioritized, and private sector participation is well-solicited.

V. PROPERTY ACQUISITION AND RELOCATION PLAN

The establishment of the Reedsport Urban Renewal Plan provides the opportunity for property in the District to be acquired and redeveloped. In the future, if properties are identified for acquisition by the Urban Renewal Agency, the Plan will be amended to specifically indicate which properties will be acquired. Acquisition and redevelopment may result in the displacement of businesses and possibly residents. In the event of displacement, the Agency will establish a Relocation Policy which will call for the Agency's assistance to those residents and businesses displaced. Such assistance may include providing information regarding suitable locations, payments of moving expenses and other payments, as deemed necessary.

All relocation activities will be undertaken and payments made in accordance with the requirements specified in the Oregon Revised Statutes Chapter 281.

VI. METHODS OF FINANCING AND REDEVELOPMENT PROJECTS

A. GENERAL DESCRIPTION OF FINANCING METHODS

The Plan will be financed using a combination of revenue sources. These include: tax increment revenues, described in more detail below; advances, loans, grants and any other form of financial assistance from the Federal, State or local governments or other public body; loans, grants, dedications or other contributions from private developers and property owners; and any other source, public or private.

Revenues obtained by the Agency will be used to pay or repay costs, expenses, advancements and indebtedness incurred in planning or undertaking project activities or otherwise exercising any of the powers granted by ORS Chapter 457 in connection with the implementation of this Plan.

B. SELF LIQUIDATION OF COSTS OF PROJECTS

The Plan may be financed, in whole or in part, by tax increment revenues allocated to the Agency as provided in ORS 457.420 through ORS 457.450. The ad valorem taxes, if any, levied by a taxing district in which all or a portion of the Area is located, shall be divided as provided in section 1c, Article IX of the Oregon Constitution, and ORS 457.440. Amounts collected pursuant to ORS 457.440 shall be deposited into the unsegregated tax collections account and distributed to the Agency based upon the distribution schedule established under ORS 311.390.

The Agency will use such revenues for the repayment of indebtedness issued to finance urban renewal projects. The maximum amount of indebtedness that may be issued or incurred under the Plan is \$5,623,336. This amount is the principal of such indebtedness and does not include interest or indebtedness incurred to refund or refinance existing indebtedness.

C. PRIOR INDEBTEDNESS

Any indebtedness permitted by law and incurred by the Agency or the City of Reedsport in connection with the preparation of this Plan or prior planning efforts related to this Plan may be repaid from tax increment revenues from the Area when and if such funds are available.

D. COMPLETION OF PROJECTS

The Agency will not issue debt unless it reasonably projects that repayment of all outstanding debt will occur no later than June 30, 2028. The Agency therefore anticipates terminating the imposition of urban renewal taxes in FY 2027/2028.

The Plan anticipates the possibility of both substantial and minor amendments becoming necessary in response to changes in economic conditions, land use, and other factors. In accordance with ORS 457.220, any substantial amendment to the Plan shall, before being carried out, be approved and recorded in the same manner as called for in the original plans adopted under the requirements of ORS 457.085.

For the purposes of the document, “**substantial amendment**” means:

Adding land to the urban renewal area, except for an addition of land that totals not more than one (1) percent of the existing area of the Reedsport Urban Renewal Area.

Extending the date after which no indebtedness shall be issued with respect to the plan or any project undertaken or to be undertaken under the Urban Renewal Plan.

Increasing the maximum amount of indebtedness that can be issued or incurred under the Urban Renewal Plan.

Revisions in the Renewal Area boundaries.

Additions of projects other than those specifically listed that exceed an estimated \$100,000 in project cost.

Extending the term of the Urban Renewal Plan for the District.

Minor amendments to the Plan shall be approved by Resolution of the Urban Renewal Agency.

All amendments or changes in this Plan which are not Substantial Amendments as specified above shall be considered Minor Amendments

Presentation of any amendment to the Urban Renewal Agency or City Commission shall be accompanied by the recommendations of staff and/or the Reedsport Urban Renewal Advisory Committee.

Any amendments to planned uses which result from amendment of the underlying Comprehensive Plan designations or Zoning District standards will be considered minor amendments to the Renewal Plan. They are designated minor because the City’s process for Zoning District Code Text and Comprehensive Plan Map amendments requires analysis, public involvement and adoption by Ordinance in a Commission public hearing.

APPENDIX 1 – ORS REQUIREMENTS

The following matrix describes where in the Reedsport Urban Renewal Plan the requirements of ORS 457.085 are satisfied.

ORS Requirement	Applicable Urban Renewal Plan Sections
457.085(2)(a)	III
457.085(2)(b)	I, III, VI
457.085(2)(c)	I, Appendices
457.085(2)(d)	IV
457.085(2)(e)	II
457.085(2)(f)	V
457.085(2)(g)	III, V
457.085(2)(h)	VII

APPENDIX 2 – LEGAL DESCRIPTION

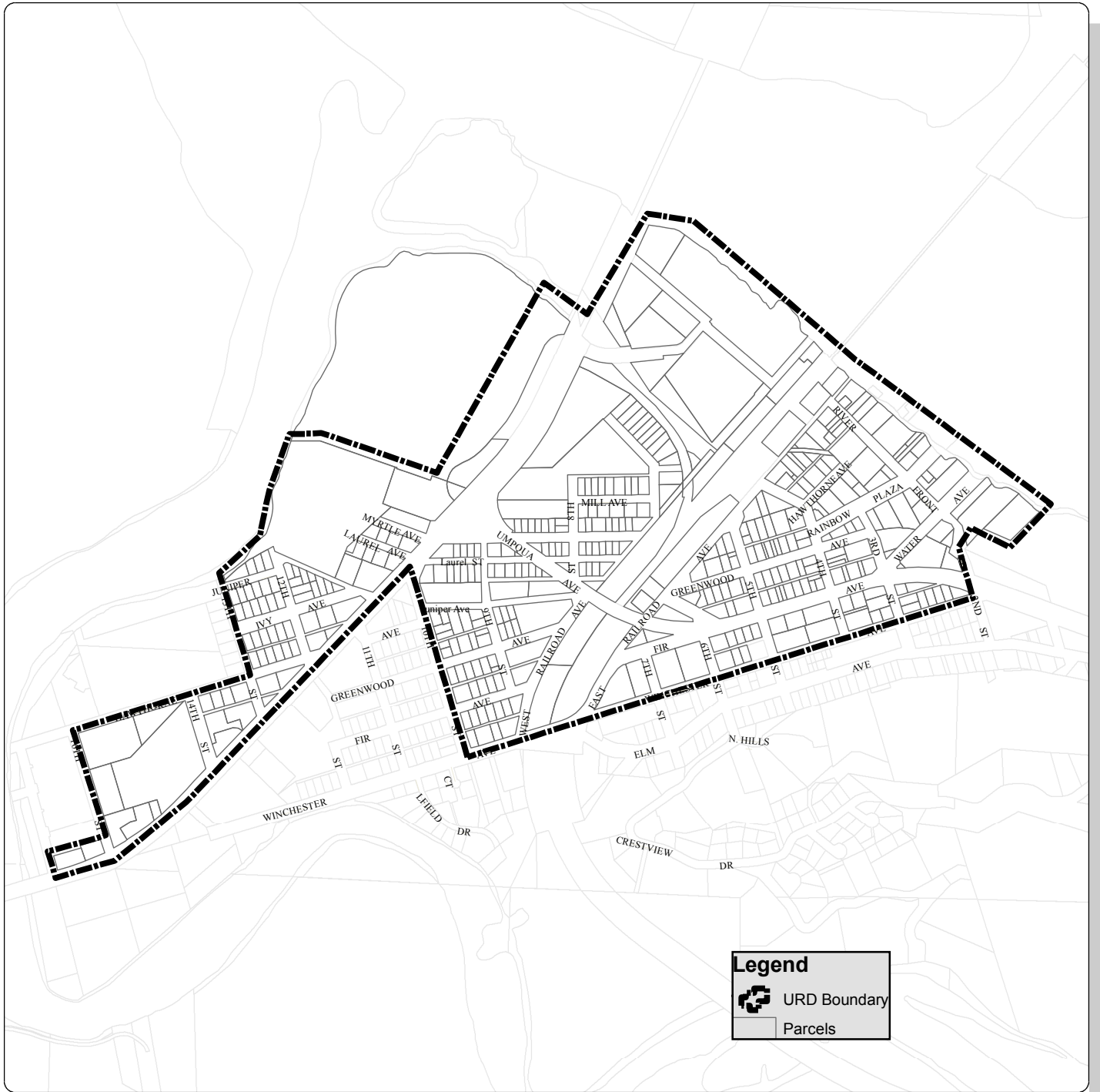
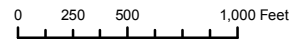


Exhibit 1
 City of Reedsport, OR
 Urban Renewal District Boundary



The Benkendorf Associates Corp.
 2701 N.W. Vaughn St., Suite 461
 Portland, OR 97210

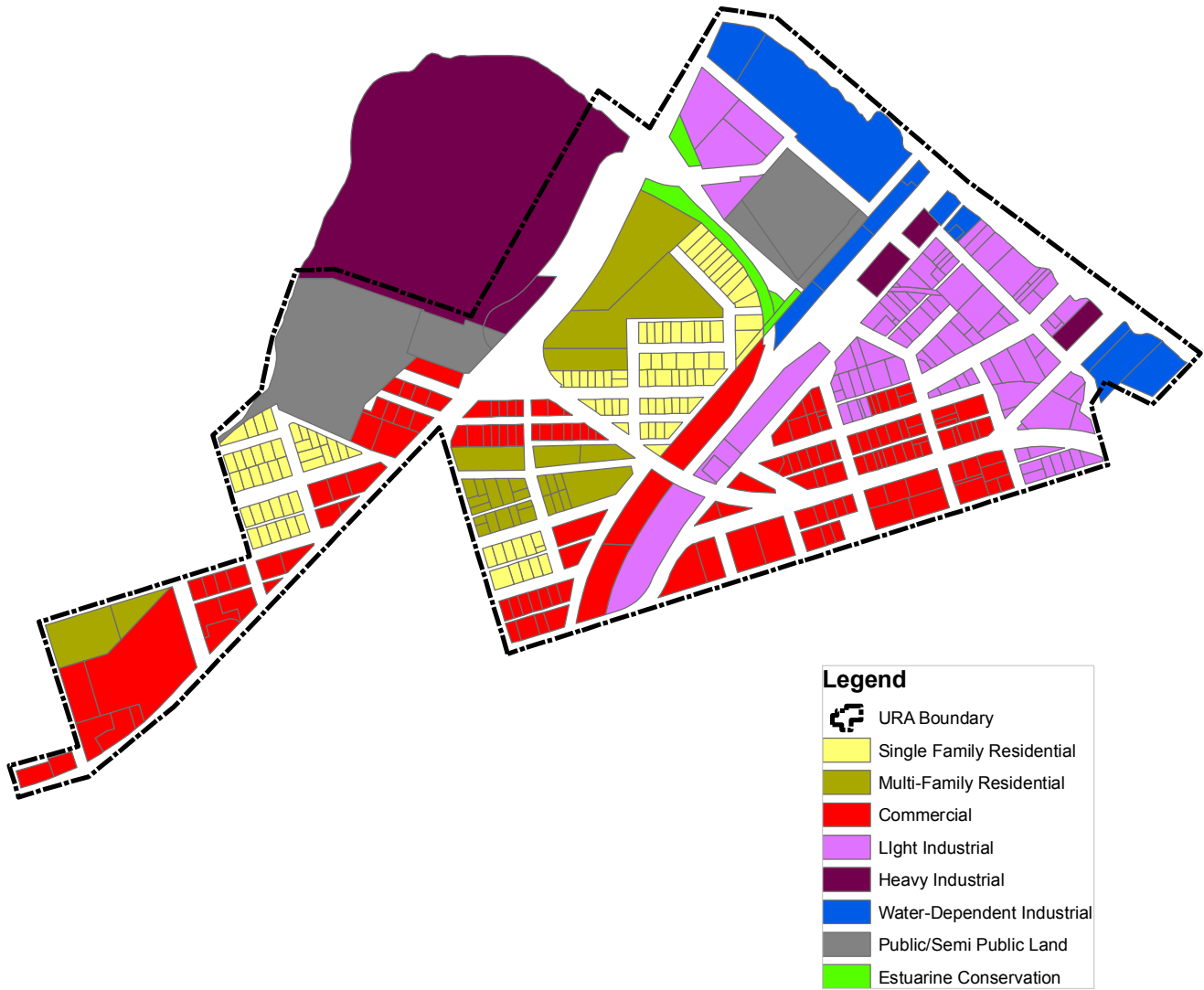
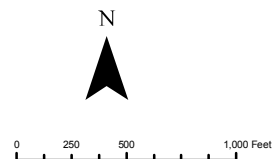


Exhibit 2

City of Reedsport, OR
Existing Zoning Districts



The Benkendorf Associates Corp.
2701 N.W. Vaughn St., Suite 461
Portland, OR 97210

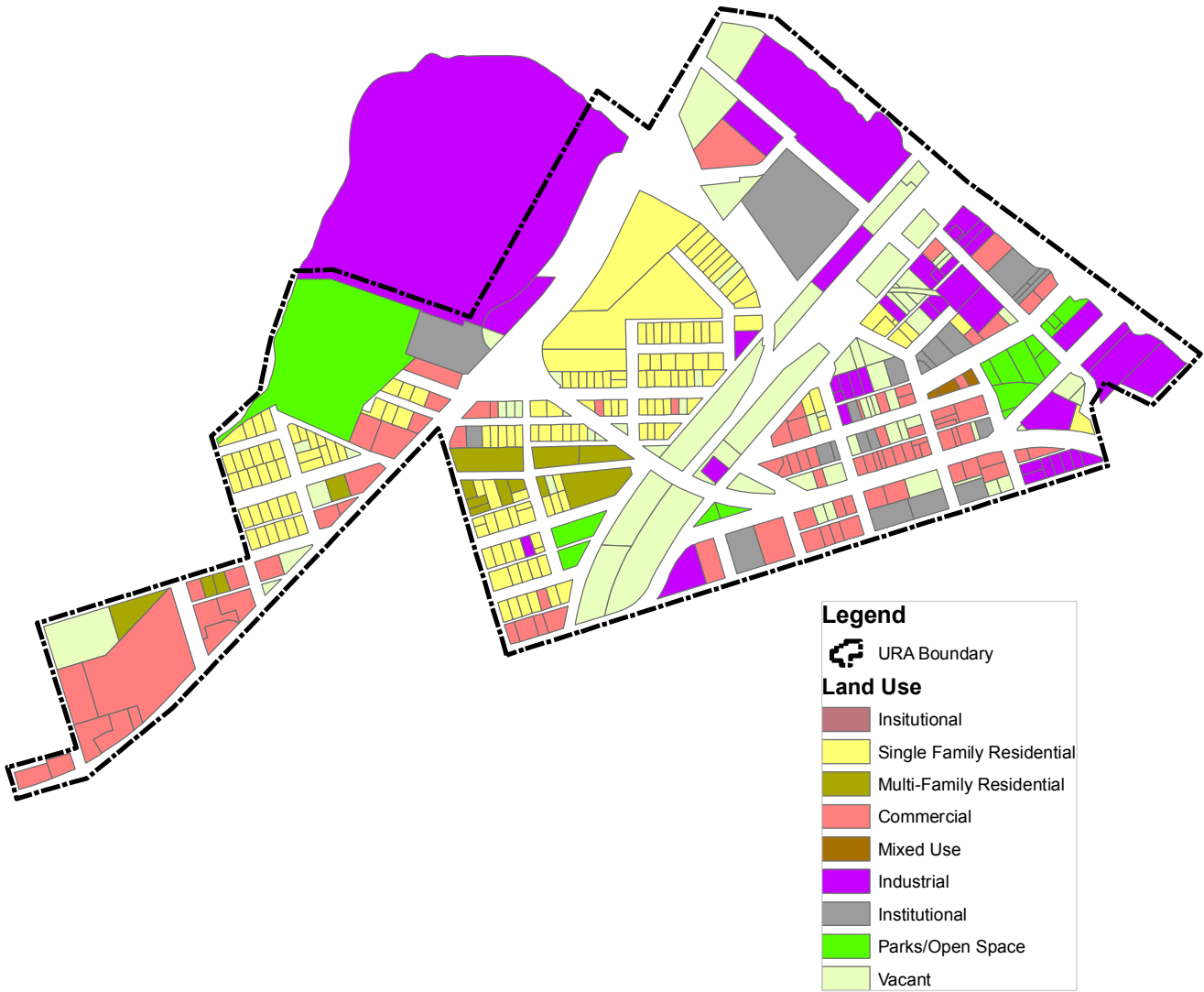


Exhibit 2

City of Reedsport, OR
Existing Land Use




0 250 500 1,000 Feet


The Benkendorf Associates Corp.
2701 N.W. Vaughn St., Suite 461
Portland, OR 97210





Legend

 URA Boundary

Land Use Status

 Vacant

 Infill

 Redevelopable


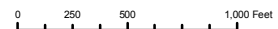
 Built Out

Exhibit 3

City of Reedsport, OR
 VACANT / INFILL



The Benkendorf Associates Corp.
 2701 N.W. Vaughn St., Suite 461
 Portland, OR 97210