

**CITY OF NEWBERG COUNCIL AGENDA  
SEPTEMBER 19, 2011  
7:00 P.M. MEETING  
PUBLIC SAFETY BUILDING TRAINING ROOM (401 EAST THIRD STREET)**

**Mission Statement**

*The City of Newberg serves its citizens, promotes safety, and maintains a healthy community.*

**Vision Statement**

*Newberg will cultivate a healthy, safe environment where citizens can work, play and grow in a friendly, dynamic and diverse community valuing partnerships and opportunity.*

**I. CALL MEETING TO ORDER**

**II. ROLL CALL**

**III. PLEDGE OF ALLEGIANCE**

**IV. CITY MANAGER'S REPORT**

**V. COUNCIL APPOINTMENTS**

Consider a motion appointing Kale Rogers to the Student Planning Commission Position for a term expiring August 31, 2011. (Pg. 3)

**VI. PUBLIC COMMENTS**

(30 minutes maximum, which may be extended at the Mayor's discretion, with an opportunity to speak for no more than 5 minutes per speaker allowed)

**VII. CONSENT CALENDAR**

Consider a motion approving August 15, 2011, City Council minutes. (Pgs. 5-13)

**VIII. NEW BUSINESS**

1. Consider a motion approving **Resolution No. 2011-2956** adopting an official City of Newberg logo and guidelines. (Pgs. 15-21)

The Mayor reserves the right to change the order of items to be considered by the Council at their meeting. No new items will be heard after 11:00 p.m., unless approved by the Council.

2. Consider a motion approving **Resolution No. 2011-2964** authorizing the city manager to enter into a contract with LGC Pence for the construction of the animal shelter.  
(Material to be sent at a later date as supplemental material)
3. Consider a motion approving **Resolution No. 2011-2969** establishing system development charge calculations for efficiency dwelling units based on their actual impacts. (Pgs. 23-26)

## **IX. COUNCIL BUSINESS**

## **X. ADJOURNMENT**

*ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the City Recorder's office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 hours prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please call (503) 554-7793*

**Council accepts comments on agenda items during the meeting. Fill out a form identifying the item you wish to speak on prior to the agenda item beginning and turn it into the City Recorder. The exception is land use hearings, which requires a specific public hearing process. The City Council asks written testimony be submitted to the City Recorder before 5:00 p.m. on the preceding Thursday. Written testimony submitted after that will be brought before the Council on the night of the meeting for consideration and a vote to accept or not accept it into the record.**

The Mayor reserves the right to change the order of items to be considered by the Council at their meeting. No new items will be heard after 11:00 p.m., unless approved by the Council.

# REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: September 19, 2011

Order \_\_\_      Ordinance \_\_\_      Resolution \_\_\_      Motion XX      Information \_\_\_  
No.              No.                      No.                                                                                                         

**SUBJECT: Appoint Kale Rogers to the City of Newberg Planning Commission as the student member.**

Contact Person (Preparer) for this Motion: Bob Andrews, Mayor  
Dept.: Administration  
File No.:

## RECOMMENDATION:

To consent to the appointment, by the Mayor, of Kale Rogers for the Student Planning Commissioner position with a term expiring August 31, 2012, on the Newberg Planning Commission.

## EXECUTIVE SUMMARY:

The Newberg Planning Commission is an eight member committee that has one position designated as a non-voting student member with an expiring term effective August 31, 2012. Public notice of this vacancy was posted in City buildings, advertised in the local *Newberg Graphic*, posted on the City's website, and sent to the local high schools. One application was received prior to the final deadline of 5:00 p.m., Wednesday, August 31, 2011. The application was considered and the Mayor has selected Kale Rogers to fill the position.

For privacy purposes, the original applications are retained in the City Recorder's Office. Please call (503) 537-1283 to request a copy.

## FISCAL IMPACT:

None

## STRATEGIC ASSESSMENT:

The Newberg Planning Commission serves a very important role in the betterment of our community and downtown.

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# REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: September 19, 2011

Order \_\_\_ Ordinance \_\_\_ Resolution \_\_\_ Motion XX Information \_\_\_  
No. No. No.

**SUBJECT:** Approve the August 15, 2011, City Council Meeting minutes.

Contact Person (Preparer) for this Motion: Norma Alley, City Recorder  
Dept.: Administration

## RECOMMENDATION:

Approve the August 15, 2011, City Council minutes for preservation and permanent retention in the City's historical records.

## EXECUTIVE SUMMARY:

The City of Newberg City Council held a public meeting and minutes were recorded in text. In accordance to Oregon State Records Management law, the City of Newberg must preserve these minutes in hard copy form for permanent retention.

## FISCAL IMPACT:

None.

## STRATEGIC ASSESSMENT:

None.

**CITY OF NEWBERG CITY COUNCIL MINUTES  
AUGUST 15, 2011  
7:00 P.M. MEETING  
PUBLIC SAFETY BUILDING TRAINING ROOM (401 EAST THIRD STREET)**

A work session was held prior to the meeting. A general discussion on agenda items was held; no action was taken and no decisions were made.

**I. CALL MEETING TO ORDER**

Mayor Bob Andrews called the meeting to order at 7:00 PM.

**II. ROLL CALL**

Members

Present:	Mayor Bob Andrews	Ryan Howard	Stephen McKinney
	Bart Rierson	Marc Shelton	Wade Witherspoon

Members

Absent: Denise Bacon (excused)

Staff

Present:	Daniel Danicic, City Manager	Terrence Mahr, City Attorney
	Barton Brierley, Planning and Building Director	Jessica Nunley, Assistant Planner
	Dain Eichel, Interim Public Works Director	Norma I. Alley, City Recorder
		Jennifer Nelson, Minutes Recorder

Others

Present: Philip Martinson, Keith Hay, Bob Youngman, Gary Linhart, Lesley Woodruff, Marilyn Godfrey, Heather Denton, Elizabeth Rogers, Bryan Rupp, Elizabeth Muerth, Janell Almquist, Teresa Heesacker, Aaron Braun, and Travis L. Orback

**III. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was performed.

**IV. CITY MANAGER'S REPORT**

Mr. Daniel Danicic, City Manager, reported the local government dinner will be held this Thursday; spoke of working with the Oregon Department of Transportation (ODOT) on the installation of the flashing school zone signs at Open Bible and the next step of placing the Intergovernmental Agreement (IGA) on the next agenda for approval; he gave updates on the ambulance accident and spoke of steps needing to be taken to start the process of replacing the damaged ambulance, beginning with the item for consideration under New Business tonight.

**V. PUBLIC COMMENTS**

Mr. Philip Martinson presented a plan for a privately funded coastal parkway system to address the traffic problem on 99W. He spoke of charging tolls for this project and other secondary projects, the benefits to the community, coordination with bicycle and pedestrian paths, and making the communities more livable. He passed out a map for the Council to review (see official meeting packet for full report).

Mr. Keith Hay as a resident and experienced biologist addressed the environmental impacts of the proposed Newberg-Dundee Bypass and the devastating effects it will have on the quality of life in the Willamette Valley

corridor. He mostly concentrated on the impacts to fish and wildlife habitats, destruction of vineyards and other resources the proposed bypass would cross over. He stated his belief the environmental impacts of the bypass project far exceeds the long term benefits.

Mr. Bob Youngman shared his concerns regarding the Newberg-Dundee Bypass and said it was easier to do nothing and allow this to be constructed than it would be to do something against it. He spoke of their efforts to bring this project to other cities and counties affected by the proposed bypass; the financial funding estimations for the coastal parkway plan; the nonexistence of State and Federal funding for infrastructure; and population increases. He felt private funding was the solution to this and compared other places with toll roads compared to Oregon, which has none. He requested a follow-up discussion during a work session with the Council to go into more detail.

Councilor Marc Shelton asked what their estimates are for the amount of tolls to be built and costs; and if collaborations have been made with the Chehalem Park and Recreation District (CPRD) for their River Front Plan. Mr. Martinson said he has the preliminary figures projected and lenders interested in working with them to complete this at about a third of the cost of the bypass; they have not specifically considered any secondary community projects.

## VI. CONSENT CALENDAR

1. Consider a motion approving **Resolution No. 2011-2962** designating authorized signatures for City of Newberg financial matters.
2. Consider a motion approving **Resolution No. 2011-2966** authorizing the city manager to enter into a contract amendment with Mortenson Construction for the construction of urgent repairs at the Wastewater Treatment Plant.

This item was pulled from the Consent Calendar and heard under New Business.

3. Consider a motion approving July 18, 2011, City Council minutes.

<p><b>MOTION: Rierson/Howard</b> approving the Consent Calendar including <b>Resolution No. 2011-2962</b> and City Council minutes from July 18, 2011, as corrected. (6 Yes/0 No/1 Absent [Bacon]) Motion carried.</p>
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## VII. PUBLIC HEARINGS

Consider a motion approving **Ordinance No. 2011-2746** amending the Development Code pertaining to lot coverage standards.

TIME – 7:22 PM

Mr. Barton Brierley, Planning and Building Director, presented the staff report including a PowerPoint slideshow and recommended approval (see official meeting packet for full report).

Councilor Stephen McKinney stated there are still concerns regarding how close outbuildings can be placed to a fence.

Mr. Brierley replied the current code requires those standards to be met; but, there are a number of violations as typical homeowners will buy a shed and put it right up on the property line. The Planning Commission did not have discussions to modify or change that; this proposal still requires the setbacks to be met, but the lot coverage standards change.

Councilor McKinney asked would requiring a permit settle the shed issue. Staff replied if a permit was required, setback standards would be met through inspection; but, the issue would still be with those buildings without permits and it is likely that sort of violation would still occur.

Mayor Andrews called for any conflicts of interest or abstentions; none appeared. He opened and closed public testimony as no one appeared to testify.

Ms. Norma Alley, City Recorder, spoke of written testimony to be considered and accepted into the record. The item was received by the deadline, but not in time to be included in supplemental material.

**MOTION: Shelton/Rierson** accepting the written testimony into the record. (6 Yes/0 No/1 Absent [Bacon]) Motion carried.

Staff recommended approval of the ordinance.

**MOTION: Rierson/Witherspoon** to accept **Ordinance No. 2011-2746** for final adoption in the first reading. (6 Yes/0 No/1 Absent [Bacon]) Motion carried.

Councilor McKinney said he was reluctant to approve this based on the exception of outbuildings on the properties; he believes there would be more control over this issue with permitting to prevent violations of having buildings up against fences.

Councilor Wade Witherspoon asked staff if most of the violations are done without permits any way. Staff replied this was correct.

Councilor Rierson said he supports this and sees things differently, while he agrees backyard issues are important, lot coverage and setbacks are two separate issues. He agreed this issue should be handled, but he did not think this was the appropriate venue.

Councilor Ryan Howard agreed he too would be willing to discuss this, but he did not think it was necessary in this matter.

Councilor Shelton said currently the way to mitigate issues is by neighbor complaint and code enforcement; he asked staff what other ways are available. Staff replied there is also the component of education and other communications for proactive code enforcement.

**MOTION: Rierson/Shelton** approving **Ordinance No. 2011-2746** amending the Development Code pertaining to lot coverage standards, read by title only. (5 Yes/1 No/1 Absent [Bacon]) Motion carried.

## VIII. NEW BUSINESS

1. Consider a motion approving **Resolution No. 2011-2965** directing staff to establish a bicycle program.

TIME – 7:48 PM

Ms. Jessica Nunley, Assistant Planner, presented the staff report including a PowerPoint slideshow (see official meeting packet for full report).

Councilor Witherspoon spoke of benefits and incentives for kids riding bicycles or walking to school; he asked staff how this promotes cycling and walking. Staff said there are already Americans with Disabilities Act

(ADA) improvements and funding being received; doing this at the same time could coordinate with those projects.

Councilor Witherspoon asked about uses of contingency funds on this and if the city manager was comfortable using monies from those funds. Mr. Danicic explained the contingency is established for use on unanticipated sign rule changes, upgrades or unforeseen repairs; it does not get used very often and he is comfortable with using that fund for this.

Councilor Rierson asked how this plan makes pedestrians safe. Staff replied by having bicycle infrastructure, drivers are encouraged to travel more slowly, lowering traffic speeds and volume, which improves pedestrian safety as well.

Councilor Shelton spoke of budget details regarding bicycle racks and suggested working with the high school or community college to have students build them rather than spending \$300.00 per rack. Staff replied this was a possibility and can look into less expensive alternatives.

Councilor McKinney asked about anticipated costs for merchants to install and maintain the signs and costs to the City to purchase them. Staff was unsure of the labor costs involved suggesting public works be involved.

Councilor Howard added he spoke with Mr. Mike Ragsdale of the Newberg Downtown Coalition about seeking grants to fund the rack installation at no cost to the business owners; but, that would be in addition to this.

Councilor McKinney expressed concerns for anticipated goals for contiguous sidewalks in Newberg and committing monies to this bicycle plan instead; he also wondered about introducing the sharrows and if they would be able to encourage people to find alternate routes.

Discussions followed with staff about how the plan was developed and finding continuing funding.

Mayor Andrews opened public testimony.

Ms. Lesley Woodruff spoke of this being a new way for citizens to get around town and how sharrows can be empowering to bicyclists in a visible way. She said this was a way for the city to encourage bicyclists in Newberg and road safety.

Mr. Gary Lynnhart said the big conversation for this will be future funding and creating vision for bicyclists in Newberg. He promised to be a safe biker, acting as a vehicle as well. He spoke of empowering the police chief to fine reckless cyclists. He supports this plan and states he will do his part as well to make sure he is being a safe cyclist.

Councilor McKinney mentioned his experience with being hit by a bicyclist and agreed with the importance of others in the bicycling community to speak up when they see something that is not right.

Ms. Marilyn Godfrey said she rides around downtown but does not like to cross College Street. She felt the route is a good one and she is glad to see Newberg encouraging bicycles and bicycle safety. She mentioned the Chehalem Heritage Trail and the desire to see the bridge built from Champoeg so she can ride to work. She said she has never used sharrows and is interested if there have been any safety studies completed about them. Councilor Howard replied sharrows are fairly new, so there are no studies currently, but he is interested to see them as they come out as well.

Ms. Heather Denton said she was glad to see this program and the presentation made. She also bikes around town and is happy to see more families out there riding with their children. She said some places are good to ride and others are scary around town; she would like her young daughter to feel safe riding around town as

well because she has had to ride on the sidewalks before because of discomfort riding so close to traffic. She spoke of bike riding being healthy and good for the environment as well as local businesses and tourism. She encouraged the Council to vote towards strengthening this program.

Ms. Elizabeth Rogers said as an avid cyclist for three years she has spent a lot of time encouraging people to ride and then teaching the safer routes around town. She sees kids riding the wrong way and on sidewalks as well as pedestrians being unsafe all the time. The more that is done to promote bikes and sharrows slows traffic down and makes drivers aware of people. She spoke of her family-owned business downtown and concerns with the costs to install a bicycle rack; she also noted the bike rack used in the demonstration block downtown is not very practical, preferring the staple kind. She has ridden through the entire west coast and agreed sharrows can be empowering and safe-feeling, allowing bicyclists to be respectful of motorists and avoiding parked cars and people opening their doors. She added having a map would be a bonus for her to hand out.

Mr. Brian Rupp said he bicycles ten to thirty miles per week although he works at home and is not a commuter. He has lived in several major cities and believes Newberg is a great city to bike through; it only takes him eleven minutes from downtown to Fred Meyer, which is the same in a car. He tries to encourage people to cycle and hears a lot, even from his wife and child that it is very scary to ride on some streets in Newberg because there is not a good cycling system set up. He noted he also sees bikers on sidewalks and going the wrong way on 99W, which is not safe; he feels there is potential with this plan and is excited about it.

Ms. Elizabeth Merck is using bicycling as physical therapy for recent knee surgery and she would like to see a bike plan introduced to Newberg because she wants to ride more and feel comfortable doing so. She rides to do her part for the damage she has done to the environment over the years and encouraged this plan to make Newberg more inviting and to discourage people from getting in their cars and going to other cities.

Ms. Janell Almquist said as a cyclist and teacher at Edwards Elementary she likes the idea of being able to travel safely from the north side of 99W to the south side and is a big supporter. She said with more biking there are also more reports of accidents involving cyclists and provisions need to be made to the roadways or more will happen. She said many drivers are not aware of bicycles and many cyclists do not follow the rules giving others a bad name; she said cyclists need to view themselves as vehicles. She spoke of many cycling events that come through Newberg and felt it would be a bonus to the city to be viewed as bike friendly. Posting signs brings awareness to the bikers and she thanked those who brought this forward tonight.

Ms. Teresa Heesacker said she has been bicycling in Yamhill County for over twenty years. She supports anything to make riding safer for families and children, especially on Main Street, where bike lanes would be nice. She is not familiar with sharrows but she is sensitive to angering motorists and also agrees there is a lot of inappropriate bike use out there. She saw Newberg as being able to be a hub for cycling and would support a long range plan in addition to this one to help get kids off their video games and out into the community. She encouraged partnering with the county and transportation plan.

Councilor McKinney said he did not wish to appear anti-bicycles, but he did believe there should be certain roads where it is posted to not allow bikes. He was encouraged that this plan addressed caution and safety for both cyclists and pedestrians.

Staff recommended approval.

**MOTION: Howard/Rierson approving Resolution No. 2011-2965 directing staff to implement a bicycle program.**

Councilor Witherspoon asked how definite the bike route is and wondered if there should not be more research completed to find the absolute best place for these sharrows. Staff said they looked at the plan and identified

the primary routes to essentially get the best “bang for the buck”. Other routes could be explored, but this is the best route they could come up with.

A brief discussion followed regarding the bicycle racks and researching alternatives for cost and usability.

**VOTE:** To approve **Resolution No. 2011-2965**. (6 Yes/0 No/1 Absent [Bacon]) Motion carried.

Mayor Andrews recessed at 8:51 PM and reconvened at 8:58 PM.

2. Consider a motion approving **Resolution No. 2011-2966** authorizing the city manager to enter into a contract amendment with Mortenson Construction for the construction of urgent repairs at the Wastewater Treatment Plant.

TIME – 8:58 PM

Mr. Dain Eichel, Interim Public Works Director, provided a staff report (see official meeting packet for full report).

Mayor Andrews asked about costs for Construction Manager/General Contractor (CM/GC) general conditions.

Mr. Aaron Braun, Mortenson Construction Project Manager, replied these were for costs of overseeing the work including project manager fees and renting sanitation units for example. They discussed low bids and small bid packages.

Councilor Shelton asked what the ramifications are if the repairs are not completed. Staff replied the ditches will be undermined by rain. They wish to keep them operational for another twenty years by preventing water from seeping down behind. The other thing needed is the repair of rotors for aerating the ditches to cultivate the required aerobic atmosphere. The gear boxes are twenty-five years old and when an oil sample was sent out the results showed it was compromised. They cannot do without this piece of equipment to keep things running full time and prevent an aeration permit violation. Councilor Shelton confirmed this has gone beyond preventative maintenance; staff agreed.

Mayor Andrews asked about the life expectancy on these repairs. Staff replied the normal cycle is twenty years.

Councilor McKinney asked if the estimated costs of repairs were being received from the current amount present in the rate review budget. Staff replied this was correct, they are just allocating monies, not raising rates.

Staff further explained some of the methodology of the oxidation ditches and what causes the samples to show metal filings were present in the drained oil.

Councilor Shelton asked what issues they could be facing if this was not addressed. Staff replied the bacteria needed in this process needs oxygen to stay alive; if they are not kept alive then solids would not be broken down and would be going into the river which violates the permit requirements; fines would begin at that point. Councilor Shelton wished for it to be on the record there could be potential liability if these repairs are not addressed; the costs associated with this are needed to take care of a critical issue so the city does not face the payment of fines on a system that does not work the way it is designed to.

Staff added they are willing to give tours anytime to show what is going on and noted a lot of wastewater plants are ignoring these issues, which gets expensive over time and costs to repair go higher the longer they wait. As long as the city is showing due diligence to the Department of Environmental Quality (DEQ) by making efforts to meet regulations it is better than waiting for the system to break and being given a short time to come in and

fix it right away regardless of costs. It is unfortunate a loan is required to do some of the work, but the ramifications are far greater than not doing this.

Mayor Andrews opened public testimony.

Mr. Travis L. Orabeck, representing McMinnville Citizens for Safe Drinking Water, gave a presentation on safe drinking water and the overuse of fluoride in water sources. He submitted material to support his argument for the record and asked the Council to consider the material (see official meeting packet for full report).

**MOTION: Rierson/Shelton** to accept the written material into the record and have it distributed to the Council by the City Recorder. (6 Yes/0 No/1 Absent [Bacon]) Motion carried.

Councilor Shelton noted it does not address the request for council action, but looking at it would be helpful.

**MOTION: Shelton/McKinney** adopting **Resolution No. 2011-2966** authorizing the city manager to enter into a contract amendment with Mortenson Construction for the construction of urgent repairs at the Wastewater Treatment Plant. (6 Yes/0 No/1 Absent [Bacon]) Motion carried.

Consider a motion approving **Resolution No. 2011-2970** authorizing the city manager to sign a contract with Hughes Fire Equipment, Inc., for the purchase of one ambulance to replace a 2009 Chevrolet Life Line Superliner that was destroyed in a crash.

TIME – 9:27 PM

Mr. Danicic passed out written material to the council for the record and presented the staff report (see official meeting packet for full report).

Councilor Shelton asked if payment could be received before the contract is negotiated. Mr. Danicic replied it is possible as they are working with our insurance company and such a high level of coverage is not always covered by other driver's insurance. Once settled those funds will be received quickly and the city does not want to be at risk of not being able to purchase the other ambulance.

Councilor Howard asked if the value of the ambulance would be lost and if it is less than the cost to purchase one new. Mr. Danicic said they have not heard if it will be for the original purchase price or the replacement cost and they have not heard if the other driver had insurance yet or not.

Councilor McKinney asked about the other ambulance already approved for refurbishing. Staff has already made attempts to work with the vendor to move that item up the line to receive before the new one.

**MOTION: Rierson/McKinney** approving **Resolution No. 2011-2970** authorizing the city manager to sign a contract with Hughes Fire Equipment, Inc., for the purchase of one ambulance to replace a 2009 Chevrolet Life Line Superliner that was destroyed in a crash for an amount not to exceed \$220,000.00. (6 Yes/0 No/1 Absent [Bacon]) Motion carried.

## **IX. COUNCIL BUSINESS**

TIME – 9:37 PM

Councilor Rierson gave an update on the Chehalem Paddle Launch program.

Mayor Andrews gave an update on the “If I Were Mayor...” contest and the local winner that went on to receive placement at the State level. He spoke of emergency preparedness topics from the mayor’s association conference.

Councilor Witherspoon would like an update to items discussed previously during Executive Session. It was suggested this update could be given through the Legal Bulletin.

**X. ADJOURNMENT**

The meeting adjourned at 9:47 PM.

**ADOPTED** by the Newberg City Council this 19<sup>th</sup> day of September, 2011.

\_\_\_\_\_  
Norma I. Alley, City Recorder

**ATTEST** by the Mayor this 22<sup>nd</sup> day of September, 2011.

\_\_\_\_\_  
Bob Andrews, Mayor

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# REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: September 19, 2011

Order ___ No.	Ordinance ___ No.	Resolution <u>XX</u> No. 2011-2956	Motion ___	Information ___
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**SUBJECT:**  
Adopt revised logo design and use guidelines

Contact Person (Preparer) for this  
Motion: Leah M. Griffith  
Dept.: Library  
File No.:

## RECOMMENDATION:

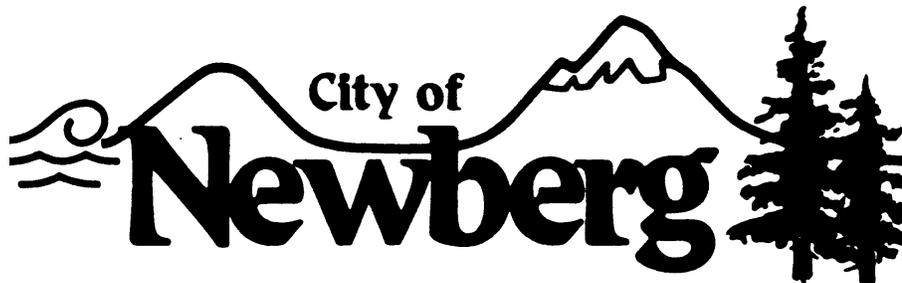
Adopt **Resolution No. 2011-2956** adopting an official city of Newberg logo and guidelines for use.

## EXECUTIVE SUMMARY:

A logo is like a corporate signature and just like a personal signature identifies and validates documents for an individual, a logo identifies and gives significance to the organization. Consistency in color and design are critical in maintaining an identity as is apparent from viewing corporate designs such as Target, Thriftway, Safeway, etc. who have adopted logos with consistent color and design requirements.

The City of Newberg's previous logo was adopted following a citizen design contest in the 1980's. It has served the city well, however a need to update the design and promote consistency has become clear. Over the last ten years or so, computer technology has allowed variation in the logo and there has been no formal adoption of a logo revision, simply continued modification by various departments and individual staff. While the various designs haven't been bad, the need for consistency has become apparent (Exhibit A).

In reviewing the different designs that have been in use over the years, the design that reflects the original citizen design with an updated appearance is to simply have a single color (black or white, if on a dark background) and remove the frame. This has been adopted for the web site and used on other materials such as recent publicity for the Camellia Festival.



Attached are guidelines for staff in using the city logo (Exhibit B).

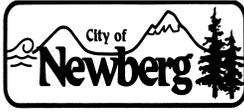
## FISCAL IMPACT:

A simple revision of the old logo has already been done and an estimate to develop logos for various applications (web, documents, etc.) has been received and is less than \$100.

Current equipment and printed materials with the old logos will be retained and used up. The new logo will be used on all new printings or equipment. The new design will allow B & W printing, rather than color printing, which will save funds.

**STRATEGIC ASSESSMENT:**

A consistent logo identifies the city and maintains a clear message to the community.



## RESOLUTION No. 2011-2956

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### A RESOLUTION ADOPTING AN OFFICIAL LOGO FOR THE CITY OF NEWBERG AND ESTABLISHING GUIDELINES FOR USE

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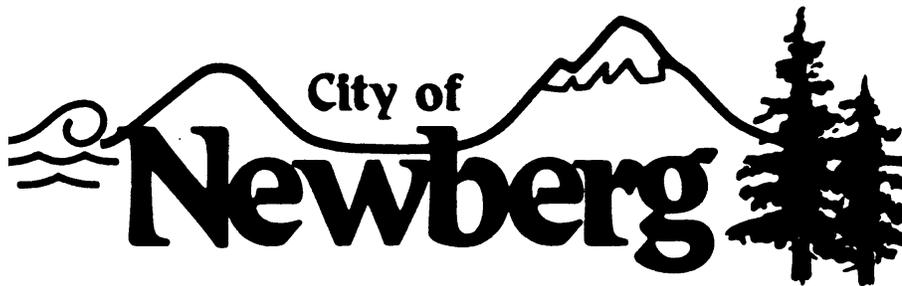
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#### RECITALS:

1. The current City of Newberg logo has been in use since the mid 1980's.
2. Over the years the logo has been modified with regards to color, type style, and shape.
3. It is important the City of Newberg logo be consistent to appropriately identify the City of Newberg.

#### THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City of Newberg logo is adopted as shown below:



2. Existing equipment and printed materials with previous logos will be used until stock is depleted. Newly acquired equipment and ordered materials will have the new logo.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: September 20, 2011.

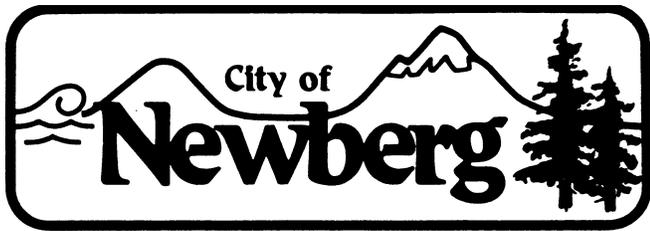
**ADOPTED** by the City Council of the City of Newberg, Oregon, this 19<sup>th</sup> day of September, 2011.

\_\_\_\_\_  
Norma I. Alley, City Recorder

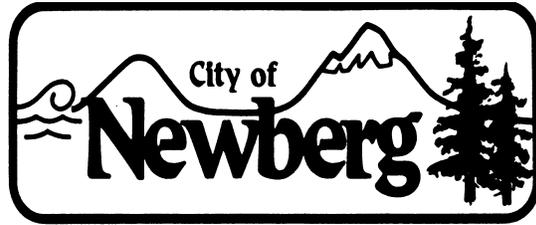
**ATTEST** by the Mayor this 21<sup>st</sup> day of September, 2011.

\_\_\_\_\_  
Bob Andrews, Mayor

Logos being used throughout the city at this time



Original



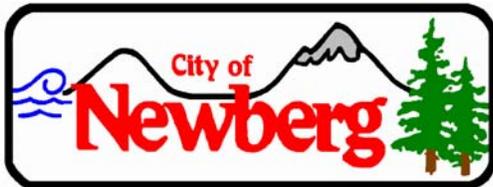
Original/Shortened



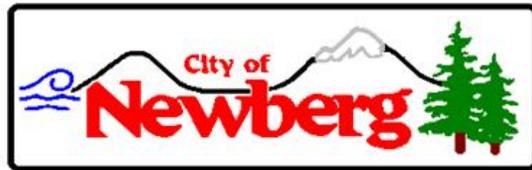
Original Blue (*a bit of a "jaggy" rendition*)



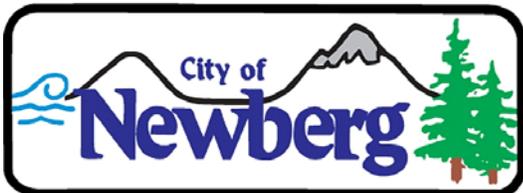
*Stretched out a bit*



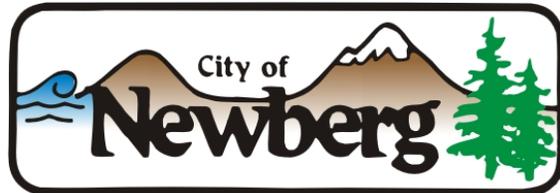
Red Multi-Color: Red/Green/Blue



Square Red Multi-Color: Red/Green/Blue, square edge/modified snow, corner of N cut off



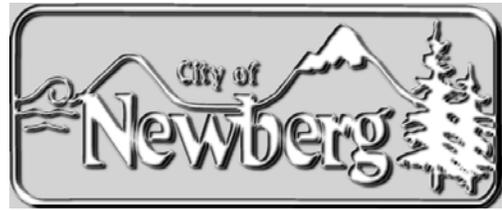
Blue Multi-Color: Green/Dark Blue/Light Blue



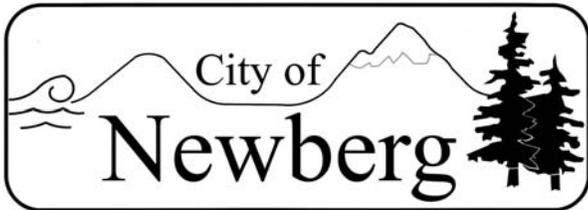
Filled Multi-Color: Brown/Green/Blue



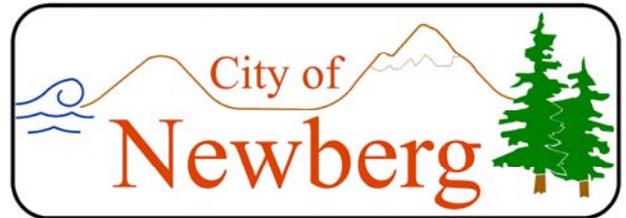
Shadow: On web page



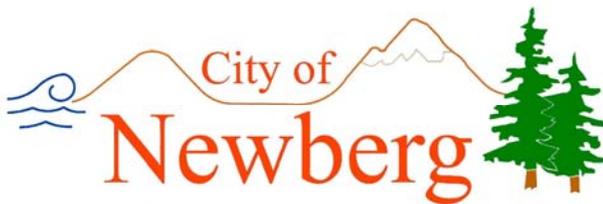
Chrome



B & W Thin Line: Different Font



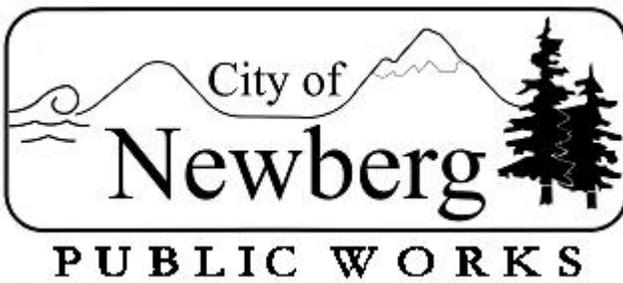
Red Multicolor: Thin Line/Different Font



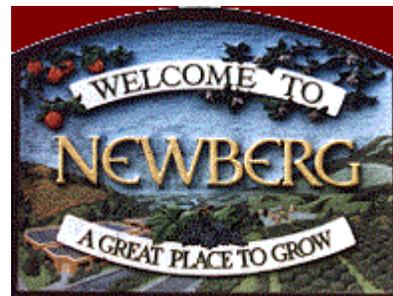
No Frame Red Multicolor: Thin Line/Different Font



No Frame Grey: snow, original font



Modifications done by individual departments



Welcome Sign

## **City of Newberg Logo Guidelines**

A logo is like a corporate signature and just like a personal signature identifies and validates documents for an individual, a logo identifies and gives significance to City materials.

The City of Newberg’s previous logo was adopted following a citizen design contest in the 1980’s. It has served the city well, however a need to update the design and promote consistency has become apparent. The simple revision included the removal of the frame and the use of just black or white.

The revised logo and these guidelines have been adopted by the City Council on (*September 19, 2011*).

All previous logos should be deleted from computer files, however printed materials, supplies, uniforms and equipment with previous logos will not be changed or discarded as a cost savings. When a new printing or replacement is produced, only the new logo, under these guidelines, is to be used.

These guidelines establish acceptable use of the logo for all applications, including but not limited to signage, city equipment, city facilities, correspondence, documents, brochures, business cards, name tags, forms or apparel. These guidelines are intended to standardize the use of the logo and protect it from misuse, both internally and externally.

It is recognized that the Newberg Public Library, Newberg-Dundee Police Department and the Newberg Fire Department have developed department logos that have become identified with those departments. They will continue to use those logos, however they will also use the official City of Newberg logo as appropriate.

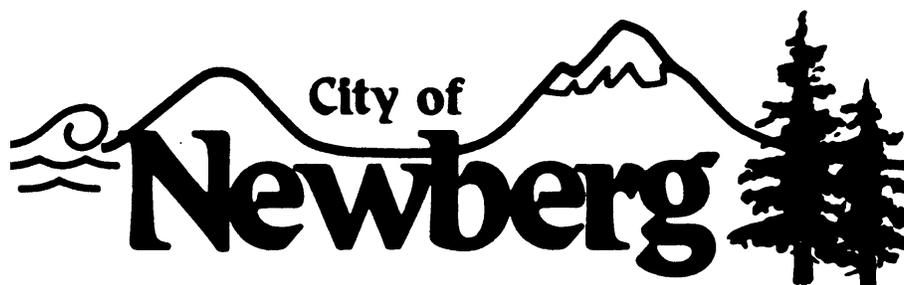
Individual City Departments will have the modifications to the logo provided with their name (Finance, Public Works, Engineering, etc.) and those will be on the city Intranet site for their use.

### **NON-CITY USE**

Use of the City of Newberg logo is limited to the City of Newberg’s exclusive use unless otherwise approved by the City Manager or designee. Requests for use must be in writing and specify exactly how the logo would be used. Upon approval, the City will provide the logo in the appropriate format.

### **LOGO DESIGN**

The City of Newberg logo is available in one design, in two colors. The color is either black or white when used on a dark background. The logo is available on the city intranet on the Home page, in Documents.



## **HOW TO USE THE LOGO**

- Do not alter the logo; all elements are part of the design. This includes changing fonts, colors or type or removing, cropping, stretching or adding anything to the design.
- Keep an empty space of at least .25 inches around the logo.
- When resizing, adjust it proportionally. In MS Office, click on one of the corners and drag to resize.
- Do not modify the colors; the only accepted colors are black or white if on a dark background.
- The logo may be stitched on apparel in the thread color of the apparel or slightly darker. This is the only use where a color may be used. It cannot be a contrasting color, but simply embroidered in the same or a slightly darker thread. For other stitching or screen printing, the black or white version, depending on the fabric color, is to be used.

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# REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: September 19, 2011

Order ___ No.	Ordinance ___ No.	Resolution <u>XX</u> No. 2011-2969	Motion ___	Information ___
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**SUBJECT:** System development charge calculations for small efficiency dwelling units

Contact Person (Preparer) for this Motion: Barton Brierley, AICP  
Dept.: Planning and Building Department  
File No.: G-09-015

## RECOMMENDATION:

Adopt **Resolution No. 2011-2969**, establishing system development charge calculations for efficiency dwelling units based on their actual impacts.

## EXECUTIVE SUMMARY:

**Background:** The resolution would adopt system development charge (SDC) calculations for small efficiency dwelling units based on their actual impacts. The proposal implements Action 5.1 from the Affordable Housing Action Plan, which is to look at the city's fee schedules and to modify it as appropriate to encourage affordable housing. The Affordable Housing Action Committee considered this Action, and recommended the attached policy.

Under the city's current SDC schedules, some SDCs are based on a per-dwelling unit basis. In some cases this could mean that an accessory apartment above a garage can get charged the same price as a \$500,000.00 house.

The Affordable Housing Action Committee recommended that the City establish calculations for SDCs for small dwelling units that reflect the actual impacts to the system. In this way, developers would not be overcharged for impacts the units are not creating, and the city is not truly losing out on revenue because the units are not creating as much need for additional capacity in the systems.

**Definition:** The committee recommends the following definition:

*Efficiency dwelling unit: A studio or one bedroom dwelling unit with less than 600 square feet floor area and one bathroom. The unit is located on a lot with other dwelling units or primary uses.*

This would include a dwelling above a garage, an apartment above a store front, or an apartment building with small units.

## Wastewater SDCs

Wastewater SDCs are charged with a base fee of \$5,346.00 for the first 18 fixture units, plus an additional fee of \$297.00 for each unit beyond 18. A 3 bedroom, 1-1/2 bath home has about 18 fixture units. A typical efficiency could have 14.5 fixture units, and could have as few as 7. Under the resolution, the total charge for a typical unit with 14.5 fixtures could be \$4,307.00 instead of \$5,346.00, for a savings of \$1,040.00.

## Water SDCs

Water SDCs are charged based on the meter size. Since most dwelling units have a 3/4-inch meter, and this is

the smallest meter sized allowed, almost all dwelling units pay the same water SDC of \$5,507.00.

Some efficiency units can share a meter with other units on the site, thus not have to pay any additional SDCs. However, sometimes the property owner desires the efficiency unit to have its own meter so it can be billed separately. In these cases, the efficiency unit would have to pay the full SDC for a ¾-inch meter.

The proposed resolution charges water SDCs for efficiency units on a per fixture unit basis. Under the resolution, the total charge for a typical efficiency unit with 14.5 fixtures would be \$4,436.00 instead of \$5,507.00, for a savings of \$1,071.00.

### **Transportation SDCs**

Transportation SDCs are charged on a per trip basis. The current rate is \$287.00 per trip. Trip rates are based on the Institute of Traffic Engineers (ITE) Trip Generation Manual. The lowest trip rate for an apartment is 6.72 trips/dwelling, resulting in an SDC of \$1,928.00 per dwelling. However, these ITE rates do not distinguish between sizes of apartment units, so a 4-bedroom apartment or a studio is charged the same rate.

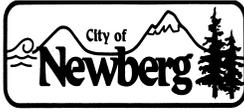
Based on some research and calculation, staff has determined that a reasonable trip generation rate for efficiency dwelling units would be 4.5 trips/dwelling. Using this rate, the transportation SDC would be \$1,292.00 per unit, or a savings of about \$637.00 per unit over the apartment rate.

### **FISCAL IMPACT:**

The proposal would reduce SDCs for efficiency dwelling units by \$2,748.00 per unit. This change would reflect the actual impact of the units on the systems, so there would not be a true loss in funding to build system capacity. The change would provide an incentive for small units to go through the permit process, so some additional revenue could be gained from otherwise unpermitted units.

### **STRATEGIC ASSESSMENT:**

The resolution would help implement Action 5.1 of the Affordable Housing Action Plan. It would promote creation of the dwelling units that could be available to lower income individuals. It also would promote individuals getting permits for dwelling unit conversions.



## RESOLUTION No. 2011-2969

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### A RESOLUTION ESTABLISHING SYSTEM DEVELOPMENT CHARGE CALCULATIONS FOR EFFICIENCY DWELLING UNITS

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#### RECITALS:

1. Newberg Code 13.05.040 provides for the Council to establish and revise system development charges (SDCs) by resolution.
2. Newberg has established SDCs for wastewater, water, and transportation that have minimum charges for a dwelling unit.
3. The current SDC methodologies provide fees for very small dwelling units that are disproportionately high to their actual impacts on the systems.
4. Efficiency dwelling units are a good option for many in the community needing low cost housing.
5. The Affordable Housing Action Plan recommends considering fee reductions as a way of meeting the communities housing needs.
6. The amendments below would establish SDCs for efficiency dwelling units that are proportional to their impacts on the system.
7. The Affordable Housing Action Committee recommends that the City Council adopt the fee changes below.

#### THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. **Efficiency Dwelling Unit Definition.** For purpose of this resolution, “*efficiency dwelling unit*” means a studio or one bedroom dwelling unit with less than 600 square feet floor area and one bathroom. The unit is located on a lot with other dwelling units or primary uses.
2. **Wastewater SDCs.** Wastewater system development charges for efficiency dwelling units shall be charged based on fixture unit counts, as determined by the applicable plumbing code, without a base fee or minimum fixture unit count. Should the developer modify the dwelling unit to add additional fixture units or to change its use, then the developer shall pay additional wastewater SDCs at the rate per fixture unit current at time of payment.
3. **Water SDCs.** Water system development charges for efficiency dwelling units using a separate standard ¾” meter shall be based on a per fixture unit count as determined by the applicable plumbing code. The charge per fixture unit shall be 1/18<sup>th</sup> of the standard water SDC for the ¾” meter. Efficiency dwelling units with 18 or more fixture units shall be charged the standard water SDC rate. Should the developer modify the dwelling to add additional fixture units or change its use, the developer shall pay the difference between the water SDC for the standard meter and the

SDC based on the previous fixture unit, at rates current at time of payment.

4. **Transportation SDCs.** Transportation system development charges for efficiency dwelling units shall be charged using an average weekday trip rate of 4.5 trips/dwelling unit.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: September 20, 2011.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this 19<sup>th</sup> day of September, 2011.

\_\_\_\_\_  
Norma I. Alley, City Recorder

**ATTEST** by the Mayor this 22<sup>nd</sup> day of September, 2011.

\_\_\_\_\_  
Bob Andrews, Mayor

### LEGISLATIVE HISTORY

By and through Affordable Housing Action Committee at 07 /14 /2010 meeting. Or, None.  
(committee name) (date) (check if applicable)