

**NEWBERG DOWNTOWN REVITALIZATION
COMMITTEE AGENDA
October 20, 2010
7 p.m. Regular Meeting
Newberg Public Safety Building
401 E. Third Street, Newberg, OR**

- I. OPEN MEETING**
- II. REGULAR MEETING: ROLL CALL**
- III. MEETING MINUTES APPROVAL** – August 18, 2010
- IV. COMMUNICATIONS FROM THE FLOOR** (5 minute maximum per person)
 - For items not listed on the agenda
- V. PROJECT UPDATES**
 - Breezeway Improvement
 - Street signage
 - Newberg Downtown Coalition
 - Project for Public Spaces
 - Planning process for former Butler property
- VI. OTHER BUSINESS**
- VII. NEXT REGULAR MEETING** – November 17, 2010
- VIII. ADJOURN**

Attachments: Meeting Minutes for August 18, 2010
Summary of Breezeway Improvement meeting
Email from Russ Thomas, RE: Street Signage

ACCOMMODATION OF PHYSICAL IMPAIRMENTS:

In order to accommodate persons with physical impairments, please notify the City Recorder's office of any special physical 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 service please call (503) 554-7793.

FOR QUESTIONS PLEASE STOP BY, OR CALL 537-1240. PLANNING & BUILDING DEPT. –

P.O. BOX 970 - 414 E. FIRST STREET – NEWBERG, OR

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**(NDRC) NEWBERG DOWNTOWN REVITALIZATION COMMITTEE
MEETING MINUTES**

August 18, 2010

7 p.m. Regular Meeting

**Newberg Public Safety Building
401 E. Third Street, Newberg, OR**

To be approved at the October 20, 2010, NDRC Meeting

I. OPEN MEETING:

Vice Chair Steven Clay called the meeting to order at 7:00 PM

II. ROLL CALL:

Members Present:

Steven Clay, Vice Chair	Matt Johnson	John Bridges
Gail Watson	Corey Zielsdorf (arrived 7:07 p.m.)	

Members Absent: Rob Felton, Chair (excused) Allen Herriges (excused)

Others Present: Hank Grum

Staff Present:

David Beam, Economic Development Planner
Dawn Karen Bevill, Recording Secretary

III. MEETING MINUTES:

<p>Motion #1: Bridges/Watson moved to approve the minutes of the July 21, 2010 Newberg Downtown Revitalization Committee meeting as amended. (4 Yes/ 0 No / 3 Absent [Felton, Herriges, Zielsdorf]).</p>

IV. COMMUNICATIONS FROM THE FLOOR:

Hank Grum asked the Committee about plans that had been made previously for the Butler property, since his understanding is it is a brown field with contamination issues. John Bridges explained the City received a grant to clean up the property. The conditions of the grant was that the property could only be used for low to moderate income uses for five years after the cleanup project was closed out, which was approximately 3 ½ years ago. The City decided it was not prudent to pursue development of the

property with these limited uses, but rather to wait for the five year restrictions expired. A block party was held on-site right after the property cleanup, with many development ideas being heard. Mr. Bridges stated some old NDRC meeting minutes would describe some of those ideas.

V. PROJECT UPDATES:

BREEZEWAY IMPROVEMENT

David Beam stated he is in process of scheduling a meeting with Brian Francis and others interested in this project. The meeting should take place in early September. Vice Chair Clay stated that he noticed recently that part of the adjacent building is crumbling on the First Street side. David Beam stated he would discuss with Brian Francis that issue as well as many other suggestions for the improvements. Matt Johnson stated he would be willing to have his employees close the breezeway doors at the end of the workday at Critter Cabana, if Mr. Francis felt secure enough to leave it open after the Newberg Music Center closes.

John Bridges asked who will be invited to the September meeting. David Beam replied Mike Ragsdale, Rob Felton, Loni Parrish, Larry Anderson, Brian Francis, Kris Horn, and the music store owner. John Bridges suggested having City Attorney Terry Mahr attend as well to assist in answering any questions regarding liability.

STREET SIGNAGE

David Beam looked into downtown street signage and referred to the meeting handout regarding the examples in downtown McMinnville. Mr. Beam spoke with Public Works employees in McMinnville about the signs. The street signs in McMinnville have a reinforced top and bottom to give a structural integrity that Newberg signs do not have. This may or may not be important. David will need to discuss this with Public Works in Newberg to see what they are capable of doing with signs. Vice Chair Clay asked if David Beam could find out if ODOT requires a specific color. David Beam will inquire as to the color range that can be used. Mr. Beam also mentioned that the pictures show nice public parking signs on the street signage poles. The McMinnville PU personnel said that they only cost about \$50 a piece to make by some company in the Midwest.

NEWBERG DOWNTOWN COALITION

David Beam stated the Downtown Coalition's Design Committee was referred to him regarding the history of the Civic Corridor. He forwarded some information about the project to them. Vice Chair Clay stated, he has seen signs in some windows downtown showing they are members of the Newberg Downtown Coalition. Gail Watson, who is on the Promotions Committee, stated she is unaware of any such signs, but that the Committee has been discussing that very topic.

PLANNING PROCESS FOR FORMER BUTLER PROPERTY

David Beam stated at the last meeting, a draft of the process was presented to the Committee. The Committee re-approved their original redevelopment recommendation from a few years ago, but made a few changes to the conditions of that recommendation. Mr. Beam incorporated those conditions into the recommendation and forwarded the revised recommendation to Rob Felton. Mr. Felton

was to then take the recommendation to the Newberg Downtown Coalition for their input. Rob Felton has been out of town for a few weeks, so he is not sure if he has presented that recommendation to the NDC yet. It was requested that Mr. Beam forward that revised recommendation language to the members of the NDRC.

VI. OTHER BUSINESS:

David Beam received flyer regarding an upcoming annual conference of the Oregon Main Street Program in October. He spoke with Mike Ragsdale about this, who stated that any NDRC members that are interested in attending should contact him regarding free registration. Gail Watson will try to attend.

Vice Chair referred to the meeting handout regarding a memo from Camille Rekow about the Jantzen Beach carousel. David went to the referred website link that stated the plans for the carousel by the Jantzen Beach redeveloper are still undetermined. After discussion, the NDRC decided not to pursue this option.

Corey Zielsdorf asked about the newly purchased Texaco gas station. John Bridges handled the transaction for the seller but is unsure what information the buyer wants released. Mr. Beam mentioned that that the site is likely contaminated from previous uses and that the new owner has been informed of this fact.

VII. Adjourn:

The meeting adjourned at 7:50 PM.

Passed by the NDRC Committee of the City of Newberg on this **20th** day of **October 2010**.

AYES:

NO:

ABSTAIN:

ABSENT:

NDRC Recording Secretary Signature

Committee Chair

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***Newberg Downtown Breezeway
Improvement Brainstorm
September 9, 2010, 1 p.m.
Newberg City Hall***

Attendees

Brian Francis
Tim Klus (contractor for Mr. Francis)
GD Armstrong
Rob Felton
Larry Anderson
David Beam
David Sale (Newberg Graphic)

Problems

Urination
Skateboarders
Vandalism
Graffiti
Low lighting
 Bulbs burn out quickly
 Lights in cases don't function
ADA ramp? (what's trigger?)
Smoking concern by public users
Doors in disrepair
Stucco falling off at ends
Limited hours open

Improvement Ideas

Increase open hours
Explore different easement instruments to grant to the City
Have Critter Cabana employees open/close doors (liability?)
Use Solartubes for natural lighting
Murals in inside
Glass doors on both ends (must be able to lock/secure doors open)
 Auto door open/close
Permanent displays in cases (Rob Felton will find displays with no \$\$\$\$ value).
 Brian could provide photos or drive-in/Cameo
Paint inside walls – volunteers could do labor (NDC, Serve Day, etc.)
 Paint border details
Special paint job around entry ways
Improve lighting (if higher electricity cost, who pays?)
Special lighting for display cases

Purchase breezeway area for public alley (would require building one outside wall of Music Store)

Fix stucco

Take out floor runner; install minimal traction devices for ramp

Security cameras. Hook into Music Stores existing system?

Smoke detectors

Immediate Next Steps

Dave – talk to Terry Mahr about easement options; get ideas to Brian

Rob – Coordinate new displays in cases

Brian – Change doors, paint inside, fix stucco

David Beam

From: Russ Thomas
Sent: Monday, September 27, 2010 1:48 PM
To: David Beam
Cc: Barton Brierley
Subject: RE: Proposed Downtown Street Signage Enhancement
Attachments: IMG00367-20100908-1252.jpg; IMG00366-20100908-1252.jpg

David,

After looking at other communities sign toppers, material etc.. and getting a count of the signs and locations in the C-3 zones, we were able to put together an estimate of just the materials needed to put up some kind of a historical sign topper. This included the signs, brackets, holders, rivets, etc just for the toppers and does not include any labor or equipment.

Estimate to place one sign topper at each intersection in the C-3 and 2 at each intersection on a state highway would be about \$4,000.00

This would be a HIP reflective sign in 2 colors(background and ink screen) similar to what the city of Pendleton has(attached)prices may be higher if more colors or a more ornate sign is done. Our sign supplier can help with providing a sign design layout from supplied rough drawings.

The additional cost to update and change all of our street signs in the downtown core area(c-3) to the thicker sign material to allow us to be able to rivet or mount all of the necessary sign changes would be about an additional \$1,000.00.

Given this, total cost of materials to be able to do this would be about \$5,000.00 plus labor/equipment.

Let me know if there is anything else I can help you with on this.

Russ Thomas

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City of Newberg**
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e-mail: russ.thomas@newbergoregon.gov



**Know what's below.
Call before you dig.**

From: Russ Thomas
Sent: Wednesday, September 01, 2010 2:40 PM
To: David Beam
Subject: RE: Proposed Downtown Street Signage Enhancement

The costs to replace one intersection street signs complete would be about \$100 on average. That would be the 2 sign blades, bracket hardware, and posts as necessary. We no longer use round posts or round post hardware, and they are replaced as we have to replace signs. Most of the round posts downtown are old thin wall posts, that are not high enough as required by federal standards and would have to be replaced anyway. They are allowed to remain as long as we do not change/replace any of the existing signs on them.

Cost of the topper bracket would be anywhere from \$5 to \$25, depending on the post, installation location, parts needed etc. We could also purchase a special bracket to mount the topper on the existing wooden ODOT Street Sign posts for about \$10 each.

We can order and install the sign with our staff. It would have to be a phased thing. If done by a contractor, our staff would have to be present to insure that they were doing it to standards, plus they would add 15-20% to the cost of the signs.

Once we know the precise area being considered, we can come up with a close count of items needed, including posts, signs, brackets and toppers, and be able to get a more accurate project cost.

Currently due to the budget reduction made in the street fund, we do not have adequate funding for existing needed sign maintenance for this coming year, so funding for a source other than the street fund will have to pay for it.

Russ Thomas

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**Know what's below.
Call before you dig.**

From: David Beam
Sent: Wednesday, September 01, 2010 1:38 PM
To: Russ Thomas
Cc: Barton Brierley
Subject: RE: Proposed Downtown Street Signage Enhancement

Russ: Thank you for the very thorough answer to the NDRC's questions.

As for city-owned signs off of the highway (understanding that the ones on the highway may be another ballgame), let me see if I've got this right: We would need to replace the current flat signs with extruded signs. Each intersection post would need two new signs (about \$100 each), plus the cost of the topper (about \$25 each), plus the cost of new brackets (two or 3, depending upon whether or not we attach the topper with a bracket or pop rivets), plus the labor needed to replace the signs. Does this sound about right?

Two additional questions:

1. Any estimate on the cost of the brackets to hold the new blade signs?
2. If we went forward with this project, would PW have the labor resources to replace the signs (we'd obviously find some other resources to pay for sign materials)?

Again, thank for your help with this.

David A. Beam, AICP
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 Economic Development Planner
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 Email: david.beam@ci.newberg.or.us
 Web: www.ci.newberg.or.us

From: Russ Thomas
Sent: Wednesday, September 01, 2010 12:03 PM
To: David Beam
Cc: Barton Brierley
Subject: RE: Proposed Downtown Street Signage Enhancement

Dave,

In response to several of the questions that the Downtown Committee has:

As you have noticed, our street name signs are made from a flat aluminum blade. The ones used by McMinnville are an extruded blade, which has the ridges for strength and stability. Our signs and brackets are designed only for the street name signs, and not for the additional stress or wind loading that the addition of a riveted sign topper would add. If we are to drill and rivet on the new sign toppers to all the signs, most would break off in high winds, or when grabbed by a pedestrian(or vandal).

We could possibly add the additional bracket for a topper and mount on top of the existing street name sign, but we would still have the same instability, and sign and bracket failure due to the thin aluminum sign blade. The flat blade brackets are only designed for them, and are a current problem with an additional loading placed on them. Using another bracket or riveting them on to the existing sign blades would just cause us to have to replace the signs and brackets as they break and unnecessarily increase the costs due to the replacement of the them and stolen or lost signs as well.

If a topper is added in any form, we really need to change out the street name signs and brackets for them, to the extruded blade, which add rigidity and is thicker. This will prevent sign theft, which is an issue with toppers, breakage from wind loading, and provide a solid mounting surface. One problem in changing to the extruded blade is that we may not be able to retain the current white street sign border. We were directed by council to retain the old border

look when we switched from the old steel street signs to the new signs to meet the required retro reflective facing. This is one of the reasons that we went with the flat blade was were not able to keep the border at that time with an extruded blade.

Upgrade to the extruded blade would require the complete replacement of the street name signs and mounting hardware. The cost per intersection would be about \$100 in materials for replace each sign. This would not include the cost of materials for the sign topper. This only applies to the City owned street name signs. I do not know what ODOT may require or allow on their street name signs on 1st street and Hancock Street. We do however have the option to replace their signs with our own at our expense. Also we are required by the MUTCD to have a Street Name Sign on each side of Hancock and 1st street as this is a State Highway, which then double the number of signs.

We do not make any signs. The cost for the City of Newberg to have a sign shop and the necessary materials and space required is prohibitive. We have all of our signs made by sign vendors. Our vendors can make the signs for us at about what it would cost us if we had a sign shop. They also have the capability to help with design work , creating the toppers from drawings provided by us.

The Street Name Signs are required to be Green with White letter/border by the MUTCD, however the Sign Topper can be any color. It however must meet the same retro reflective standard as the street name sign requirements by January 9, 2012, so any topper made should be to that standard.

Rough estimates based on a sign similar to the McMinnville sign from our vendor would be about \$25.00 each depending on the colors and size. Once a design is developed, they could give us more precise costs. Also having them done in quantity would reduce the costs. They said that if we provide them the drawing for the sign, that there would be no additional charges converting it to a sign setup if we order from them.

Below are other example of toppers from Phoenix AZ., Portland, Beaverton, Greensboro SC, and Bloomington, IN. All of these have been made by our sign vendor. The one from Bloomington is new and meets the new 2012 retro reflective standard using special sheeting material, the others do not.

We would want to insure that any signs made for this are done through us to insure that they meet all of the requirements, as we will also be liable for them one they are installed.

Let me know if you need any other information



From: David Beam
Sent: Friday, August 27, 2010 11:11 AM
To: Russ Thomas
Cc: Barton Brierley
Subject: Proposed Downtown Street Signage Enhancement

Russ,

The NDRC has been looking into the possibility of adding something to our downtown street signs (C-3 zone) with wording like "Historic Downtown District". Attached is a picture of what has been done in Mac. The Committee liked this approach, because it is attractive and should be relatively inexpensive. As you can see from the picture, all Mac has done is cut out a decorative piece of sheet metal, put some graphics on it, and then pop riveted it on the top street sign. It should be noted that Mac's street signs have thicker metal ribs at the top and bottom of the signs, which should add structural integrity, as opposed to Newberg's, which are a sheet metal of consistent width. I'm not sure how important this would be in implementing Mac's concept here in Newberg.

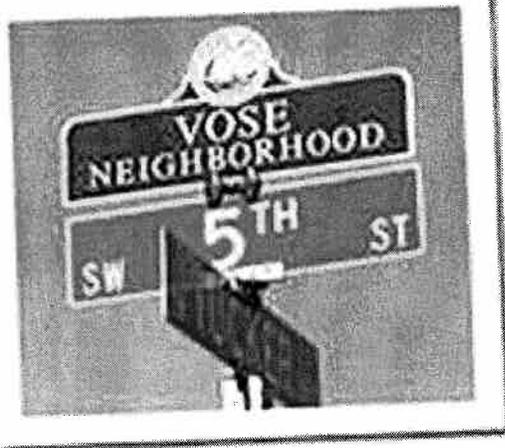
The Committee asked me to see what sign making capabilities your shop has. Can you folks create the decorative sign piece to add to our existing signage? Also, they would likely want to have this added sign piece be a different color than the green with white graphics of the existing signage. Can this be done too?

At this point, no cost estimates or resources to pay for this activity have been identified, but will obviously need to be done if they decide to pursue this further. I assume that we'll likely need to talk with ODOT as well to ID any issues they might have.

Thanks for your help on this.

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HISTORIC CHURCH