



CITY OF MADRAS

MADRAS URBAN RENEWAL AGENCY

**MADRAS URBAN
RENEWAL PLAN**

JULY, 2002

CITY OF MADRAS URBAN RENEWAL PLAN

ACKNOWLEDGEMENTS

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100. THE URBAN RENEWAL PLAN

A. General

The Madras Urban Renewal Plan consists of Part One - Text and Part Two - Exhibits. The Madras City Council acts as the Urban Renewal Agency of the City of Madras, Oregon.

This Plan has been prepared pursuant to Oregon Revised Statute (ORS) Chapter 457, the Oregon Constitution, and all applicable laws and ordinances of the State of Oregon and City of Madras respectively. All such applicable laws and ordinances are made a part of this Plan, whether expressly referred to in the text or not.

This Urban Renewal Plan for the Madras Urban Renewal Area was approved by the City Council of the City of Madras on _____ by Ordinance No. _____

B. The Renewal Plan Area Boundary

The boundary of the renewal area is shown in (Map) Exhibit 1, attached to this plan. A legal description of the project boundary is included as Attachment "A" of this plan.

200. CITIZEN PARTICIPATION

This renewal plan was developed under the guidance of the Madras City Council. To provide citizen involvement in developing the renewal plan, the City of Madras formed a citizens' Task Force to examine use of urban renewal as a means of improving physical and economic conditions in an area focusing on downtown Madras. The Task Force consisted of members of the general public, downtown interests, and the taxing bodies that might be affected by an urban renewal program. Members of the Task Force are shown in acknowledgement to this plan.

The Task Force began its work by gathering information on urban renewal, and in late October, 2001, the firm of Spencer & Kupper was hired to undertake a renewal feasibility study. The Task Force meantime had developed a list of problems to be addressed, and a preliminary list of renewal activities that might be undertaken to deal with the problems they identified. The Task Force held four public meetings with the consultant in the period between November 15, and February 6th. In the course of those meetings, the Task Force members:

- Familiarized themselves with urban renewal, and tax increment financing
- Discussed renewal boundary issues, and establish a preliminary project boundary,
- Developed a list of projects to be funded, and recommended a priority for funding
- Identified building activity that could produce renewal revenue
- Examined and discussed time to carry out the plan, and impacts on affected taxing bodies
- Established a recommendation on a maximum debt for the renewal project

The Task Force then held a public workshop on Feb. 28th, 2002, to discuss its findings and recommendations, and allow broader public input and discussion. The workshop featured a slide show on blighting conditions, a presentation on urban renewal and tax increment financing, and Task Force members making presentations on the Task Force work on plan boundaries, projects, priorities, and tax impacts. The feasibility report was presented to the Madras City Council on April 6th, 2002. At that meeting, the Council authorized the preparation of an urban renewal plan, and asked the Task Force to continue to serve as the advisory body for preparation of the Renewal Plan.

The Task Force held two additional meetings on June 13th and July 9th, 2002 to review the Plan document, and the Report document, and sent them to the Renewal Agency with a recommendation for adoption.

The Madras Planning Commission met to review the Plan in August, 2002. The Madras City Council scheduled a public hearing on adoption of this Plan for August 13th, 2002. Additional notice on City Council adoption of the Plan was provided, as required by ORS 457.120.

300. RELATIONSHIP TO LOCAL OBJECTIVES

The purpose of this Renewal Plan is to eliminate blighting influences found in the Renewal Area, to implement goals and objectives of the City of Madras Comprehensive Plan, and to implement development strategies and objectives for the Madras Urban Renewal Area. The Urban Renewal Task Force identified the following goals and objectives for the renewal plan.

Introduction

The Plan will assist in meeting the City's economic development objectives through rehabilitation of older and historic structures, redevelopment of key sites, improving transportation and utility facilities in the renewal area, assisting with the construction of needed public facilities, and creating public amenities. The Goals and Objectives of this urban renewal plan are:

A. Promote Private Development

Goal: To promote private development, redevelopment, and rehabilitation within the urban renewal area to help create jobs, tax revenues, and self-sustaining, vital, and vibrant commercial districts.

Objectives:

1. Enhance the environment for development and investment through improvements to streets, streetscapes, parks, and public buildings and spaces.
2. Assist property owners in rehabilitating buildings so they can accommodate more intensive and dynamic commercial activity.
3. Help create economic vitality by creating activities and encouraging uses that bring a significant number of potential shoppers and investors to each district.
4. Enhance and promote private businesses that are of an ethnic or multicultural background or nature.

B. Rehabilitate Building Stock

Goal: To upgrade the stock of existing structures in the renewal area which contribute to its small-town character, but which are run down or do not meet current Code requirements.

Objectives:

1. Improve the appearance of existing building in order to enhance the overall aesthetics of the renewal area.
2. Help in improving the safety of older buildings in regard to seismic stability, fire safety, building code compliance and accessibility to persons with disabilities.
3. Redevelop building and areas that are inconsistent with the goals and objectives of this plan in manners that benefit the entire economic development effort and the property owners.
4. Preserve and rehabilitate existing historic buildings.

C. Improvements to Streets, Streetscapes, and Open Spaces

Goal: To improve existing streets and construct missing street links to improve connectivity within the renewal area, to improve and enhance public open spaces as in integral part of each district, and to enhance livability.

Objectives:

1. Enhance streetscapes by installing street lighting, street furniture, banners, planters and other amenities.
2. Enhance street appearance by encouraging and assisting new and appropriate signage in the renewal area.
3. Reconstruct existing roadways and sidewalks where needed and in a manner meeting the objectives of this Plan.
4. Construct new streets to provide connectivity and encourage private investment.
5. Address and improve pedestrian safety in the renewal area.
6. Improve pedestrian and bicycle access to and through the renewal area. Create pedestrian spaces that are attractive areas for residents and employees, that stimulate economic activity, and that enhance livability..

D. Utility Improvements

Goal: Improve and repair utilities to allow efficient development of the ~~two~~ areas.

Objectives:

1. Construct or reconstruct utilities (including water, sewer, and storm sewer) as necessary to encourage and permit development of private properties and public amenities.

E. Parking

Goal: Develop convenient, attractive parking facilities close to shopping, entertainment, and business destinations.

Objectives:

1. Construct public parking to support businesses and activities in the renewal area.

F. Public Facilities

Goal: Maintain, remodel, and construct public parks and open spaces, public facilities, and public safety facilities, to maintain and enhance safety in the renewal area, and to increase public utilization of the renewal area.

Objectives:

1. Ensure that public safety facilities within the renewal area are adequate to support and protect existing and proposed development in the renewal area.

2. Encourage and stimulate new and existing performing and visual arts venues.
3. Evaluate the adequacy of other public facilities serving the renewal area.

G. Housing

Goal: Provide for new housing units in livable mixed-income neighborhoods that collectively reflect a diversity of housing types, occupancy (rental and owner-occupied), and income levels in the City. Support housing development that is geared to support the Area's employment generation goals.

Objectives:

1. Provide a wide range of housing opportunities to accommodate households at all income levels, including low income, moderate-income, and market-rate rental and owner-occupied housing, which support prospective residential markets in, adjacent to, and near the Area.
2. Provide assistance to help maintain, and assist in the rehabilitation of the stock of existing housing in the renewal area.
3. Assist in the development of quality housing for a range of that household incomes that are representative of the City as a whole.

H. Public Art

Goal: Assist in funding for a program of art in public spaces within the renewal area.

Objectives:

1. Provide a set-aside of urban renewal funds for art in public spaces within the urban renewal area.

I. Support the Madras Comprehensive Plan

The renewal plan will support goals and policies of the Madras Comprehensive Plan.

400. PROPOSED LAND USES

A. Land Use Plan

Zoning classifications within the Urban Renewal Area are :

R-1	Single Family Residential
R-2	Multi Family Residential
C-1	General Commercial
O/S	Open Space/Public Utility

This Plan shall be in accordance with the approved City of Madras Comprehensive Plan and Zoning Map of the City of Madras. The use and development of land in the Renewal Area shall be in accordance with the regulations prescribed in the Comprehensive Plan, Zoning Ordinance, Subdivision Ordinance, City Charter, or any other applicable local, county, state or federal laws regulating the use of property in the Urban Renewal Area. The City of Madras' Comprehensive Plan and implementing ordinances govern land use within the area. Any adopted change in the Comprehensive Plan or implementing ordinance shall automatically amend this Section, as applicable, without the necessity of any further formal action.

B. Plan and Design Review

The Urban Renewal Agency shall be notified of any Comprehensive Plan/Zoning amendment application, building permit, conditional use or other development permits requested within the Area. Redevelopers, as defined in this Plan, shall comply with the Redevelopers Obligations, Section 800 of this Plan.

500. DESCRIPTION OF PROJECTS TO BE UNDERTAKEN

In order to achieve the objectives of this Plan, the following activities will be undertaken on behalf of the City by the Urban Renewal Agency in accordance with applicable federal, state, county, and city laws, policies, and procedures. The Urban Renewal Agency may fund these activities in full, in part, or seek other sources of funding for them. The description of projects herein provides general authority to undertake these activities. These project activities may be modified, or expanded upon as needed to meet renewal plan objectives. Changes will be undertaken in accordance with procedures for amendments to this Plan.

A. PUBLIC IMPROVEMENTS

Public improvements include the construction, repair, or replacement of sidewalks, streets, parking, parks and open spaces, pedestrian amenities, water, sanitary sewer and storm sewer facilities and other public facilities necessary to carry out the goals and objectives of this plan.

1. Streetscape Projects

The Renewal Agency will participate in activities to improve the visual appearance of the project area, The primary focus of these streetscape improvements will be in the downtown retail core, and along Highway 97. These improvements may include

- | | |
|---------------------------------|--------------------|
| Street lighting | Signage |
| Street trees | Historical markers |
| Trash receptacles | Decorative pavers |
| Benches | Landscaping |
| Decorative fencing or screening | Outdoor murals |

2. Street, Curb, Sidewalk and Alley Improvements

There are deficiencies in streets, curb, alleys, and sidewalks throughout the project area. The Renewal Agency will participate in funding improvements including design, redesign, construction, resurfacing, repair and acquisition of right-of way for curbs, streets, and sidewalks, and pedestrian and bicycle paths.

3. Public Open spaces and parks

The Agency is authorized to acquire land for public park and open space uses, and to develop, and improve park, and open space facilities in the renewal area.

4. Public Parking

The supply of public off-street parking in Madras is limited, and inconveniently located. Parking improvements will help improve the usage and investment climate in the renewal area. The Agency will participate in funding the acquisition, construction and improvement of parking lots and public parking facilities within the renewal area.

5. Entry or Gateway Projects

The Renewal Agency may participate in funding the design, acquisition, construction or rehabilitation of monuments, artwork, signage and landscaping at the north and south entries to the urban renewal area.

6. Infrastructure Improvements

The Agency is authorized to participate in the construction, repair or upgrading of deficient water, sewer, and storm water facilities in the project area. In order to promote the renewal area as a location for new business, the Agency also may participate in construction of a high-speed data transmission system in downtown Madras.

7. Arts and cultural improvements.

Arts and culture are envisioned as a component of the revitalization of downtown Madras. The Agency will participate by funding public art, and by providing assistance for development and improvement of facilities for arts and cultural uses.

8. Other Public Improvements and Facilities

To achieve the objectives of this Plan, and to target public investments in a manner which benefits the Renewal area, Agency may participate in the improvement or construction of public facilities and buildings within the urban renewal area. Such improvements may include:

- Community facilities or public safety facilities that provide a benefit to the renewal area.

B. REDEVELOPMENT - NEW CONSTRUCTION

It is the intent of this Plan to stimulate new investment by public, private, non-profit, or community based organizations on vacant or underutilized property. Redevelopment through new construction may be achieved in two ways: By public or private property owners, with or without financial assistance by the Agency; or by acquisition of property by the Agency for redevelopment or resale to others for redevelopment.

To stimulate new investment in property in the Renewal Area, the Renewal Agency is authorized to set guidelines, establish loan programs and provide below-market interest rate and market rate loans and provide such other forms of financial assistance to property owners and those desiring to acquire property, as it may deem appropriate in order to achieve the objectives of this Plan. The obligations of the redeveloper, if any, shall be in accordance with Section 600 of this Plan.

C. REDEVELOPMENT – REHABILITATION AND PRESERVATION OF RESIDENTIAL AND COMMERCIAL PROPERTIES

This activity will enable the Renewal Agency to carry out objectives for improving building conditions in the project area, and encouraging infill and reuse in the project area. The Renewal Agency may participate, through loans, grants, or both, in maintaining and improving exterior and interior conditions of buildings in the renewal area. The Renewal Agency also is authorized to provide loans, or other forms of financial assistance to property owners, or persons desiring to acquire or lease buildings or land from the Agency. The Agency may make this assistance available as it deems necessary to achieve the objectives of this Plan.

D. PROPERTY ACQUISITION AND DISPOSITION

In order to carry out the objectives of this Plan, the Renewal Agency is authorized to acquire land or buildings for public and private development purposes. The procedures for acquiring and disposing of property are described in Sections 600 and 700 of this Plan.

E. BUSINESS AND ECONOMIC DEVELOPMENT ACTIVITIES

The Renewal Agency will participate in activities designed to attract new business to the urban renewal area, retain existing businesses, and assist in economic development activities within the renewal area. The Agency may provide assistance and incentives, including loans, grants or other funding programs, for private, nonprofit and for profit parties to undertake projects that are supportive of the economic development, jobs creation and employment goals of the Plan. Therefore, this Plan authorizes projects and programs which fulfill the Plan's economic development/jobs-related goals and objectives, including but not limited to:

- (a) Land acquisition and transfer for rehabilitation or redevelopment;
- (b) Financial mechanisms to promote, facilitate, and develop employment opportunities in the urban renewal area.
- (c) Providing business and/or financial assistance to property and business owners and developers in determining the feasibility of redevelopment projects which further the revitalization of commercial/industrial areas within the urban renewal area.
- (d) Providing financial assistance to property owners or tenants to improve the appearance of commercial storefront properties and/or rehabilitate long-term vacant commercial space.

(e) Providing business and/or financial assistance to firms seeking to improve operations, increase profitability and/or create new jobs in support of the revitalization and employment goals of this Plan, with special emphasis on small businesses and firms which provide family wage jobs.

(f) Providing technical and/or financial assistance to developers of commercial/industrial property in the area that furthers the goals and objectives of this Plan.

(g) Promoting opportunities within the area to prospective employers and business operators through recruitment and renewal area marketing programs.

F. PLAN ADMINISTRATION

It is the intent of this Renewal Plan to provide for the effective administration of the Plan, and to plan for the various activities contained in the Plan. Project funds may be utilized to pay indebtedness associated with preparation of the urban renewal plan, to carry out design plans, miscellaneous land use and public facility studies, engineering, market, and other technical studies as may be needed during the course of the urban renewal plan. Project funds may be utilized to pay for marketing materials and programs to assist in carrying out the objectives of the redevelopment plan. Project funds also may be used to pay for personnel and other administrative costs incurred in management of the renewal plan.

600. PROPERTY ACQUISITION PROCEDURES

Acquisition of real property may be necessary to carry out the objectives of this Plan. Property for public or private preservation, rehabilitation, development, or redevelopment may be acquired by gift, eminent domain or any other lawful method for the purpose of the redevelopment. The purposes and procedures for acquisition under this Plan are:

The Renewal Agency is authorized to acquire property within the Area, if necessary, by any legal means to achieve the objectives of this Plan. Property acquisition, including limited interest acquisition, is hereby made a part of this Plan and may be used to achieve the objectives of this Plan. All acquisition of property will require will require an amendment to the plan as set forth in Section 800 of this Plan

A. Acquisition requiring City Council ratification.

City Council ratification is required for Renewal Agency acquisitions for the following purposes:

1. Assembling land for development by the public or private sector.
2. Where conditions exist that may affect the health, safety and welfare of the Area and it is determined that acquisition of such properties and demolition of the improvements thereon are necessary to remove substandard and blighting conditions, acquisition shall be undertaken only following completion of a minor amendment to this Plan as set forth in Section 800C1 of this Plan. The City Council shall ratify the minor amendment to this Plan by resolution.

3. Acquisition for any purpose that requires the use of the Agency's powers of eminent domain.

Acquisitions described in Section 600A 1, 2, and 3 shall be undertaken only following completion of a minor amendment to this Plan as set forth in Section 800C1 of this Plan. The City Council shall ratify the minor amendment to this Plan by resolution.

B. Acquisition not requiring City Council ratification.

Land acquisition not requiring City Council ratification requires a minor amendment to this Plan as set forth in Section 800 D2 of this Plan. The minor amendment to the Renewal Plan may be adopted by the Renewal Agency by Resolution. The Agency may acquire land without Council ratification where the following conditions exist:

1. Where it is determined that the property is needed to provide public improvements and facilities as follows:
 - a. Right-of-way acquisition for streets, alleys or pedestrian ways;
 - b. Right of way and easement acquisition for water, sewer, and other utilities
 - c. Property acquisition for public use, or for public buildings and facilities
2. Where the owner of real property within the boundaries of the Area wishes to convey title of such property by any means, including by gift.

C. Properties to be acquired

At the time this plan is prepared, no properties are identified for acquisition. If plan amendments to acquire property are approved, a map exhibit shall be prepared showing the properties to be acquired and the property will be added to the list of properties to be acquired. The list of properties acquired will be shown in this section of the Plan. The map exhibit shall be appropriately numbered and shall be included in Part Two as an official part of this Urban Renewal Plan.

700. PROPERTY DISPOSITION AND REDEVELOPER'S OBLIGATIONS

A. Property Disposition and Redevelopment

The Renewal Agency is authorized to dispose of acquired property by sale, lease, exchange, or other appropriate means for redevelopment for uses and purposes specified in this Plan. If property is identified for acquisition in this plan, the Agency proposes to commence disposition of property within five (5) years from the date of identifying those properties in this plan, and to complete disposition within ten (10) years from such approval. Properties shall be subject to disposition by sale, lease or dedication for the following purposes:

1. Road, street, pedestrian, bikeway, and utility projects, and other right-of-way improvements listed in Section 500 of this plan.
2. Construction of public facilities in Section 500 of this plan.
3. Redevelopment by private redevelopers for purposes consistent with the uses and objectives of this plan. Such disposition will be in accordance with the terms of a Disposition and Development Agreement between the Developer and the Renewal Agency, and with the Redeveloper's obligations in Section 800B of this plan.

The Renewal Agency may dispose of any land it has acquired at fair reuse value, and to define the fair reuse value of any land.

B. Redevelopers Obligations

Redevelopers within the Urban Renewal Area will be subject to controls and obligations imposed by the provisions of this Plan. Redevelopers also will be obligated by the following requirements:

1. The Redeveloper shall develop or redevelop property in accordance with the land-use provisions and other requirements specified in this Plan.
2. The Renewal Agency may require the redeveloper to execute a development agreement acceptable to the Renewal Agency as a condition of any form of assistance by the Renewal Agency. The Redeveloper shall accept all conditions and agreements as may be required by the Renewal Agency.
3. The Redeveloper shall submit all plans and specifications for construction of improvements on the land to the Renewal Agency or its designated agent, for review and approval prior to distribution to reviewing bodies as required by the City.
4. The Redeveloper shall commence and complete the development of such property for the use provided in this Plan within a reasonable time as determined by the Agency.
5. The Redeveloper shall not effect any instrument whereby the sale, lease, or occupancy of the real property, or any part thereof, is restricted upon the basis of age, race, color, religion, sex, marital status, or national origin.

800. AMENDMENTS TO THE RENEWAL PLAN

The Plan will be reviewed and analyzed periodically and will continue to evolve during the course of project execution and ongoing planning. It is anticipated that this Plan will be changed or modified from time to time or amended as development potential and conditions warrant, as planning studies are completed, as financing becomes available, or as local needs dictate. Types of Plan amendments are:

A. Minor Changes

Minor changes, such as additional project activities, clarification of language, procedures or minor modifications in or to the Area's infrastructure, identification of property to be acquired, quantification of benefits from the construction of public improvements, and the like may be approved by the Renewal Agency.

Changes which substantially diverge from the basic principles of this Plan, or which entail changes to the goals of the Plan shall require approval as provided for in ORS 457.095, but not requiring notice as provided in ORS 457.120.

B. Substantial Changes

Adding land to the urban renewal area, except for an addition of land that totals not more than one percent of the existing area of the urban renewal area, or increases in the maximum indebtedness authorized under the Plan (excluding bonded indebtedness issued to refinance or refund existing bonded indebtedness) shall be substantial changes requiring approval as provided in ORS 457.095 and notice as provided in ORS 457.120.

900. MAXIMUM INDEBTEDNESS

The Maximum Indebtedness authorized under this plan is fourteen million dollars (\$14,000,000).

1000. FINANCING METHODS

A. General

The Urban Renewal Agency may borrow money and accept advances, loans, grants and other forms of financial assistance from the federal government, the state, city, county or other public body, or from any sources, public or private for the purposes of paying indebtedness incurred in undertaking and carrying out this Plan. In addition, the Agency may borrow money from, or lend money to a public agency in conjunction with a joint undertaking of a project authorized by this Plan. If such funds are loaned, the Agency may promulgate rules and procedures for the methods and conditions of payment of such loans.

B. Tax Increment Financing

The renewal project project will be financed in whole or in part by tax increment financing, as authorized in ORS 457.420 through ORS 457.450.

C. Prior Indebtedness

Any indebtedness permitted by law and incurred by the Urban Renewal Agency or the City in connection with preplanning for this Urban Renewal Plan shall be repaid from tax increment proceeds generated pursuant to this section.

1100. RELOCATION

The Agency will provide relocation assistance to all persons or businesses displaced by project activities. Those displaced will be given assistance in finding replacement facilities. All persons or businesses which may be displaced will be contacted to determine such relocation needs. They will be provided information on available space and will be given assistance in moving. All relocation activities will be undertaken and payments made, in accordance with the requirements of ORS 281.045-281.105 and any other applicable laws or regulations.

Relocation payments will be made as provided in ORS 281.060. Payments made to persons displaced from dwellings will assure that they will have available to them decent, safe, and sanitary dwellings at costs or rents within their financial reach. Payment for moving expense will be made to residences and businesses displaced. The Renewal Agency may contract with Oregon Dept. Of Transportation or other parties to help administer its relocation program.

1200. DEFINITIONS

The following definitions will govern the construction of this Plan unless the context otherwise requires:

"Agency", Renewal Agency" or "Urban Renewal Agency" means the Urban Renewal Agency of the City of Madras, Oregon.

"Area" means the area included within the boundaries of the Madras Urban Renewal Area.

"City" means the City of Madras, Oregon.

"City Council" means the City Council of the City of Madras, Oregon.

"Comprehensive Plan" means the City's Comprehensive Land Use Plan and its implementing Ordinances, policies and development standards.

"County" means the County of Jefferson, State of Oregon.

"Displaced" person or business means any person or business who is required to relocate as a result of action by the Urban Renewal Agency to vacate a property for public use or purpose.

"Disposition and Development Agreement" means an agreement between the Urban Renewal Agency and a private developer which sets forth the terms and conditions under which will govern the disposition of land to a private developer.

"Exhibit" means an attachment, either narrative or map, to the Urban Renewal Plan for the Madras Urban Renewal Area, Part Two - Exhibits.

"ORS" means Oregon Revised Statute (State Law) and specifically Chapter 457 thereof.

"Plan" means the Urban Renewal Plan for the Madras Urban Renewal Area, Parts One and Two.

"Planning Commission" means the Planning Commission of the City of Madras, Oregon.

"Project, Activity or Project Activity" means any undertaking or activity within the Renewal Area, such as a public improvement, street project or other activity which is authorized and for which implementing provisions are set forth in the Urban Renewal Plan.

"Public Safety Project" means projects intended to assist police, fire, ambulance, and emergency services in the City of Madras.

"Report" means the report accompanying the Plan, as provided in ORS 457.085 (3).

"Redeveloper" means any individual or group acquiring property from the Urban Renewal Agency or receiving financial assistance for the physical improvement of privately or publicly held structures and land.

"Text" means the Urban Renewal Plan for the Madras Urban Renewal Area, Part One - Text.

"Urban Renewal Area", "Madras Urban Renewal Area", or "Renewal Area" means the geographic area for which this Urban Renewal Plan has been approved. The boundary of the Renewal Area is described in Exhibits made a part of this plan.