
**Hood River Urban Renewal Agency Special Meeting
Heights Urban Design & Engineering Scoring Criteria**

**Hood River Fire Station Community Room
1785 Meyer Pkwy
(541) 386-1488
www.cityofhoodriver.gov**

September 18, 2019

AGENDA

6:00 p.m.

All public meeting locations are accessible. Please let the City Recorder know if you will need any special accommodations to attend any meeting. Call (541) 387-5212 for more information. Oregon Relay Service 1-800-735-2900

- I CALL TO ORDER
- II AGENDA ADDITIONS OR CORRECTIONS
- III MEETING OVERVIEW & INTRODUCTIONS
- IV PUBLIC COMMENT
- V GREENWORKS LED WORKSHOP
- VI ADJOURN



HOOD RIVER URBAN RENEWAL AGENCY

Urban Renewal Agency Board

211 2nd Street, Hood River, OR 97031 Phone: (541) 387-5214

DATE: September 18, 2019

TO: Urban Renewal Agency Board (URAB), Kate McBride, Chair
Urban Renewal Advisory Committee (URAC), Jack Trumbull, Chair

FROM: Will Norris, Finance Dir. / Asst. City Manager

SUBJECT: Heights Urban Design & Engineering Project: Scoring Criteria Meeting

Background

The Heights Urban Renewal District was formed in 2011 via Ordinance 1999 with an authorized borrowing limit of \$8,495,000. These funds are authorized for projects supporting the goals of Economy, District Identity, Recreation, Traffic & Transportation, Public Utilities. Housing was added as a goal in 2016. After several years of amassing tax revenues, the district is now ready to make substantial investments.

In anticipation available funding, several well attended community meetings were held in late 2017 to prioritize the projects identified in the original Hood River Heights Urban Renewal Plan. Dovetailing on the Agency hosted events were grassroots community events, including a “Walkshop” facilitated by Blue Zones, LLC and streetscape demonstration projects as part of an Open Streets event.

Last Spring, the Urban Renewal Agency initiated a competitive solicitation process to hire an urban design and engineering firm to organize all the community input to-date and produce a unified design and implementation plan. A multi-disciplinary team led by Greenworks was awarded the contract. Their proposal includes a traffic analysis, development of several design alternatives, multiple community workshops, and production of 30% engineered drawing of the final preferred design alternative.

Scoring Meeting

Greenworks will facilitate a special workshop for the Urban Renewal Agency Board with participation from the Advisory Committee to establish initial direction of the Heights Urban Design & Engineering project. Direction and input from the Agency will be translated into design options that will go through several public workshops and be refined into a single preferred design for the Heights District.

The project is beginning with the Urban Renewal Agency Board because it is ultimately the Board that will adopt a final preferred design. The Advisory Committee will have the most “hands on” role through the bulk of the Heights Urban Design & Engineering project. This joint meeting is intended to coordinate and set a unified direction between the Board and Committee. The results of the scoring criteria meeting will be summarized by Greenworks and returned to the Urban Renewal Agency for review and confirmation before being finalized.

Staff Recommendation

Review the attached memorandum and agenda from Greenworks and reflect on the provided “homework” questions prior to the meeting. As time allows, familiarize yourself with Heights planning materials located on the City’s website at: <https://cityofhoodriver.gov/urban-renewal/urban-renewal-heights/heights-district-urban-design-engineering-project/>, with the most important document being the adopted Hood River Urban Renewal Plan & Report.

MEMORANDUM

DATE: September 12, 2019
TO: Urban Renewal Agency Board (URAB)
Urban Renewal Advisory Committee (URAC)
FROM: Jason King, Greenworks
PROJECT: Heights Urban Design Concepts
RE: Scoring Criteria Meeting

Dear Board and Committee members.

In anticipation of the upcoming September 18th special session to work on Scoring Criteria, we've including some information to provide context for what the Workshop will accomplish, and how this introductory task fits into the larger project.

Scoring Criteria Workshop

The session will be a facilitated workshop to determine key goals and objectives and develop key metrics for measuring the efficacy of options and success of final design solutions. The Scoring Criteria is meant to guide prioritization of ideas and capture the values of the Urban Renewal Board and Advisory Committee and will also include public input. This will be a lively and informative event that will provide background on the project and explain how scoring criteria will provide a context for future decision-making for the Heights Urban Design. Our process builds on work done by many groups and stakeholders. This includes the adopted Heights Urban Renewal Plan, Community Meetings, Dan Burden's Walkshop, Safe Routes to School, and the efforts of grassroots community groups like Streets Alive! Our team is using this previous work to the background for decision-making and to develop the specific questions that you will see at the Scoring Criteria workshop.



The Urban Renewal Plan Goals are the adopted priorities for the Agency and are the basis for evaluating this project’s success. At the meeting, URAB and URAC members will help our team translate Urban Renewal Goals into design-oriented concepts of Safety, Access, and Identity, as you see below.



Scoring Criteria – How will it Translate into Design Concepts

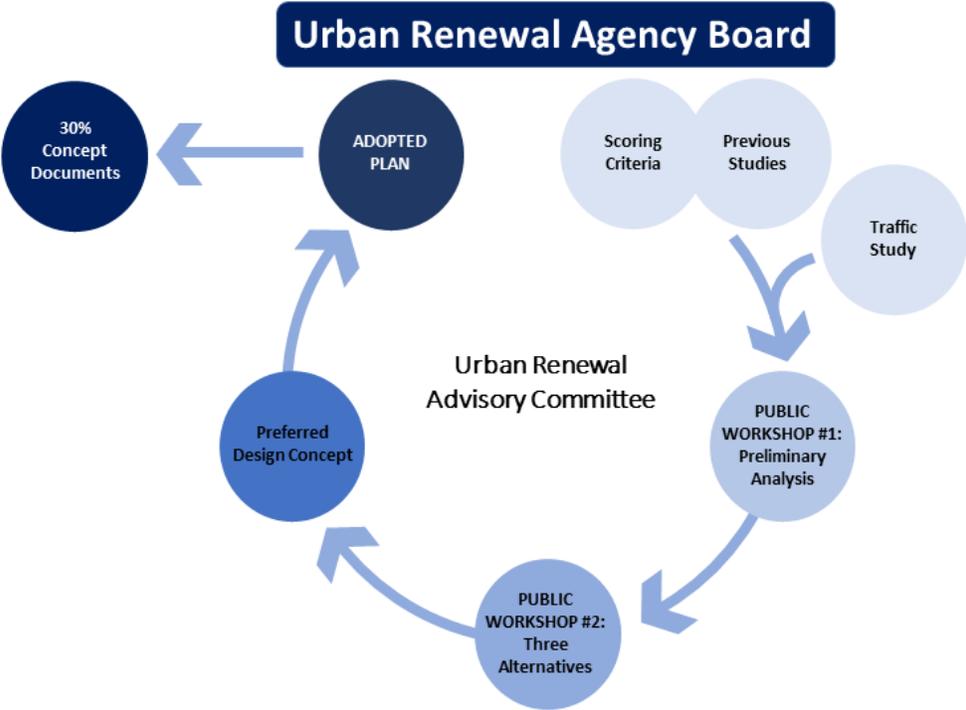
We will ask several different types of questions, each allowing us to get data relevant to the eventual project outcomes and allow for comparison and prioritization of key elements. For example, one question will ask to prioritize possible design elements in each of the categories and we will aggregate the scores into categories like ‘high’, ‘medium’, or ‘low’. The design team will use this information to develop plan concepts. Items that are consistently ranked ‘high’ will be inferred as ‘must haves’ - clearly important components to the project. These will ultimately be items that will show up in each of the project’s three alternatives. Items ranked in the “medium” category consist of items that are ‘wants’, or concepts where there is disagreement - The project’s alternatives will be designed to test these concepts by varying the emphasis of one over another (i.e. an alternative that focuses on maintaining/improving conditions for parking and an alternative that focuses more in bicycle access and facilities on main roads) Concepts that consistently score ‘low’ may be removed from consideration and not evaluated in the project’s alternatives.

	SAFETY	ACCESS	IDENTITY
HIGH	 <p>Crosswalks</p>	 <p>ADA Accessibility</p>	 <p>Gateway</p>
MEDIUM	 <p>Roundabout</p>  <p>Curb Bulb-Outs</p>	 <p>Off-Street Parking</p>  <p>Bike Lanes</p>	 <p>Outdoor Seating</p>  <p>Public Art</p>
LOW	 <p>Turning Islands</p>	 <p>Back-in Parking</p>	 <p>Green Infrastructure</p>

That is just one example, however, it reflects the general approach we will take to apply quantitative and qualitative measures in translating the input into design decisions. Ultimately, the scoring criteria will be just a part of the iterative process of input and feedback on alternatives – a way of organizing ideas to have a more cohesive discussion about the many facets of the design of the Heights District.

How this Workshop Fits into the Larger Project Context

The Scoring Criteria workshop, convened by the Urban Renewal Agency Board, will focus on ‘what’ is to be included in the design of the Heights, and helps build on the previous reports and current traffic analysis to give the project team a baseline of knowledge of ideas, values, and data. This will inform the subsequent workshops, and ultimately the adopted plan. Following this Scoring Criteria Workshop, the team will prepare a brief report summarizing what we’ve heard. This will be presented, along with information from the project’s traffic study and a summary of previous visioning efforts and studies of the Heights District, at Public Workshop #1, where we will work with the community to reaffirm the vision for the Heights. This vision will guide our work leading up to Public Workshop #2, where we will present three alternative plans that will be available for URAB/URAC and public input. This feedback will result in a refinement of the design and consolidation into the Preferred Design Concept which will be presented to solicit input. After this iterative process, the plan will be adopted by the URAB. Once adopted, we will document this to a 30% Concept Documents, which will provide the blueprint for phasing and future implementation.



The process will continue to build on each step, and the result will be a plan that reflects the shared vision, meets the goals of the Urban Renewal Plan, and translates the accumulated input from stakeholders in a design that contains all of the ‘must haves’ and balances the remaining needs in a way that is able to be adopted by the Board.

Additional Detail & Homework

Attached is a memorandum and agenda from Angelo Planning Group. This document outlines the specific goals, agenda, and process specific to this meeting. Also included in the packet is a copy of the Hood River Heights Business District Urban Renewal Plan for your reference. Prior to the meeting, please take a few minutes to read through the documents, as the Scoring Criteria is meant to be an extension of the larger goals for the District.

A few larger ideas to think about prior to the meeting:

- What goals of the Heights Urban Renewal Plan are most important to you, and how should those be reflected in this streetscape design project? (These are the **goals/guiding principles** of the plan)
- What outcomes would you like to see in the heights district as this gets implemented? (These will be the **objectives** of the plan)
- What information do you need in order to make a judgment on what the best design is to achieve those outcomes? (These will be the **scoring criteria** of the plan)
- What “big moves” do you want to see evaluated in one or more of the alternatives? What different ways of balancing the goals and objectives above do you want to see evaluated?

We look forward to seeing you all there and hearing about your thoughts, ideas, and aspirations.

Regards.

A handwritten signature in black ink, appearing to read 'Jason King', with a stylized flourish at the end.

Jason King, ASLA, SITES, LEED
Associate Principal | Landscape Architect



MEMORANDUM

Scoring Criteria Workshop – Meeting Plan Hood River Heights District Urban Design & Engineering

DATE September 12, 2019
TO Hood River Urban Renewal Agency Board and Urban Renewal Advisory Committee
FROM Andrew Parish, Angelo Planning Group
CC Jason King and Will Norris

Agenda:

Wednesday, September 18

6:00pm-7:30pm

City of Hood River Fire Department Training Room

1785 Meyer Pkwy, Hood River, OR 97031

- 6:00:** Introduction from Urban Renewal Agency Staff
- 6:15** Public Comment
- 6:30** Project Background, Timeline, and Goals
- 6:50** Workshop with Urban Renewal Agency Board (URAB), Urban Renewal Advisory Committee (URAC), and Public
- 7:30** Adjourn

Translation services will be available upon request: please contact Will Norris (w.norris@cityofhoodriver.com, 541.387.5214) to request translation.

Prior to this meeting please familiarize yourself with the goals of the Heights Urban Renewal Plan (also included in this packet).

Participants: This is a special meeting of the Urban Renewal Agency Board (URAB) with joint attendance and participation by the Urban Renewal Advisory Committee (URAC). The meeting is open to the public and there will be opportunity for public comment.

Meeting Goal: The goal of this meeting is to review the goals of the Heights Urban Renewal Plan (amended in 2016) to identify the high-priority goals and outcomes of this project. Participants will engage in an in-meeting exercise and discussion (see below), review preliminary scoring criteria, and suggest new or different criteria. The results of the exercise and discussion will be a meeting summary prepared by the consultant team. These materials will be used to create specific scoring criteria which will be reviewed by the URAC and the public. The scoring criteria will be used to evaluate strengths and weaknesses of the project’s alternatives developed later in the project with regard to the stated goals and values of the community.

This early meeting will set the stage for later work. There will be opportunity for the public to participate and comment, but the focus will be on the members of the URAB and URAC adjusting or reaffirming adopted Heights Urban Renewal Plan policy objectives.

Format: The meeting will be a combination of presentation (an on-screen slideshow) and interactive voting via Mentimeter. This tool allows participants to answer various questions by mobile phone, tablet, or computer with web browser, and see results in real-time on screen. The meeting will include discussion of questions such as:

- “What does success of the Heights District look like to you?” (word cloud exercise)
- This project will address several different goals of the Urban Renewal District. Rank the options shown or write in additional goals.
- The corridor serves a number of modes of transportation – rank the following modes in terms of the priority they should receive in the Heights District.
- You have 100 “points” to spend on Identity improvements for the district such as additional street trees, street furniture, undergrounding utility poles, etc. Spend your 100 points among the items listed below.

We will capture the preferences of the committee members and discuss reasoning behind these priorities, how they should be translated into specific criteria, and how those criteria will be used throughout this project.

As a backup, we will be prepared to provide the same exercise via paper ballots and guided conversation, should there be a technical problem with the Mentimeter platform.