

7/9/2018

**To:** Newberg Riverfront Master Plan Project Management Team  
**From:** Andrew Parish, APG  
**Re:** Summary of Public Event 1

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## INTRODUCTION

This memorandum provides a summary of the August 23, 2018 Newberg Riverfront Master Plan Public Event #1.

## SUMMARY OF EVENT

**Date:** Thursday, August 23, 2018  
**Time:** 6:30pm – 8pm  
**Location:** Edwards Elementary School Cafeteria  
715 E 8th St, Newberg, OR 97132

### Event Agenda:

6:30 PM Open house, one-on-one discussion  
7:00 PM 20-minute presentation by Andrew Parish  
7:20 PM Open house, one-on-one discussion

### Attendance:

Roughly 30 community members attended, including several members of the Technical Advisory Committee and two members of the Citizens Advisory Committee.

## INFORMATION PROVIDED

Information was presented on the following topics, with the project team circulating to engage attendees:

- Project introduction (timeline, study area, and project vision statement & goals)
- Existing Conditions, including land use and transportation
- Market Analysis
- Buildable land and Urban Design
- Potential types of development
- Potential types of waterfront activities

A copy of the presentation and the printed boards are available on the project website.

<https://www.newbergoregon.gov/planning/page/riverfront-master-plan-0>

## SERVICES PROVIDED

- Spanish/English language interpretation was available.
- The meeting location was handicapped-accessible and contact information was provided for those needing special accommodations.

## DISCUSSIONS WITH THE COMMUNITY

Project staff had discussions with community members in individual and small group settings at the event. The following is a partial list of topics and interests discussed:

### Transportation

- Potential Location and Design of Future Trails
- Future use of Waterline Bridge for a trail connection
- Riding a bike on the highway does not feel safe. Will there be other options provided for bicycle travel?
- What can be done to provide sidewalks, better roads in the study area?
- Current off-road connection to Rogers Landing is unstable
- River street is a busy connection during summer
- Bike tourism is large and increasing - the 219 bridge is the only access across the river currently and a better route would be good.

### Market Analysis & Economics

- Affordable Housing
- Potential displacement & gentrification impacts of a revitalized waterfront area
- Role of the City of Newberg in preserving/creating affordable housing
- Amount of commercial land and types of retail that might be feasible in the area
- Amount of industrial use that is desirable on the riverfront in the future
- How will existing residents benefit from the plan?
- Impacts of the rail line to redevelopment
- What will be the source of funds to make improvements to the study area?
- Will this plan increase my taxes?

### Westrock Mill Site

- What is the broader political situation of the Mill site (Senator Wyden's involvement)
- When will the site be sold and to whom?
- Potential environmental issues on the site
- Likelihood of the site reopening as a paper mill or other industrial use to provide family wage jobs
- What is the future of the biomass/co-generation facilities on the site?
- Will any of the existing buildings be reused?

### Waterfront Recreation

- What will be the impacts to the boat landing and existing boating uses, including the popular boat races?
- The steep grade at Rogers Landing helps calm traffic
- Desire for better swimming access
- Desire for paddle launch, playground, amphitheater. Opportunity to combine activities with retail or shuttle connections to other destinations.
- Walking trails and preserved habitat.

## Other

- Will development be allowed in floodplain areas? How will this plan affect the stability of the riverbank/flooding of residential areas?
- Area under bypass
- What will impacts to school attendance/boundaries be?
- How much control does the City have in what occurs?
- Will the citizens be asked to vote on this plan?

Open house attendees were asked to place dots on activities that they wanted to see more of, and write other ideas. Written comments are provided below, and photos of dot exercise and other event photos are on the following pages.

- Make use of bypass – covered space
- Prioritize recreation over buildings
- Balance motorized / nonmotorized boating
- Medium term moorage
- High class lodging facility
- Wide walkways from riverfront to downtown
- Lazy river wading area for kids (swim park)
- Safe walkways
- More access/room to be by river
- Refreshment stand near river
- Prioritize fishermen/women, fueling station
- Whole foods as a hang out, groceries
- Luxury movie theatre (ex: Progress Ridge)
- Separated/safe bike lanes
- Marina and restaurant: destination for boaters, maybe include playground and wine shuttle
- Big Al's/ Bullwinkles Entertainment for all seasons
- Small businesses for river users
- Connected hiking trails
- Concessions, playground, and amphitheater
- Connect area to Wyooski/ Hess Creek
- Destination retail
- Protection of affordable housing \*\*
- Brewery

# WHAT SHOULD WE BUILD? ¿QUE CONSTRUIR?

IMPROVED CONNECTIONS TO DOWNTOWN FOR WALKERS, BIKERS, AND DRIVERS



Many sidewalks and roadways need improvement in the project area. Especially under the bypass, creating active, welcoming space will improve mobility between the riverfront and downtown.

SPACE FOR MUSIC / ARTS



A reused oil drum becomes the setting for a play at Chelsea, Massachusetts' waterfront park, which shares space with an industrial salt packing facility.

HOUSING



New housing in the Riverfront Area is most likely to take the form of single family homes, townhouses, and garden apartments.

ACTIVE RECREATION



People place a high value on places with beautiful views, open space, trail systems, and riverfronts. Investing in them improves quality of life for residents and draws private investment.

REUSE OF EXISTING INDUSTRIAL BUILDINGS



EMPLOYMENT



SERVICES AND PLACES TO SHOP



PROTECTED NATURAL AREAS



# WHAT WATERFRONT ACTIVITIES WOULD YOU LIKE TO SEE MORE OF? ¿QUÉ OTRAS ACTIVIDADES ACUÁTICAS LE GUSTARIA VER?

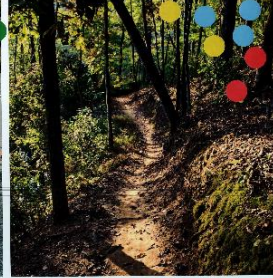
BOATING



NON-MOTORIZED BOATING



TRAILS



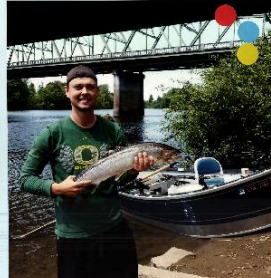
LARGE EVENTS (CONCERTS / PARTIES)



SWIMMING



FISHING



PIQUE AREAS AND PLAYSPACES



COMMUNITY GARDEN



Summary of Public Event #1



Summary of Public Event #1



Summary of Public Event #1



9/17/2018

**To:** Newberg Riverfront Master Plan Project Management Team  
**From:** Andrew Parish, Kyra Schneider, Emma Porricolo, APG  
**Re:** Summary of Online Open House #1

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## INTRODUCTION

This memorandum provides a summary of the Newberg Riverfront Master Plan Online Open House #1. The Online Open House was open for approximately two weeks, from Thursday, August 23, 2018 through Monday, September 10, 2018. The Online Open House coincided with the Newberg Riverfront Master Plan Public Event #1, which took place on Thursday, August 23, 2018 from 6:30pm – 8:00 pm at Edwards Elementary School in Newberg. The Online Open House provided the opportunity to share project information with community members who were unable to attend the in-person public event and solicit their feedback regarding the Riverfront Master Plan. A link to the Online Open House was posted to the City's website, Facebook page, and local newspaper, and was sent to the project's interested parties email list. The Online Open House was viewed approximately 150 times, though not all viewers provided feedback.

## INFORMATION PROVIDED

Information provided in the Online Open House mirrored the information available at the in-person public event and included following topics:

- Project introduction (timeline, study area, and project vision statement & goals)
- Existing Conditions, including land use and transportation
- Market Analysis
- Buildable land and urban design
- Potential types of development in the study area
- Potential types of waterfront activities along the riverfront

## RESULTS

### Summary

Key takeaways of the survey are listed briefly below, followed by a detailed breakdown of all questions.

- Overall, respondents were very supportive of the project vision and goals, with suggestions about particular features or concerns to emphasize.
- Most respondents do not frequent the riverfront today, and said that park activities, commercial activities, and better bike/ped connections would encourage them to visit more.



## Summary of Public Event #1

- Pedestrian connections were listed as very important for the area; improved automobile access and additional automobile parking were not listed as high priorities among respondents.
- Trails were by far the most desired feature for the riverfront area, followed by picnic and playground areas and non-motorized boating activities.
- Continued industrial activity in the riverfront area was not a priority among respondents.
- Respondents were supportive of the three development programs as a starting point for analysis.
- The majority of respondents heard about this survey from Facebook or the local newspaper.

## Vision and Goals

A total of 28 individuals responded to questions about the project vision and goals. Of the 29 respondents, 86% (24) either agreed or strongly agreed with the project vision statement; 11% (3) said that they neither agreed nor disagreed with the vision statement; and 4% (1) did not agree.

FIGURE 1. QUESTION 1 RESPONSES

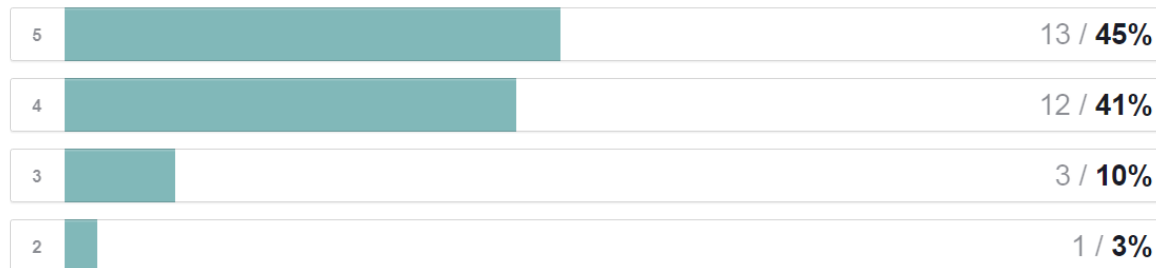
### To what extent do you agree with the vision statement?

29 out of 29 people answered this question

Average: 4.28



► Hide detail



Several respondents provided additional comments about the vision statement. Comments suggested to include local assets, such as local eateries and the agricultural roots of Newberg, in the plan, as well as events/concerts. Additionally, comments expressed concerns about the potential negative impacts of development in the Riverfront Area, such as parking, environmental impacts, project and maintenance costs, and lack of affordable housing. Specific comments and suggestions included the following:

- Concern that the project will cause a greater shortage of affordable housing
- Add a statement about honoring the area's agricultural roots and current connections to the dairy, hazelnut, and wine industries
- Emphasize large events such as concerts
- Include local eateries and music
- Ensure that the plan results in an extensive regional multi-use path system
- Concern about preserving habitat for local wildlife and minimizing environmental impacts

## Summary of Public Event #1

- Concern about upkeep and maintenance costs
- Concern that the project would result in higher local taxes
- Ensure that the riverfront includes facilities such as bathrooms and water fountains
- Suggestion to consider a pedestrian bridge across the river to connect to Champoeg State Park Trails
- Desire to clean up the surrounding streets and sidewalks and refresh homes through local code enforcement
- Desire to keep the riverfront area public and to preserve existing trees and natural areas
- Suggestion to add bike trails
- Ensure ample and free parking that does not distract from the natural beauty along the waterfront or impact on existing property owners
- Concern about the area being developed with housing, apartments, or condos

## Community Vision for the Riverfront Area (Share Your Ideas)

A total of 45 individuals responded to questions asking for their ideas about the future of the riverfront area.

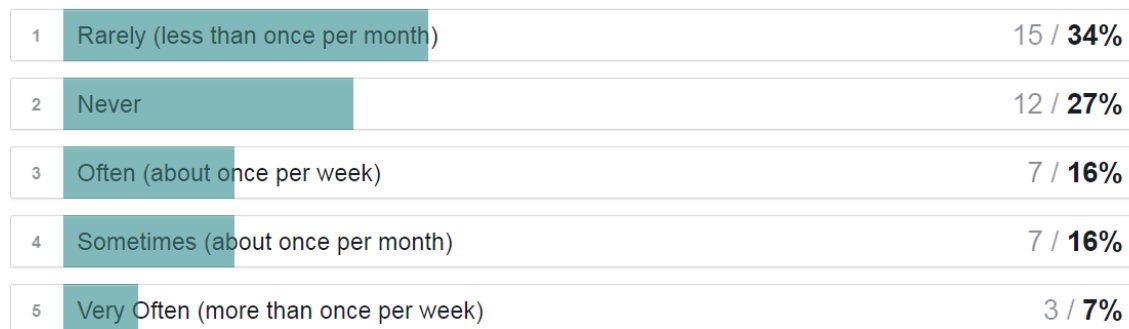
### Question 1

Of the 44 respondents to Question 1, 34% (15) said they rarely visit the riverfront (less than once per month); 27% (12) said that they never visit the riverfront; and approximately 38% (17) of respondents said they visit the riverfront once a week or more.

FIGURE 2. QUESTION 1 RESPONSES

#### How often do you visit the Newberg Riverfront today?

44 out of 45 people answered this question



### Question 2

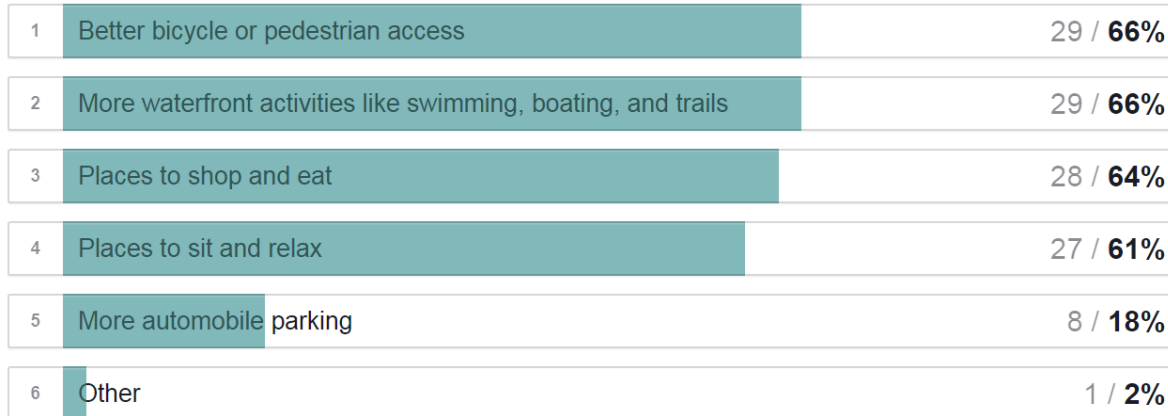
Of the 44 respondents, 66% (29) said they would visit the riverfront more often if there was better bicycle and pedestrian access; 66% (29) of respondents said they would visit if there were more waterfront activities like swimming, boating, and trails; and 64% (28) of respondents said they would visit more often if there were places to eat and shop. Only 18% (8) of respondents said they would visit more often if there was more automobile parking. One individual noted that they would visit the riverfront more often if there was a public bus stop.

## Summary of Public Event #1

FIGURE 3. QUESTION 2 RESPONSES

### What would make you visit the riverfront more often?

44 out of 45 people answered this question



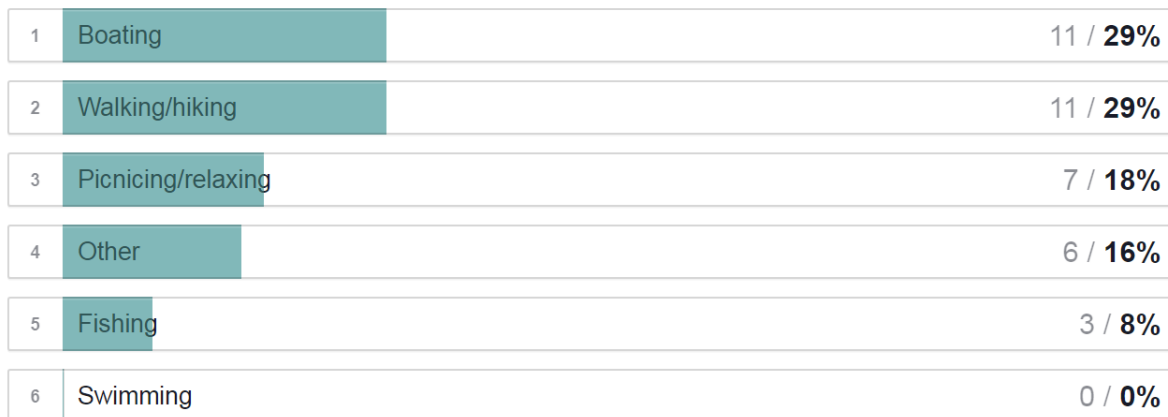
### Question 3

Of the 38 respondents, 29% (11) said they currently participate in boating; 29% (11) said they currently participate in walking/hiking; and 18% (7) said they currently participate in picnicking/relaxing. No respondents said they currently participate in swimming at the waterfront today. 'Other' comments included paddle boarding and kayaking.

FIGURE 4. QUESTION 3 RESPONSES

### What waterfront activities do you participate in at the riverfront today?

38 out of 45 people answered this question



### Question 4

Of the 43 respondents, 86% (37) said they would like to see more trails along the riverfront; 79% (34) said picnic areas and playgrounds; 63% (27) said non-motorized boating; 49% (21) said large events (concerts/parties); and

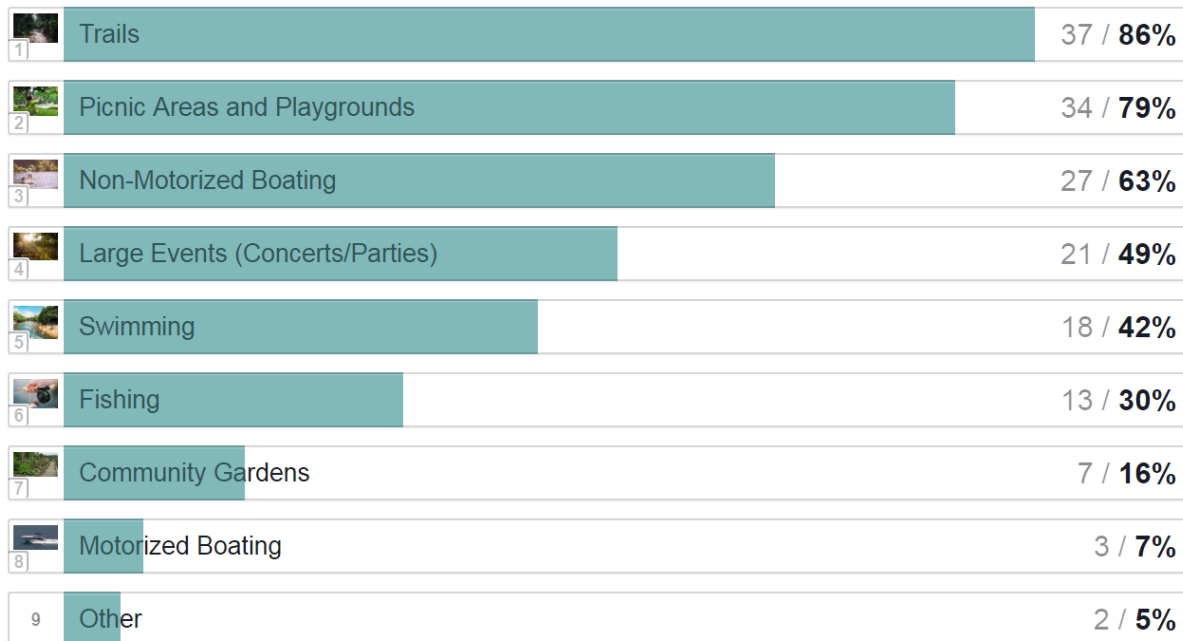
## Summary of Public Event #1

42% (18) said swimming. 30% of respondents or less said they would like to see fishing, community gardens, and motorized boating. 'Others' comments included a bike trail along the river and an amphitheater.

FIGURE 5. RESPONSES TO QUESTION 4

### What waterfront activities would you like to see more of along the Willamette River in Newberg?

43 out of 45 people answered this question



### Question 5

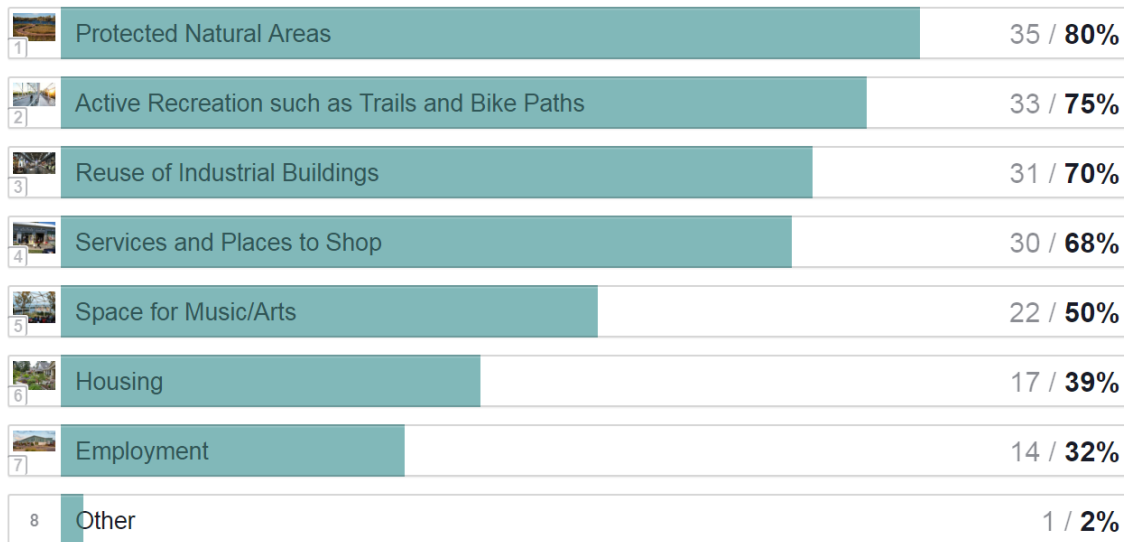
Of the 44 respondents, 80% (35) would like to see protected natural areas in the broader Riverfront Area; 75% (33) would like to see active recreation such as trails and bike paths; 70% (31) would like to see reuse of industrial buildings; and 68% (30) would like to see service and places to shop. 50% of respondents or less chose space for music/arts, housing, or employment. One respondent noted that they would like to see a higher education component such as a trade school.

## Summary of Public Event #1

FIGURE 6. QUESTION 5 RESPONSES

Think about the broader Riverfront Area - generally the area south of East 9th Street.  
Which of these types of development or activities would you like to see?

44 out of 45 people answered this question



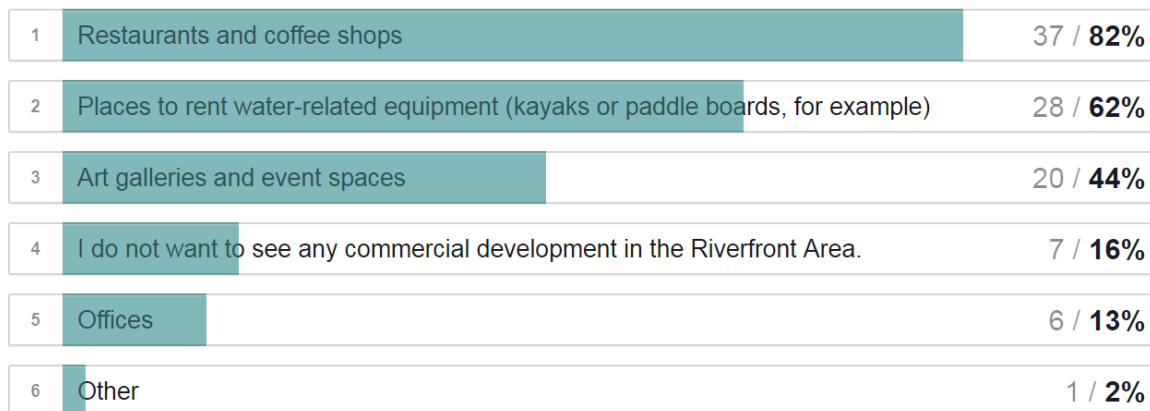
### Question 6

Of the 45 respondents, 82% (37) said they would like to see restaurants and coffee shops; 62% (28) said they would like to see more places to rent water-related equipment; 44% (20) said they would like to see more 'art galleries and event spaces.' 16% (7) of respondents said they do not want to see any commercial development in the Riverfront Area. One respondent wanted to see a small grocery store for local residents.

FIGURE 7. QUESTION 6 RESPONSES

What kinds of commercial development would you like to see in the Riverfront Area?

45 out of 45 people answered this question



## Summary of Public Event #1

### Question 7

Of the 45 respondents, 40% (18) think bicycle connections from the Riverfront Area to the Downtown are very important; 18% (8) think bicycle connections are important; 20% (9) are neutral, and 22% (10) think bicycle connections are not important.

FIGURE 8. QUESTION 7 RESPONSES

How important are improved BICYCLE CONNECTIONS from the Riverfront Area to Downtown?

45 out of 45 people answered this question



### Question 8

Of the 44 respondents, 64% (28) think pedestrian connections from the Riverfront Area to Downtown are very important; 20% (9) felt they are important; 14% (6) were neutral; and 2% (1) think pedestrian connections are not important.

FIGURE 9. QUESTION 8 RESPONSES

How important are improved PEDESTRIAN CONNECTIONS from the Riverfront Area to Downtown?

44 out of 45 people answered this question



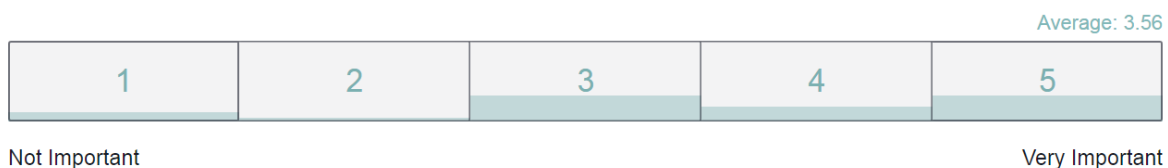
### Question 9

Of the 43 respondents, 52% (22) think automobile connections are important or very important; 33% (14) are neutral on the topic of automobile connections from the Riverfront Area to Downtown; and 17% (7) think automobile connections are not important.

FIGURE 10. QUESTION 9 RESPONSES

How important are improved AUTOMOBILE CONNECTIONS from the Riverfront Area to Downtown?

43 out of 45 people answered this question



## Summary of Public Event #1

Of the three types of connections (pedestrian, bicycle, and automobile) between downtown and the riverfront surveyed, pedestrian connections had the highest average score (4.43). Followed were bicycle and automobile, with average scores of 3.71 and 3.56 respectively.

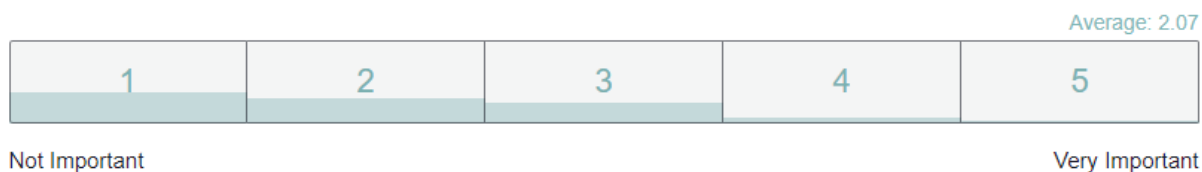
### Question 10

Of the 43 respondents, 67% (29) think industrial development is not important (chose score of 1 or 2); 23% (10) are neutral; and 9% (4) think it is important or very important. The average score was 2.07.

FIGURE 11. QUESTION 10 RESPONSES

A large portion of Newberg's riverfront has historically been used for employment and industry. How important is industrial development for the future of the Riverfront Area?

43 out of 45 people answered this question



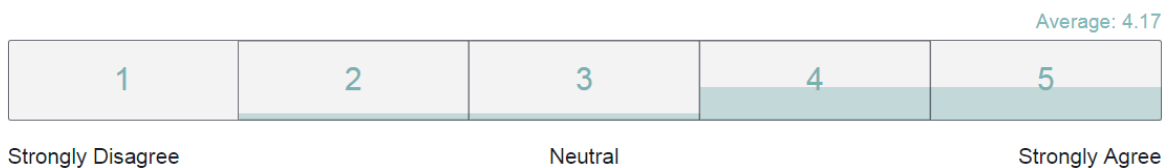
### Development Programs (Share Your Ideas)

Respondents were provided information on the three development alternative options the master planning team is evaluating. They were then asked if they agree that it is a good range of options to evaluate for this master plan. Of the 12 respondents 84% (10) strongly agreed or agreed with the range of options; 8% (1) was neutral; and 8% (1) disagreed.

FIGURE 12. QUESTION 1 RESPONSES

These three development alternatives represent a range of options for the future of the Newberg Riverfront, which will be evaluated in greater detail during the rest of this project. Do you agree that this is a good range of options for the team to evaluate?

12 out of 13 people answered this question



6 of the 13 respondents provided additional comments about why they agree or disagree with the options presented. There were a variety of comments in favor of the options and several suggestions for improvements. A summary of the comments received is listed below.

- Desire to see a greater emphasis on light industrial, less on "destination retail"
- Emphasis on having a mix of uses
- Suggestion to develop an alternative plan in case the proposed sale of the mill site falls through
- Disagreement with using the space for offices or institutions; suggestion to use it only for shops, restaurants, or artist space, or a small boutique hotel (no chain hotels or restaurants)

## Summary of Public Event #1

- Housing should be individual lots sold to individual owners, not mass development

## Demographics

### How did you hear about this survey?

38 out of 40 people answered this question

1	Facebook	17 / 45%
2	Newspaper	16 / 42%
3	Email from the City	3 / 8%
4	Other	2 / 5%
5	Word of Mouth	2 / 5%

### What is your gender?

40 out of 40 people answered this question

1	Female	23 / 58%
2	Male	17 / 43%
3	Other / Prefer Not to Say	0 / 0%

### What is your age?

40 out of 40 people answered this question

1	25-44	19 / 48%
2	45-64	19 / 48%
3	65+	2 / 5%
4	18-24	0 / 0%
5	Under 18	0 / 0%



## Summary of Public Event #1

### What is your ethnicity? (select all that apply)

39 out of 40 people answered this question

1	White or Caucasian	36 / 92%
2	Prefer Not to Say	2 / 5%
3	American Indian or Alaskan Native	1 / 3%
4	Asian or Pacific Islander	1 / 3%
5	Black or African American	0 / 0%
6	Hispanic or Latino	0 / 0%
7	Other	0 / 0%

### What is the highest level of school you have completed or the highest degree you have achieved?

40 out of 40 people answered this question

1	Bachelor degree	17 / 43%
2	Some college but no degree	11 / 28%
3	Graduate degree	10 / 25%
4	Associate degree	2 / 5%
5	High school degree or equivalent (e.g. GED)	0 / 0%
6	Less than a high school degree	0 / 0%

## Summary of Public Event #1

### What is your approximate average household income?

40 out of 40 people answered this question

1	\$75,000 - \$99,000	12 / 30%
2	\$100,000 - \$149,999	9 / 23%
3	\$150,000 - \$199,999	8 / 20%
4	\$50,000 - \$74,999	7 / 18%
5	\$35,000 - \$49,999	2 / 5%
6	\$200,000 or more	1 / 3%
7	Less than \$25,000	1 / 3%
8	\$25,000 - \$34,999	0 / 0%

12/10/2018

**To:** Newberg Riverfront Master Plan Project Management Team  
**From:** Andrew Parish and Kyra Haggart, APG  
**Re:** Summary of Public Event 2

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## INTRODUCTION

This memorandum provides a summary of the December 4, 2018 Newberg Riverfront Master Plan Public Event #2.

## SUMMARY OF EVENT

**Date:** Tuesday, December 4, 2018  
**Time:** 5:30pm – 7:30pm  
**Location:** Public Safety Building  
401 E 3<sup>rd</sup> Street, Newberg OR

### Event Agenda:

5:30 PM	Open house, one-on-one discussion
6:15 PM	Brief presentation
6:45 PM	Open house, one-on-one discussion

### Attendance:

Roughly 43 community members were in attendance.

## INFORMATION PROVIDED

Information was presented on the following topics, with the project team circulating to engage attendees:

- Project schedule and study area
- Common elements of the master plan
  - Public riverfront concepts
  - Parks and open space concepts
  - Trail concepts
  - Underpass park concepts
  - Gateway concepts
  - Complete streets and downtown connections concepts
  - Mixed use node concepts

## Summary of Public Event #2

- Land use alternatives
- Water, wastewater, and storm drainage
- Implementation
  - Code and design concepts
  - Implementation strategy
  - Affordable housing and anti-displacement strategies

A copy of the presentation and the printed boards are available on the project website.

<https://www.newbergoregon.gov/planning/page/riverfront-master-plan-0>

## SERVICES PROVIDED

- Spanish/English language interpretation was available.
- The meeting location was handicapped-accessible and contact information was provided for those needing special accommodations.

## DISCUSSIONS WITH THE COMMUNITY

Project staff had discussions with community members in individual and small group settings at the event. The following is a partial list of topics and interests discussed:

- Land Use/Housing
  - Conserve large acreage industrial land, i.e. old s+p site
  - Questions regarding sale of the Westrock Mill property.
  - Affordable incentives in options
  - Alt C is good, but change A+B to require apartments
  - Housing on the riverfront improves safety (especially at night)
  - Affordable housing / R3 in all options
  - Alternative C – I like the idea of adding affordable housing, however the placement (right next to Industrial site) is problematic because of the concept of environmental racism
  - Gentrification – how will the current residents rent/home affordability be impacted—is there a plan set in place to address this issue?
  - I like Alternate Plan C specifically for the affordable housing concept
  - Also, limit R-2 development to not allow single family homes. Change MDR zone to HDR (R-3)
  - Places for affordable housing
  - There is no significant retail market here, so any retail must be small-scale and community supporting.
  - Housing authority looking for new projects in the Newberg-Dundee area
  - Zoning that would allow boat storage away from the water and out of the flood plain but with good access to Roger’s Landing was requested
- Transportation
  - Specific location of the riverfront esplanade
  - Interest in having a shared use path along the river.
  - Consideration for the full road (with multimodal and vehicular access) not going along the waterfront, but instead a series of stub-streets that would provide some access. Not a full grid.

## Summary of Public Event #2

Desire is to prevent higher traffic volumes on a road that everyone will use. Maybe flip the transportation network so that it is not along the river but instead along the bypass on the north end.

- To maximize waterfront value wants to see culdesacs and dead end streets connecting to water. Doesn't feel that low volume, low speed, narrow streets will work to deter vehicle traffic.
- Potential to provide a pedestrian-only esplanade rather than a roadway
- More dirt trails, even alongside sidewalks
- Parkway away from Riverfront bluffs
- Contiguous sidewalks on River St and Fourteenth
- Traffic impacts for residents off Wyooski and access to 219
- Don't add vehicles along bluff – let Blaine extension handle the traffic
- Importance of regional thinking in terms of trail and waterway connections
- Pedestrian + bike paths – separated under bypass
- Esplanade separated by greenspace from Parkway
- Vehicle traffic off the bluff east of River
- Don't do a bunch of upgrades on River without taking into account the entire neighborhood South of 4<sup>th</sup> and west of S Wyooski...the roads need upgrades and sidewalks are lacking.
- More bike paths off-roadway – shared sidewalk
- Potential for Blaine expansion to include only rail and bicycle/ped traffic
- Concern about widening ROW north of Bypass because it would require property owners to allow a few feet of land be converted to public use
- Significant ped safety improvements including sidewalks and traffic control in the neighborhoods south of 9<sup>th</sup>, east of River, and West of Wyooski. These were requested to be an early priority so the neighborhood is not left behind.
- Underpass Park:
  - Air quality under the bypass – does this affect suitability for a park?
- Future Waterfront Park facilities:
  - Safe walking access to Rogers Landing –existing trail is too steep and dangerous
  - Storage for boats
  - Non-motorized launch for boats
  - Public/private rowing facilities and storage (crew)
  - Importance of non-motorized boating
  - Improve Rogers landing to become park-like not just for boat users
  - Beach development upstream through Baker Rock Property
  - More swimming beach access along the riverfront if currents make it possible
  - Buffer within the Willamette for a no-wake zone to preserve space for nonmotorized uses
- Environment
  - Plant more trees and replace the ones taken down
  - Concerns about erosion due to people cutting through if trails are too close together; ensure proper spacing
- Implementation and Funding
  - Could the city purchase part or all of the Westrock site so the community has total control over its transition to other uses?
  - Open to a bond for this or other projects

Summary of Public Event #2

- Any commercial space in the Riverfront should be either built as part of new mixed-use projects, or when other significant improvements have occurred to the waterfront. There is little current activity to warrant new retail, and increased density or visitation is necessary to support new space. Consider this when developing phasing plan.
- TIF: concern that the money generated from a district would be directed to downtown, rather than the Riverfront.

Open house attendees were asked to place dots on boards rating their support for the concepts presented at the open house. As shown in the following table, attendees had a high level of support for all concepts, and especially strong support for the Underpass Park concept .

Table 1: Results of Dot Exercises

<b>Public Riverfront Concept</b>				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
<b>0</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>8</b>
<b>Parks, Trails and Open Spaces Concept</b>				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>9</b>
<b>Mixed Use Node Concept</b>				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
<b>0</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>7</b>
<b>Underpass Park Concept</b>				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>
<b>Gateway Concept</b>				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>
<b>Complete Streets and Downton Connections Concept</b>				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>9</b>

## Summary of Public Event #2

### PHOTOS



Summary of Public Event #2





## Summary of Public Event #2



12/20/2018

**To:** Newberg Riverfront Master Plan Project Management Team  
**From:** Andrew Parish and Kyra Haggart, APG  
**Re:** Summary of Online Open House #2

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## INTRODUCTION

This memorandum provides a summary of the Newberg Riverfront Master Plan Online Open House #2. The Online Open House was open for two weeks, from Wednesday, December 5, 2018 through Wednesday, December 19, 2018. The Online Open House coincided with the Newberg Riverfront Master Plan Public Event #2, which took place on Tuesday, December 4, 2018 from 5:30pm – 7:30 pm at the Newberg Public Safety Building. The Online Open House provided the opportunity to share project information with community members who were unable to attend the in-person public event and solicit their feedback regarding the Riverfront Master Plan. A link to the Online Open House was posted to the City’s website, Facebook page, and local newspaper, and was sent to the project’s interested parties email list. The Online Open House received a total of 73 responses.

## INFORMATION PROVIDED

Information provided in the Online Open House mirrored the information available at the in-person public event and included following topics:

- Project schedule and study area
- Common elements of the master plan
  - Public riverfront concepts
  - Parks, open spaces, and trails concepts
  - Gateway concepts
  - Complete streets and downtown connections concepts
  - Mixed use node concepts
- Land use alternatives
- Water, wastewater, and storm drainage
- Implementation
  - Code and design concepts
  - Implementation strategy
  - Affordable housing and anti-displacement strategies

## RESULTS

### Summary

Key takeaways of the survey are listed briefly below, followed by a detailed breakdown of all questions.

## Summary of Online Open House #2

- Overall, respondents were very supportive of the key concepts, with parks and trails being particularly important to most community members.
- Many community members expressed the need for improvements to existing streets in the riverfront area, especially S River Street and S College Street.
- Pedestrian connections were identified as very important for the area.
- Parking was identified as a concern for areas with new development or park uses.
- Respondents expressed concerns about the unknown environmental conditions on the mill site.
- Many residents are supportive of adding more high-density and/or affordable housing to the riverfront area.
- Overall, respondents preferred Alternative B to the other land use alternatives.

### Key Concepts for the Riverfront Master Plan

This section of the survey asked community members to rate their support for the five key concepts for the Riverfront Master Plan:

- Public riverfront concepts
- Parks, open spaces, and trails concepts
- Gateway concepts
- Complete streets and downtown connections concepts
- Mixed use node concepts

The figures below summarize the responses received for each key concept. A score of 0 indicates that the respondent strongly does not support the concept, a score of 50 indicates that the respondent moderately supports the concept, and a score of 100 indicates that the respondent strongly supports the concept. Respondents were able to slide the scale bar to the position of their choosing to indicate their level of support, as illustrated in the image below.

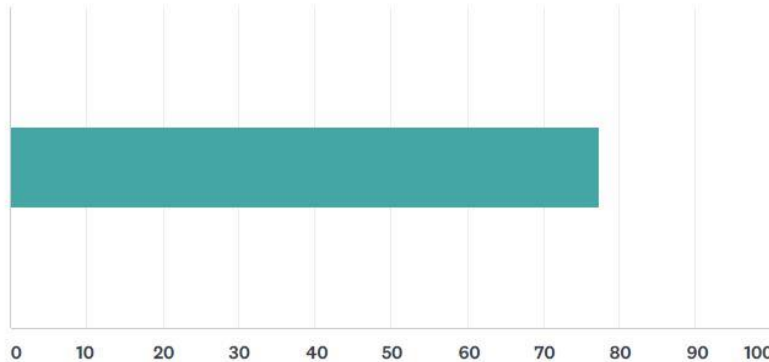


### Public Riverfront Concepts

FIGURE 1. WHAT IS YOUR LEVEL OF SUPPORT FOR THE PUBLIC RIVERFRONT KEY CONCEPT?

#### Q1 1. What is your level of support for the public riverfront key concept?

Answered: 67 Skipped: 6



26 respondents provided additional comments about the public riverfront concept, including:

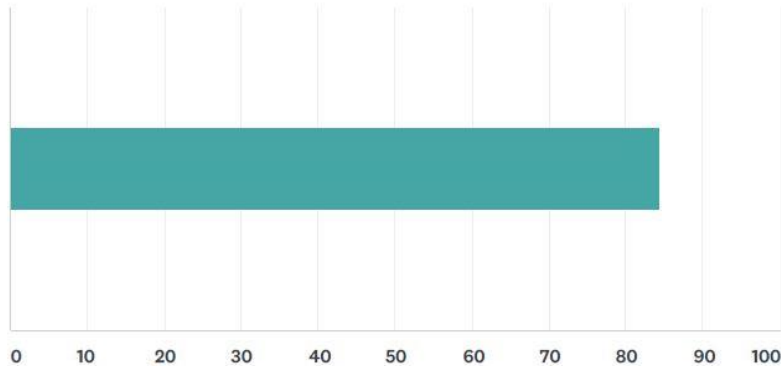
- Public space along the river is invaluable to community members
- Keep areas along the river natural with minimum development
- Support for mixed use properties in the riverfront area
- Keep the riverfront open to pedestrians and bikes, not vehicles
- Support for the pedestrian esplanade along the bluff
- Desire to see protected bike lanes in the riverfront area
- Restore the damaged sidewalks on S College Street and S River Street
- Concerns about safety, adequate lighting, criminal activity, and overnight camping
- Concerns about the cost and time it will take to develop the area
- Concerns that the current owner of the mill property will not cooperate with the City's plans
- Environmental concerns about potential contamination on the mill site
- Preserve old trees in the area, particularly the cottonwood tree grove at the current entrance to Roger's Landing Park
- Improvements and maintenance are needed to streets and infrastructure in existing neighborhoods
- Make sure infrastructure is in place before building
- Infrastructure should be at the cost of the developers not the citizens
- General concerns about growth and new development in the city
- General support for bike lanes and safe spaces to walk and run
- Desire to see bike and other recreational equipment rentals on the riverfront
- Develop several miles of continuous walking trails along the river

### Parks, Open Spaces, and Trails Concepts

FIGURE 2. WHAT IS YOUR LEVEL OF SUPPORT FOR THE PUBLIC RIVERFRONT KEY CONCEPT?

## Q3 What is your level of support for the parks, open spaces, and trails key concept?

Answered: 60 Skipped: 13



20 respondents provided additional comments about the public riverfront concept, including:

- Trail connectivity to other parks is important and should be prioritized before commercial development
- Walking is a more important means of transportation than vehicles and deserves higher consideration
- Any new parks or development should include their own parking because the residential street parking in the area is already being used by residents
- Unsure if there is really a need for soccer or other athletic fields in the underpass park
- Good use of the bypass as a covered area for the amphitheater and recreational fields
- General support for more walking and biking trails in the area
- Desire for more off-leash parks and trails in the riverfront area
- Concerns about light pollution from the underpass park
- Too many amenities will infringe on the character of the area
- Questions about who will manage and maintain the underpass park
- Support for preserving natural spaces with options for recreational activities
- Concerns about the cost of conducting environmental studies in the riverfront area
- Make the whole site one big riverfront park that allows for year-round uses (regional amphitheater for large concerts, fairgrounds, sports fields, etc.)
- Concerns about safety, maintenance, criminal activity, police patrol, and more amenities drawing homeless populations to the area
- Make it accessible for all ages and abilities
- Concerns that water trails would restrict the use of ski boats on the river
- Desire to make the riverfront a family-friendly area
- General support for sports fields and other recreational amenities in the area
- Direct waterfront access should be for bikers, walkers, and runners rather than vehicles
- The best views should be reserved for trails and parks rather than paved roads and vehicles

## Summary of Online Open House #2

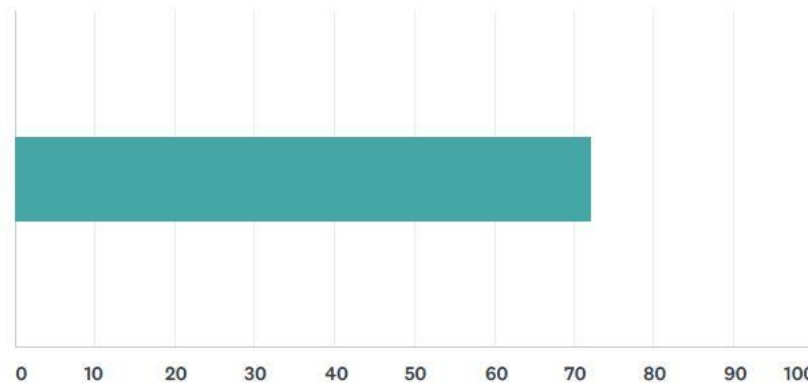
- One long trail along the river all the way to Dundee would be an asset to the regional community

### Gateway Concepts

FIGURE 3. WHAT IS YOUR LEVEL OF SUPPORT FOR THE GATEWAYS KEY CONCEPT?

## Q5 What is your level of support for the gateways key concept?

Answered: 54 Skipped: 19



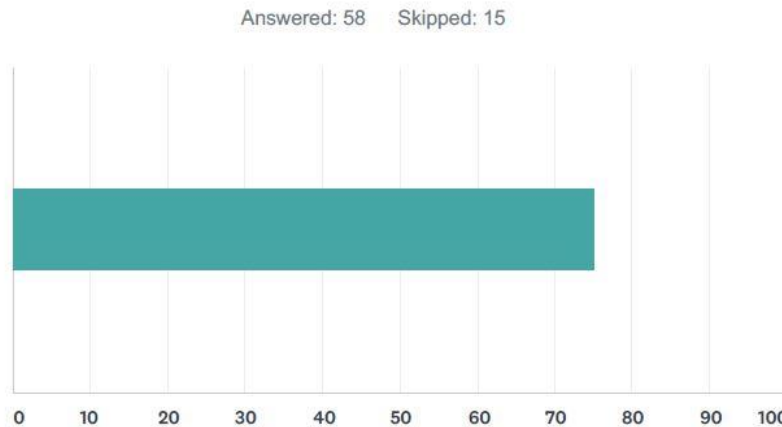
12 respondents provided additional comments about the public riverfront concept, including:

- Gateway features should be designed by local artists
- Need to respect the privacy of existing residents on these local streets
- Gateway features are less important than other aspects of the plan
- Involve Travel Oregon to develop a featured mural as part of their mural trail
- Difficult to add a cultural landmark like the gateway without first addressing the current concerns with existing sidewalks along River Street and the uneven rail crossing
- Long-range planning regarding infrastructure, transportation needs, etc. should be considered when the gateways are built
- Preference for wayfinding signage
- Any development should preserve the natural beauty of the area
- Concerns about gateways creating easier access for illegal activity and drawing homeless populations to the area

### Complete Streets and Downtown Connections Concepts

FIGURE 4. WHAT IS YOUR LEVEL OF SUPPORT FOR THE COMPLETE STREETS AND DOWNTOWN CONNECTIONS KEY CONCEPT?

## Q7 What is your level of support for the complete streets and downtown connections key concept?



23 respondents provided additional comments about the public riverfront concept, including:

- Plan on planting more trees to replace the trees that will be taken down to increase right-of-way
- Concerns that existing buildings would be negatively impacted
- Unsure about the need for six feet of sidewalk when you also have a six-foot bike lane
- Concerns that this plan is made at the homeowners' expenses without consideration or compensation to them
- Residents of the neighborhood should be informed (in detail) of the proposed changes via mail or door-to-door outreach and have the chance to give their input; making a public announcement in a newspaper or on a website is not effective or proactive enough and most residents of the area are not aware of these riverfront plans
- Concerns about the effects of noise pollution and property loss to residents on S River Street and S College Street
- Improvements to the current poor conditions on S River Street and S College Street are very important
- A new connection to S Wynooski Street and/or Dog Ridge Road should take priority after improvements to River Street
- Concerns that six feet of sidewalk will be unnecessary
- No need for buffered bike lanes in the riverfront area given street speeds
- Put the bike lane on the same side of the landscape strip as the sidewalk, separating the bikes from the cars
- The bike lane should be protected by pylons or other protection measures to ensure that it is used
- Addition of more shade trees along the street would be nice
- Adjacent property owners should not need to pay for street improvements
- Making streets ADA accessible and walkable for all is very important
- Concerns that improvements and development would cause current property taxes increase
- Desire to see a cleanup of 9<sup>th</sup> Street

## Summary of Online Open House #2

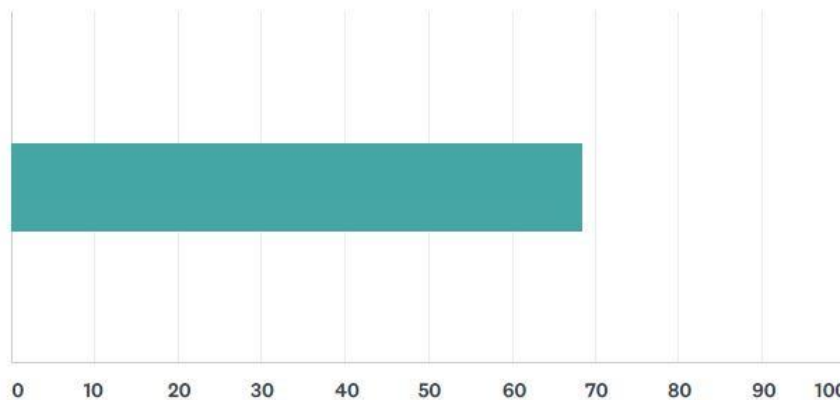
- Adding street lighting in the area is important
- Sidewalks are very important, especially for families with children
- Existing residents in this area do not want to see increased traffic flow in front of their homes
- Concerns that adding bike lanes means more bike on all roads, including rural roads and main highways, which will lead to more accidents involving bikes

### Mixed Use Node Concepts

FIGURE 5. WHAT IS YOUR LEVEL OF SUPPORT FOR THE MIXED USE NODE KEY CONCEPT?

## Q9 What is your level of support for the mixed use node key concept?

Answered: 60 Skipped: 13



21 respondents provided additional comments about the public riverfront concept, including:

- Don't make development so fancy that locals don't feel at home
- Concerns about mixed use development drawing homeless populations
- Concerns about how increased traffic will change the residential neighborhood character
- Support for development of restaurants and a nice hotel, but stores should stay in downtown
- Concern that this will take away from downtown and the businesses that are being established there
- Add housing above the commercial first floor
- General support for a mixed-use node as an asset to the community
- Support for recreational equipment rentals on the riverfront
- Concerns about environmental contamination on the mill site
- The riverfront area should be used for light industrial uses, high density housing, and open spaces
- Concerns about increased tourists and traffic
- Support for destination restaurants rather than industrial buildings
- Support for lodging such as a boutique hotel
- The area right on the water should be preserved as a natural area with good walking options, but support for mixed uses further back
- Do not support Newberg as a tourist destination
- Concerns that the plan will open the option for Trimet or other public transit to operate in Newberg
- Concerns that development will increase property taxes



## Land Use Alternatives

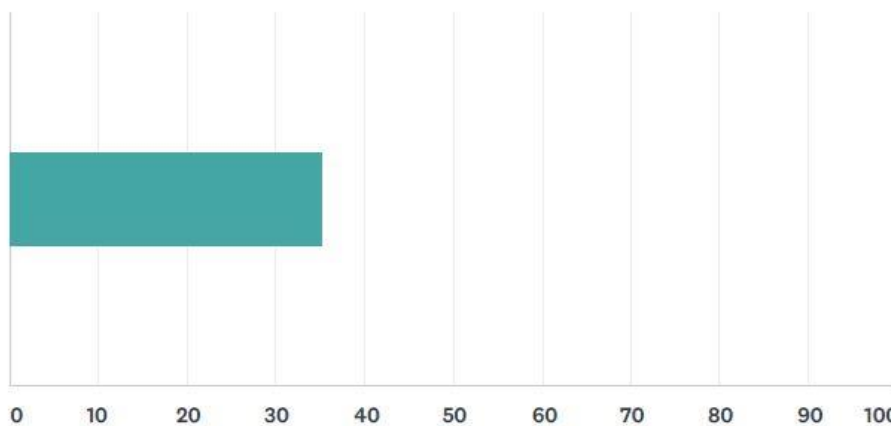
This section of the survey asked community members to rate their support for and provide feedback about the three land use alternatives. The figures below summarize the responses received for each alternative. As with the previous section, a score of 0 indicates that the respondent strongly does not support the concept, a score of 50 indicates that the respondent moderately supports the concept, and a score of 100 indicates that the respondent strongly supports the concept.

### Alternative A

FIGURE 6. WHAT IS YOUR LEVEL OF SUPPORT FOR ALTERNATIVE A?

## Q11 What is your level of support for Alternative A?

Answered: 55 Skipped: 18



13 respondents provided additional comments about the public riverfront concept, including:

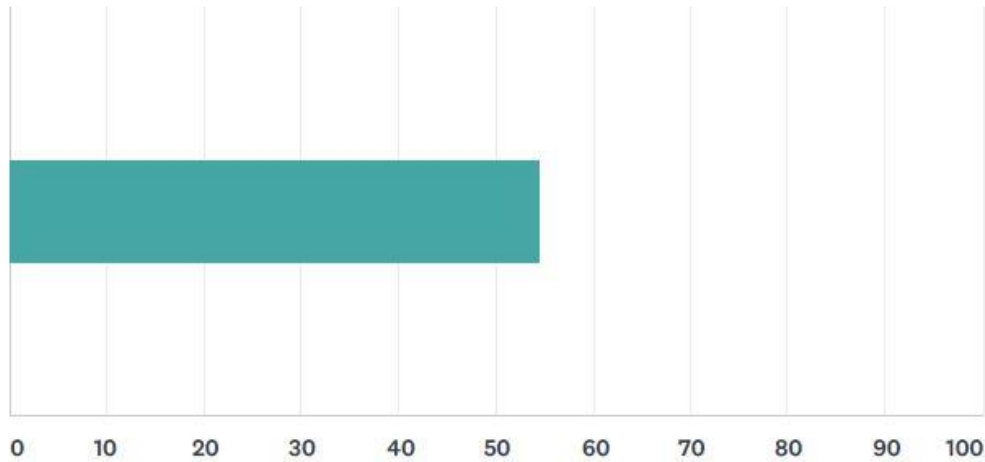
- Support for the pedestrian esplanade
- Support for the connection to Dog Ridge Road
- Concerns that industrial uses are no longer economically viable
- Need more commercial and employment land and less industrial
- Residential uses should be moved north of the bypass
- Need more high-density residential, less medium-density
- Alternative A is the best option if WestRock continues ownership of the mill site and refuses to consider redevelopment
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Support for the amphitheater
- Concerns about adding more housing in the area
- The paper factory is an eyesore and should be removed
- Do not support the riverfront area becoming commercialized, especially with mixed use nodes

### Alternative B

FIGURE 7. WHAT IS YOUR LEVEL OF SUPPORT FOR ALTERNATIVE B?

## Q13 What is your level of support for Alternative B?

Answered: 54 Skipped: 19



13 respondents provided additional comments about the public riverfront concept, including:

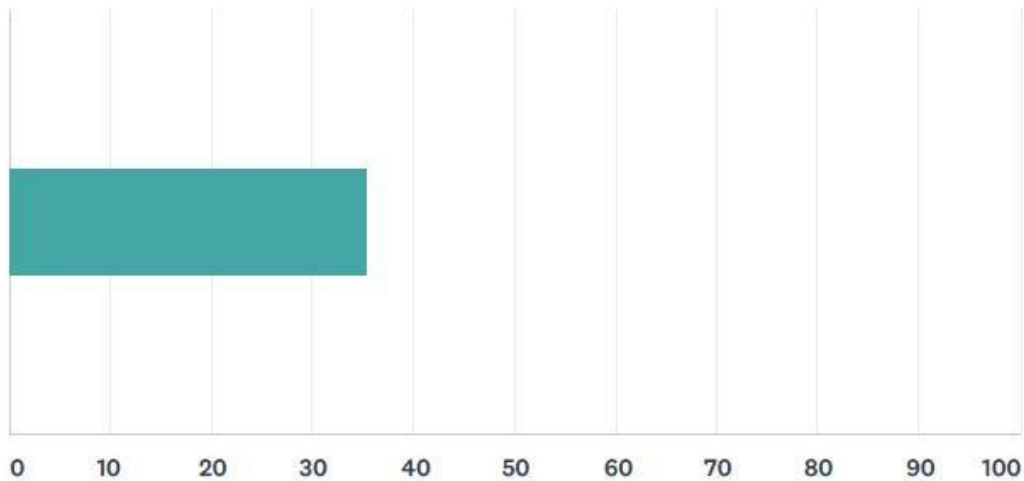
- The ability to live, work, and play in Newberg is very important
- Bringing a more diverse set of employers to the industrial area would be beneficial
- Support for the connection to Dog Ridge Road
- Preference for more natural areas and parks than businesses, residential uses, or industry
- Move residential uses north of the bypass
- Important to maintain and improve current recreational and boating uses on the river, including the boat ramp, short-term moorage, and Memorial Weekend Boat Races
- Add medium-term (overnight) moorage to the river
- Need more high-density residential, less medium-density and low-density
- Alternative B has the best public use of the area with the greatest numbers of the public served
- Support for using some of the WestRock property in other ways
- The recycled paper facility on the WestRock site is very much needed for the region
- Support for a small amount of local commercial such as cafes or coffee shops
- Emphasis should be on industrial or light industrial uses like biotechnology
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- This new commercial area will enhance Newberg and bring people in to enjoy all of Newberg, including the downtown
- Do not support mixed use nodes

Alternative C

FIGURE 8. WHAT IS YOUR LEVEL OF SUPPORT FOR ALTERNATIVE C?

# Q15 What is your level of support for Alternative C?

Answered: 55 Skipped: 18



15 respondents provided additional comments about the public riverfront concept, including:

- Support for affordable housing, but not on the mill site due to the possible contamination of the soil in that area
- Affordable housing should be moved to another part of the area
- Affordable housing is too close to the river and will never be 'affordable' with riverfront views
- More park space and less development
- Too much residential in areas that should be reserved for parks or commercial uses
- Need to buffer the affordable housing from adjacent industrial use
- Need more high-density residential, less medium-density and low-density
- Riverfront housing could be part of a high tax base income for the city
- Scenarios A and B show better locations for housing
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Removed the existing industrial buildings as they are dilapidated
- Desire to have a huge park on the industrial site instead, maybe an arboretum or nature preserve
- Concerns that development will raise taxes for residents

## Infrastructure

This section of the survey asked community members to provide feedback about water, wastewater, and storm drainage infrastructure. Seven respondents provided comments, including:

## Summary of Online Open House #2

- Would prefer that all stormwater runoff be managed on each site because stormwater will be reabsorbed as near as possible to the locations of the buildings utilizing designs such as permeable paving, dry wells, and swales
- Pushing residential uses north of the bypass negates the need for expensive upgrades to the south
- Provide affordable housing developers with SDC waivers
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Costs should be paid for by developers not residents
- It is important to prepare for floods and earthquakes
- Water costs are already extremely high already and concerns about this plan increasing them more

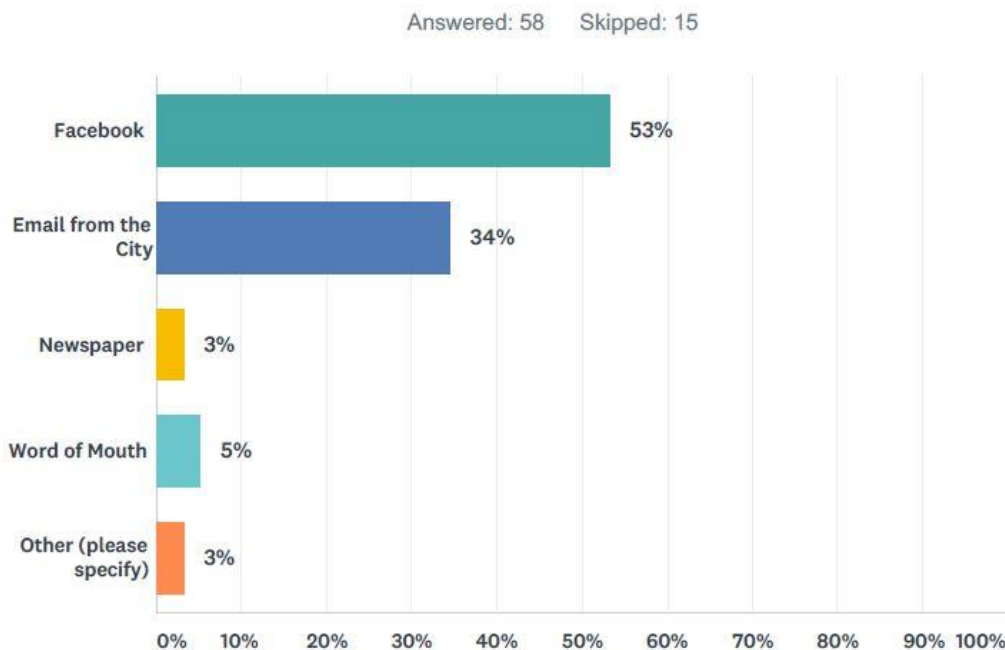
## Implementation

This section of the survey asked community members to provide feedback about preliminary implementation ideas, including the overall implementation strategy, code and design concepts, and affordable housing and anti-displacement strategies. Seven respondents provided comments, including:

- Funding strategies should support housing, not businesses
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Costs should be paid for by developers not residents
- Concerns that this plan will increase cost of living for current residents

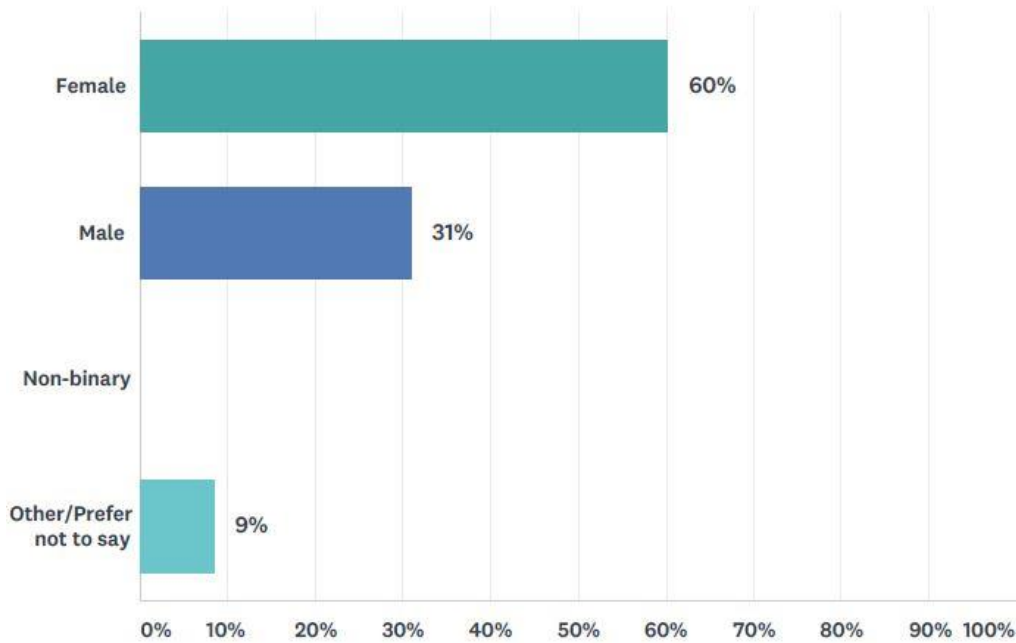
## Demographics

### Q19 How did you hear about this survey?



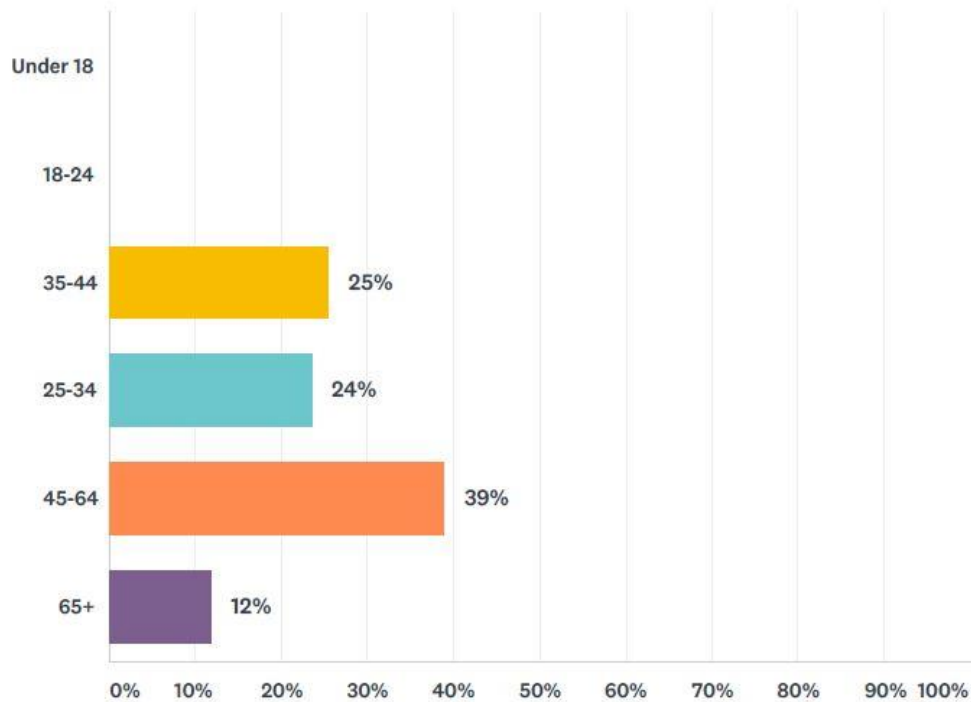
### Q20 What is your gender?

Answered: 58 Skipped: 15



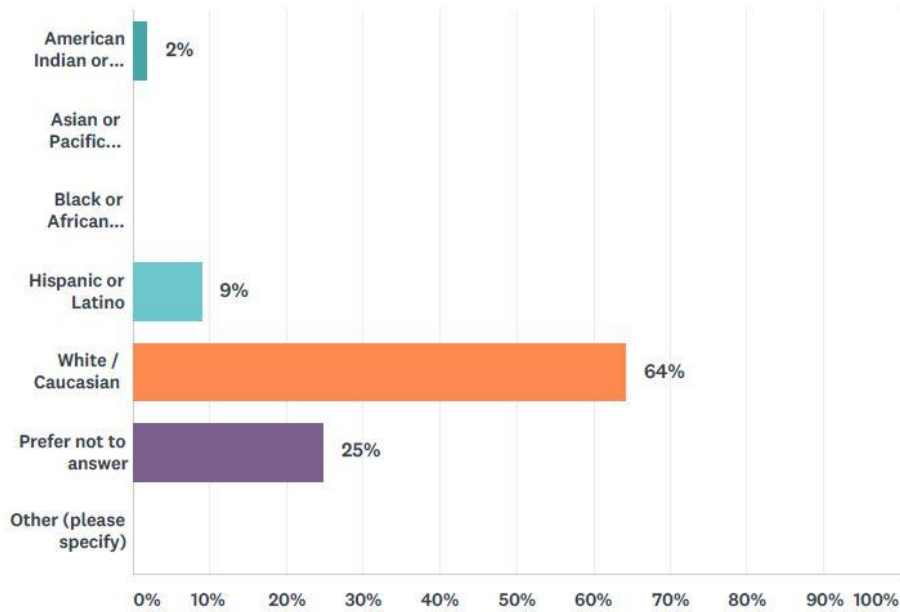
### Q21 What is your age?

Answered: 59 Skipped: 14



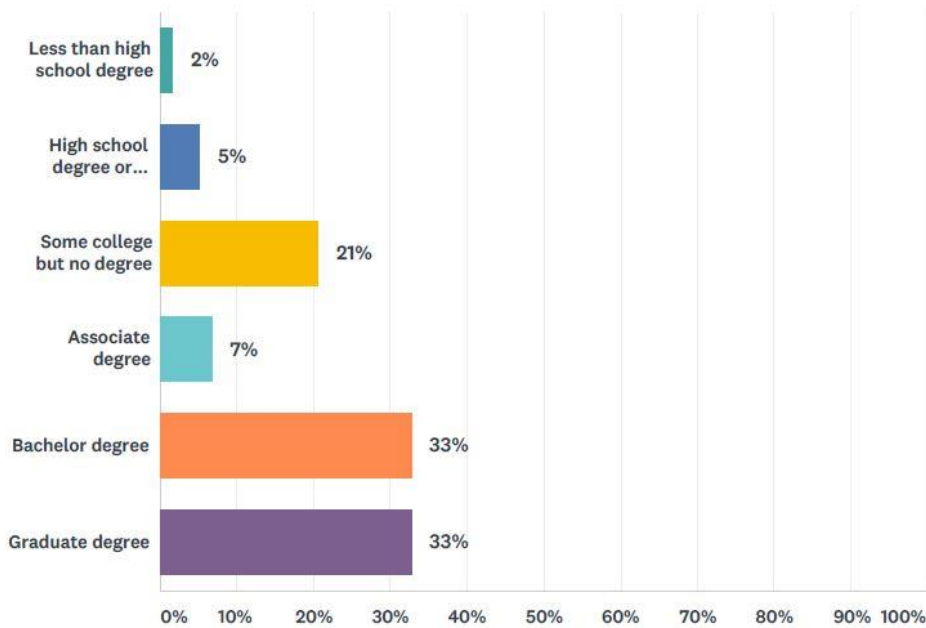
### Q22 What is your ethnicity? (Please select all that apply.)

Answered: 56 Skipped: 17



### Q23 What is the highest level of school you have completed or the highest degree you have received?

Answered: 58 Skipped: 15



## Q24 What is your approximate average household income?

Answered: 54 Skipped: 19

