

**NEWBERG DOWNTOWN IMPROVEMENT PLAN ADVISORY COMMITTEE MINUTES  
MAY 4, 2016, 4:00 PM  
PUBLIC SAFETY BUILDING (401 E. THIRD STREET)**

Co-chairs Ben Jaquith and Jennifer Sitter called the meeting to order at 4:00 p.m.

**ROLL CALL**

**Members Present:** Rick Fieldhouse, Tim Potter, Ben Jaquith, Jennifer Sitter, Rob Felton, Sheryl Kelsh, Lesley Woodruff, Rob Dailey, Angela Lazarean, Stuart Brown (arrived at end of meeting), Loni Parrish

**Members Not in Attendance:** Luis Saavedra, Isamar Ramirez, Allyn Edwards

**Staff, Consultant Team and Project Management Team:** Doug Rux, Steve Olson, David Siegel, Matt Craigie, Chris Zahas, Kristen Kibler, Bill Ciz, Mike Ragsdale, Naomi Zwerdling

**WELCOME**

Co-Chairs Ben Jaquith and Jennifer Sitter opened the meeting and made introductions; the committee had a new member, Lesley Woodruff, who is replacing Tony Rourke as the Council representative on the committee. Facilitator Kristen Kibler reviewed the purpose of the meeting and agenda.

**PUBLIC COMMENT OPPORTUNITY**

Members of the public in the audience had no comments.

**PROJECT UPDATE**

Consultant project manager Dave Siegel provided an overview of what had been done to date by the team, specifically the reports that had been distributed in advance of the meeting – the future potential development report, core catalyst (Butler property) site feasibility study, notes from a development “reality check” meeting, and a summary of the community workshop on the “big ideas”. A project schedule was distributed at the meeting and committee members asked to hold dates for PAC meeting, anticipated for August 16 and a newly added community workshop, anticipated for September 13. The project team will be reviewing what’s been done and confirm that the “big ideas” are heading in the right direction at a joint workshop of City Council/Planning Commission on June 27.

- TODAY – PAC Meeting #3: The purpose of this PAC meeting is to present and discuss what has been learned about future economic conditions and the potential for development within the project area, and the Butler property in particular.

**MARKET STUDY FUTURE POTENTIAL DEVELOPMENT PRESENTATION AND PAC DISCUSSION**

Matt Craigie from Leland Consulting presented. He reviewed population forecasts, job growth, downtown development capacity, and housing projections. The main takeaway was that Newberg was on the right track to see new private investment and redevelopment downtown. He indicated that it may take about 10 to 15 years to see a doubling of the current population in the downtown project area. There is and will be a demand for more housing. Employment expansion within the boundary is likely to come more from jobs in education, tourism, and services; there is more opportunity for other types of job growth across the city. Second Street is likely to see housing and mixed use earlier than Hancock. See market study report for more detail.

**BUTLER PROPERTY PRE-DEVELOPMENT FEASIBILITY STUDY PRESENTATION AND PAC DISCUSSION**

Matt Craigie presented the highlights of the feasibility study for the Butler Property. The main points of the study are that the property is relatively small and the market is not ready to make development on the site profitable at this time. With the current market, it does not work for a hotel, office mixed use, or residential. The size of the property, and need for some parking, does not allow it to “pencil out” and be profitable. However,

the site is still a prime location and will benefit the city if the site is activated with people as a destination. The group asked several questions about the analysis of the site – the pro forma used for development, the number of hotel rooms, cost of hotel rooms, whether the city sold the site for minimal to a developer, etc. Matt Craigie and Chris Zahas shared additional numbers, but the main takeaway is that the site is too small to fully develop at this time. Using the site as an activity generator would be a good interim use until the market allowed a higher use. In the interim, this might include co-working, microbusinesses, food to draw activity, or a GFU partnership might work for student housing. There was some interest in taking a look at the property with the post office property considered as well, to increase the site size/potential. This was not considered in the feasibility study, but has been mentioned over the years. See Butler Pre-Development Feasibility Study for more detail.

### **“REALITY CHECK” DEVELOPER PANEL MEETING OVERVIEW AND PAC DISCUSSION**

The consultant team convened a small group of professionals in realty/development to discuss the potential for downtown Newberg, redevelopment opportunities, and the “big ideas.” The group was generally supportive of Newberg’s potential. Many large developers are very busy now, but there is a sense that there will be interest in Newberg. There are many things that could be done now by local property owners or local developers. Although the Butler property does not pencil out for a hotel, there is demand for a hotel downtown, possibly on the west or east end of downtown. The west end of the downtown area has more available property and the visuals of the building would not define Newberg, as much as a hotel at the east end gateway location would. It was recommended that the City should help in relationship building and making connections; City staff and civic leaders can help connect property owners, realtors, developers, and new businesses. The city was also encouraged to focus on programming and activity generation, with the idea that less can be more. Overall, the feedback from the “reality check” meeting was positive, and that the plan is on the right track with regard to market feasibility.

### **SUMMARY INPUT FROM WORKSHOP #2**

Prior to the meeting, the PAC received a summary of the March community workshop. Overall, there was broad community support at the workshop for the vision, desired outcomes, and “big ideas.” Dave Siegel reviewed some of the key themes and comments heard at the meeting. There is strong interest in how to make improvements that will be recommended through the Plan happen, keep momentum moving forward, and in identifying funding.

### **PAC-LED TASK FORCES/WORK GROUPS – IDENTIFYING IMPLEMENTATION ACTIONS /NEXT STEPS**

Based on the desire to start working toward identifying implementable actions, the group agreed to participate on a task force or ad hoc work group to further explore actions that could occur with less policy direction or identified funding. Several PAC members agreed to be the convener of a task force (meeting, series of meetings, however they wanted to collect and organize thoughts) on some focused topics. The following are the assignments.

Plan Implementation Task Forces (short burst discussion groups to be held)

- Branding/ Streetscape and wayfinding
  - Sheryl Kelsh, Jennifer Sitter, Rob Felton (web) and Rick Fieldhouse will convene to discuss and fold in the tourism consultant work currently being done.
- Public Art with a consideration of the north/south connections
  - Rob Daily, Mike Ragsdale, and Loni Parrish will convene.
- Attracting Businesses and Activities (festivals, wine tasting, etc.)
  - Mike Ragsdale, Ben Jaquith, and Stuart Brown will convene (include community member Tom)
  - Sheryl has the data (ideas generated via web) from Robin of Social Goods
  - Kristen Kibler can provide some additional survey data from Nov/Dec 2015
- Bike Friendly

- City will check in with Jessica Pelz, Newberg City Planner – There is a separate discussion happening to identify ways in which Newberg (and downtown in particular) can be regarded as a bike-friendly community and take advantage of the economic development and livability benefits. This may be able to be documented in the Downtown Improvement Plan.
- Building improvements – painting
  - Mike Ragsdale and Loni Parrish can help coordinate an upcoming “GFU Serve Day” for a downtown painting project. They can also discuss other ideas regarding facade improvements.
  - Mike Ragsdale and Loni Parrish can help coordinate a GFU Service Day for a downtown painting project, and discuss other ideas regarding facade improvements.

Product: All the “task forces” are asked to provide the project team with a 2-page document (bulleted lists are ok) of projects/actions/guidelines/timelines/steps/responsibilities/ideas that could be folded into the details for the Downtown Improvement Plan.

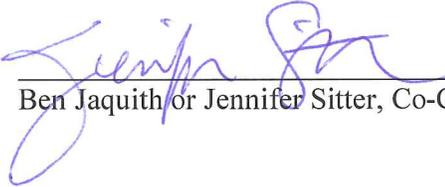
Deadline: The 2-page document should be available to the project team by June 17 so that it can be reviewed and also shared at the joint City Council/Planning Commission work session.

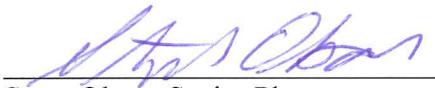
**DATE OF NEXT PAC MEETING**

The next PAC meeting is currently planned for August 16 and a draft plan will be available for discussion.

Adjourn The meeting was adjourned at 6:00 p.m.

**Approved by the NDIP Advisory Committee this 16<sup>th</sup> day of August, 2016.**

  
 \_\_\_\_\_  
 Ben Jaquith or Jennifer Sitter, Co-Chairs

  
 \_\_\_\_\_  
 Steve Olson, Senior Planner