Plan Advisory Committee Meeting #2
November 4, 2015 4:00 – 6:00 p.m.
Newberg Public Safety Building, 401 E. Third Street

AGENDA

4:00 p.m. Welcome and Introductions (Chairs Ben Jaquith and Jennifer Sitter)

Purpose of Meeting (Facilitator Kristen Kibler)
Meeting 1 Summary Review/Approval

4:05 p.m. Public Comment Opportunity*

4:10 p.m. Project Update (Dave Siegel)
- Work complete and in process
- Schedule, upcoming public event

4:20 p.m. Introduction of Draft "Desired Outcomes" (Dave Siegel)
- Purpose of the "Desired Outcomes" statements, where they came from, how they can be used.
- At end of meeting, PAC to discuss and take action.

4:30 p.m. Existing Conditions Assessment Overview (Project Team)
Q&A

5:00 p.m. Market Conditions Assessment Overview (Project Team)
Q&A

5:30 p.m. Desired Outcomes (a.k.a. Evaluation Criteria) (Kristen Kibler and Dave Siegel)
- Committee Discussion on draft "Desired Outcomes" statements that provide guidance for evaluating the design and improvement concepts that will be developed in this process.
- Do the draft "Desired Outcomes" capture what has been heard to date?
- Is anything missing?
- Is it ready to share at public meeting?

PAC action on the "Desired Outcomes"

5:50 p.m. Date and Focus of Public Meeting and Next PAC Meeting

6:00 p.m. Adjourn

**Note: This is a time within the agenda when members of the public may ask questions or provide comments to the Committee.*

August 31, 2015

From: **Dave Siegel, Leland Consulting Group; Matthew Craigie, Leland Consulting Group; Kristen Kibler, JLA**
To: **Doug Rux, City of Newberg; Steve Olson, City of Newberg**

Newberg Downtown Improvement Plan Advisory Committee (NDIPAC)
Meeting #1, August 27, 2015
Newberg Public Safety Building
401 E. Third Street

Members Attending: Rick Fieldhouse, Tim Potter, Isamar Ramirez, Ben Jaquith, Jennifer Sitter, Rob Felton, Sheryl Kelsh, Luis Saavedra, Tony Rourke, Rob Dailey, Angela Lazarean, Stuart Brown
Members Not in Attendance: Allyn Edwards
Staff, Consultant Team and Project Management Team: Doug Rux, Steve Olson, David Siegel, Matt Craigie, Chris Zahas, Kristen Kibler, Michael Corrente, Bill Ciz, Mike Ragsdale, Naomi Zwerdling

SUMMARY NOTES

The first meeting of the Newberg Downtown Improvement Plan Advisory Committee (PAC) was held on August 27, 2015 at the Newberg Public Safety Building. The meeting started at 4:00 p.m. Summary notes from PAC Meeting #1 are provided below, associated with each of the items on the agenda.

Welcome
Doug Rux, Newberg Community Development Director welcomed the PAC to its first meeting. He thanked the PAC for accepting the Mayor's invitation and apprized the PAC of its role as advisors to the project team and to City staff in the development of the Downtown Improvement Plan. Doug indicated the PAC would be meeting four times, and hoped that the members would serve as ambassadors for the Downtown Improvement Plan, communicating with their constituents and other members of the community, participating in public events associated with the Plan, and representing the Plan before workshops and meetings with the Planning Commission and City Council. Doug mentioned that the PAC was an ad hoc committee appointed by the Mayor and approved by City Council and, as such, the PAC would need to select a Chair.

Introductions
Kristen Kibler invited the PAC and others present at the meeting to introduce themselves, indicate their affiliation or organizational representation, and provide a very brief statement of what they believed would make the Downtown Improvement Plan process or plan a success. Notes were taken on a flip chart, and these notes are reflected in the attachment to this meeting summary. The PAC was invited to discuss the selection of a Chair and Vice-Chair. Following discussion, Ben Jaquith and Jennifer Sitter were selected to serve as Co-Chairs; both agreed to serve in this capacity.

Committee Operations

Kristen Kibler worked with the PAC in conveying and discussing certain protocols such as how PAC decisions regarding recommendations are made, and general operational guidelines with regard to preparations for each meeting, and for communications within each meeting so that all may participate fully and be heard. The PAC was accepting of the guidelines. Kristen noted that as PAC meetings were public, it was common practice to allow a set period for any members of the public to address the PAC about the project. The PAC agreed to set aside a brief period of time at the front end of each meeting to accept questions and comments regarding the project from the public. Kristen noted that there were no members of the public not affiliated with the project in the audience, but asked Mike Ragsdale, a member of the Project Management Team if he had any comments to make at this time – Mr. Ragsdale declined, noting that he would be fully participating in the project as both the Executive Director of the Newberg Downtown Coalition and as a member of the PMT. It was agreed that decisions regarding recommendations would be made by general consensus or "sense of the Committee", and not by any formal voting. It was further identified that Steve Olson would act as staff liaison to the committee and that any questions PAC members may have regarding the project outside of PAC meetings should be sent to him.

Project Overview

Project manager David Siegel welcomed the Committee and provided an overview of the scope and schedule for completion of the project. David indicated that the PAC had four official meetings called for in the scope of work and he briefly discussed the intended focus of each of the four meetings. In summary, the focus of each of the meetings is as follows:

- Meeting #1: Project initiation; overview of scope, schedule and PAC responsibilities; preliminary identification of issues, opportunities and success factors
- Meeting #2: Getting feedback on the existing conditions and market conditions memos; brainstorming criteria for evaluating the vision and study area concepts that will be developed.
- Meeting #3: Review and comment on the vision and the land use, transportation and design concepts developed through the community visioning phase and Open House #2; help project team get ready for the preferred alternative to be presented at the Planning Commission and City Council workshop.
- Meeting #4: Reviewing and commenting upon the draft Downtown Improvement Plan.

Dave discussed the initial schedule and timeline for those tasks to be completed by the project team and reviewed by the PAC prior to the holidays. He indicated that the project team anticipated getting the initial draft of the first two technical memoranda ready to have them sent to the PAC for review one week prior to their second meeting, anticipated to be in Late October or early November. This schedule would permit the team to get comments on the memoranda from the PAC prior to the first public open house, anticipated to be held the week of December 7, 2015.

Issues and Opportunities Brainstorming

The PAC was asked to take a few moments to write down ideas on small sticky tabs regarding possible issues, opportunities, challenges and desires associated with the future of Downtown Newberg and the Downtown Improvement Plan Process. These ideas would then be discussed with each other and the with the project team. Each of the members was then presented the opportunity to provide their most critical idea, in turn, followed by a more free-flowing offering and discussion of additional ideas, issues and opportunities. The sticky notes were then attached to flipchart note pads, and other ideas generated during discussion were also noted. A summary of these ideas, issues, opportunities, challenges and desires is provided as an attachment to this meeting summary.

Critical Success Factors

At the end of the meeting, the PAC was asked to indicate their individual, perceived importance of the success factors or criteria identified at the beginning of the meeting and recorded on flipcharts by "voting" on them with dot stickers. The purpose of this exercise was to get an initial indication of the relative level of importance of the various thematic criteria. The summary notes (see attached) for this meeting reflect the order of the various themes based on the highest allocation of dots.

Date of Next PAC Meeting

Kristen Kibler and David Siegel engaged the PAC in a discussion of the best date for the next PAC meeting. It was agreed that PAC Meeting #2 would be held on Wednesday, November 4th, 2015, from 4:00 to 6:00 p.m. The location of the meeting will be confirmed by City staff in the very near future.

Adjournment

The meeting was adjourned at 5:50 p.m.

Attachment: Detailed NDIPAC Notes

The PAC members introduced themselves and shared what they believed would make the Downtown Improvement Plan process or plan a success. The following were the themes regarding success [not in order or verbatim]. At the end of the meeting, the group was asked to allocate importance of these success factors by "voting" with dot stickers. The success factor themes are in order below based on the highest allocation of dots.

- 10 – Downtown for recreation/play
- 9 - Pedestrian friendly for locals and tourists, increased pedestrian traffic downtown
- 6 - Vibrant, inviting, fun
- 6- Financing solutions
- 5 - Downtown that is distinguishable from the highway
- 4- Consider housing needs/housing affordability
- 4 - Business mix/diversity
- 4 - Safe
- 3- Accessible
- 3 - Downtown as a destination
- 3 - Connecting/connections north-south, east-west
- 3 - Revitalization/economic success
- 2- Parking
- 1 - Community support
- 1 - Expand downtown, downtown serve as hub not highway
- 1- "Quiet" the traffic [reduce noise from traffic]
- Consensus
- Voices heard and acknowledged
- Responds to community values
- Keep local traffic moving
- Preserve character, but don't freeze time, complement existing
- Plan realized/immediate actions taken

The PAC took time to write down and then share ideas, possible issues, opportunities, challenges and desires with the project team. The following were provided by the PAC on sticky notes or were recorded on flipcharts during discussion. They have been grouped for ease of reading (after the meeting by project team) by general topic or location. Flipchart notes from discussion are in red, PAC's written sticky notes are in black.

Opportunity locations

- The City owns the Butler property and a plan was proposed and adopted by City Council
- Public private partnership opportunities with Butler property and/or 2nd Street parking lot
- Opportunity to re-purpose Masonic Lodge and incorporate in Cultural District and Downtown Plan
- Development in the old Chehalem Mill area – Create mixed area, retain old mill building
- Improve intersection by Rays Fruit Shop [traffic safety improvement]

- Car lots are an undeveloped resource
- Connecting Cultural Center and downtown visually so that visitors to the Cultural Center know about downtown with art
- "Civic Corridor" has great green space potential, a big park to connect to downtown
- Strong connection between First street
    - Cultural Center
    - Wayfinding system
    - Butler property redevelopment
- Need to link Cultural District into downtown plan
- Cultural center is part of the larger Cultural District. Purpose built for large public events. Needs a safe and clear connection to downtown core.
- Strengthen connection to George Fox University
    - Redevelop east end of couplet
    - Visual link
- Trolley line on N-S tracks – Cultural center to river
- Francis Square needs food
- Francis Square – access to outdoor seating for restaurant/bakery
- Realign Nap's Thriftway to face 1st Street or windows/produce to face 1st Street

Housing/Mixed-use buildings/heights

- Mixed used plans where we marry residential and commercial space into buildings up to 3 stories high.
    - Parking structures included
- Newberg has had 3-story structures downtown (wood frame) but they haven't survived due to fire. 3+ story structures would "fit" if they matched the character of historic buildings
- Mix of uses - Residential, retail, restaurants. "Every new idea needs an old building."
- Need for residential/George Fox students create demand for residential
- Senior adults are seeking affordable housing, seniors also downsizing
- Housing for seniors requires elevators, building height considerations (need elevators)

Business type and mix

- Are there opportunities to incent "professional services" that occupy prime retail locations to relocate?
- Lack of diverse foods/restaurants
- Would love to see a small inn/hotel go in downtown
- Lodging
- Don't lose grocery

Historic renovations of existing structures

- Property across the street from Pulp & Circumstance could use historic renovations
- NDC helped secure funding for façade improvement downtown
- [Would like to see] Restoration of at least 5 historic building facades
- Opportunities for façade improvements throughout downtown
- Exterior/visual construction standards example – metal pole building in clear view of the public in historic district

Historical considerations

- N. Main Street was Newberg's original "Downtown" in 1880's
- Hoover Museum only president from Oregon

Noise/Potential physical barriers to use of space

- Issue - Traffic noise
    - High decibel preventing conversation on sidewalks
- The police/fire station is in prime downtown location. I would propose that this could be an issue.
- Issue – Railroad N/S through town

Pedestrian/Bicycle/ADA

- Please keep accessibility for the disabled in mind (ADA compliance) [strollers, wheelcairs, and others]
- Condition of sidewalks (and bike lanes)
    - Deteriorating conditions increasing danger and liability and decreasing enjoyable ease of use
- Opportunity: "Sharrow" Expansion
    - Designated shared roadways for bikes & pedestrians & cars with mapped trail/distance system (expand routes/areas)
- Consider bicycles routes away from vehicle routes
- Walkability from Cultural center to 1st and 2nd Street – currently dangerous
- Lights to show that pedestrians are walking
- Bike tourism is happening, but locals are not sure where to direct cyclists to/concerned about safety
- Bike friendly

Community Partnerships

- Opportunity: Community Partnership
    - Cooperation from local businesses and service clubs to assist with projects (both $ and volunteers)
- Newberg Downtown Coalition sponsors 2 clean-up days a year. Fall event is George Fox service day with 100+ students

Community events

- Programming events and activities
- Major Downtown events include Halloween Trick or Treat Street, Farmers Market, Tunes on Tuesday, Christmas tree lighting
- Build out more permanent concert venue to complement events in Cultural District

Streetscape aesthetics, art, signage

- Adding more lights at night
- Campaign for "holiday" lights underway potentially all-season lights
- Need public art – Zero public art exists in the downtown. Lacking visual cues to visitors and residents to linger
- Arts and Culture – I don't live in Newberg but as a tourist/visitor I would want to know about their history. What makes them unique
    - Through arts we learn about civilization that otherwise we would miss

- New streetscape on First Street from Harrison to River Street – sidewalks, street lights, hanging baskets, street furniture
- Developing attractive and effective "way-finding"
- Major need for wayfinding
- Create a space where people can eat outside on the streets.

Road Improvements/Road Design

- Curb bulb-outs at every street intersection
- Tear out road surface on First street and repave – include road diet (lane reduction)
- More roads being paved [road condition]
- Address dangerous intersections

Other

- 2,500+ students + staff live/work at George Fox. Potential customers
- Need to distinguish downtown from rest of 99W
- Parking is always a concern
- Public restrooms
- Expand the study area to reshape the downtown C3 area
- Lack of fun places for us to hang…
- I would like to consider street closure options where we create a literal walking district.
- Need activities downtown for youth to hangout, like arcades
- Food cart location
- Incent using vacant space concurrently with new buildings going up in height
- Look at transit/train
- Downtown as a destination…wine industry potential is great/wine tourism

PAC Meeting #2

November 4, 2015

Potential Desired Outcomes (Draft)
A statement of desired outcomes will guide and inform our planning effort for Newberg's Downtown, and serve as criteria for evaluating the vision and plan concepts that will be developed with the community through this process. The PAC will be asked to discuss the list of potential desired outcomes provided below, and to provide ideas for additional or different outcomes before a similar opportunity is provided to the community at the public event to be held on December 9, 2015 and to those who wish to comment through the project website. The vision and concepts guiding the Downtown Improvement Plan should reflect and be consistent with the following draft set of potential desired outcomes (Note: these are not in rank or priority order):

1. Downtown will be a ***vibrant, inviting, and fun destination*** for those coming from near and far

2. Downtown streets will be ***pedestrian-friendly and safe*** for all modes of transportation

3. Downtown will be the ***center for public life*** - a place to shop, work, visit, gather and play

4. Downtown will have a ***diverse mix of businesses*** and ***places to live***

5. Downtown will be ***easy to navigate*** through attractive, effective signage and ***physical connections*** between activity centers and districts

6. Downtown will have a variety of ***easy-to-find parking*** options

7. New development and redevelopment will ***complement older and historic buildings***

8. Downtown will be "people-oriented" with attractive, comfortable, and functional ***amenities or public uses on the sidewalk*** or in other right of way

9. Downtown will ***incorporate public art*** that reflects the local character

10. Downtown will build upon the ***strong community spirit*** of Newberg

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The following sources were used as input into this draft list of desired outcomes:

- Downtown Development Plan (1986)
- Chehalem Valley Strategic Plan (2004)
- Declared Future for Downtown Newberg in 2020 (2001)
- Downtown Transformation (2014)
- NDIP PAC meeting #1
- NDIP stakeholder interviews

PAC DRAFT - Memo #1:
Newberg Downtown Improvement Plan
Existing Conditions Analysis

Prepared for

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Newberg, OR 97132

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1. INTRODUCTION

Background and Purpose

This Existing Conditions Analysis memo summarizes the contextual background informing the preparation of Newberg's Downtown Improvement Plan (NDIP, or Plan). This report is based upon the review of data provided by the City of Newberg, research conducted by members of the project team, and observations from a walking tour of the study area taken with City staff and the Project Management Team on August 27, 2015. The purpose of this report is threefold:

- To summarize and briefly analyze the existing conditions and issues within the study area associated with land use, transportation, parking, infrastructure, urban form, and the built environment.
- To summarize the planning and regulatory context of this project and to highlight those policy, planning, and regulatory requirements that may have an impact upon the NDIP.
- To briefly highlight the potential opportunities and constraints posed by the existing conditions within the study area.

A companion report will address the overall economic and market conditions present within the study area. Taken together, these two assessments of current conditions will inform the work of the community to identify opportunities and establish a future vision and concepts for improving downtown Newberg.

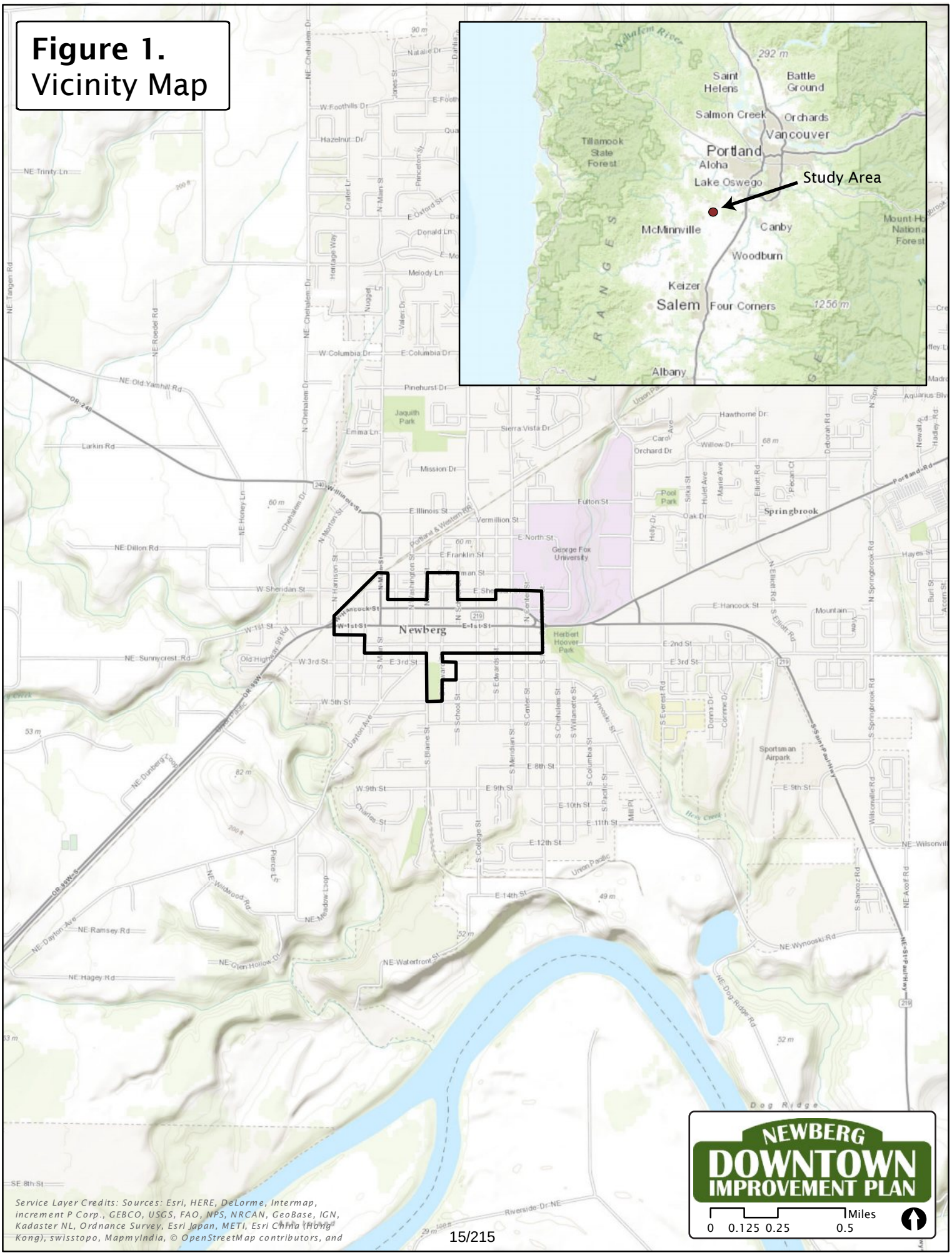
Report Organization

This report summarizes the contextual policy framework and existing conditions found within the study area for the topic areas of transportation, public facilities, public parking, land use, and urban design. Individual memoranda providing additional detail addressing the specific topics are attached as appendices to this report.

Study Area

The NDIP is focused upon a study area consisting of approximately 65 acres (see Figure 1) and is generally bordered by Harrison Street on the west, Sheridan Street on the north, River Street on the east and 2nd Street to the south. The study area is bisected by three important state highways—99W (running east to west), 219 (running north to south), and 240 (running north to south). Figure 1 illustrates the project boundary for the NDIP.

Figure 1.
Vicinity Map



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2. TRANSPORTATION SYSTEM

2.1 Policy Framework

The following section summarizes relevant transportation policies for downtown Newberg as reported in the ongoing Newberg Transportation System Plan (TSP) Update.[1] More information is available in Appendix A.

Newberg TSP Update Transportation Goals

The following five transportation goals were used during the TSP update process:

- Goal 1: Maintain or improve access to existing properties and employment areas; improve freight traffic and/or minimize downtown trips for through traffic; have minimal impact on adjacent properties.
- Goal 2: Emphasize visual and aesthetic qualities in their design; minimize any potential energy, social, environmental, and economic impacts; improve rail, water, and air transportation systems where possible.
- Goal 3: Enhance access for emergency response; include improvements meant to reduce crash frequency and severity and/or to enhance pedestrian/bicyclist safety.
- Goal 4: Include complete street[2] principles with both vehicle and pedestrian/bicycle improvements; improve the connectivity of the street and/or sidewalk system; improve access to public transit.
- Goal 5: Provide the most cost effective improvement option and identify stable funding sources for improvements; repair, maintain, and/or improve existing facilities and protect needed right-of-way for future projects; or constructed as a mitigation requirement by private development.

Highway Classification and Designation

Oregon Highway Plan (OHP) Policy 1A categorizes state highways for planning and management decisions. Updates to the TSP will support the existing highway classifications and will enhance the ability of the highways in Newberg to serve transportation needs consistent with their defined functions. The following classifications apply to state facilities in Newberg:

- OR 99W (Pacific Highway West, No. 91/1W) is classified as a Statewide Highway, part of the National Highway System (NHS), a Truck Route, and a Freight Route. Statewide Highways primarily serve interurban and interregional travel and strive to provide safe and efficient, high-

[1] Newberg TSP Volume 2: Technical Memorandum 2 – Background Document Review for Newberg TSP Update

[2] The following description of complete streets is provided by the National Complete Streets Coalition: "Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations…." For more information: http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq , October 2015.

speed operation with minimal access and interruption. Operation may be affected by special land use designations described below.

- OR 240 is classified as a District Highway. District Highways function as county and city arterials or collectors and provide connections between small urbanized areas. The goal of these facilities is to provide moderate to high-speed operation in rural settings and moderate to low-speed operation in urbanized areas.
- OR 219 is classified as a District Highway, except for the portion where it joins with OR 99 (MP 20.19 to 20.73) where it becomes a Statewide Highway and truck route.
- OR 18 Newberg-Dundee Bypass (under construction) is expected to be classified as a Bypass and Expressway. Expressways are characterized by limited access. The primary purpose of Expressways is to serve interurban travel and provide for high-speed and high-volume traffic with minimal access and interruption.

Special Designations

OHP Policy 1B permits special highway segment designations where specific types of land use patterns foster compact development and in areas where the need for appropriate local access outweighs the considerations of highway mobility. Currently, there are no Special Transportation Area (STA) designations on OR 99W in Newberg. Such designations may be considered during the TSP update or subsequent planning processes to acknowledge that the highway (and couplet) serves as some of Newberg's primary streets (including retail store-fronts in the downtown area) and that mobility and through traffic needs must be balanced with local access needs.

State Highway Freight System

OHP Policy 1C addresses the need to balance the movement of goods and services with other uses. It states that the timeliness of freight movements should be considered when developing and implementing plans and projects on freight routes. Within Newberg, OR 99W is classified as a Federal Truck Route and an Oregon Freight Route. This classification could change with the completion of the Newberg-Dundee Bypass.

Roadway Mobility Targets

There are two primary methods used to rate traffic mobility: a numeric volume to capacity (v/c) ratio and a level of service (LOS). The v/c ratio is a decimal representation (between 0.00 and 1.00) of the proportion of capacity that is being used (i.e., the saturation) at a turn movement, approach leg, or an intersection. It is determined by dividing the peak hour traffic volume by the hourly capacity of a given intersection or movement.

A lower ratio indicates smooth operations and minimal delays. As the ratio approaches 1.00, congestion increases and performance is reduced. If the ratio is greater than 1.00, the turn movement, approach leg, or intersection is oversaturated and usually experiences excessive queues and long delays.

The LOS is a "report card" rating (A through F) based on the average delay experienced by vehicles at the intersection. LOS A, B, and C indicate conditions where traffic moves without significant delays over periods of peak hour travel demand. LOS D and E are progressively worse operating conditions. LOS F represents conditions where average vehicle delay has become excessive and demand has exceeded capacity. This condition is typically evident in long queues and delays.

OHP Policy 1F sets mobility targets for ensuring a reliable and acceptable level of mobility on the highway system.[3] The OHP assesses mobility in terms of the v/c ratio. The mobility targets are applicable to long-range planning for state highways in Newberg during peak hour operation,[4] pursuant to Policy 1F, Table 6.

It is anticipated that the findings of the transportation analysis for the TSP update may support a change of mobility targets for OR 99W within the city; the TSP update process is an opportunity to develop and apply alternative mobility targets. The Oregon Transportation Commission (OTC) must approve proposed alternative mobility targets on state highways.

The City of Newberg TSP[5] states that LOS D is typically regarded as the minimum operational threshold for signalized intersections, while LOS E is the minimum operational threshold for unsignalized intersections.

The motor vehicle conditions in Newberg vary based on the time of year. Operations at the four downtown study intersections analyzed in the TSP Update, listed in Table 1, were evaluated during the p.m. peak hour of the peak seasonal period (30th highest annual hour) and the average weekday. All locations currently meet mobility targets.

Table 1. Intersection Operations (2012 p.m. peak)

		Peak Seasonal		Average Weekday	
Intersection	**Mobility Target**	**V/C Ratio**	**LOS**	**V/C Ratio**	**LOS**
Hancock Street (99W)/Main Street	0.85	0.70	B	0.64	B
Hancock Street (99W)/College Street	0.85	0.76	B	0.70	B
1st Street (99W)/Main Street	0.85	0.57	B	0.52	B
1st Street (99W)/College Street	0.85	0.58	B	0.53	B

[3] In particular, the mobility targets in Table 6 of OHP Policy 1F are applicable to state facilities in Newberg and are considered standards for purposes of determining compliance with Transportation Planning Rule (OAR 660-012).

[4] OHP Policy 1F uses the 30th highest annual hour as the peak hour. Alternatives to the 30th highest annual hour may be established as part of adopting an alternative mobility target.

[5] Newberg TSP (2005), Section 3

Access Management on State Highways

The Oregon Access Management Rule[6] (OAR 734-051) strives to balance the safety and mobility needs of travelers along state highways with the access needs of property and business owners. ODOT's rule sets guidelines for managing access to the state's highway facilities in order to maintain highway function, operations, safety, and the preservation of public investment consistent with the policies of the 1999 OHP. Access management rules allow ODOT to control the issuing of permits for access to state highways, state highway rights of way, and other properties under the State's jurisdiction.

Table 2 identifies the minimum private access spacing standards for streets in Newberg. Within developed areas of the city, streets not complying with these standards could be improved with strategies that include shared access points, access restrictions (through the use of a median or channelization islands), or closed access points as feasible. New streets or redeveloping properties must comply with these standards, to the extent practical (as determined by the city engineer).

Table 2. Access Spacing on Newberg Streets

Roadway Functional Classification	Minimum Public Street Intersection Spacing (feet)*	Frontage Required per Additional Driveway** (feet)	Driveway Setback from Intersecting Street† (feet)
ODOT Statewide Highway		NA	NA
Speeds 30 & 35 (Urban)	500		
Speeds 40 & 45 (Urban)	800		
Major arterial		NA	NA
Urban (outside Central Business District)	500		
Central Business District	200		
Minor arterial			
Urban (outside Central Business District)	300	200	150
Central Business District	100	200	150
Major collector	200	150	100
Minor collector	150	75	100
Local streets	100	75	50

*Street Spacing measured centerline to centerline

**Requirement is the minimum frontage required per additional driveway beyond the first. Where two driveways are constructed, at least one curb parking space shall separate each driveway approach.

†The setback is based on the higher classification of the intersecting streets. Measured from the curb line of the intersecting street to the beginning of the driveway, excluding flares. If the driveway setback listed above would preclude a lot from having at least one driveway, including shared driveways or driveways on adjoining streets, one driveway is allowed as far from the intersection as possible.

[6] Access Management Rule: http://arcweb.sos.state.or.us/rules/OARS_700/OAR_734/734_051.html

Improvements on State Highways

The Highway Design Manual[7] (HDM) provides uniform standards and procedures for ODOT and is in general agreement with the 2001 American Association of State Highway and Transportation Officials (AASHTO) *A Policy on Geometric Design of Highways and Streets*. Some key areas where guidance is provided are the location and design of new construction, major reconstruction, and resurfacing, restoration or rehabilitation (3R) projects. The HDM should be used for all projects on state highways in Newberg to determine design requirements, including the maximum allowable v/c ratios for use in the design of highway projects.

2.2 Existing Conditions Summary

The completion of the first phase of the Newberg-Dundee Bypass will provide an alternate route for regional traffic that currently passes through downtown Newberg on OR 99W. The initial 20 percent reduction[8] in traffic along the existing OR 99W couplet (1st Street and Hancock Street) provides an opportunity for the community to consider options for enhancing the downtown area. The Newberg TSP Update explored several concepts for reducing travel lanes through downtown. The City Council supported the concept of removing a lane of traffic along both 1st Street and Hancock Street, resulting in two lanes in each direction. The NDIP will further develop this potential concept.

As state highways, OR 99W (1st Street and Hancock Street), OR 219 (College Street), and OR 240 (Main Street) are under the jurisdiction of ODOT which controls decisions related to traffic control, signing, striping treatments, and access location. These requirements are maintained through various state policies. ODOT would continue to control and maintain the existing 1st-Hancock couplet (following the Bypass opening) without a formal agreement to transfer authority to the City. However, some portions of the highways through downtown are "resoluted"[9] and ODOT only manages between each curb, including 1st Street (Harrison Street to River Street), Main Street (1st Street to Illinois Street), and College Street (1st Street to Vermillion Street). ODOT has acquired in fee right of way and manages from right-of-way line on either side of the street along Hancock Street.

The current transportation conditions through downtown Newberg vary by mode (see Figure 2). As a state highway, OR 99W serves regional movement with three travel lanes in each direction along the 1st-Hancock couplet. Traffic signals along the corridor are timed to facilitate the movement of vehicular traffic and freight along the corridor, and the four intersections analyzed in the TSP currently meet ODOT mobility targets. Due to the traffic volume and width of the corridor, crossing the street at unsignalized intersections can be difficult for both motor vehicles and pedestrians/bicyclists that wait for gaps to travel north-south. The downtown area is well connected with sidewalks for pedestrian travel. Bicycle lanes are provided along the couplet and some connecting roadways. Transit service is provided along the couplet, but local and regional routes have limited service frequency with headways of one hour or longer. Additionally, transit stop information and other amenities are limited.

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[7] ODOT Highway Design Manual: http://www.oregon.gov/ODOT/HWY/ENGSERVICES/hwy_manuals.shtml

[8] Traffic reduction based on average daily traffic volumes. *Memo: Newberg-Dundee Bypass - Phase 1 Technical Report Addendum*, prepared by Kittelson & Associates, September 2011.

[9] Email from Gerry Juster, ODOT, July 13, 2015.

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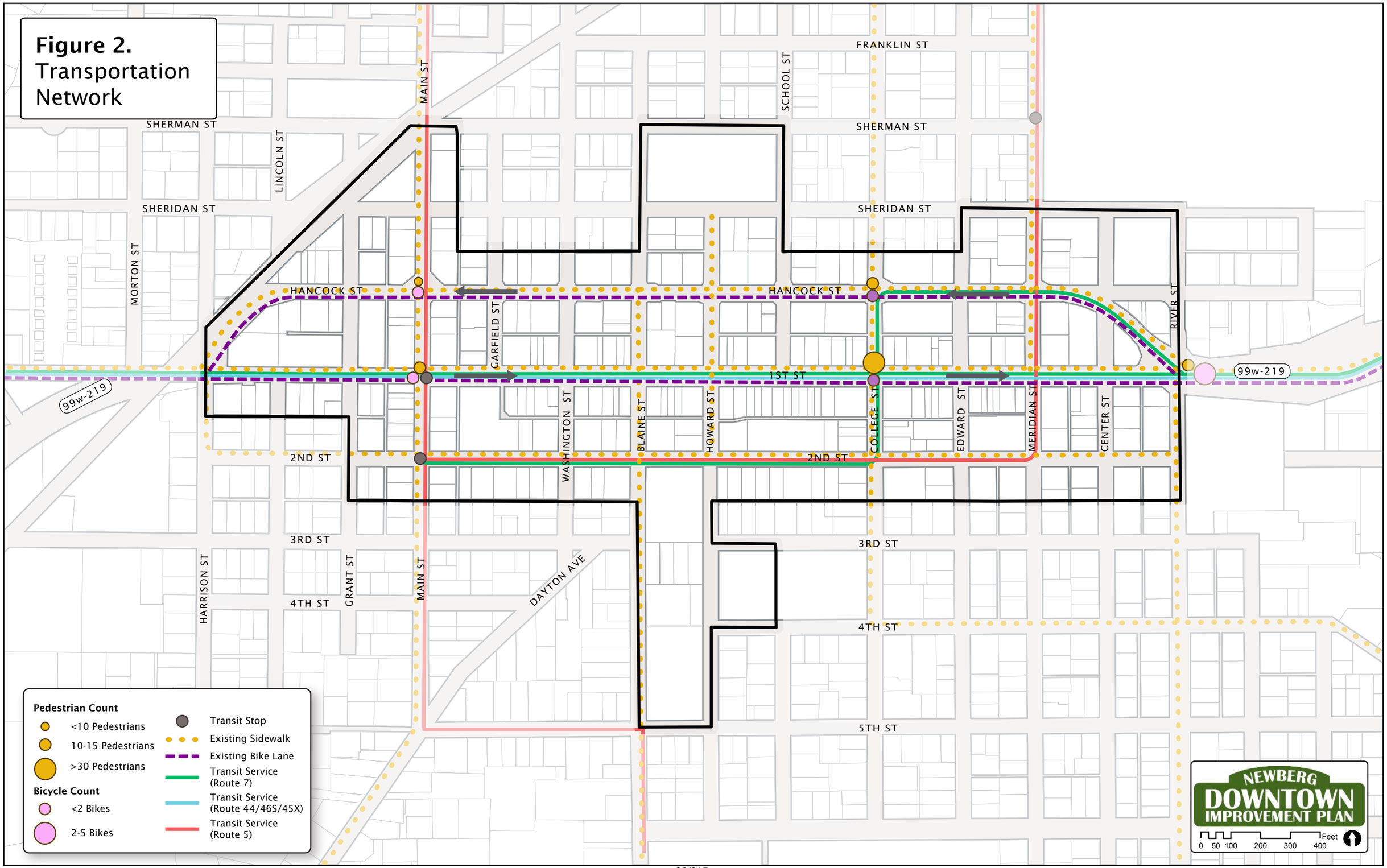
Figure 2.
Transportation Network
SHERMAN ST
SHERIDAN ST
MORTON ST
LINCOLN ST
MAIN ST
SCHOOL ST
FRANKLIN ST
SHERMAN ST
SHERIDAN ST
HANCOCK ST
HANCOCK ST
GARFIELD ST
1ST ST
99w-219
99w-219
RIVER ST
WASHINGTON ST
BLAINE ST
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
2ND ST
2ND ST
3RD ST
3RD ST
HARRISON ST
GRANT ST
MAIN ST
DAYTON AVE
4TH ST
4TH ST
5TH ST
Pedestrian Count
<10 Pedestrians
10-15 Pedestrians
>30 Pedestrians
Bicycle Count
<2 Bikes
2-5 Bikes
Transit Stop
Existing Sidewalk
Existing Bike Lane
Transit Service (Route 7)
Transit Service (Route 44/46S/45X)
Transit Service (Route 5)
NEWBERG DOWNTOWN IMPROVEMENT PLAN
0 50 100 200 300 400
Feet

Opportunities and Constraints

Based on the review of transportation policies and the state of the existing and planned transportation system, the following opportunities and constraints were identified.

Opportunities

- Phase 1 of the Newberg-Dundee Bypass will shift regional traffic away from downtown Newberg and reduce traffic volumes along OR 99W.
- Reallocation of the current couplet configuration (such as removing a travel lane in each direction) may provide additional space for other amenities and opportunities.
- Removing a lane of traffic in each direction could reduce the distance needed to cross OR 99W and could make the area more welcoming for pedestrian and bicycle travel.
- ODOT has jurisdiction of OR 99W and could be a partner in developing, funding, and implementing future strategies and improvements along the corridor.
- The rail corridors (north-south on Blaine Street to the riverfront and east-west in Willamette & Pacific line) have not been analyzed through this plan but may provide future opportunities.
- Changing designation along the corridor (such as adding STA designation or removing freight designation/truck route from 99W due to the Bypass) would provide additional flexibility for vehicular mobility and enhancement for other modes.

Constraints

- While Phase 1 of the Newberg-Dundee Bypass will initially reduce volume on OR 99W downtown, additional local and regional growth will later return traffic to current levels within about 15 years.[10]
- ODOT has jurisdiction of OR 99W and has authority for future decisions along the corridor.
- Under current highway designations and state policies, OR 99W may require design exceptions or other considerations to achieve potential transformations that are identified through the NDIP.
- Existing development along the highway corridor constrains the available right of way for serving all modes of travel.

[10] Estimates based on Phase 1 traffic projections east of College Street found in Table 1. *Memo: Newberg-Dundee Bypass - Phase 1 Technical Report Addendum*, prepared by Kittelson & Associates, September 2011.

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3. PUBLIC FACILITIES

3.1 Policy Framework

The water distribution, storm sewer, sanitary sewer, and transportation systems must be designed and maintained according to local, state and federal guidelines and regulations. The 2015 City of Newberg Design & Construction Standards Manual in concert with the Master Plans for each of these systems outline the policy and design standards applicable in the design of new facilities or revisions to the existing systems. The 2004 City of Newberg Water Distribution System Plan,[11] 2014 City of Newberg Stormwater Master Plan,[12] 2007 City of Newberg Sewerage Master Plan Update,[13] and 2015 Newberg Transportation System Plan Update Draft[14] each provide policy guidance.

3.2 Existing Conditions Summary

This section provides a summary of public facilities information. Additional details are available in Appendix B.

Water Distribution System

The water distribution system serving the Newberg downtown area is well established. There are no specific projects within the study area identified in the City of Newberg Water Distribution System Plan to make improvements to the system, though the plan recommends replacing aging pipelines as part of the annual City budgeting process. One location identified by the City of Newberg as having insufficient pressure for future development is the pipe on the south side of 1st Street.

Storm Sewer System

The downtown stormwater system is concentrated on Hancock Street, 1st Street, and Howard Street. The City of Newberg Drainage Master Plan identified a number of observed drainage problem areas, as reported by City staff. The plan identified one project within the study area. This project, located from Hancock near Howard Street, diagonally to Blaine Street, and only partially within the study area, recommends decommissioning a storm sewer line that runs on private property and upsizes surrounding lines to accommodate future anticipated flows.

Sanitary Sewer System

Oriented on a grid system in downtown Newberg, the sanitary sewer system is well established to serve the study area. One of four named sanitary trunklines in the city, the 21-inch-diameter Wynooski Trunkline cuts through the east end of the study area. The City of Newberg Sewerage Master Plan

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[11] 2004 City of Newberg Water Distribution System Plan, CH2MHill, December 2004.

[12] City of Newberg Stormwater Master Plan, Brown and Caldwell (Alissa Marie Maxwell), June 5, 2014.

[13] City of Newberg Sewerage Master Plan Update 2007, Brown and Caldwell (James R. Hansen), June 21, 2007.

[14] Newberg Transportation System Plan Update, DKS Associates, September 21 2015 DRAFT version.

recommends upsizing a portion of this trunkline in the study area from 21 inches to 24 inches to increase its capacity for modeled 2040 flows.

Transportation System

Under a combination of state and local jurisdiction, the downtown Newberg roadway system is a well-established grid system providing connectivity for automobiles, bicycles, and pedestrians. The Newberg TSP Update identifies a number of recommended future projects, categorized by transportation mode and classified by the likelihood they will receive funding based on analysis and forecasting of funding through 2035.

Opportunities and Constraints

Potential opportunities for and constraints to development in the Newberg Downtown area were identified through the existing conditions analysis and conversations with City staff. The following opportunities and constraints were identified:

Opportunities

- ODOT jurisdiction over some or all of the 1st Street and Hancock Street (99W) right-of-way can be beneficial from a partnering perspective for future development in the corridor. Communication of goals and objectives and formulation of mutually beneficial solutions with regard to the future of the corridor may be keys to successful partnering.

Constraints

- The locations of private underground utilities and abandoned underground oil storage tanks in the downtown area are uncertain. If uncovered during construction, they could present challenges not previously foreseen and add to project costs for relocation, remediation and removal.
- Sidewalk vaults in unconfirmed locations could inhibit or constrain roadway reconstruction, especially widening.
- City staff noted that there have been abandoned railroad ties discovered during past construction projects embedded in roadways in the downtown area. Wooden railroad ties encased in concrete approximately six inches under the asphalt are known to be located in 1st Street west of Harrison Street and at Meridian Street in the center of the roadway.
- The existing water lines on the south side of 1st Street are currently undersized and unable to support any new service on that line. This would hinder building development in the area served by the water line.
- Coordination with the rail owner and Portland & Western Railroad (which has an expired franchise agreement) is required for work on or in Blaine Street due to the active rail line in the right-of-way.

4. PUBLIC PARKING

4.1 Policy Framework

Developments that occur in the downtown area are subject to the design and development guidelines outlined in Chapter 15.440 of the Development Code. Generally, new commercial development targeted for the C-3 zone (Downtown) is not required to provide off-street parking. If a builder chooses to provide off-street parking, the parking is subject to minimum landscaping requirements per City lot design guidelines. In 2015, the City began a new program called the Newberg Street Seat Pilot Program. The program allows eating/drinking establishments to apply for a semi-permanent "street seat" which converts on-street parking spaces to additional outdoor seating for restaurants.

4.2 Existing Conditions Summary

The consultant team assembled a complete inventory of all parking located within the study area. This section presents a summary, while additional details are available in Appendix C. The inventory was initiated using a combination of aerial maps and Google Maps Streetview imagery. Two draft Excel databases were developed from this assessment: one for the on-street and one for the off-street system. The on-street database identifies all curbside parking within the study area by block face and by stall type (i.e., 15-Minute, 2-Hour, Handicap, etc.).

The off-street database was populated with information derived from multiple on-site inspections by consultant team surveyors. Inspections included visits to sites, physical counts of parking stalls, supportive research on property (site) ownership, and type of parking identified (e.g., retail, office, residential, etc.). Table 3 provides an accounting of downtown Newberg's on- and off-street parking system.

Table 3. 2015 Newberg On- and Off-Street Parking Inventory

Stalls by Type	Total Stalls	% of Total Stalls
10 Minutes	3	<1%
15 Minutes	14	1.5%
30 Minutes	1	<1%
1 Hour	6	<1%
2 Hours	267	28.3%
No Limit	640	67.8%
Handicap	9	1.0%
Theater	3	<1%
Reserved	1	<1%
Subtotal	***944***	***100%***
Total On-Street Stalls	944	45.1%
Total Off-Street Stalls	1,146	54.8%
Total Stalls	**2,091**	**100%**

The combined downtown parking system for Newberg includes 2,090 stalls nearly evenly split between on-street (45 percent of all spaces) and off-street (55 percent of all spaces) options. The on-street system is comprised of nine different stall types, the majority (68 percent) of which are unregulated, with no time restriction. An additional 28 percent of stalls are 2-Hour stalls, primarily located along 1st Street and the south side of Hancock Street. The remainder of stall types is a mix of 10- to 60-Minute stalls, Handicap, Theater, and Reserved stalls.

Table 4 provides an aggregated list of off-street parking lots by their observed use type.

Table 4. Downtown Newberg Off-Street Parking Inventory by Use Type

Use Type	Number of Lots	Stalls	% of Total
Auto	4	36	3%
Bank	3	48	4%
Church	2	18	2%
Civic	5	121	11%
Institution	1	32	3%
Medical	2	24	2%
Office	13	146	13%
Public	3	131	11%
Residential	3	33	3%
Restaurant	10	128	11%
Retail	20	279	24%
Service	14	98	9%
Unknown	5	59	5%
Total	**85**	**1,146**	**100%**

The table above shows a thematic interpretation of how parking is allocated based on observed land use types based on parking surveyor observation. Nearly a quarter (24 percent) of off-street parking is dedicated to retail uses, 14 percent serves office uses, and 11 percent each is dedicated to civic, restaurant use, and public (general) uses.

Figure 3 shows locations and capacities of off-street parking lots. More information about these lots can be found in Appendix C.

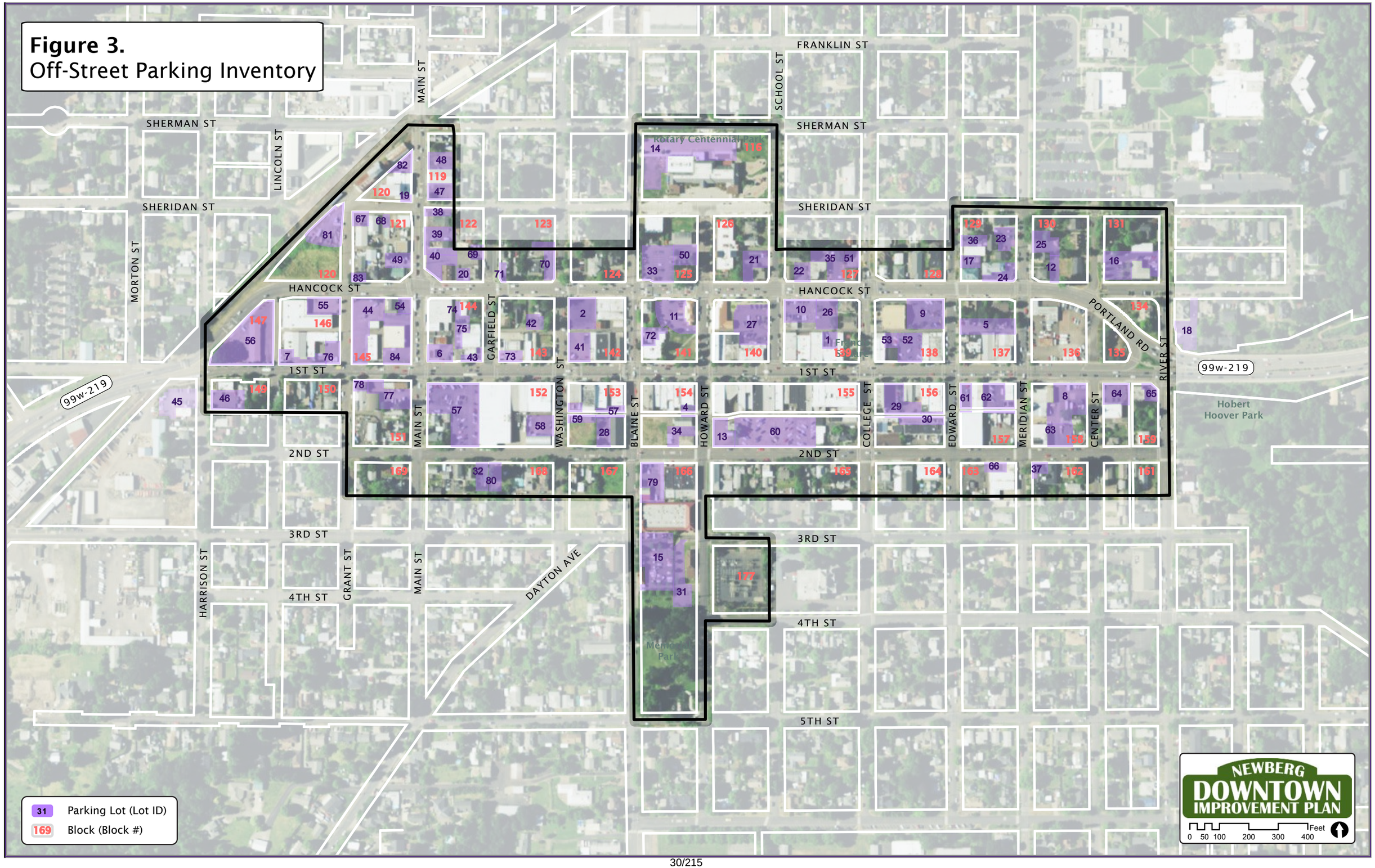
Figure 3.
Off-Street Parking Inventory
FRANKLIN ST
SHERMAN ST
SHERIDAN ST
HANCOCK ST
1ST ST
2ND ST
3RD ST
4TH ST
5TH ST
MAIN ST
LINCOLN ST
MORTON ST
SCHOOL ST
GARFIELD ST
WASHINGTON ST
BLAINE ST
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
PORTLAND RD
RIVER ST
HARRISON ST
GRANT ST
DAYTON AVE
99w-219
Rotary Centennial Park
Hobert Hoover Park
Memorial Park
31 Parking Lot (Lot ID)
169 Block (Block #)
NEWBERG DOWNTOWN IMPROVEMENT PLAN
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Opportunities and Constraints

Downtown Newberg is a quintessential "main street" town with the majority of its retail and restaurant business focused on 1st Street (and Hancock Street). 1st Street provides for a pleasant pedestrian experience with its scarcity of off-street parking lots and with zero-lot-line buildings fronting the sidewalks. Hancock and 2nd Streets are secondary retail streets with more punctuated building frontages interspersed with surface parking lots. The on-street parking on 1st Street and perpendicular streets is nicely formatted with individual stalls delineated with pavement striping, which is a customer-friendly treatment. In general, on-street parking signage is clear to the user, but the system could benefit from design standards for how the frequency of signage is deployed in the right of way.

Opportunities

- Parking activity downtown at first glance appears brisk, particularly on-street—a visitor's first choice in parking—while in general, the off-street system has much greater stall availability.
- Consequently, the off-street lots, in cooperation with willing property owners, present an opportunity for additional shared use supply. For example, there are at least two downtown banks that are closed on weekends that could provide additional visitor (or employee) parking with proper signage.
- Another opportunity is the availability of select developable parcels in the study zone, which could provide for a branded district parking facility.

Constraints

- The potential for shared surface parking lots must meet the requirements of Newberg Development Code outlined in 15.440.050 (A and B).
- Any new or redeveloped parking in downtown would also be required to meet the landscaping/coverage requirements in the Development Code.
- The City may want to consider the allowance of more urban style treatments in the C-3 zone to create visual separation of parking, such as an urban fence or similar treatments that maximize parking capacity and also provide an urban aesthetic to the district.

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5. LAND USE AND URBAN DESIGN

5.1 Policy Framework

Land use planning in Oregon is governed by 19 statewide planning goals. State law requires each city and county to have a comprehensive plan consistent with the goals as well as zoning and ordinances needed to put the plan into effect. The local comprehensive plan guides a community's land use, conservation of natural resources, economic development, and public facilities. It includes a policy element that sets forth the community's long-range objectives and the policies by which it intends to achieve them. The policy element of each community's plan is adopted by ordinance and has the force of law.

The City of Newberg's Comprehensive Plan was adopted by the City Council in 1979 and has been amended numerous times since then. There are many land use policies that apply in general to the NDIP. Policies that mention the downtown area specifically include:

- Section H. The Economy. Policy 3.a. "The City shall encourage the retention of the downtown core as a shopping, service and financial center for the Newberg area. New commercial developments shall be encouraged to locate there."
- Section J. Urban Design. Policy 5-Downtown Policies d. "The City shall discourage the use of the central business district for nonintensive land uses or uses which have a low floor area to site size ratio."
- Section J. Urban Design. Policy 5-Downtown Policies e. "The City shall encourage a higher utilization of downtown space, encouraging intensive use of all building levels."
- Section J. Urban Design. Policy 5-Downtown Policies f. "A concerted effort should be made to revitalize the central business district through rehabilitation or redevelopment of existing areas."
- Section J. Urban Design. Policy 5-Downtown Policies h. "Benches, street trees, and other pedestrian-scaled amenities shall be planned for and encouraged in the downtown area."

Urban design deals with the larger scale of groups of buildings, streets and public spaces, whole neighborhoods and districts, and entire cities, with the goal of making urban areas functional, attractive, and sustainable. Because urban design transects many aspects and categories found in the City of Newberg's Comprehensive Plan, the following additional sections are also relevant.

- Section G. Open Space, Scenic, Natural, Historic and Recreational Resources. Polices 1, 2 and 3.
- Section H. Housing Goal: "To provide for diversity in the type, density and location of housing within the City to ensure there is an adequate supply of affordable housing units to meet the needs of City residents of various income levels." (Ordinance 2006-2634)
- Section K. Transportation:

  Goal 5: "Maximize pedestrian, bicycle and other non-motorized travel throughout the City."

  Goal 6: "Provide effective levels of non-auto oriented support facilities (e.g. bus shelters, bicycle racks, etc.)"

Goal 8: "Maintain and enhance the City's image, character and quality of life."

Goal 9: "Create effective circulation and access for the local transportation system."

- Section L. Public Facilities and Services Goal, "To plan and develop a timely, orderly and efficient arrangement of public facilities and services to serve as a framework for urban development."
- Section M. Energy, Goal: "To conserve energy through efficient land use patterns and energy-related policies and ordinances."

There are several land use plans and other documents in addition to the Comprehensive Plan that provide guidance regarding downtown Newberg.

Declared Future for Downtown Newberg in 2020. The Newberg Downtown Association created this document during a visioning workshop in 2001. While not an official City document, it describes some of the community's aspirations for its downtown. These include aesthetics such as historic street lighting, streetscape amenities and public art, and land uses such as linkages to the riverfront and public parking.

Beyond the Vision: The Chehalem Valley in 2020. This Chehalem Valley strategic plan was a cooperative effort of the City of Dundee, City of Newberg, Chehalem Park and Recreation District, Newberg Public Schools, and Yamhill County. The document mentions downtown development, stating that the City of Newberg is engaged in a plan to revitalize its downtown area and that the Newberg Downtown Coalition and Chehalem Valley Chamber of Commerce are partners in this effort.

Ad Hoc Committee on Newberg's Future. In 2004, the Newberg City Council created this document to provide a forum for citizen involvement in planning for Newberg's future land use patterns. The committee made recommendations to help the City Council make future amendments to the comprehensive plan, including one specifically related to the downtown area: "Downtown should continue as a commercial center and should expand."

City of Newberg Economic Opportunities Analysis (EOA). This analysis was adopted by the Newberg City Council in 2006 and revised in 2013. The City subsequently repealed the 2013 EO in 2015. The EOA includes a list entitled Comprehensive Plan Policies and Recommended Supportive Economic Development Actions. One of these actions recommends the City "develop a Downtown Revitalization Master Plan prior to the construction of the Newberg-Dundee Bypass. Identify funding sources necessary to implement the plan."

City of Newberg Historic Resource Inventory- 1985 (Updated 1990). An initial inventory of historic properties for the City of Newberg was conducted in 1984 and 1985 and encompassed assets within the city limits of Newberg and the urban growth boundary. A final report was prepared including a historical overview of the city's development, major historical themes, building types and styles, methodology, the evaluation process, findings, and preservation recommendations. In 1990, the City of Newberg updated the 1985 study documenting the alterations, rehabilitations, and demolitions since the completion of 1985 inventory.

Newberg Street Seat Pilot Program. In 2015 the City of Newberg launched a pilot program allowing eating/drinking establishments located downtown to apply for a semi-permanent street seat (regular or daily occupancy) repurposing on-street parking spaces to add additional outdoor seating for a restaurant so people can stop, sit, and take in the life of the street. The pilot program is limited to six parking spaces.

City of Newberg, Downtown Bike Rack Cost Share Program. Businesses and the City partner in this pilot program to provide more bike racks downtown. The City purchased bike racks within the color range suggested by the Newberg Downtown Coalition's recommended color palette. Downtown businesses may purchase them, and the City will install and provide long-term maintenance for them.

City of Newberg, Title 15 Development Code, Chapter 15.420 Landscaping and Outdoor Areas. This section of Title 15 provides required minimum standards for landscaping and outdoor spaces, and landscaping and amenities in public right-of-ways.

Downtown Development Plan

The Downtown Development Plan was adopted in 1986 to "guide in the revitalization of the downtown area." At that time, the City of Newberg was seeing a decline in downtown business since 1970 despite the large increase in population (70 percent) and traffic flow (50 percent). This pattern indicated that the traffic through downtown was stifling the businesses by creating an unsecure shopping environment. However, the City also recognized that this created a potential economic development opportunity if they could control and re-route the traffic.

The plan identified four important assets of downtown Newberg that provide the highest revitalization potential:

1. The 1st Street business district providing a strong core of neighborhood shopping
2. Civic functions being retained within the downtown area
3. Building character of the "main street" environment
4. Market potential of OR 99W

The findings of the transportation analysis conducted in association with the development of this plan concluded that approximately two-thirds of the through traffic did not stop in Newberg. Furthermore, the findings stated through traffic speeds were too high for a downtown setting and that many of the current and future traffic problems would be solved with a bypass, although this would require traffic solutions to offset the negative impacts to the revitalization and redevelopment efforts. The document also includes plans to maximize short-term parking in the core without impacting the residential neighborhoods. Other traffic circulation plan elements included a one-way couplet between Hancock and 2nd Streets and converting 1st Street into a two-way shopping street.

Urban Renewal Plan

The Newberg Urban Renewal Plan was developed and approved by the Newberg City Council in 2001 with the assistance of a 12-member community task force, but was subsequently repealed through voter referendum in 2002. The plan provides goals and objectives to implement development strategies, aimed at eliminating blighting influences in the renewal area, many of which are incorporated into the Newberg Comprehensive Plan. The downtown area is only a portion of the full renewal area.

Major goals of the urban renewal plan included:

- Promote private development and job creation
- Rehabilitate building stock
- Improve streets, streetscapes, and open spaces
- Improve utilities

- Provide adequate parking
- Provide adequate public facilities
- Support the arts, culture, and heritage
- Support other City policy goals

Downtown Transformation Report

The 2014 Downtown Transformation Report was written by the Newberg Downtown Coalition after visioning sessions in 2014. The report was accepted by the Newberg City Council as an advisory document for future planning processes. The report contains many creative ideas for making downtown more pedestrian-friendly, including streetscape improvements and public art programs. The report was accepted by the City Council as an advisory document for future planning efforts.

5.2 Existing and Planned Land Uses

This section provides a summary of the full Land Use Technical Memo in Appendix D. There are 299 tax lots in the study area totaling approximately 65 acres. The primary land use designation in the study area is commercial, as shown in Figure 4. Additional uses include industrial, high density residential, medium density residential, mixed-use, parks, and public-quasipublic (public non-park facilities). Comprehensive plan designations and zoning support most existing land uses, though several lots within the study area are non-conforming. Section 15.205.010 of the Newberg Municipal Code on Nonconforming Uses states “it is the intent of this code to permit these nonconformities until they are removed or abandoned, but not to encourage their survival.”

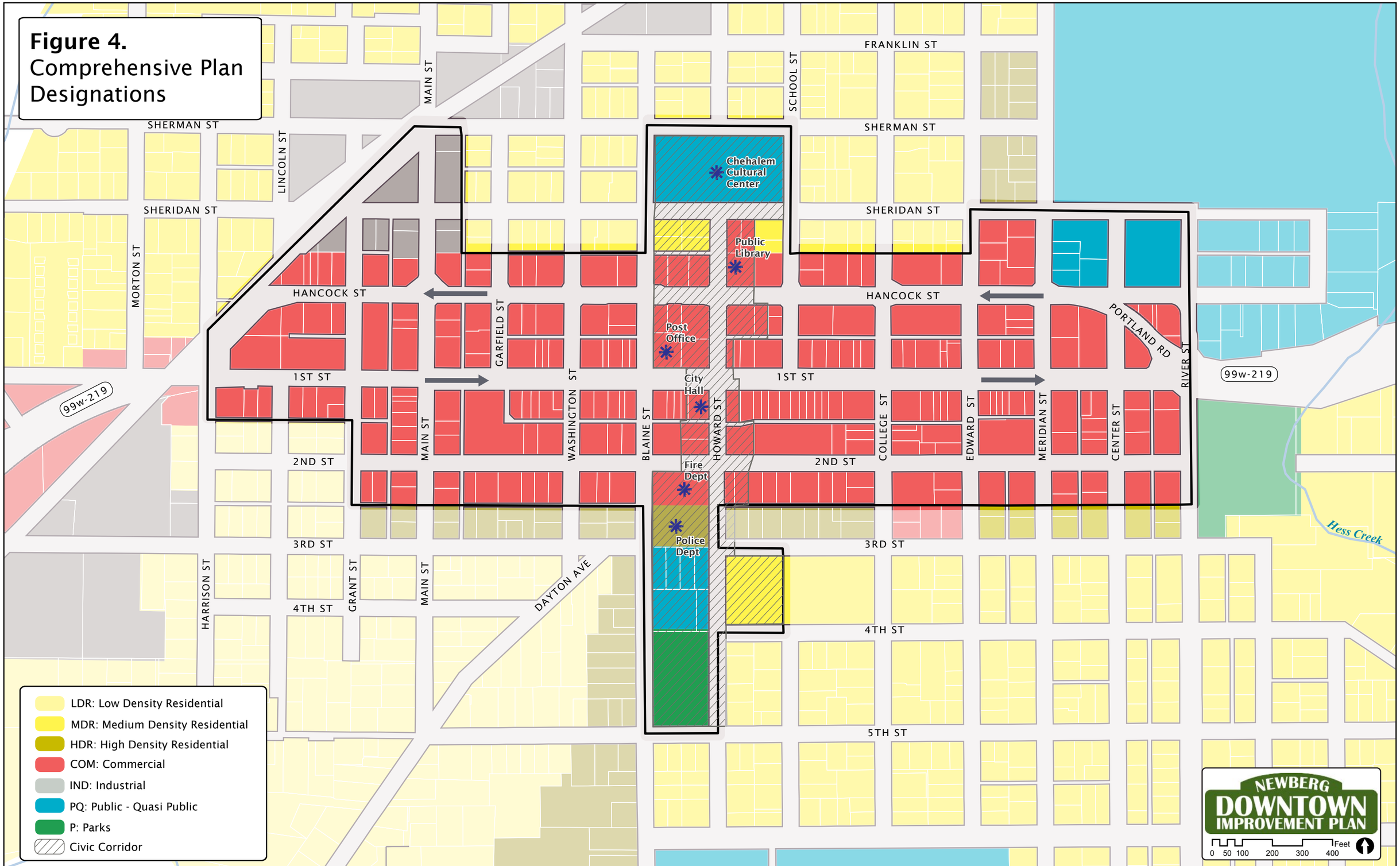
Figure 4.
Comprehensive Plan Designations
FRANKLIN ST
SCHOOL ST
MAIN ST
SHERMAN ST
LINCOLN ST
SHERIDAN ST
MORTON ST
Chehalem Cultural Center
Public Library
HANCOCK ST
GARFIELD ST
Post Office
PORTLAND RD
RIVER ST
1ST ST
City Hall
WASHINGTON ST
BLAINE ST
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
99w-219
2ND ST
Fire Dept
Police Dept
3RD ST
HARRISON ST
GRANT ST
DAYTON AVE
4TH ST
5TH ST
Hess Creek
LDR: Low Density Residential
MDR: Medium Density Residential
HDR: High Density Residential
COM: Commercial
IND: Industrial
PQ: Public - Quasi Public
P: Parks
Civic Corridor
NEWBERG DOWNTOWN IMPROVEMENT PLAN
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As shown in Table 5, Central Business is the most prominent zone in the area with more than 74 percent of the total acreage. The Central Business District extends north and south of OR 99W from Harrison Street to River Street. Other significant zone designations include Medium Density Residential and Institutional. Areas adjacent to the study area are primarily residential and institutional with some industrial land located along the railroad. A majority of properties within the study area are owned by people residing in Newberg or nearby Oregon communities. The Land Use Technical Memo, Appendix D, includes a table with comprehensive plan and zone designations, development and ownership status, and existing uses.

Table 5. Newberg Study Area by Zone Designation, 2014

Zone	General Location	Approximate Area (acres)	Approximate % of Study Area
Central Business (C-3)	Between E Sheridan and E 3rd Sts. and between Harrison and River Sts.	48.2	74.3%
Medium Density Residential (R-2)	North and south of the Central Business District within the Civic Corridor.	10.1	15.6%
Institutional (I)	Between E Sherman and E Sheridan Sts. and between N Blaine and N School Sts.; Between E Hancock and E Sheridan Sts. and between N Meridian and N River Sts.	1.0	1.5%
Light Industrial (M-2)	Adjacent to P&W Railroad north of OR 99W.	4.6	7.0%
Community Commercial (C-2)	At the east end of the study area adjacent to OR 99W and N Hancock St.	0.7	1.1%
Residential Professional (RP)	Between OR 99W and E Sheridan St and N Meridian and N Center Sts.	0.3	0.5%

Source: Newberg GIS parcel layer data, November 13, 2014 and Cogan Owens Greene.

Current land uses in the study area also are predominantly commercial, as shown in Table 6. Approximately 33 percent of existing uses are classified as commercial and 12.9 percent are parking lots that serve the Central Business District. Other significant uses include single family residential (15.8 percent) and public (12.4 percent). There are 18 vacant lots in the study area, totaling approximately 3.8 acres or 5.8 percent of the total area.

Table 6. Newberg Study Area by Existing Land Use, 2014

Use	Approximate Area (acres)	Approximate % of Study Area
Commercial	21.6	33.2%
Single family	10.3	15.8%
Parking lot	8.4	12.9%
Public	8.1	12.4%
Industrial	3.8	5.8%
Vacant	3.8	5.8%
Park	3.2	4.9%
Multifamily	2.9	4.5%
Institutional	2.6	4.0%
Duplex	0.2	0.3%
Access	0.2	0.3%

Source: Newberg GIS parcel layer data, November 13, 2014 and Cogan Owens Greene.

Zoning code establishes the uses, dimensional standards, design standards, and impact regulations (see Figure 5). Notable provisions for the zoning districts in the study area include:

- **Central Business District (C-3).** The predominant zone designation in the study area; there are 257 tax lots zoned C-3 totaling approximately 48.2 acres. These parcels serve as the Central Business District where the greatest concentration of retail sales and business occurs. More than half of the parcels (130) are currently used for commercial purposes. All other existing uses are permitted outright or conditionally and include single- and multi-family residential, industrial, institutional, park, parking lot and public uses. Sixteen of the 257 parcels are vacant. There are no height limits, front setbacks, or lot coverage limits in the C-3 zone, though the design review criterion siting "design compatibility" would affect heights and design. There are design standards for façade details and materials and, in some cases, additional design standards for buildings in the Historic Landmark overlay subdistrict.
- **Medium Density Residential District (R-2).** There are 18 tax lots in the study area zoned R-2 totaling approximately 10.1 acres. These parcels lie entirely in the Civic Corridor Overlay (described below) in the center of the study area, just to the north and south of OR 99W. The zone allows for a wide range of dwelling types and styles at an average overall density of nine units per gross buildable acre. Typical housing types include single-family dwellings on small lots; attached single-family, duplex, or multifamily dwellings; and manufactured dwelling parks. The district also is intended to allow low intensity institutional uses. Existing uses in the R-2 zone within the study area are all permitted outright or as a conditional use and include single-family residential, commercial, institutional and park and public uses. There is one nonconforming industrial use in the area—a Portland General Electric substation.
- **Institutional District (I).** There are seven tax lots zoned for institutional use totaling approximately 1.0 acre. The district allows large institutional campuses and accessory and

compatible uses. The parcels within the study area include the Rotary Centennial Park/Chehalem Cultural Center and George Fox University Newberg Campus.

- **Light Industrial District (M-2).** There are 12 tax lots totaling approximately 4.6 acres in the Light Industrial District. These parcels are located at the western edge of the study area, north of OR 99W. The M-2 district allows a wide range of manufacturing and related establishments, typically on sites with good rail or highway access. A majority of existing uses on parcels zoned M-2 within the study area is industrial. Other uses include commercial and parking lot. One parcel has a nonconforming single-family residential use. Two of the parcels are vacant.
- **Community Commercial District (C-2).** There are three tax lots zoned C-2 totaling approximately 0.7 acre. These parcels are located adjacent to Hancock Street at the east end of the study area. The C-2 district allows a wide range of retail sales, commercial services, and offices. All three parcels are currently used for commercial purposes.
- **Residential Professional District (R-P).** There are two tax lots designated R-P totaling 0.3 acre. The R-P zone is a transitional zone that mixes residential, medical, and local business office uses. The zone is intended to be compatible with abutting property. Existing uses on the two parcels are single-family residential and are adjacent to commercial and institutional uses adjacent to Hancock Street near the eastern study area boundary.

The following subdistricts also apply to portions of the study area:

- **Historic Landmarks Subdistrict (H).** Some lots within the study area are subject to the Historic Landmarks Subdistrict. Codes for the subdistrict govern alterations, new construction, and demolitions for designated landmarks. The purpose of the Historic Landmarks Subdistrict is to 1) safeguard historic landmarks; 2) promote the historic, educational, cultural, economic, and general welfare of the public; 3) foster civic pride in the accomplishments of the past; 4) protect and enhance the city's attractions to tourists and visitors; and 5) carry out the provisions of Statewide Planning Goal 5.
- **Civic Corridor Overlay Subdistrict (CC).** Approximately 37 parcels in the center of the study area are within the Civic Corridor Subdistrict. The north-south corridor extends across OR 99W between N Blaine and N School Streets. The CC subdistrict is intended to emphasize the civic and historic character of this portion of downtown Newberg. This is done primarily through design standards, but also by limiting some uses such as automobile sales and service stations.
- **Limited Use Overlay Subdistrict (LU).** There is one parcel in the study area that lies within the LU subdistrict toward the northeast corner of the study area. The City has a sign easement on this undeveloped lot. The limited use overlay is designed to restrict uses permitted in a base zone that may not be allowable or desirable in a particular location or permitting uses prohibited by a base zone in a particular location.

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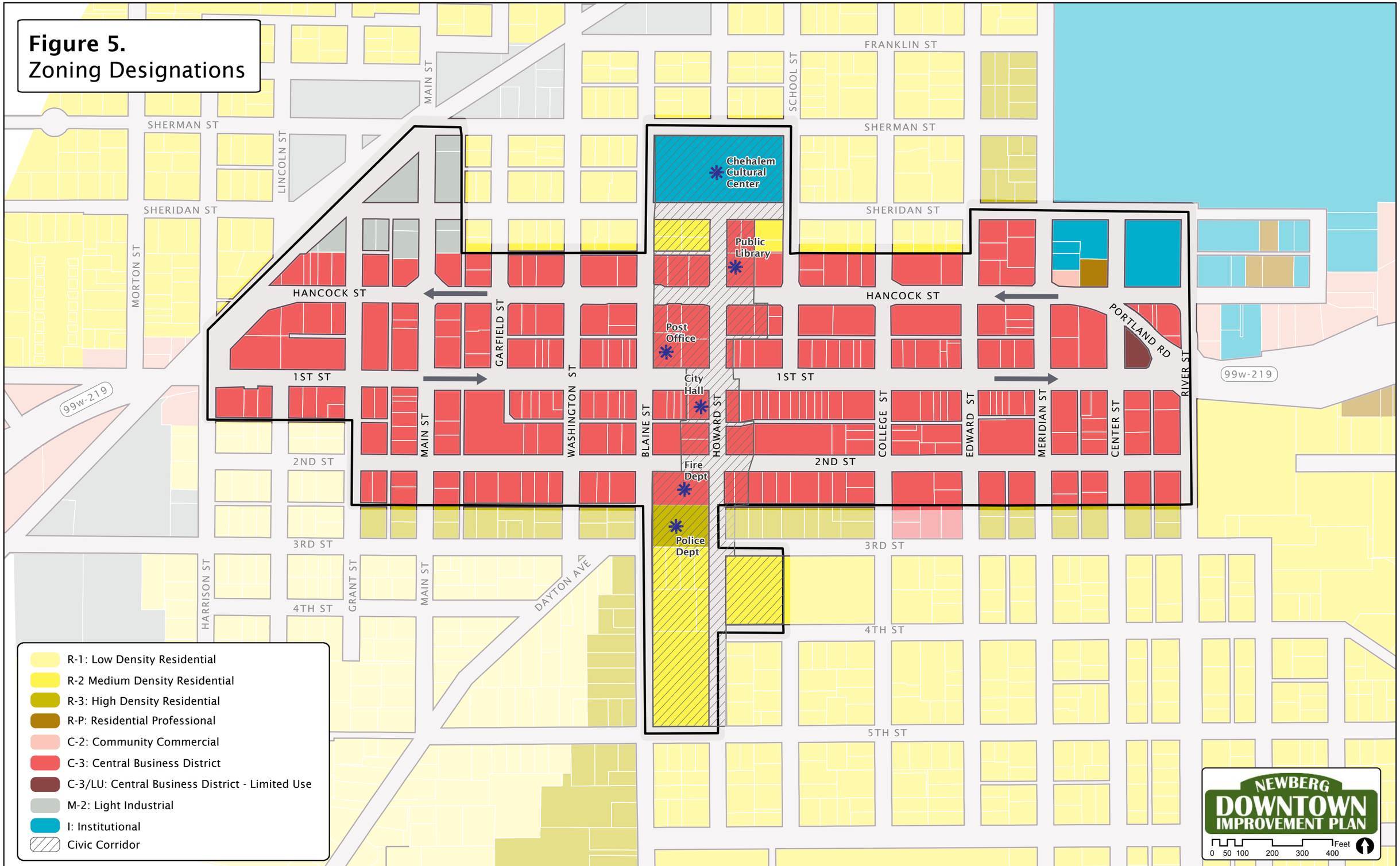
Figure 5.
Zoning Designations
FRANKLIN ST
SCHOOL ST
MAIN ST
SHERMAN ST
LINCOLN ST
SHERIDAN ST
MORTON ST
Chehalem Cultural Center
Public Library
Post Office
City Hall
Fire Dept
Police Dept
HANCOCK ST
GARFIELD ST
WASHINGTON ST
BLAINE ST
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
RIVER ST
PORTLAND RD
1ST ST
2ND ST
3RD ST
4TH ST
5TH ST
HARRISON ST
GRANT ST
DAYTON AVE
99w-219
R-1: Low Density Residential
R-2 Medium Density Residential
R-3: High Density Residential
R-P: Residential Professional
C-2: Community Commercial
C-3: Central Business District
C-3/LU: Central Business District - Limited Use
M-2: Light Industrial
I: Institutional
Civic Corridor
NEWBERG DOWNTOWN IMPROVEMENT PLAN
0 50 100 200 300 400 Feet

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Building Stock

The downtown area is the historic and commercial heart of Newberg. The study area along OR 99W predominantly consists of beautiful, early twentieth-century buildings of architectural significance. See Section 5.3 Urban Design Existing Conditions for a description of buildings in the study area.

Opportunities and Constraints

The long term goal for this area is "to create an attractive and vibrant downtown that is unique to the City." More specific objectives include:

- Establish a pattern and density of complementary and market-feasible residential and commercial development.
- Bring about economic growth.
- Provide an attractive and inviting streetscape and amenities including appropriate parking.
- Create a safe and attractive environment for pedestrians and cyclists.
- Increase the attractiveness, convenience, and capacity for future transit service.
- Capitalize on new commercial and residential development opportunities within and adjacent to the study area.

Current zoning within the study area presents several opportunities and constraints to achieving project objectives.

Opportunities

- Downtown largely consists of one- and two-story buildings, providing an opportunity for increased density, intensity, and building heights.
- There are nearly 12 acres of parking lots and vacant properties that provide opportunities for development, including several along 1st, 2nd, and Hancock Streets.
- The western and eastern ends of the study area provide opportunities for larger anchor/"gateway" developments, particularly at the eastern end where the current gateway sign and large parking area are located.
- The City-owned "Butler property" across from City Hall and adjacent to the post office offers an opportunity for future development. Re-use of the post office is a possible associated opportunity.
- Under-utilized industrial property in the northwest quadrant of the study area provides an opportunity for adaptive re-use.
- There are several opportunities for second-story redevelopment, particularly along 1st Street.
- The proximity to George Fox University presents an opportunity to develop housing to serve university students.
- Several buildings provide an opportunity for redevelopment in a manner that reflects or enhances their historic character.

Constraints

- Single-family detached housing units are currently listed as a conditional use within the C-3 zone. While existing houses within the project area are increasingly transitioning into commercial, professional or service-related uses, new single family detached housing is not normally considered an appropriate use within downtowns seeking to increase their density, intensity and mix of uses.
- Restrictions on "first floor storefront area" of multi-family dwellings may be a barrier to development of desired housing types, such as student housing.
- Parking garages as a conditional use may be a barrier to having parking provided on a district-wide basis and encourage permitted surface parking lots.

5.3 Urban Design

This section provides a summary of the urban design characteristics in downtown Newberg. The complete technical report can be found in Appendix E. The downtown area builds on a rich history of architecture and historic properties that date from the 1880s to present and represent the Commercial Style and Commercial with Decorative Masonry Style, which is considered a building type, more than a particular style of architecture from the late 1800s to early twentieth century. These structures included the use of brick or stucco exterior walls, modest decorative details, and flat roofs with parapet walls. Through time, many of these historic buildings have been lost, and those that remain have been repurposed and house a variety of business types while preserving their original aesthetic quality and façade informing the present streetscape.

The streetscape of downtown Newberg is also affected by OR 99W. Completed in 1917, it transects downtown Newberg as a couplet; westbound traffic travels along Hancock Street and eastbound traffic flows on 1st Street. OR 99W directly affects the current streetscape and aesthetic quality of the downtown area due to its high traffic volumes and serving as a major freight corridor.

Buildings

Building Scale. Throughout downtown Newberg, there are one- and two-story buildings that house commercial, industrial, and residential uses. These common building types create an intimate scale, due to their height and texture, along the city streets, as well as give way to views of the sky and other elements beyond the buildings. A large amount of buildings have retained their original brick façades, while others have either been resurfaced with a different material, painted over, new signage added, or awnings installed over storefront windows.

The building scale on 1st Street is vastly different when compared to Hancock Street. Because the building facades on 1st Street are located adjacent to sidewalks and are positioned in close proximity to each other, the street is walkable and can be easily traversed as a pedestrian. Conversely, Hancock Street is much less dense, and most buildings located here are either positioned within large asphalt parking lots, have no street frontage, or are set back from the adjacent sidewalk making for an unfavorable walking condition.

Re-Use. Many buildings from the 1900s have been reprogrammed over their histories and some of the historic buildings have kept their original façades and architectural details. Two examples of this can be found on 1st Street: the First National Bank Building from 1910, which is now home to a vineyard tasting

room, and a former gas station that has been repurposed as a small restaurant. Others along 1st Street have been repainted, awnings added above storefronts, or signage added. In some places, these details are currently in a degraded condition, and have a visual impact on the streetscape.

Photo 1. Re-Use building on Hancock Street.

On Hancock Street and near George Fox University, there are former houses that have been converted into small restaurants, mixed use development, offices, and retail shops. These houses have been repainted or refinished, and most have signage added to their exteriors.

Historic. Newberg's historic buildings stem from its roots as the brick-making capitol in Oregon during the 1900s and are characterized by a predominant red brick color with cream accents, distinct patterning due to the size of the brick, unique textural quality, and welcoming height and scale.

Through time, many of these historic buildings have been lost, but those that remain include City Hall, the post office, Chehalem Cultural Center, and the Newberg Public Library. Others, mostly located along 1st Street, have been repurposed and house a variety of business types. Many buildings include their original aesthetic qualities and façades, thus informing the present streetscape.

Residential. As the downtown block pattern moves north of Hancock Street and south of 2nd Street, the urban design language of downtown begins to transition to residential uses. These residential uses span multiple building time frames and include examples of architecture spanning from the 1900s to present. The façades present a different type of quality to the street, such as garage doors and undisclosed entrances that do not provide the same urban design aesthetic as those found on 1st Street and Hancock Street.

Photo 2. Library building showing historic character.

Industrial. Industrial uses are integrated into several downtown areas within and surrounding the couplet. These uses are important to the overall economy of the City of Newberg. These façades and building types present a different kind of character to the city because of their land use designation and require more investigation in compatibility for creating and continuing an urban design component of the downtown.

Buildings are typically larger in scale; some require freight loading docks and sizeable space for maneuvering trucks. These buildings sometimes present challenges with pedestrian use and access interfering with their service needs. The NDIP will need to specifically investigate these areas to help facilitate maintaining service and access to these industrial uses while creating a better aesthetic quality to the pedestrian urban design component.

Pedestrian Amenities

Sidewalks. Sidewalks play a vital role in city life. As conduits for pedestrian movement and access, they enhance connectivity and promote walking. As public spaces, sidewalks serve as the front steps to the city, activating streets socially and economically. Safe, accessible, and well-maintained sidewalks are a fundamental and necessary investment for cities and have been found to enhance general public health and maximize social capital.

1st Street: Sidewalks contain scoring patterns of a rectangular shape, ranging from 4 feet to 12 feet. At several locations bricks are used to delineate specific areas and intersections.

Hancock Street: Sidewalks on both sides of the roadway typically have a 7-foot-square scoring pattern interrupted at the bulb-outs at several intersections.

Overall: A majority of the concrete sidewalks include a curb, and at times, have a consistent scoring pattern; however these patterns are not consistent throughout the downtown area due to remnant street markings or in some locations, the more recent concrete does not conform to a specific pattern.

Street Lighting. The distribution of lighting along the street can have a dramatic effect on the nature of the street and its secondary uses.

1st Street: In general, there are street lights with a nonpainted metal finish with "cobra-head"–type lighting; at intersections they include an armature for traffic lights. These are placed a 100 feet to 150 feet apart.

Hancock Street: Nearly all street lights consist of a unique style and are painted a matching black color. Some lights have banner space and others have hanging planter baskets attached to them.

Overall: By observation, there is no unifying style or color used throughout the downtown area. There are a variety of styles, heights, and finishes used.

Street Trees. Urban trees and landscapes are assets that require the expenditure of resources—labor, energy, and water—for proper management.

More and more communities are beginning to recognize the tangible benefits that trees provide in the urban environment. Healthy trees increase property values, reduce air and noise pollution, provide energy-saving shade and cooling, furnish habitat for wildlife, enhance aesthetics, and are an important contributor to community image, pride, and quality of life. Because street trees are one of the most important organizing elements of the streetscape environment, appropriate tree species selection, location, and design of the planting site is essential. Proper tree selection and planting will ensure the healthy growth and longevity of trees, enhance the streetscape character, reduce maintenance issues and maximize the City of Newberg's investment.

Overall: Throughout the grid-block pattern of the downtown area, there is no unifying spacing of trees. There are also gaps where trees have been lost to disease or age. Street trees in some areas use tree grates as a part of the sidewalk, in other areas the mulch at the base of the tree is exposed with no tree grate.

In general, a diverse range of species are used as street trees, sporadically located throughout the downtown area, and do not present a common uniform language to the existing street pattern. Trees range in size and shape from very upright and columnar in the 10-foot to 20-foot range, whereas other trees are very broad and ovate, in the 30-foot to 35-foot range. An overall assessment of the tree inventory for the downtown area is recommended to be performed by an arborist to investigate the existing health of the trees.

Site Furnishings. Street furnishings provide important amenities for pedestrians by adding functionality and vitality to the pedestrian realm. They announce that pedestrians are welcome and that the street is a comfortable place to be. These amenities provide a functional service to the pedestrian and provide visual detail and interest.

1st Street: Benches made of iron and attached wooden slats for seating are located at the mid-block of 1st Street and School Street, and at the southeast intersection of 1st Street and College Street. There are also small businesses that have placed seating outside their commercial space for their patrons. Colorful painted metal trash containers are spread throughout 1st Street, as well as painted wine barrels that are used for planters and part of the efforts by the Newberg Downtown Coalition to improve the aesthetic of the downtown area.

Hancock Street: There are no apparent public seating, trash containers or items, such as wine barrel planters, used to add to the aesthetic of the street.

Photo 3. Site furnishings

Overall: Although both 1st Street and Hancock Street have some unifying qualities within their own right of way, they do not seem to coordinate with each other, nor do they correspond to the remaining downtown area. Both offer little to no pedestrian amenities for resting within the present streetscape.

Walking Conditions

Intersection Treatments. For city streets to meet the needs and demands of everyone using them, intersections—both large and small—need to function as safely and efficiently as possible. Good intersection design, however, goes beyond making streets safer. Well-designed intersections use street space to bring people together and invigorate a city while making traffic more intuitive, seamless, and predictable for those passing through.

1st Street: At several intersections along 1st Street, College Street, Howard Street, and Meridian Street, red brick has been placed in a double basket weave pattern and acts as a reference to the City of Newberg's history.

Hancock Street: Throughout the south side of Hancock Street, bump-outs are placed at all intersections. These bump-outs provide an area for vehicles to park along the road and allow for driveways. Although this element gives Hancock Street an overall characteristic, it does not provide an artistic or creative quality.

Overall: Both 1st Street and Hancock Street use bulb-outs that increase pedestrian safety and visibility due to their extension beyond the curb. However, they do not share the same combination of materials.

Crosswalks. Marked crosswalks are an essential tool for helping pedestrians move safely, conveniently, and predictably across roadways. Crosswalks can also provide a unique streetscape design treatment to emphasize pedestrians' presence and primacy.

Hancock Street, 1st Street and 2nd Street: These streets use two common crosswalk types; standard and continental. They mostly appear between Blaine Street and River Street.

Overall: The crossings were designed with visible white paint, however at some locations, crossings are degraded and have worn away over time. Many intersections within the couplet area have crossings. There are fewer intersections with crossings outside of the couplet area. Not all crossings also have a walking signal.

Alleys. Alleys are small-scale streets that typically only carry low numbers of vehicles accessing adjacent properties. Alleys should be designed to a pedestrian-scale speed and level of detail wherever possible to calm traffic and emphasize pedestrian use. Alleys may also include seating, landscaping, and pedestrian lighting to create usable public spaces.

1st Street: To the south of 1st Street, an alley extends between Washington Street and Meridian Street. This alley is used mostly for vehicular traffic, trash pickup, utility poles, and for access to and from businesses located adjacent to the public parking lot on Second Street, between Howard Street and College Street. One building façade at the east end of the alley at College Street has a landscape mural painted on its north wall. To the north of 1st Street, an alley lies between Garfield Street and Blaine Street. This location accommodates a total of two blocks and is heavily used by delivering trucks and vehicular traffic.

Hancock Street: To the south of Hancock Street, an alley extends from Howard Street east to Meridian Street. There are utility poles and visible signs of vehicular travel to local businesses, however there is no visual evidence of pedestrian or bike use.

Between Hancock Street and 1st Street: To the east and west of Main Street, there are two alleys operating as vehicular connections to adjacent parking areas for nearby businesses. Both, north-south alleys extend one block and connect to 1st Street and Hancock Street.

Overall: All of the alleys located in the downtown area seem to be used mostly for large delivery trucks to access businesses for loading and unloading of goods or for individuals to access businesses.

Civic Identity and Wayfinding

Gateway Monuments. The purpose of gateway monuments is to provide an overall image of a neighborhood or district, mark edges or entry points, and give information about directions, destinations, or the neighborhood in general.

At both entry points of the couplet, where 1st Street and Hancock Street meet, gateway signs have been placed announcing the arrival to the downtown area of Newberg.

West end: The gateway sign is mostly made of concrete with a colorful graphic placed in the center of the structure. The scene emulates a winery.

East end: The structure is made mostly of red and tan brick and rests on a concrete base. The red brick is laid in a horizontal running bond pattern, while the yellow accent brick is used as an inlay in a herringbone pattern and as a crown to the overall sign structure.

Both gateway signs signify the arrival to the downtown area of the City of Newberg. They do not match in size or style, but are noticeable to both vehicles and pedestrians.

Signage. Signage plans should be developed on a neighborhood basis, specific to the needs of that district. They are most appropriate to downtown, commercial, or tourist-oriented locations, or around large institutions. Less traveled areas may still include some basic informational signs or neighborhood markers.

1st Street and Hancock Street: Both roadways have standard transit signs within the downtown area. These signs predominately correspond to vehicular flow, although there are a few signs for bike travel.

Signage and wayfinding in downtown Newberg is limited for the pedestrian, although it is highly present for vehicle use. Signage types include freestanding business monument signs located close to roadways, signs above storefronts, and occasional folding A-frame signs for individual businesses.

Public Art. Public art is an important component of many street improvements. On a large scale, public art has the ability to unify a district with a theme or identify a neighborhood gateway. At a pedestrian scale, it can provide visual interest for passersby.

Photo 4. Landscape mural – east end of the alley at College Street.

1st Street is the only street in Newberg with murals located within close proximity. A mural depicting a winery set on top of a hillside is located at the end of the alley on College Street and another is located east of College Street on the west side of a building façade, adjacent to an asphalt parking lot. The

murals are large scale and draw attention to them by illustrating landscapes from outside of Newberg. They are also the only two public art elements visible to the public from public streets or alleys.

Kiosks. Kiosks are public elements that are sources of information, which may include maps, bulletin boards, or other useful information. Kiosks can often be combined with gateway signage and provide an attractive and useful streetscape element.

There is only one informational kiosk located on Hancock Street, near the intersection of Blaine Street. This kiosk is a wooden structure with an eco-roof, and is a water-wise demonstration garden and wildlife habitat. Newberg Public Works Maintenance Division and contributing partners have created this garden to give the public and private sectors examples of water-wise sustainable choices they can make when building, designing, and installing landscapes, irrigation systems, and hardscapes.

Festival Streets. Festival streets use traffic-calming and unique streetscape features to create a street that can easily be converted to public use on weekends or for special events.

Sheridan Street, between Blaine Street and School Street, has been repaved as a festival street and is located in front of the Chehalem Cultural Center. It can be closed off to vehicles for seasonal events including the farmers market and Oktoberfest.

The street includes a concrete roadway with rectangular scoring patterns, tree wells with ornamental steel grates, sidewalks along both sides of the roadway, and landscape planters.

Cultural Resources

Newberg Cultural Areas. The Chehalem Cultural Center is housed in a historic brick building that began its life in 1935 as Central School—a Depression era Works Progress Administration (WPA) project. The building is currently owned by the Chehalem Park and Recreation District.

The historic building houses a fine arts gallery and exhibition hall, three multipurpose arts studio classrooms, a state-of-the-art clay studio, a recording studio with four music practice studios, meeting space, and a 5,200 square foot grand ballroom for public and private events.

In addition to the Chehalem Cultural Center, Newberg benefits from several landmarks and destinations located within its downtown area. Francis Square Park serves as a resting place for passers-by and Memorial Park provides recreation opportunities for the adjacent neighborhood. The Hoover-Minton Museum, Cameo Theatre, Masonic Temple, and Historic Library are destinations for local residents and visitors of the area. There are several art galleries and public events coordinated throughout the year.

Historic Resources

An initial inventory of historic properties for the City of Newberg was conducted in 1984 and 85 and encompassed assets within the city limits of Newberg and the urban growth boundary. A final report was prepared including an historical overview of the city's development, major historical themes, building types and styles, methodology, the evaluation process, findings, and preservation recommendations. In 1990, the City of Newberg updated the 1985 study documenting the alterations, rehabilitations, and demolitions since the completion of 1985 inventory. This catalog illustrates the rich history of architecture and historic properties that date from the 1880s to present.

Newberg's historic buildings stem from its roots as the brick-making capitol in Oregon during the 1900s. These structures included the use of brick or stucco exterior walls, modest decorative details, and flat roofs with parapet walls. Through time, many of these historic buildings have been lost, but those that

remain include City Hall, the post office, Chehalem Cultural Center, and the Newberg Public Library. Others, mostly located along 1st Street, are locally and nationally designated historic sites.

There are 12 historic properties located in the City of Newberg on the National Register of Historic Places, three of which are located in the downtown study area:

- **Hoover-Minthorn House**, 115 S. River Street, NRHP listing dated 10/29/75. Originally built in 1881 by "Father of Newberg" Jesse Edwards, purchased in 1884 by Henry and Laura Minthorn, this is Newberg's oldest and most historic house. From 1885 to 1888, President Herbert Hoover lived here as the adopted son of the Minthorns, who also happened to be his aunt and uncle.
- **Union Block Building**, 610-620 E. 1st, NRHP listing dated 5/5/2000. Also known as the Wilson Building. Built by the Union Building Company in 1907. Home of three prominent Newberg banks and the Imperial Hotel (1907–1929). Miller Mercantile operated in 616 for many years, followed in turn by Coast to Coast hardware, Wilson's Furniture and White's Collectibles. Martin Redding's insurance agency was in 612 (1940–1960), important because A-dec co-founder and co-owner Joan Austin spent several of her formative years as a business woman at this agency.
- **J.C. Penny Building**, 516 E. 1st, NRHP listing dated 6/13/2007. The first nationwide chain department store to enter the local market, Penny operated in this decorative masonry style building until 1980. Many still know this address as Khron's Appliance store. Critter Cabana (pets and supplies) is the current occupant. A fire on Dec. 13, 2012, did extensive damage to the interior which has since been repaired.

Opportunities and Constraints

Opportunities throughout Downtown

- **Street Trees.** There is an overall lack of street trees along the downtown's two primary traffic streets, especially on Hancock Street. Additionally, there is no clear pattern or unifying aesthetic for the street trees downtown. Street can unify and create a comprehensive understanding of the downtown corridor.
- **Crosswalks.** Adding or restriping existing crosswalks at all four intersections of streets would give drivers, residents, and visitors a clear understanding of the expected behavior of people downtown.
- **Existing Driveways and Entrances.** There may be an opportunity to reduce the number and width of driveways for businesses that are not adjacent to the right of way. Providing landscape buffers between sidewalks and parking lots would foster a more unified edge.
- **Curb Bump-outs.** Adding curb bump-outs to intersections or mid-blocks could provide space for street trees, art installations, unique wayfinding, stormwater treatment facilities, and seating.
- **Infill.** There are several parking lots within the downtown area that could be targeted for future development.
- **Programs.** There is an opportunity to develop an art and mural program for the downtown area similar to the program in McMinnville, Oregon.

Opportunities within Specific Areas

- **North-South Streets.** Streets running north-south through the downtown area could have unique landscaping and scoring patterns within the sidewalks, creating a complementary language to the rest of the area.
- **West End of Couplet.** There is an opportunity to enhance the setting of the large Oregon Oak as an entrance feature, welcoming motorists and pedestrians to the downtown area.
- **Civic Corridor.** There is an opportunity to create a north-south connection from the Chehalem Cultural Center to Memorial Park through the provision of a unique streetscape on Howard Street. The corridor could accommodate seating and gathering spaces for special events or street closures, as well as provide space for public art installations.
- **Stakeholders and Community**. Providing opportunities or events for the public to participate in a decision-making process is an essential component of a successful plan. Collecting and gathering stakeholder and community input provides a vested and impartial component to the plan for the future development of Newberg's downtown.

Constraints

- **Funding.** The cost of street improvements can range from simple interventions such as adding a street tree or landscaping to full re-designs of an entire corridor, which can have a far more significant cost per block. Securing funding for the long-term will be challenging and will be important to the success of the Newberg Downtown Improvement Plan.
- **Engaging Private Property Owners.** The differing views and needs of private property owners can be difficult to align and resolve at times. It will be important to engage them in decision making to achieve long-term goals and mutually beneficial relationships.
- **Right of Way.** The current right-of-way does not present flexibility for significant changes in current transportation corridor standards. Considering changes in transportation planning corridor standards and the opening of the Newberg-Dundee Bypass, future modifications of the existing right of way present opportunities for a more walkable Newberg.
- **Parking.** Providing adequate parking in the downtown area may pose a concern when implementing infill development. The reduction or elimination of parking could be negatively received by local establishments.

APPENDICES

This summary memo is supported by the technical memos included in the appendix that provide more detailed information on the existing conditions in Downtown Newberg.

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Appendix A

Transportation System

PAC DRAFT - Memo #1:
Newberg Downtown Improvement Plan
Existing Conditions Analysis
City of Newberg

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MEMORANDUM (DRAFT)

DATE: October 27, 2015

TO: NDIP Project Team

FROM: Garth Appanaitis, PE

SUBJECT: Newberg Downtown Improvement Plan
Task 2 Transportation Existing Conditions P# 15149-000

The purpose of this memorandum is to summarize the existing transportation system in downtown Newberg. This information will be used to inform opportunities and constraints for the downtown visioning process through the Newberg Downtown Improvement Plan (NDIP). The transportation information contained in this memorandum is compiled from recent analysis performed for Newberg's Transportation System Plan (TSP) update, which is currently underway.

Executive Summary

The completion of the first phase of the Newberg-Dundee Bypass will provide an alternate route for regional traffic that currently passes through downtown Newberg on OR 99W. The initial reduction in traffic along the existing OR 99W couplet (1st Street and Hancock Street) provides an opportunity for the community to consider options for enhancing the downtown area. The Newberg TSP update explored several concepts for reducing travel lanes through downtown. The City Council supported the concept of removing a lane of traffic along both 1st Street and Hancock Street, resulting in two lanes in each direction (the road-diet concept). The NDIP will further develop this potential concept.

As state highways, OR 99W (1st Street and Hancock Street), OR 219 (College Street), and OR 240 (Main Street), are under the jurisdiction of ODOT, which controls decisions related to traffic control, signing, striping treatments, and access location. These requirements are maintained through various state policies. ODOT would continue to control and maintain the existing 1st-Hancock couplet (following the bypass opening) without a formal agreement to transfer authority to the City. However, some portions of the highways through downtown are resoluted[1] and ODOT only manages the portion between each curb, including 1st Street (Harrison Street to River Street), Main Street (1st Street to Illinois Street), and College Street (1st Street to Vermillion Street). ODOT has acquired in fee right-of-way and manages the entire right-of-way, including the sidewalks, on either side of the street along Hancock Street.

The current transportation conditions through downtown Newberg vary by mode. As a state highway, OR 99W serves regional movement with three travel lanes in each direction along the 1st-Hancock couplet. Traffic signals along the corridor are timed to facilitate the movement of vehicular traffic and freight along the corridor and the four intersections analyzed in the TSP update currently meet ODOT mobility targets. Due to the traffic volume and width of the corridor, crossing the street at unsignalized intersections can be difficult for both motor

[1] Email from Gerry Juster, ODOT, July 13, 2015.

vehicles and pedestrians/bikes that wait for gaps to travel north-south. The downtown area is well connected with sidewalks for pedestrian travel. Bicycle lanes are provided along the couplet and some connecting roadways. Transit service is provided along the couplet, but local and regional routes have limited service frequency with headways of one hour or longer. Additionally, transit stop information and other amenities are limited.

Policy Framework

The following section summaries relevant transportation policies for downtown Newberg, as reported in the Newberg TSP[2] update.

Newberg TSP Transportation Goals

The following five transportation goals were used during the TSP update process:

- **Goal 1:** Maintain or improve access to existing properties and employment areas; improve freight traffic and/or minimize downtown trips for through traffic; have minimal impact on adjacent properties.
- **Goal 2:** Emphasize visual and aesthetic qualities in their design; minimize any potential energy, social, environmental, and economic impacts; improve rail, water, and air transportation systems where possible.
- **Goal 3:** Enhance access for emergency response; include improvements meant to reduce crash frequency and severity and/or to enhance pedestrian/bicyclist safety.
- **Goal 4:** Include complete street[3] principles with both vehicle and pedestrian/bicycle improvements; improve the connectivity of the street and/or sidewalk system; improve access to public transit.
- **Goal 5:** Provide the most cost effective improvement option and identify stable funding sources for improvements; repair, maintain, and/or improve existing facilities and protect needed right-of-way for future projects; or constructed as a mitigation requirement by private development.

Highway Classification and Designation

Oregon Highway Plan (OHP) Policy 1A categorizes state highways for planning and management decisions. Updates to the TSP will support the existing highway classifications and will enhance the ability of the highways in Newberg to serve transportation needs consistent with their defined functions. The following classifications apply to state facilities in Newberg:

- OR 99W (Pacific Highway West, No. 91/1W) is classified as a Statewide Highway, part of the National Highway System (NHS), a Truck Route, and a Freight Route. Statewide highways primarily serve inter-

[2] Newberg TSP Volume 2: Technical Memorandum 2 – Background Document Review for Newberg TSP Update

[3] The following description of complete streets is provided by the National Complete Streets Coalition: "Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations…." For more information: http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq, October 2015.

urban and inter-regional travel and strive to provide safe and efficient, high-speed operation with minimal access and interruption. Operation may be affected by special land use designations described below.

- OR 240 is classified as a District Highway. District highways function as county and city arterials or collectors and provide connections between small urbanized areas. The goal of these facilities is to provide moderate to high-speed operation in rural settings and moderate to low-speed operation in urbanized areas.
- OR 219 is classified as a District Highway, except for the portion where it joins with OR 99 (MP 20.19 to 20.73) where it becomes a Statewide Highway and truck route.
- OR 18 Newberg-Dundee Bypass (under construction) is expected to be classified as a Bypass and Expressway. Expressways are characterized by limited access. The primary purpose of expressways is to serve interurban travel and provide for high-speed and high-volume traffic with minimal access and interruption.

Special Designations

OHP Policy 1B permits special highway segment designations where specific types of land use patterns foster compact development and in areas where the need for appropriate local access outweighs the considerations of highway mobility. Currently, there are no Special Transportation Area (STA) designations on OR 99W in Newberg. Such designations may be considered during the TSP update or subsequent planning processes to acknowledge that the highway (and couplet) serves as some of Newberg's primary streets (including retail store-fronts in the downtown area) and that mobility and through traffic needs must be balanced with local access needs. Within an STA designation, which must be adopted as part of the OHP, access spacing standards can be modified and speeds reduced. While an STA designation may be appropriately considered for OR 99W through downtown Newberg, the OHP specifies that the future Newberg-Dundee Bypass, as an Expressway, may not be designated as an STA.

State Highway Freight System

OHP Policy 1C addresses the need to balance the movement of goods and services with other uses. It states that the timeliness of freight movements should be considered when developing and implementing plans and projects on freight routes. Within Newberg, OR 99W is classified as a Federal Truck Route and an Oregon Freight Route. This classification could change with the completion of the Newberg-Dundee Bypass.

Roadway Mobility Targets

OHP Policy 1F sets mobility targets for ensuring a reliable and acceptable level of mobility on the highway system[4]. The OHP assesses mobility in terms of volume to capacity ratio (v/c). The following mobility targets are

[4] In particular, the mobility targets in Table 6 of OHP Policy 1F are applicable to state facilities in Newberg and are considered standards for purposes of determining compliance with Transportation Planning Rule (OAR 660-012).

applicable to long-range planning for state highways in Newberg during peak hour operation[5], pursuant to Policy 1F, Table 6:

- 0.85 v/c for Statewide Highways that are Freight Routes inside a UGB, outside of a MPO and STA, where the posted speed is 35 mph or less (OR 99W).[6]
- 0.80 v/c for Statewide Expressways and Statewide Highways that are Freight Routes inside a UGB, outside of a MPO and STA, where the posted speed is greater than 35 mph (OR 99W and future Newberg-Dundee Bypass).
- 0.95 v/c for District Highways that are inside a UGB, outside of a MPO or STA, where posted speed is less than or equal to 35 mph (OR 240)
- 0.90 v/c for District Highways that are inside a UGB, outside of a MPO or STA, where posted speed is greater than 35 mph and less than 45 mph (OR 240)
- 0.90 v/c for Statewide Highways that are inside a UGB, outside of a MPO or STA, where posted speed is less than or equal to 35 mph (OR 219)
- 0.85 v/c for Statewide Highways that are inside a UGB, outside of a MPO or STA, where posted speed is greater than 35 mph and less than 45 mph (OR 219)

It is anticipated that the findings of the transportation analysis for the TSP update may support a change of mobility targets for 99W within the city; the TSP update process is an opportunity to develop and apply alternative mobility targets. The Oregon Transportation Commission (OTC) must approve proposed alternative mobility targets on state highways.

The City of Newberg TSP[7] states that Level of Service (LOS) "D" is typically regarded as the minimum operational threshold for signalized intersections, while LOS "E" is the minimum operational threshold for unsignalized intersections.

Access Management on State Highways

The Oregon Access Management Rule[8] (OAR 734-051) strives to balance the safety and mobility needs of travelers along state highways with the access needs of property and business owners. ODOT's rule sets guidelines for managing access to the state's highway facilities in order to maintain highway function, operations, safety, and the preservation of public investment consistent with the policies of the 1999 OHP.

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[5] OHP Policy 1F uses the 30th highest annual hour as the peak hour. Alternatives to the 30th highest annual hour may be established as part of adopting an alternative mobility target.

[6] The Dundee City Council recently approved a recommendation by the ODOT speed zone investigator to change the speed from 35 mph to 30 mph on 99W through Dundee. ODOT is waiting for confirmation from the City of Newberg, which is currently considering recommendations pertaining to 99W in Newberg. A speed zone order from ODOT will be issued at the end of the review process.

[7] Newberg TSP (2005), Section 3

[8] Access Management Rule: http://www.oregon.gov/ODOT/HWY/ACCESSMGT/docs/pdf/734-051.pdf

Access management rules allow ODOT to control the issuing of permits for access to state highways, state highway rights of way and other properties under the State's jurisdiction.

In addition, the ability to close existing approaches, set spacing standards and establish a formal appeals process in relation to access issues is identified. These rules enable the State to set policy and direct the location and spacing of intersections and approaches on state highways, ensuring the relevance of the functional classification system and preserving the efficient operation of state routes.

OAR 734-051 was recently amended to allow more consideration for economic development when developing and implementing access management rules. The new laws result in substantial changes in rules about how ODOT manages highway approach road permitting. Changes include modifying how ODOT deals with approach road spacing, highway improvement requirements with development, and traffic impact analyses requirements for approach road permits. The law's provisions went into effect on January 1, 2012.

OHP Policy 3A and OAR 734-051 set access spacing standards for driveways and approaches to the state highway system.[9] The standards are based on state highway classification and differ based on posted speed. The administrative rule is in the process of being amended; the following spacing standards are in effect for unsignalized approaches to statewide highways in urban areas where average daily traffic is more than 5,000 motor vehicles.[10]

Table Table 1 identifies the minimum private access spacing standards for streets in Newberg. Within developed areas of the City, streets not complying with these standards could be improved with strategies that include shared access points, access restrictions (through the use of a median or channelization islands) or closed access points as feasible. New streets or redeveloping properties must comply with these standards, to the extent practical (as determined by the City Engineer).

Table 1: Access Spacing on Newberg Streets

Roadway Functional Classification	Minimum Public Street Intersection Spacing (Feet)*	Frontage Required per Additional Driveway**	Driveway Setback from Intersecting Street†
ODOT Statewide Highway Speeds 30 & 35 (Urban) Speeds 40 & 45 (Urban)	 500 800	NA	NA
Major arterial Urban (outside CBD) Central Business District	 500 200	NA	NA

[9] ODOT Access Management Standards (Appendix C): http://www.oregon.gov/ODOT/TD/TP/pages/ohp.aspx.

[10] Table 2 in SB 264, http://www.leg.state.or.us/11reg/measpdf/sb0200.dir/sb0264.en.pdf.

Minor arterial Urban (outside CBD) Central Business District	 300 100	 200 200	 150 150
Major collector	200	150	100
Minor collector	150	75	100
Local streets	100	75	50

*Street Spacing measured centerline to centerline
**Requirement is the minimum frontage required per additional driveway beyond the first. Where two driveways are constructed, at least one curb parking space shall separate each driveway approach.
†The setback is based on the higher classification of the intersecting streets. Measured from the curb line of the intersecting street to the beginning of the driveway, excluding flares. If the driveway setback listed above would preclude a lot from having at least one driveway, including shared driveways or driveways on adjoining streets, one driveway is allowed as far from the intersection as possible.

Improvements on State Highways

The Highway Design Manual[11] (HDM) provides uniform standards and procedures for ODOT and is in general agreement with the 2001 American Association of State Highway and Transportation Officials (AASHTO) *A Policy on Geometric Design of Highways and Streets*. Some key areas where guidance is provided are the location and design of new construction, major reconstruction, and resurfacing, restoration or rehabilitation (3R) projects. The HDM should be used for all projects on state highways in Newberg to determine design requirements, including the maximum allowable volume to capacity ratios for use in the design of highway projects.

Existing Conditions

A review of the existing transportation conditions was conducted through the TSP update and is summarized in the following section for the downtown area.

Crash History and Safety

A safety review was conducted as part of the TSP update process for both intersections and roadway segments to identify potential for safety problems.

Collisions at intersections are typically proportional to the number of vehicles entering it. Therefore, a crash rate describing the frequency of crashes per million entering vehicles is used to compare locations and assess if the number of crashes should be considered high. Further, a critical crash rate, a threshold value that allows for a relative comparison among intersections with similar characteristics, is computed for each intersection. The sites that have a higher crash rate than this critical rate are flagged for further review.

For roadway segments, a crash rate identifying the number of crashes per million vehicle-miles traveled is developed and then compared with similar facilities in Oregon. Both OR 99W and OR 219 through Newberg had greater crash rates than similar ODOT facilities in four of the five years analyzed. OR 99W in Newberg contains

[11] ODOT Highway Design Manual: http://www.oregon.gov/ODOT/HWY/ENGSERVICES/pages/hwy_manuals.aspx.

four segments that rank among the top ten percent and two that rank among the top five percent for state highways in Oregon according to the Safety Priority Index System (SPIS) for 2013. However, none of these locations are in downtown Newberg.

As shown in Table 2, intersection crash rates and critical crash rates were calculated (based on 2008 to 2010 data) for each of the four downtown study intersections reviewed in Newberg for the TSP. All locations have crash rates lower than the critical crash rate and do not indicate a safety issue.

Table 2: Intersection Collision Evaluation

Intersection	PM Peak Hour Total Entering Volume	Collision Rate	Critical Crash Rate
State Route, Signalized Intersections			
Hancock Street (99W)/Main Street	2,379	0.25	0.67
1st Street (99W)/Main Street	1,629	0.54	0.72
Hancock Street (99W)/College Street	2,473	0.36	0.67
1st Street (99W)/College Street	1,782	0.66*	0.71

Source: ODOT Crash Data System
* Intersection collision rate exceeds 2010 Highway Safety Manual critical crash rate of 0.62 per MEV for signalized state route intersections

Pedestrian Network

Downtown Newberg has a fairly complete pedestrian network with sidewalks, curb ramps, pedestrian way finding signage, and amenities such as benches and street trees. Crosswalks are striped for a majority of the intersections downtown and traffic speeds are low, which promotes walking. While crosswalks are provided with ramps at most locations, some of the crosswalks are in poor condition. Additionally, the number of travel lanes along the couplet (three in each direction) and perceived driving behavior (lack of yielding to pedestrians) creates a barrier that makes crossings difficult at unsignalized intersections. Figure 1 shows the existing sidewalks located on collectors and arterials in the downtown.

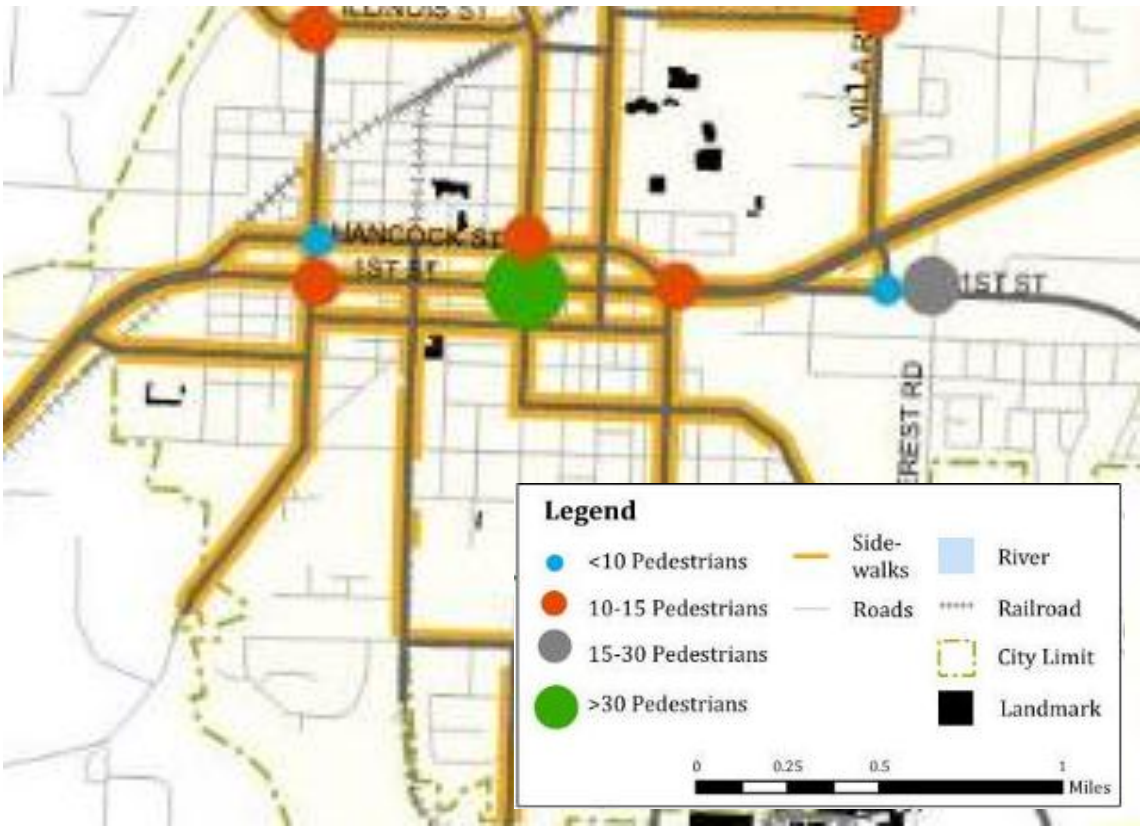

Figure 1: Existing Sidewalks in Newberg on Collector and Arterial Streets

Bicycle Network

Newberg adopted the *Newberg Bicycle/ADA/Pedestrian Plan*, which incorporates ODOT, American Association of State Highway and Transportation Officials (AASHTO), and Manual on Uniform Traffic Control Devices (MUTCD) guidelines to guide bikeway improvements. Figure 2 shows bicycle volumes at study intersections and the existing network of bike facilities in south Newberg. The bicycle network in Newberg includes several bike lanes on city streets. The most continuous bike path is along OR 99W. Much like with sidewalks in the city, there are bike lanes near the newer commercial and residential areas with fewer bike lanes in the more established areas of town.

There are several existing locations with bicycle designations, including signed shared roadways in the neighborhood just south of Downtown, a bike boulevard (sharrows and/or bike route signage, wayfinding signage) from Springbrook/Haworth to Ewing Young Park, and on Meridian to Joan Austin Elementary (using Crestview and Center). These roadways allow cyclists to use quieter, more comfortable streets.

Newberg has colored bike racks throughout the downtown area, which have been implemented through the bike rack cost-share program. In addition, the Development Code requires that new development outside of downtown is required to provide off-street bike parking. Figure 2 shows existing bicycle lanes in downtown on collector and arterial streets.

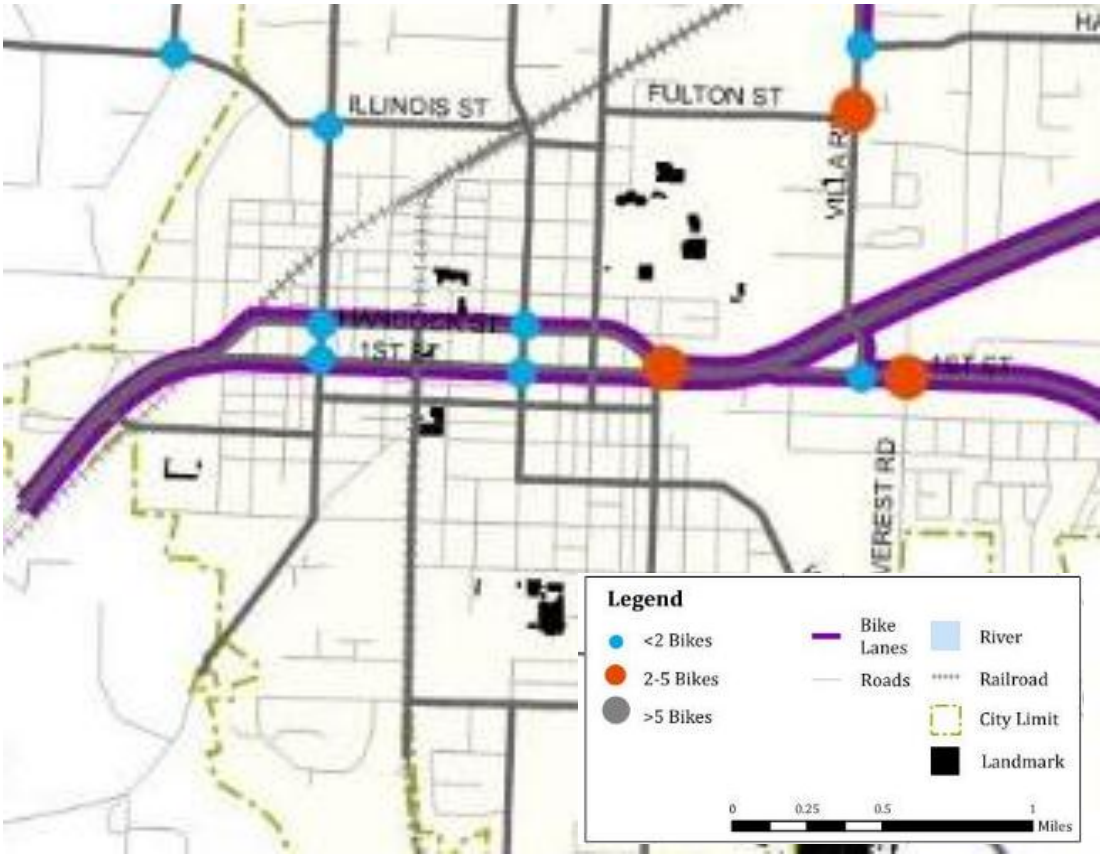

Figure 2: Existing Bicycle Lanes in Newberg on Collector and Arterial Streets

Freight

Freight traffic in Newberg includes traffic traveling through the City as well as shipments to and from locations in the City. ODOT classifies OR 99W as a Statewide Freight Route through the City of Newberg. OR 99W has local and statewide economic significance, providing freight movement to commercial and industrial destinations between the Portland-Vancouver area and the Oregon coast. Medium and heavy trucks make up six to seven percent[12] of the daily traffic on OR 99W, approximately 2,800 trucks per day. Congestion on OR 99W slows freight shipments going to the City and passing through to other destinations. OR 219 and OR 240 also provide routes for trucks traveling to and through the City of Newberg.

Transit

Transit service is provided in Newberg by Yamhill County Transit Area (YCTA), which provides bus routes connecting Newberg to destinations along the OR 99W corridor, including McMinnville, Dundee, Sherwood, and

[12] Newberg-Dundee Bypass Tier II EIS

Tigard. YCTA provides five transit lines that provide transit to and from various locations within the city. YCTA also provides an Americans with Disabilities Act (ADA) dial-a-ride service. Table 3 summarizes existing transit service, which is also shown in Figure 3.

Table 3: Newberg Bus Service

	Route 44	Route 46s	Route 45x	Route 5	Route 7
Route	Downtown McMinnville to Tigard Transit Center with three stops in Newberg northbound near Springbrook Road, Villa Road, and Main Street	Same as Route 44	Express between McMinnville and Tigard Transit Center	George Fox university to Foothills Drive	Along OR 99W Providence Hospital to downtown
Frequency	One-hour frequency a.m. and p.m. peak hour, and two-hour frequency mid-day	Four trips each way	Once a.m. and once p.m.	One-hour frequency	One-hour frequency
Hours	5:00 a.m. to 7:00 p.m.	8:00 a.m. to 7:00 p.m.		7:30 a.m. to 6:00 p.m.	7:00 a.m. to 6:30 p.m.
Service days	Weekdays	Saturdays	Weekdays	Weekdays	Weekdays

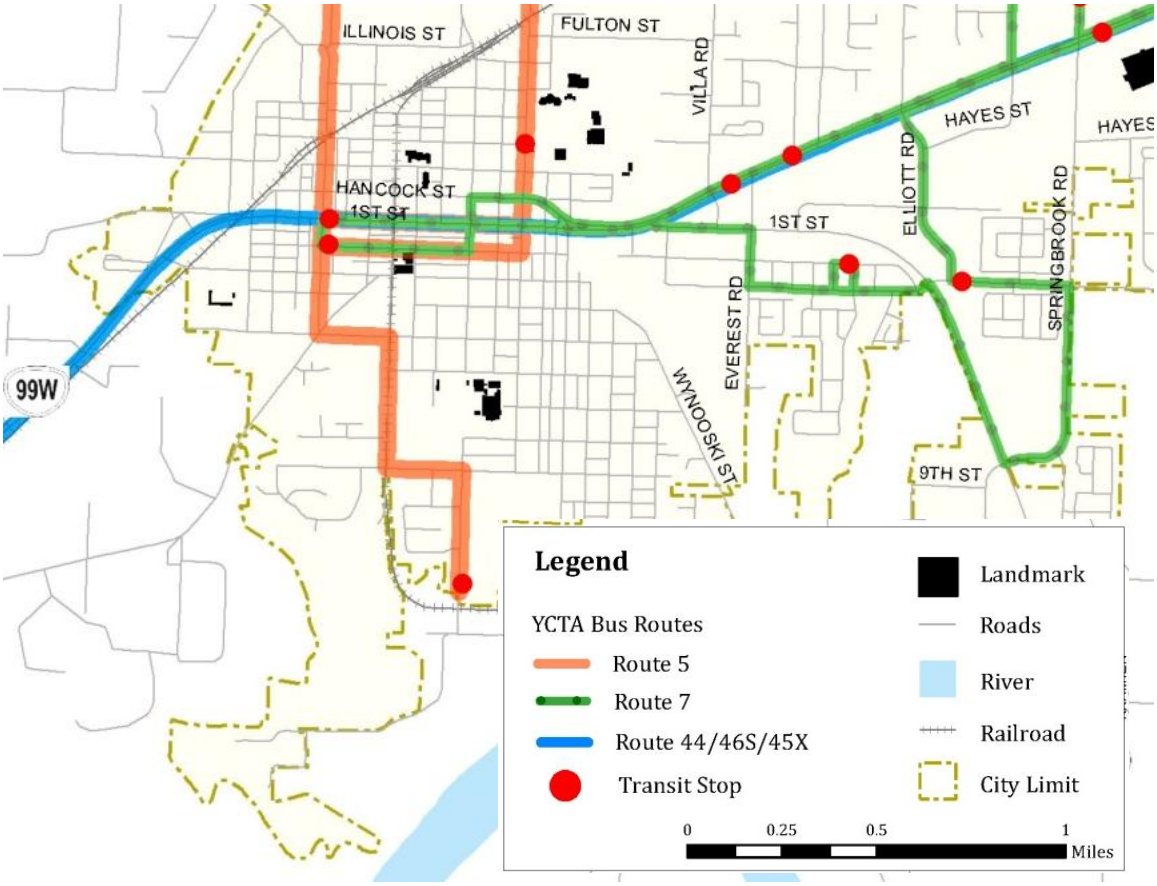

Figure 3: Existing Transit Service in Newberg

Motor Vehicle Mobility

The motor vehicle conditions in Newberg vary based on the time of year. Operations at the four downtown study intersections analyzed in the TSP update, listed in Table 4, were evaluated during the p.m. peak hour of the peak seasonal period (30th highest annual hour) and the average weekday. All locations currently meet mobility targets.

Table 4: Intersection Operations (2012 p.m. peak)

Intersection	Mobility Target	Peak Seasonal V/C Ratio	Peak Seasonal LOS	Average Weekday V/C Ratio	Average Weekday LOS
Hancock Street (99W)/Main Street	0.85	0.70	B	0.64	B
Hancock Street (99W)/College Street	0.85	0.76	B	0.70	B
1st Street (99W)/Main Street	0.85	0.57	B	0.52	B
1st Street (99W)/College Street	0.85	0.58	B	0.53	B

Planned Facilities

The draft TSP update identifies future improvements to the transportation system. Figures 4 through 6 show the projects that are currently identified[13] (and may further change during the TSP update process). Additional information for each project in the downtown area is listed in Table 5. Each project is listed as "likely" funded (indicating that is it assumed[14] that there will be funds available for completion by 2035) or "aspirational" (indicating that the project has been identified but that it is not assumed to be funded by 2035). In regard to the downtown system, the primary project is S07 (Downtown road diet), which is a general concept that is intended to be further refined through the NDIP process.

[13] Identified projects are subject to change pending public comment and the adoption process.

[14] Funding assumptions are based on review of existing transportation revenues and expenses and are projected for the 20 year horizon.

Figure 4: Draft Newberg TSP Pedestrian Projects

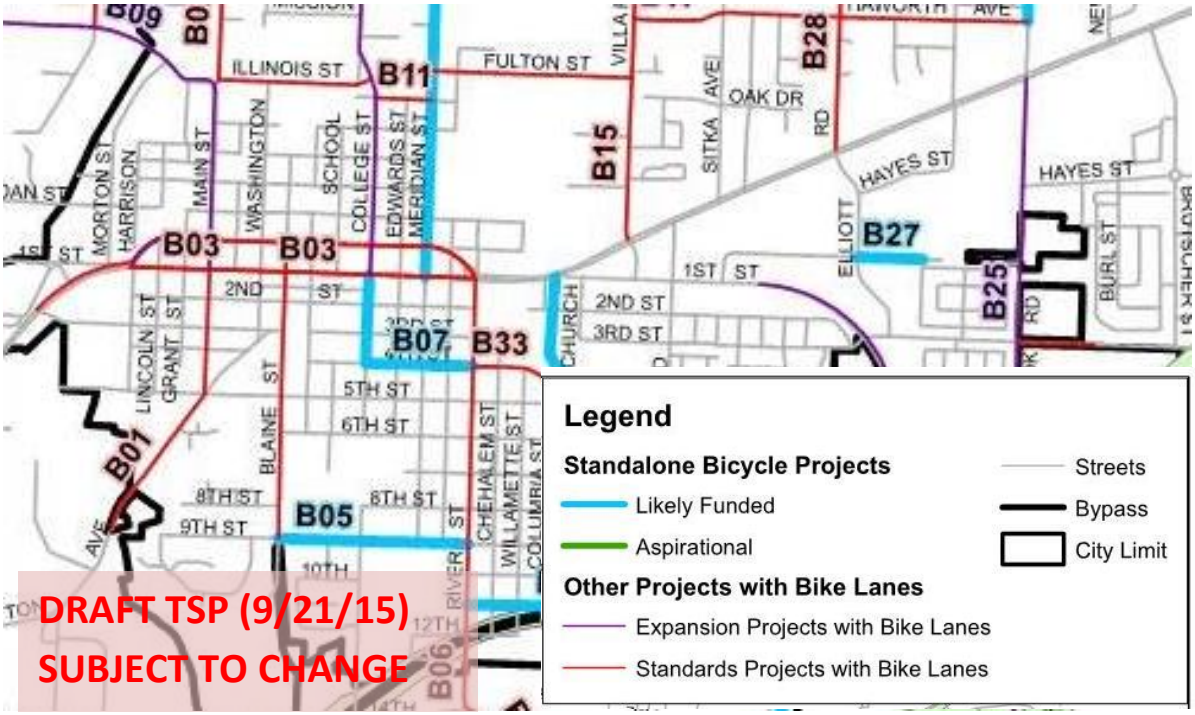

Figure 5: Draft Newberg TSP Bicycle Projects

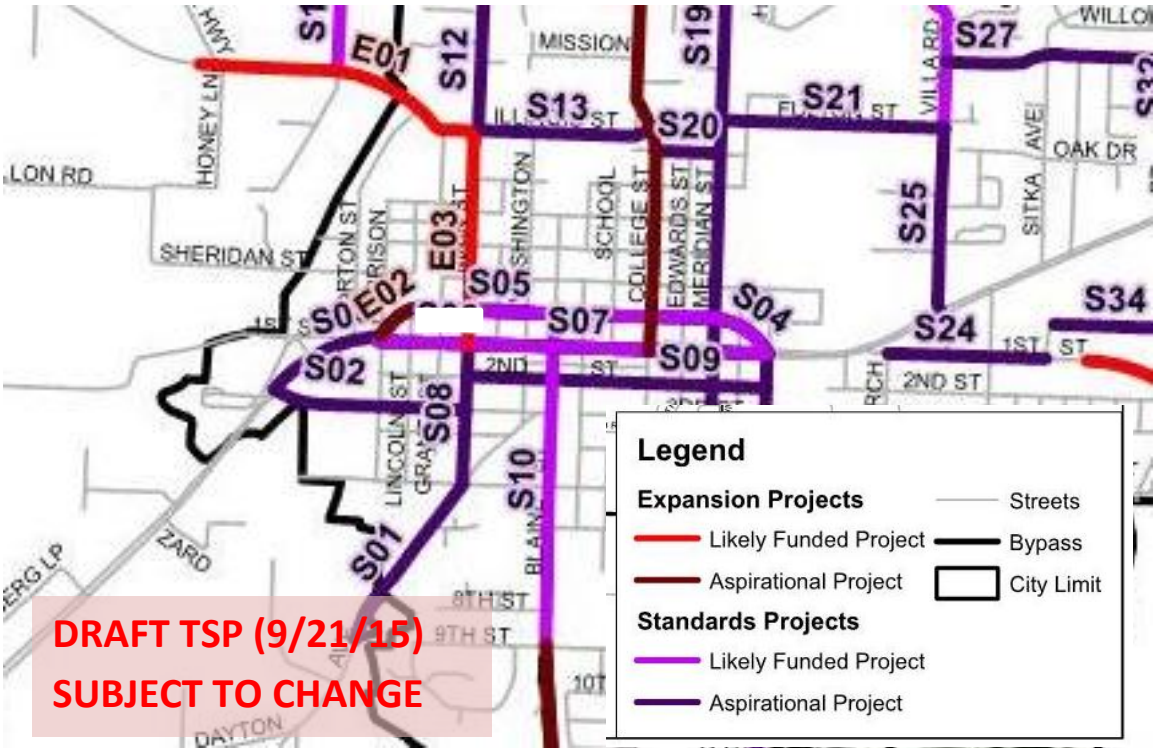

Figure 6: Draft Newberg TSP Roadway Projects

Table 5: Draft TSP (09/21/15) Transportation Improvement Projects

Project #	Project Name	Project Description	Lead Agency	Total Cost	Funding
Pedestrian Projects					
P02	OR 99W Sidewalks	From UGB to 3rd Street	ODOT	$174,150	Likely
P15	Meridian St Sidewalks	From Hancock Street to 2nd Street	City	$45,900	Likely
Bicycle Projects					
		Note: No stand-alone bicycle improvements in downtown area. Improvements are bundled with other multimodal roadway improvements.			
Expansion Projects					
E01	OR 240 Minor Arterial Improvement	Reconstruct Ore 240 for approximately 0.36 miles between the west edge of the Urban Reserve Area and Main Street to full, 3-lane minor arterial street standards.	ODOT	$2,160,000	Aspirational
E02	Hancock Street Arterial Improvement	Reconstruct Hancock Street to major arterial street standards between Harrison Street and Main Street to include sidewalks and bicycle lanes on each side of Hancock Street.	ODOT	$135,000	Aspirational
E03	N Main Street (OR240) Arterial Improvement	Reconstruct to full minor arterial standards between Illinois and 1st to include three travel lanes, bike lanes, and sidewalks.	ODOT	$1,350,000	Aspirational
E05	College St Arterial Improvement	Reconstruct to minor arterial street standards between 1st St and Bell Rd to include sidewalks and bicycle lanes on each side of College Street.	ODOT	$8,835,750	Aspirational
Standards and Safety					
S03	OR 99W Arterial Improvement	Reconstruct OR 99W to major arterial street standards between Harrison Street and 3rd Street to include sidewalks and bicycle lanes on each side of OR 99W.	ODOT	$135,000	Aspirational
S04	Downtown Street Redevelopment	Pedestrian enhancements such as improved crossings, wider sidewalks, and curb extensions should be considered on 1st St and Hancock St in the downtown	City	$1,100,000	Aspirational

Project #	Project Name	Project Description	Lead Agency	Total Cost	Funding
S05	Remove RT Lane on Hancock	Remove right turn lane onto Main St, add back-in diagonal parking	City	$5,000	Aspirational
S07	Downtown Road Diet	Remove one lane each from Hancock St and 1st St to use for additional enhancement to pedestrian, bicycle, or other amenities. This may be implemented after completion of the Phase 1 Bypass on a temporary basis pending future capacity needs.	ODOT	$4,500,000	Likely
S08	S Main St Collector Improvement	Reconstruct to major collector street standards between 1st St and 5th St to include sidewalks and bicycle lanes on each side.	City	$27,000	Aspirational
S09	2nd St Collector Improvement	Reconstruct 2nd St to major collector street standards between Main St and River St to include sidewalks, bicycle lanes, and on-street parking on each side of 2nd Street	City	$27,000	Aspirational
S10	Blaine St Collector Improvement	Reconstruct Blaine St to major collector street standards between Hancock St and 9th St to include sidewalks and bicycle lanes on each side of Blaine Street.	City	$2,025,000	Likely

Opportunities and Constraints

Based on the review of transportation policies and the state of the existing and planned transportation system, the following opportunities and constraints were identified.

Opportunities

- Phase 1 of the Newberg-Dundee bypass will shift regional traffic away from downtown Newberg and reduce traffic volumes along OR 99W.
- Reallocation of the current couplet configuration (such as removing a travel lane in each direction) may provide additional space for other amenities and opportunities
- Removing a lane of traffic in each direction could reduce the distance needed to cross OR 99W and could make the area more welcoming for pedestrian and bicycle travel
- ODOT has jurisdiction of OR 99W and could be a partner in developing, funding, and implementing future strategies and improvements along the corridor.
- The rail corridors (north-south on Blaine Street to the riverfront and east-west in Willamette & Pacific line) have not been analyzed through this plan but may provide future opportunities.

- Changing designation along the corridor (such as adding STA designation or removing freight designation/truck route from 99W due to the Bypass) would provide additional flexibility for vehicular mobility and enhancements for other modes

Constraints

- While Phase 1 of the Newberg-Dundee bypass will initially reduce volume on OR 99W downtown, additional local and regional growth will later return traffic to current levels.
- ODOT has jurisdiction of OR 99W and has authority for future decisions along the corridor.
- Under current highway designations and state policies, OR 99W may require design exceptions or other considerations to achieve potential transformations that are identified through the NDIP.
- Existing development along the highway corridor constrains the available right of way for serving all modes of travel.

Appendix B

Public Facilities

PAC DRAFT - Memo #1:
Newberg Downtown Improvement Plan
Existing Conditions Analysis
City of Newberg

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TECHNICAL MEMORANDUM

DATE: October 2015
TO: City of Newberg
FROM: Brittany Cowgill, PE
SUBJECT: Public Facilities Existing Conditions
CC:
PROJECT NUMBER: 274-2395-094
PROJECT NAME: Newberg Downtown Improvement Plan

EXECUTIVE SUMMARY

Introduction

The purpose of this Existing Conditions Analysis is to establish the current status of public utilities and roadway cross section in the Newberg Downtown area to inform the Newberg Downtown Improvement Plan. City of Newberg-provided utility GIS data was used to review the size and location of water distribution lines, fire hydrants, sanitary sewer lines and manholes, and storm sewer lines and manholes. Field and GIS-based measurements were used to establish typical roadway sections within the downtown study area.

Policy Framework

The water distribution, storm sewer, sanitary sewer, and transportation systems must be designed and maintained according to local, state and federal guidelines and regulations. The 2015 City of Newberg Design & Construction Standards Manual in concert with the Master Plans for each of these systems outline the policy and design standards applicable in the design of new facilities or revisions to the existing systems. The 2004 City of Newberg Water Distribution System Plan,[1] 2014 City of Newberg Stormwater Master Plan,[2] 2007 City of Newberg Sewerage Master Plan Update,[3] and 2015 Newberg Transportation System Plan Update Draft[4] each provide policy guidance.

Water Distribution System

The water distribution system serving the Newberg downtown area is well established. There are no specific projects within the study area identified in the City of Newberg Water Distribution System Plan to make improvements to the system, though the Plan recommends replacing aging pipelines as part of the annual City budgeting process. One location identified by the City of Newberg as having insufficient pressure for future development is the pipe on the south side of 1st Street.

[1] 2004 City of Newberg Water Distribution System Plan, CH2MHill, December 2004.
[2] City of Newberg Stormwater Master Plan, Brown and Caldwell (Alissa Marie Maxwell), June 5, 2014.
[3] City of Newberg Sewerage Master Plan Update 2007, Brown and Caldwell (James R. Hansen), June 21, 2007.
[4] Newberg Transportation System Plan Update, DKS Associates, September 21 2015 DRAFT version.

Storm Sewer System

The downtown storm water system is concentrated on Hancock Street, 1st Street, and Howard Street. The City of Newberg Stormwater Master Plan identified a number of observed drainage problem areas, as reported by City staff. The Stormwater Master Plan identified one project within the study area. This project, located from Hancock near Howard Street, diagonally to Blaine Street, and only partially within the study, recommends decommissioning a storm sewer line that runs on private property and upsizes surrounding lines to accommodate future anticipated flows.

Sanitary Sewer System

Oriented on a grid system in the Newberg downtown area, the sanitary sewer system is well established to serve the study area. One of four named sanitary trunklines in the City, the 21" Wynooski Trunkline, cuts through the east end of the study area. The City of Newberg Sewerage Master Plan recommends upsizing a portion of this trunkline in the study area from 21" to 24" to increase its capacity for modeled 2040 flows.

Transportation System

Under a combination of state and local jurisdiction, the roadway system in the Newberg downtown study area is a well-established grid system providing connectivity for automobiles, bicycles, and pedestrians. The City of Newberg Transportation System Plan Update identifies a number of recommended future projects categorized by transportation mode and classified by the likelihood they will receive funding based on analysis and forecasting of funding through 2035.

Opportunities and Constraints to Development

Potential opportunities for and constraints to development in the Newberg Downtown area were identified through the existing conditions analysis and conversations with City staff. The following opportunities and constraints were identified:

Opportunities

- ODOT jurisdiction over some or all of the 1st Street and Hancock Street (99W) right-of-way can be beneficial from a partnering perspective for future development in the corridor. Communication of goals and objectives and formulation of mutually beneficial solutions with regard to the future of the corridor may be keys to successful partnering.

Constraints

- The locations of private underground utilities and abandoned underground oil storage tanks in the downtown area are uncertain. If uncovered during construction, they could present challenges not previously foreseen and add to project costs for relocation, remediation and removal.
- Sidewalk vaults in unconfirmed locations could inhibit or constrain roadway reconstruction, especially widening.
- City staff noted that there have been abandoned railroad ties discovered during past construction projects embedded in roadways in the downtown area. Wooden railroad ties encased in concrete approximately six inches under the asphalt are known to be located in 1st Street west of Harrison Street and at Meridian Street in the center of the roadway.

- The existing water lines on the south side of 1st Street are currently undersized and unable to support any new service on that line. This would hinder building development in the area served by the water line.
- Coordination with the rail owner and Portland & Western Railroad (which has an expired franchise agreement) is required for work on or in Blaine Street due to the active rail line in the right-of-way.

POLICY FRAMEWORK

Water Distribution

The City of Newberg owns and operates its own water distribution system. The water sources are all considered to be groundwater. The City must comply with the Oregon Department of Human Services Drinking Water Program (DHS DWP) and Oregon Water Resources Department (OWRD) guidelines in the operation of the system.

At the time of the formulation of the 2004 City of Newberg Water Distribution System Plan, the City complied with the following regulations pertaining to the water distribution system:

Table 1. Ordinances for Water Distribution to Which the City of Newberg Complies

Ordinance	Description
OAR 333-061-0042 OAR 333-061-0036	Coliform Bacteria and Chlorine Residual
OAR 333-061-0036	Lead and Copper at the Customer's Tap
OAR 333-061-0036	Disinfection/Disinfectants By-Products
OAR 333-061-0070 OAR 333-061-0071 OAR 333-061-0072 OAR 333-061-0073 OAR 333-061-0074	Cross Connection Control Program
OAR 690-086	Unaccounted-for Water
OAR 690-086	Leak Detection

Source: City of Newberg Water Distribution System Plan section 2.3, table 2-3

In addition to the Oregon Administrative Rules listed above, water distribution systems in the City of Newberg shall also comply with Oregon Revised Statutes 448, American Water Works Association (AWWA) Standards, 2015 City of Newberg Design & Construction Standards Manual, and 2004 City of Newberg Water Distribution System Master Plan.

According to the WDSP 6.2.4, water mains must be able to provide the worst-case of the two following scenarios:

1. The pipeline must be able to provide the peak hour demand (PHD), maintain pressure above 30 psi, and have pipeline flow velocities below 8 feet per second (fps),
2. The pipeline must be able to provide the required flows of a combination fire and maximum day demand (MDD) with a minimum residual pressure of 20 psi through the distribution system as established by the DHS DWP in OAR 333-61-025.

Stormwater

Stormwater facilities shall comply with the 2015 City of Newberg Design & Construction Standards Manual, City of Newberg Erosion and Sediment Control Manual, and 2014 City of Newberg Stormwater Master Plan.

The City of Newberg is subject to the regulatory requirements of the Total Maximum Daily Load (TMDL) program, but not the National Pollutant Discharge Elimination System (NPDES) due to its size, according to the City of Newberg Stormwater Master Plan (section 5.2).

The Willamette River has been classified as a 303(d) stream by the Department of Environmental Quality (DEQ) and the United States Environmental Protection Agency (USEPA), which led to a TMDL Implementation plan, agreed to by DEQ and the City of Newberg in 2008 to address the parameters of concern and six minimum measures to remedy them (SWMP 5.2.1).

Sanitary Sewer

Wastewater systems shall meet policy and design guidelines set forth in the City of Newberg Wastewater Master Plan Update 2007 (City of Newberg Sewerage Master Plan Update 2007) and the Oregon Department of Environmental Quality wastewater design guidelines with a 75 year life expectancy, according to the 2015 City of Newberg Design & Construction Standards Manual (Section 2.0).

Transportation

State Highway 99W (Hancock St and 1st Street), and District Highways OR-219 (College Street) and OR-240 (Main Street) shall meet the requirements of the Oregon Department of Transportation (ODOT) Highway Design Manual. Local Streets within the study area shall meet the requirements of the 2015 City of Newberg Design & Construction Standards Manual and City of Newberg Municipal Code. All roadways and traffic control devices shall meet federal design requirements set forth in the latest editions of the AASHTO Policy on Geometric Design of Highways and Streets and Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD).

The Newberg Transportation System Plan provides additional policy guidance on the state, regional and local transportation system goals and objectives, including recommended future typical sections by roadway functional classification (TSP Update, Table 2 and Figures 14-19).

EXISTING CONDITIONS

A review of the existing utilities was conducted by evaluating the available City of Newberg Master Plans for water distribution, sewerage, storm sewer and drainage, and transportation. The existing conditions of these utilities and systems within the study area are summarized in the following technical memorandum.

Water Distribution System

Water lines run under a large portion of the streets in the study area. A water line runs under 1st Street for the entire length of the study area from Portland Rd to the railroad tracks. Short lengths of water line run along Hancock which spur from north-south water lines. 2nd Street also has a water line for the majority of the length of the study area with a gap between Meridian Street and Edwards Street. All north-south streets in the study area have a water line running under some portion of the road.

Based on conversations with City staff, it is understood that most water lines in the study area are undersized for either current or anticipated future demand. Specifically, all water lines under 8” are likely to require upsizing to

accommodate future development and demand (see the attached Water Line Map locations and sizes). According to the City, the water line on the south side of 1st Street has been evaluated and does not have adequate pressure to serve future development. Upsizing would be necessary for any new development served by this line.

The 2004 City of Newberg Water Distribution System Plan identifies a number of system improvements including constructing new trunk lines, pump stations and other facilities to meet projected 2010 and 2025 demands and storage requirements. The only water distribution system project identified within the downtown area is to upgrade 2,500 feet of circa 1910 sand-cast lead-joint pipe to 10-inch DIP on 1st Street from Main Street to Meridian Street. According to the Plan, the hydrants on First Street are unusable because of the 4 inch header pipes which cross the street (WDSP 5.8.5) The Plan also recommends inspecting and replacing aging pipes throughout the city (WDSP 5.6.1), completing water main looping, and addressing dead-end lines (WDSP 5.8), but no specific project locations have been provided by the City.

Storm Sewer System

The Newberg Downtown study area is split between the Chehalem Creek and Hess Creek subcatchment areas, which are two of the three primary subcatchments in the City of Newberg (see the attached Storm Sewer Map for line locations and sizes). The approximate breakline between the two subcatchments, Chehalem Creek on the west side of the study area and Hess Creek on the east, is between College Street and School Street.

Observed drainage problem areas have been documented in the City of Newberg Stormwater Master Plan (section 3.5). Three of these drainage problem areas are within the study area:

1. Storm drain line runs underneath a private commercial building between E 1st Street and E 2nd Street at Howard Street (DP-C-10, Table 3-8, Figure 3-3)
2. With every rainfall, flooding is observed in front of the Subway restaurant on the southeast corner of 1st Street and Harrison Street (DP-C-6, Table 3-8, Figure 3-3)
3. With heavy rainfall, the driveway into the Nap's Thriftway parking lot floods at 2nd Street and Main Street (DP-C-7, Table 3-8, Figure 3-3).

The City of Newberg Stormwater Master Plan recommended one Capital Improvement Project (CIP) that is within the study area:

Table 2. Recommended Stormwater Capital Improvement Projects

CIP Number	CIP Name	Proposed CIP Location	CIP Description	Estimated Capital Implementation Cost Total
C-1	S Blaine Street Improvements	S Blaine Street, Between E 6th and E 7th Streets	Decommission the stormwater pipes which are in private property and add a 24" stormwater pipe along S Blaine Street and a 12" pipe along E 1st Street. Connect the stormwater system from E 6th Street to S Blaine Street to provide conveyance and storage. Upsize existing stormwater pipes to 24" and 18" to convey existing and future flows.	$1,161,000

Source: City of Newberg Stormwater Master Plan, Table 6-2

Portions of this project, but not the entire project, are within the study area. In addition to the specific project listed above, the Stormwater Master Plan recommends replacing aging pipes over time and for the City to

consider a Water Quality Retrofit Program which would set aside funds for water quality treatment enhancements in conjunction with other capital projects. Potential locations for these water quality retrofit projects within the study area are on 2nd Street and Sheridan Street (SWMP 6.3.2).

Sanitary Sewer System

Within the study area there are existing sanitary sewer lines on most streets. Sanitary sewer lines exist on Hancock Street from River Street and School Street and west of Grant Street; between Hancock Street and 1st Street from Center Street to mid-block between Garfield Street and Main Street; between 1st Street and 2nd Street from Meridian Street to Garfield Street; on Center Street from 3rd Street to Sheridan Street; on Washington Street from 3rd Street to Sheridan Street; on Grant Street from 2nd Street to the railroad tracks; on Meridian Street, Edwards Street, College Street, and Howard Street south of 1st Street; on School Street and Howard Street north of 1st Street; Meridian Street and Edwards Street north of Hancock Street; between Garfield Street and Main Street from 3rd Street to Sheridan Street; between Main Street and Grant Street from 3rd Street to the railroad tracks; and some short pipe runs mid-block north of Memorial Park and south of Rotary Centennial Park. The Wynooski Trunkline, a 21” diameter PVC pipe and one of four named trunklines in the City, runs through the study area on Center Street. See the attached Sanitary Sewer Map for location and size of lines and structures in the study area.

Hydraulic analysis conducted as part of the Sewerage Master Plan Update 2007 identified a small portion of the Wynooski Trunkline within the study area that will require upsizing for modeled 2040 flows (SWMP Figures 5-2, 5-3, 5-4). The trunklines were modeled for existing, 2025, and 2040 capacity. The Wynooski Trunkline on Center Street south of 1st Street (ID # G126240 and G126239) is recommended to be upsized from 21” to 24” to accommodate 2040 flows (SWMP Table 6-5).

Table 3. Recommended Upsizing of Wynooski Trunkline

Pipe ID	Length (feet)	Existing diameter (inches)	Average pipe depth (feet)	Peak Q (gpm)	Existing Qm (gpm)	Existing Q/Qm	Required diameter (inches)	Upsized Q/Qm	Estimated cost
G126240	398	21	10.3	5,353	4,560	1.17	24	0.82	$246,000
G126239	402	21	9.6	5,353	4,538	1.18	24	0.83	$189,000

Source: Excerpt from Table 6-5 in the Stormwater Master Plan

The upsizing of the pipes on the Wynooski Trunkline are listed as a Priority 3 in the Sewerage Master Plan Update, which refers to pipes that are undersized for 2040. Priorities 1 and 2, higher priority levels than 3 are for pipes that are currently undersized or are undersized for 2025 projections (SWMP Chapter 6).

Transportation System

Traffic Signals

The only traffic signals within the study area are located on 1st Street or Hancock Street and all are owned and operated by ODOT.

Sidewalks

Sidewalk vaults, which may indicate building basements below the sidewalk and could constrain future street or sidewalk adjustments, did not appear to be common based on observation within the study area, specifically on

1st Street and Hancock Street. One possible location of vaulted sidewalk is on the west side of College Street just south of 1st Street. The general condition of the sidewalks in the study area is fair, with some areas in poor condition and some in excellent condition. Per conversations with the City, ODOT made ADA curb ramp improvements on 1st Street and Hancock Street within the last year from Main Street to the west boundary of the study area. Concrete parking lanes enclosed on both ends by curb extensions also appeared to be recently constructed, with typically 7'-6" sidewalks mid-block and 13' wide sidewalk bulb-outs at the intersections.

Roadway Classification and Characteristics

1st Street (99W) from Harrison Street to River Street is a one-way, eastbound, major arterial. It is a resoluted highway, meaning it is state highway routed over a city street, giving ODOT jurisdiction from curb-to-curb only. The roadway is comprised of three through lanes from Harrison Street to Meridian Street. 1st Street west of Meridian Street has a left turn only lane and two through lanes up to River Street. There are sidewalks on both sides of 1st Street for the entire length of the study area. A marked crosswalk is provided across 1st Street at all signalized intersections within the study area and at the un-signalized intersections of Garfield Street, Washington Street, Blaine Street, School Street, and Edwards Street. Street parking is provided on 1st Street on both sides of the street from Main Street to Center Street. A marked bike lane on the right side of the street is present on 1st Street from Garfield Street to River Street. The bike lane is between the travel lanes and the parking lane. Between Center Street and River Street, where there is no street parking, the bike lane is between the travel lane and the curb on the right side.

Hancock Street (99W) from Harrison Street to River Street is a one-way, westbound, major arterial. It is a state route, under fee ownership of ODOT, which manages the route from right-of-way to right-of-way. The roadway is comprised of three through lanes from River Street to Blaine Street. West of Blaine Street the right lane transitions into a right turn only lane at Main Street. From Main Street to Harrison Street, Hancock Street is two lanes. There are sidewalks on both sides of Hancock Street for the entire length of the study area. A marked crosswalk is provided across Hancock at each signalized intersection in the study area, and at the un-signalized intersections of Garfield Street, Washington Street, Blaine Street, School Street, and Edwards Street. Street parking is provided on the south side of Hancock Street between Meridian Street and Harrison Street. Street parking is not provided on the north side of Hancock Street except in the block between Main Street and Grant Street. A marked bike lane is present on the right side of Hancock Street from River Street to Main Street and from Grant Street to Harrison Street. The bike lane is between the right travel lane and the curb in all locations.

River Street is classified as a Major Collector south of 1st Street/Hancock Street within the study area by the City of Newberg Transportation System Plan. River Street is a two-way, two-lane street south of 1st Street with the addition of a right turn only lane at the intersection of 1st Street. North of 1st Street, River Street is one-way, one-lane northbound for one block before returning to two-way traffic and two-lanes. There is sidewalk on both sides of River Street. Diagonal on-street parking is provided on River Street in the block immediately north of 1st Street both diagonal and parallel on-street parking on River Street in the block immediately south of 1st Street.

Center Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Center Street is a two-way road with no centerline markings. On-street parking is allowed in some locations. There are sidewalks on both sides of Center Street south of 1st Street, but only on the east side of Center Street north of Hancock Street. Center Street does not connect between 1st Street and Hancock Street.

Meridian Street north of Hancock Street is classified as a Minor Collector within the study area by the City of Newberg Transportation System Plan. Meridian Street south of Hancock Street is a two-way, two-lane street with centerline markings from 1st Street to the north only. Sharrow symbols indicate a shared lane for vehicles and bicycles. On-street parking is marked, and there are sidewalks on both sides of Meridian Street.

Edwards Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Edwards Street is a two-way, two-lane road with no centerline markings. On-street parking is provided and marked on both sides, except north of Hancock where it is not marked and only allowed on the west side of the street. There are sidewalks on both sides of Edwards Street.

College Street (OR-219) is classified as a Minor Arterial north of 1st Street and a Minor Collector south of Hancock Street within the study area by the City of Newberg Transportation System Plan. OR-219 is a resoluted highway, as is 1St Street in the downtown area, meaning ODOT has jurisdiction from curb-to-curb north of 1st Street only. College Street is a two-way, two-lane street with marked centerline. The centerline is dashed yellow except between 1st Street and Hancock Street where it is a double yellow line. On-street parking is allowed both sides of College Street south of 1St Street. There are sidewalks on both sides of College St.

School Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. School Street is a two-way, two-lane street without a marked centerline. On-street parking is allowed on both sides of the street between 1st Street and Hancock Street, but only on the west side north of Hancock Street. There are sidewalks on both sides of School Street.

Howard Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Howard Street is a two-way, two-lane road south of Hancock and one-way northbound, one-lane road north of Hancock, where it becomes an entrance to the Newberg Public Library and Chehalem Cultural Center. The centerline is marked only between 1st Street and Hancock Street. Street parking is allowed and marked south of Hancock Street.

Blaine Street south of Hancock Street is classified as a Minor Collector street within the study area by the City of Newberg Transportation System Plan. Blaine Street is a two-way, two-lane road with marked street parking but no marked centerline due to the active rail line running down the center of the pavement. Blaine Street within the study area has an active rail line within the right-of-way. Portland & Western Railroad (PNWR) operates on this track. There are rail crossing gates and signals on Hancock Street and 1st Street, but there are no gates on any of the other cross streets that intersect Blaine Street in the study area. These un-gated cross streets do provide railroad crossing pavement markings in advance of Blaine Street.

Washington Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Washington Street is a two-way, two-lane road in the study area. The right-of-way narrows considerably north of Hancock Street. Street parking is marked on both sides of the street south of Hancock Street. There is no marked centerline.

Garfield Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Garfield St is a two-way, two-lane road that does not extend south of 1st Street. Between 1st Street and Hancock Street there is marked street parking on both sides of the street.

Main Street (OR-240) is classified as a Minor Collector north of 1st Street and as a major collector south of 1st Street within the study area by the City of Newberg Transportation System Plan. OR-240 is also classified as a resoluted highway, giving ODOT jurisdiction from curb-to-curb north of 1St Street only. Main Street has a marked centerline within the study area. In addition to one thru lane for each direction, between 1st Street and Hancock Street there are left-turn lanes on Main Street for the movements onto Hancock Street and 1st Street. Street parking is allowed in some locations and prohibited in others along the street in the study area.

Grant Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Grant Street is a two-way road without a marked centerline. On-street parking is marked on both sides of

the street between 1st Street and Hancock Street only, but on-street parking is allowed elsewhere on Grant St within the study area.

Lincoln Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Lincoln Street is a two-way road with no longitudinal pavement markings of any kind within the study area. Street parking is allowed on both sides of the street. Lincoln Street is private between 1st and Hancock.

Harrison Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Harrison Street is a two-way road with no longitudinal pavement markings of any kind within the study area. Street parking is allowed on both sides of the street.

2nd Street is classified as a Major Collector from River Street to Main Street within the study area by the City of Newberg Transportation System Plan. 2nd Street is a two-way, two-lane roadway with on-street parking allowed in most locations on both sides of the street within the study area, but is not always marked. There is a striped centerline east of Main Street to River Street on 2nd Street. Marked crosswalks across 2nd Street are provided at Main Street, Blaine Street (includes recent ADA curb ramp upgrades), Howard Street, College Street, and Meridian Street.

Sheridan Street is classified as a Local Street within the study area by the City of Newberg Transportation System Plan. Sheridan Street is a two-way roadway with no marked centerline and on-street parking allowed within the study area. On Sheridan Street in front of the Chehalem Cultural Center (between School Street and Blaine Street), recent roadway improvements have added curb extensions, aesthetic concrete roadway surface, and other pedestrian enhancements. See Table 4 for a summary of this information. See the attached Existing Typical Sections figure and Functional Classification Map.

Table 4. Summary of Roadway Characteristics

Street Name	Jurisdiction	Functional Classification	Lanes Each Direction	One-Way or Two-Way	On-Street Parking	Bike Lane	Sidewalk
1 St Street (99W)	ODOT (Resoluted)	Major Arterial	3	One (EB)	Yes	Yes	Yes
Hancock Street (99W)	ODOT (Fee ownership)	Major Arterial	3	One (WB)	Yes	Yes	Yes
River Street	Local	Major Collector	1	Two	Yes	No	Yes
Center Street	Local	Local Street	1	Two	Yes	No	Yes
Meridian Street	Local	Minor Collector	1	Two	Yes	Sharrow	Yes
Edwards Street	Local	Local Street	1	Two	Yes	No	Yes
College Street (OR-219)	ODOT (Resoluted)	Minor Arterial	1	Two	Yes	No	Yes
School Street	Local	Local Street	1	Two	Yes	No	Yes
Howard Street	Local	Local Street	Varies	Varies	Yes	No	Yes
Blaine Street	Local	Minor Collector	1	Two	Yes	No	Yes
Washington Street	Local	Local Street	1	Two	Yes	No	Yes
Garfield Street	Local	Local Street	1	Two	Yes	No	Yes
Main Street (OR-240)	Local (Resoluted)	Minor Collector	1	Two	Yes	No	Yes
Grant Street	Local	Local Street	1	Two	Yes	No	Yes
Lincoln Street	Local	Local Street	1	Two	Yes	No	Yes
Harrison Street	Local	Local Street	1	Two	Yes	No	Yes
2nd Street	Local	Major Collector	1	Two	Yes	No	Yes
Sheridan Street	Local	Local Street	1	Two	Yes	No	Yes

Recommended Transportation Projects

The 2015 Newberg Transportation System Plan Update Draft (TSP) identifies a number of recommended Capital Improvement Projects. Of these projects, 12 are located partially or fully within the study area. The project numbers indicate the mode of transportation the project targets to improve. “B” indicates a bicycle project, “P” indicates a pedestrian/sidewalk project, “E” indicates and expansion project, and “S” indicates a standards project. There are CIP projects to target intersection improvements and ADA improvements but there are not any projects in these categories within the study area.

Funding confidence is categorized into “Likely Funded” and “Aspirational” projects according to funding forecasts for 2035. Likely Funded projects are those which “the City believes are reasonably likely to be funded during the 20-year planning horizon” and Aspirational projects are those “identified projects for improving Newberg’s transportation system that are not reasonably likely to be funded during the 20-year planning horizon, but do not address an identified problem and are supported by the City” (2015 TSP Update Draft, pg. 52).

Table 5. Recommended Transportation Capital Improvement Projects (2015 Draft TSP)

Project #	Project Name	Project Description	Project Lead	Total Cost	Funding Confidence
B02	Main St Bike Lanes - with S12, E03, S08	From 5th St to Mountainview Dr	City	$3,760,000	Aspirational
E02	Hancock Street Arterial Improvement	Reconstruct Hancock Street to major arterial street standards between Harrison Street and Main Street to include sidewalks and bicycle lanes on each side of Hancock Street.	ODOT	$135,000	Aspirational
E03	N Main Street (OR240) Arterial Improvement	Reconstruct to full minor arterial standards between Illinois and 1st to include three travel lanes, bike lanes, and sidewalks.	ODOT	$1,350,000	Aspirational
E05	College St Arterial Improvement	Reconstruct to minor arterial street standards between 1st St and Bell Rd to include sidewalks and bicycle lanes on each side of College Street.	ODOT	$8,835,750	Aspirational
P15	Meridian St Sidewalks	From Hancock Street to 2nd Street	City	$45,900	Likely
S04	Downtown Street Redevelopment	Pedestrian enhancements such as improved crossings, wider sidewalks, and curb extensions should be considered on 1st St and Hancock St in the downtown	City	$1,100,000	Aspirational
S05	Remove RT Lane on Hancock	Remove right turn lane onto Main St, add back-in diagonal parking	City	$5,000	Aspirational
S07	Downtown Road Diet	Remove one lane each from Hancock St and 1st St to use for additional enhancement to pedestrian, bicycle, or other amenities. This may be implemented after completion of the Phase 1 Bypass on a temporary basis pending future capacity needs.	ODOT	$4,500,000	Likely
S08	S Main St Collector Improvement	Reconstruct to major collector street standards between 1st St and 5th St to include sidewalks and bicycle lanes on each side.	City	$27,000	Aspirational
S09	2nd St Collector Improvement	Reconstruct 2nd St to major collector street standards between Main St and River St to include sidewalks, bicycle lanes, and on-street parking on each side of 2nd Street	City	$27,000	Aspirational
S10	Blaine St Collector Improvement	Reconstruct Blaine St to major collector street standards between Hancock St and 9th St to include sidewalks and bicycle lanes on each side of Blaine Street.	City	$2,025,000	Likely
S19	Meridian St Traffic Calming	Meridian St Traffic Calming	City	$90,000	Aspirational

Opportunities and Constraints to Development

Potential opportunities for and constraints to development in the Newberg Downtown area were identified through the existing conditions analysis and conversations with City staff. The following opportunities and constraints were identified:

Opportunities

- ODOT jurisdiction over some or all of the 1st Street and Hancock Street (99W) right-of-way can be beneficial from a partnering perspective for future development in the corridor. Communication of goals and objectives and formulation of mutually beneficial solutions with regard to the future of the corridor may be keys to successful partnering.

Constraints

- The locations of private underground utilities and abandoned underground oil storage tanks in the downtown area are uncertain. If uncovered during construction, they could present challenges not previously foreseen and add to project costs for relocation, remediation and removal.
- Sidewalk vaults in unconfirmed locations could inhibit or constrain roadway reconstruction, especially widening.
- City staff noted that there have been abandoned railroad ties discovered during past construction projects embedded in roadways in the downtown area. Wooden railroad ties encased in concrete approximately six inches under the asphalt are known to be located in 1st Street west of Harrison Street and at Meridian Street in the center of the roadway.
- The existing water lines on the south side of 1st Street are currently undersized and unable to support any new service on that line. This would hinder building development in the area served by the water line.
- Coordination with the rail owner and Portland & Western Railroad is required for work on or in Blaine Street due to the active rail line in the right-of-way.

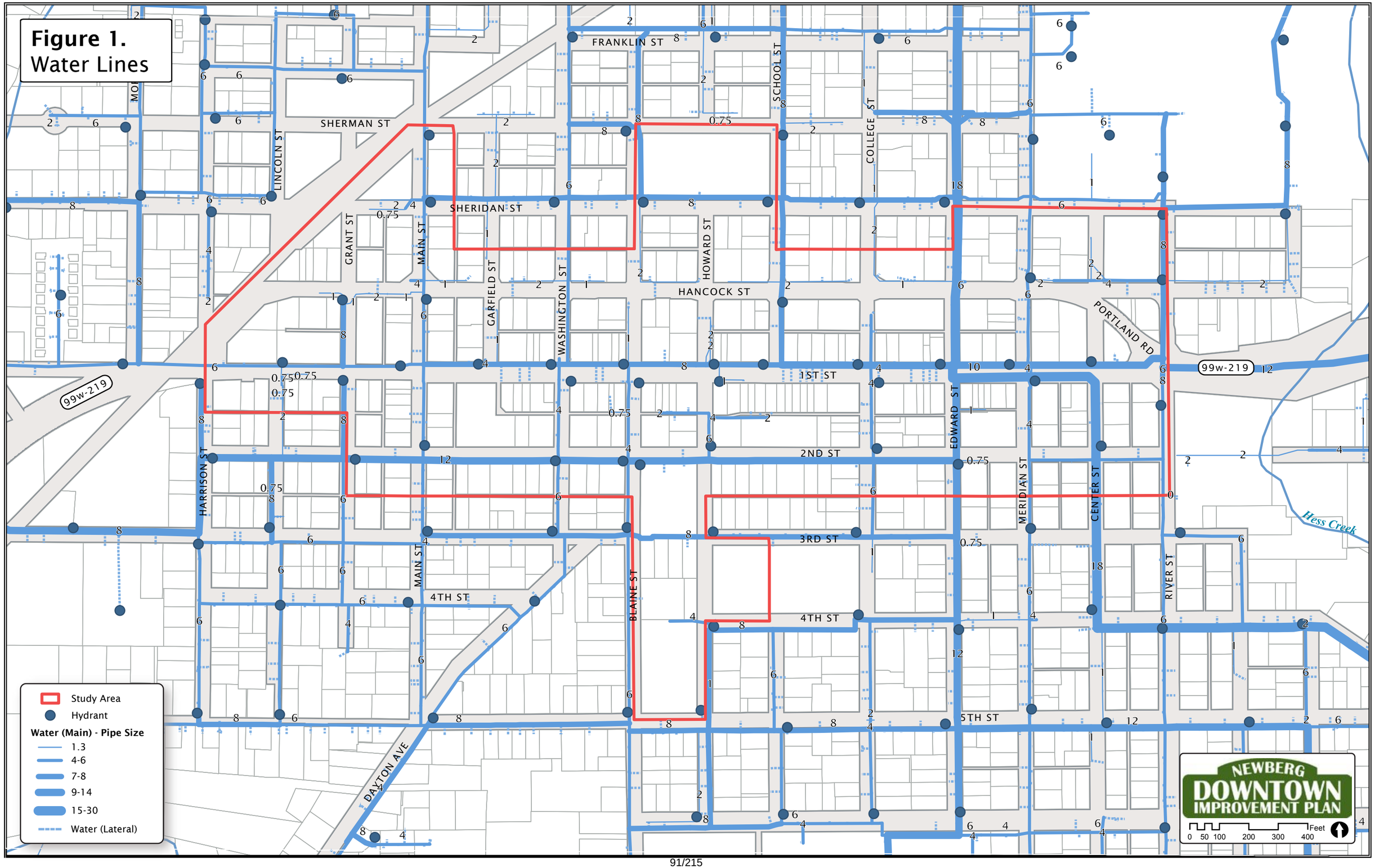


Figure 1.
Water Lines
FRANKLIN ST
SHERMAN ST
SHERIDAN ST
HANCOCK ST
1ST ST
2ND ST
3RD ST
4TH ST
5TH ST
LINCOLN ST
GRANT ST
MAIN ST
GARFIELD ST
WASHINGTON ST
HOWARD ST
SCHOOL ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
RIVER ST
HARRISON ST
BLAINE ST
DAYTON AVE
PORTLAND RD
99w-219
Hess Creek
Study Area
Hydrant
Water (Main) - Pipe Size
1.3
4-6
7-8
9-14
15-30
Water (Lateral)
NEWBERG
DOWNTOWN
IMPROVEMENT PLAN
0 50 100 200 300 400
Feet

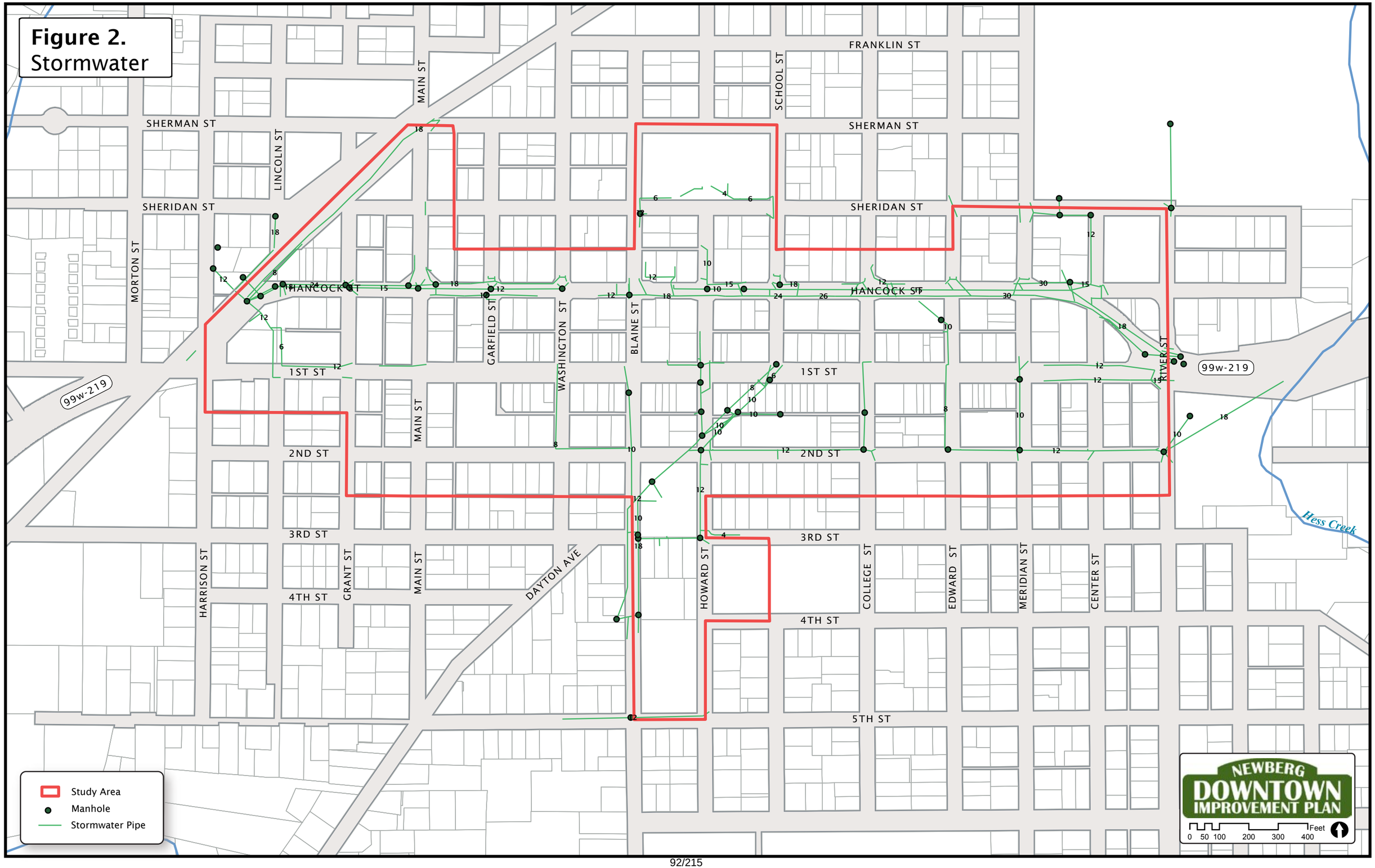


Figure 2.
Stormwater
FRANKLIN ST
SHERMAN ST
SHERIDAN ST
HANCOCK ST
1ST ST
2ND ST
3RD ST
4TH ST
5TH ST
MAIN ST
LINCOLN ST
MORTON ST
SCHOOL ST
GARFIELD ST
WASHINGTON ST
BLAINE ST
RIVER ST
HARRISON ST
GRANT ST
DAYTON AVE
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
99w-219
Hess Creek
Study Area
Manhole
Stormwater Pipe
NEWBERG
DOWNTOWN
IMPROVEMENT PLAN
0 50 100 200 300 400
Feet

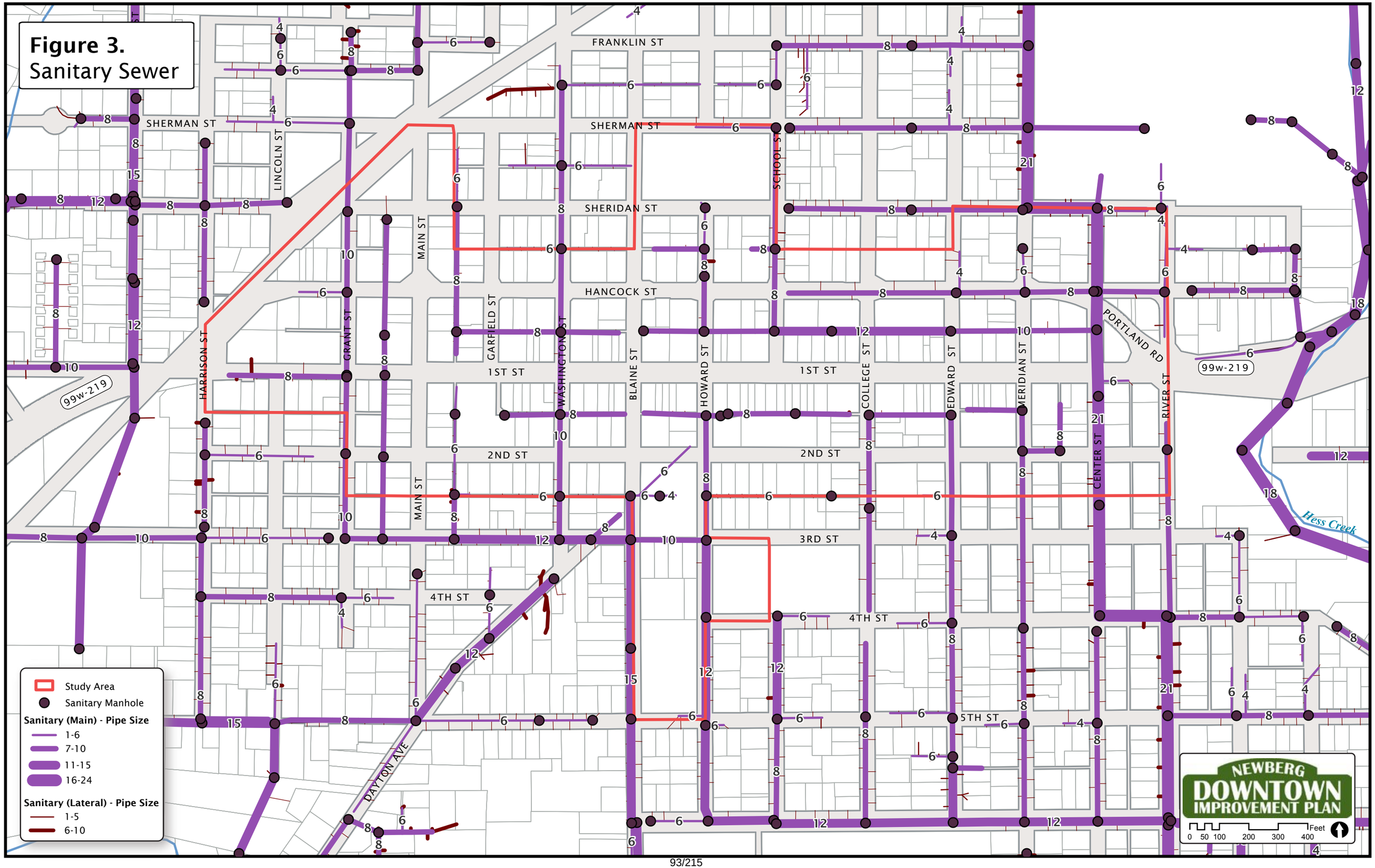
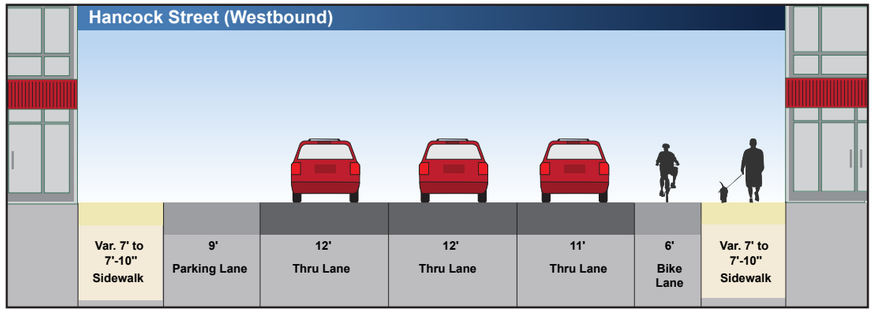
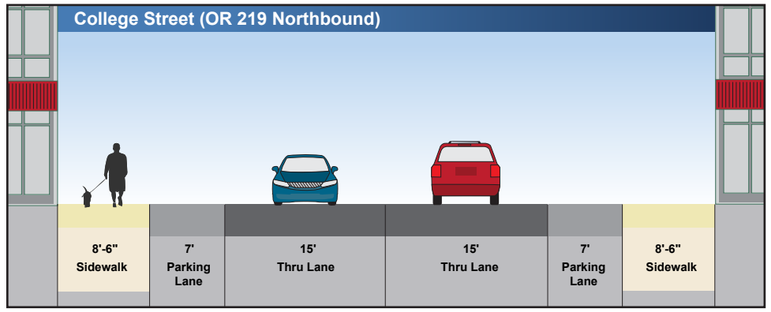
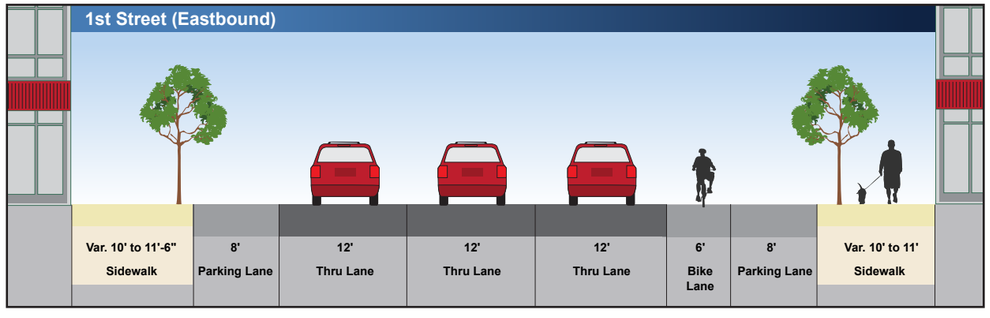


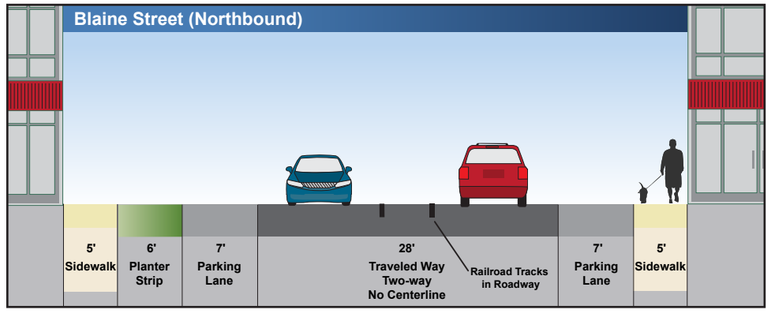
Figure 3.
Sanitary Sewer
FRANKLIN ST
SHERMAN ST
SHERIDAN ST
HANCOCK ST
1ST ST
2ND ST
3RD ST
4TH ST
5TH ST
LINCOLN ST
HARRISON ST
GRANT ST
MAIN ST
GARFIELD ST
WASHINGTON ST
BLAINE ST
HOWARD ST
SCHOOL ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
RIVER ST
PORTLAND RD
DAYTON AVE
99w-219
Hess Creek
Study Area
Sanitary Manhole
Sanitary (Main) - Pipe Size
1-6
7-10
11-15
16-24
Sanitary (Lateral) - Pipe Size
1-5
6-10
NEWBERG
DOWNTOWN
IMPROVEMENT PLAN
Feet
0 50 100 200 300 400

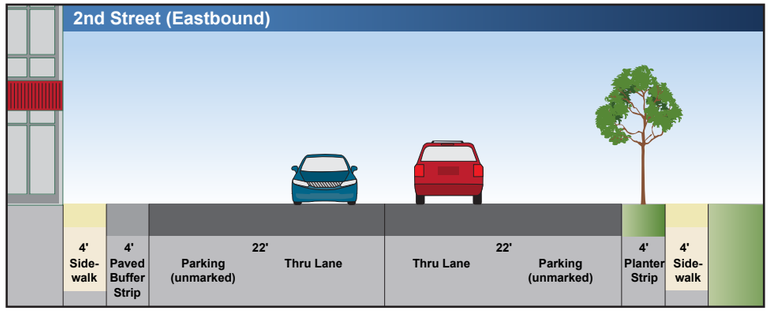
Figure 4.
Existing Typical Sections

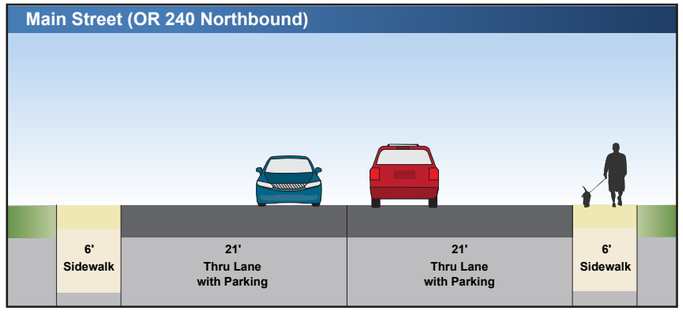












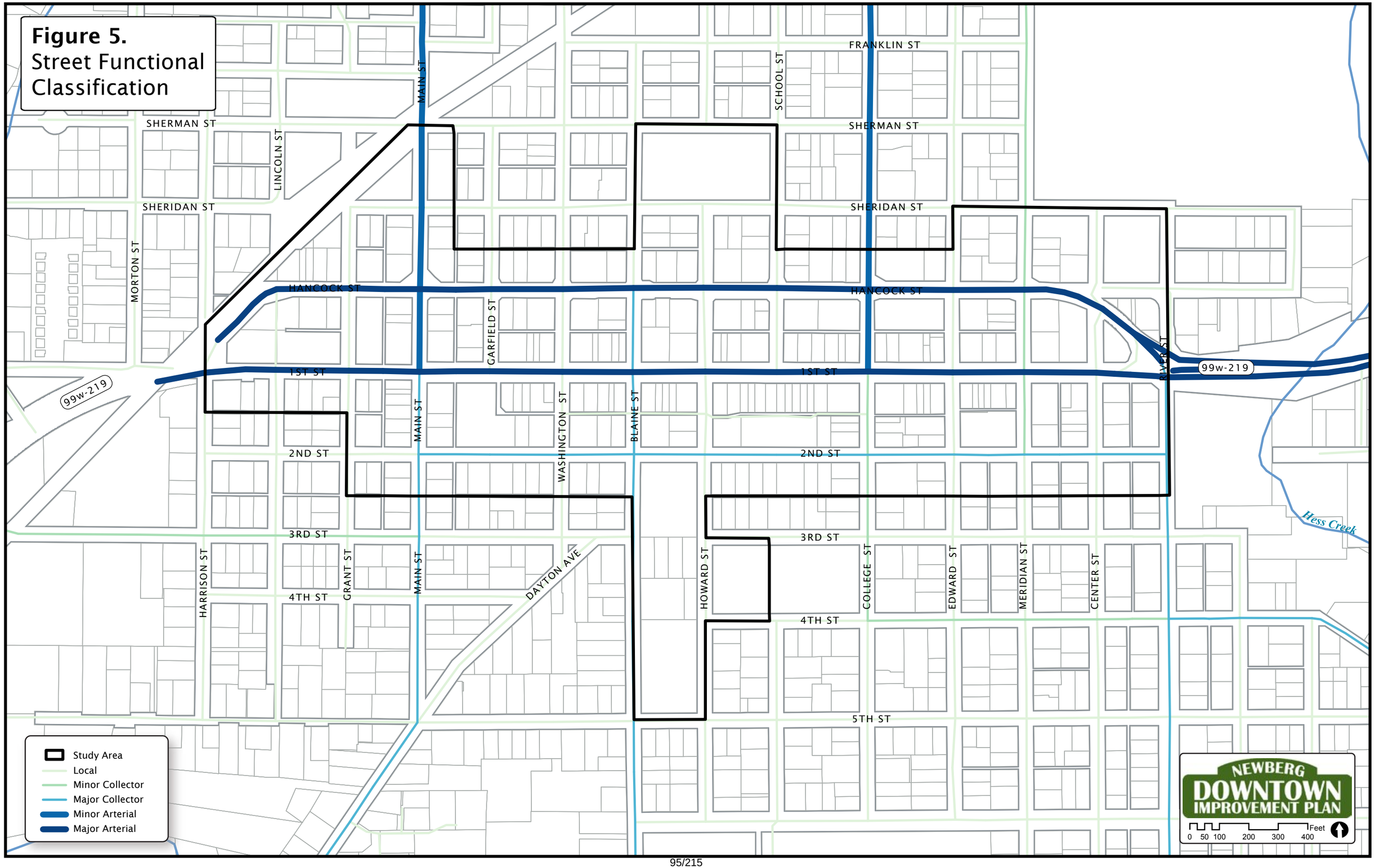


Figure 5.
Street Functional Classification
SHERMAN ST
SHERIDAN ST
MORTON ST
LINCOLN ST
MAIN ST
SCHOOL ST
FRANKLIN ST
HANCOCK ST
GARFIELD ST
1ST ST
99w-219
WASHINGTON ST
BLAINE ST
2ND ST
3RD ST
4TH ST
5TH ST
HARRISON ST
GRANT ST
DAYTON AVE
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
RIVER ST
Hess Creek
Study Area
Local
Minor Collector
Major Collector
Minor Arterial
Major Arterial
NEWBERG DOWNTOWN IMPROVEMENT PLAN
0 50 100 200 300 400
Feet

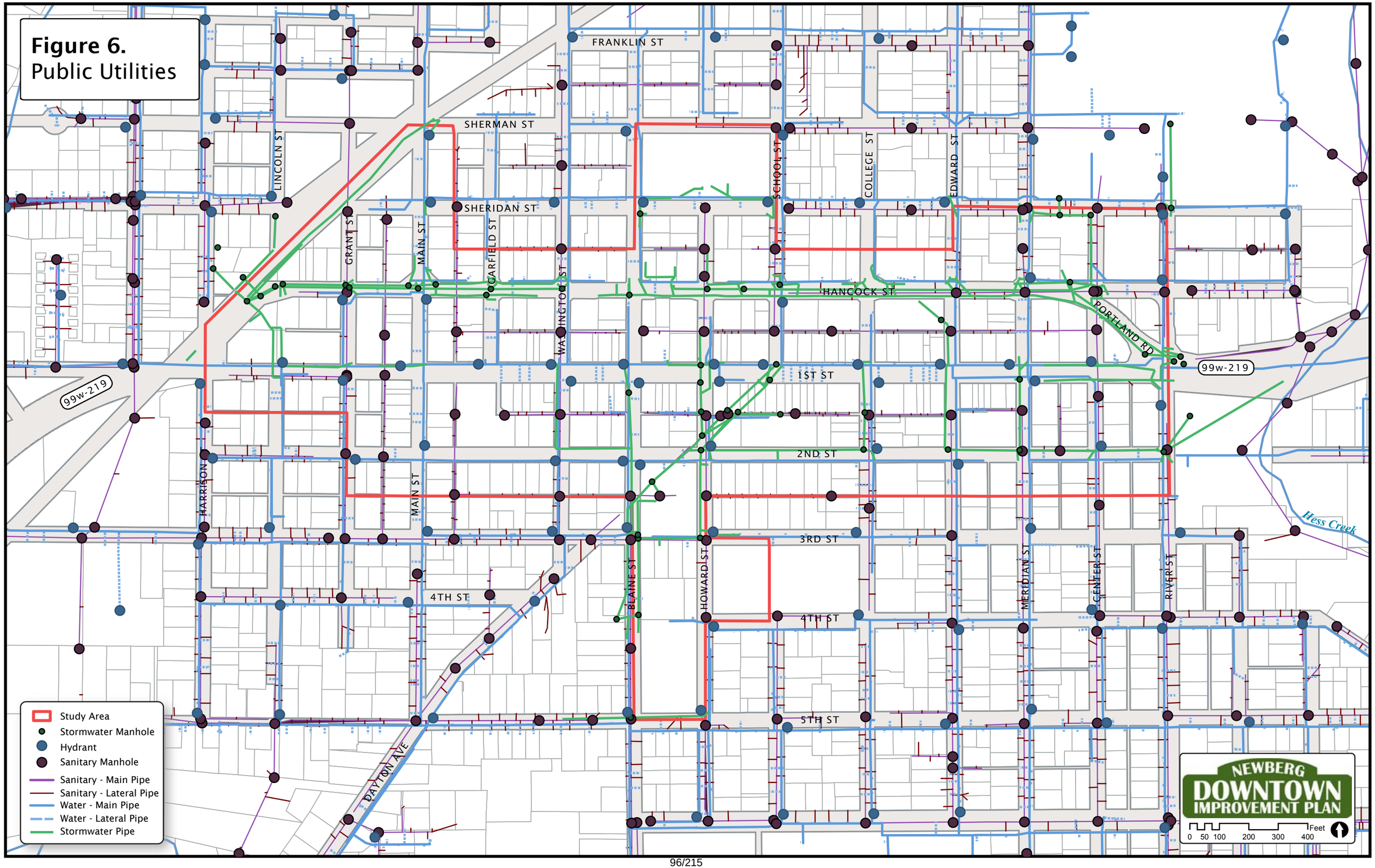


Figure 6.
Public Utilities
FRANKLIN ST
SHERMAN ST
SHERIDAN ST
HANCOCK ST
1ST ST
2ND ST
3RD ST
4TH ST
5TH ST
LINCOLN ST
GRANT ST
MAIN ST
GARFIELD ST
WASHINGTON ST
SCHOOL ST
COLLEGE ST
EDWARD ST
PORTLAND RD
99w-219
HARRISON
BLAINE ST
HOWARD ST
MERIDIAN ST
CENTER ST
RIVER ST
DAYTON AVE
Hess Creek
Study Area
Stormwater Manhole
Hydrant
Sanitary Manhole
Sanitary - Main Pipe
Sanitary - Lateral Pipe
Water - Main Pipe
Water - Lateral Pipe
Stormwater Pipe
NEWBERG
DOWNTOWN
IMPROVEMENT PLAN
0 50 100 200 300 400 Feet

Appendix C

Public Parking

PAC DRAFT - Memo #1:
Newberg Downtown Improvement Plan
Existing Conditions Analysis
City of Newberg

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RICK WILLIAMS CONSULTING
Parking & Transportation
PO Box 12546
Portland, Oregon 97212
PH: 503-459-7638

MEMORANDUM

TO: City of Newberg, Oregon
FROM: Owen Ronchelli, RWC
Rick Williams, RWC
DATE: September 24, 2015

RE: ***Downtown Newberg Parking Existing Conditions***

Policy Framework

The following section identifies and summarizes sections of the Newberg development code that deals specifically with automobile and bicycle parking and the guidelines of how parking is built and managed. The policy citations have been condensed for brevity and are presented for reference purposes only. Full policy language can be found in the city development code.

Chapter 15.440 - Off-Street Parking and Bicycle Parking

15.440.010 Required off-street parking.

A. Off-street parking shall be provided on the development site for all R-1, C-1, M-1, M-2 and M-3 zones. In all other zones, the required parking shall be on the development site or within 400 feet of the development site which the parking is required to serve. All required parking must be under the same ownership as the development site served except through special covenant agreements as approved by the city attorney, which bind the parking to the development site.

B. Off-street parking is not required in the C-3 district, except for:

1. Dwelling units meeting the requirements noted in NMC 15.305.020.
2. New development which is either immediately adjacent to a residential district or separated by nothing but an alley.

While the Newberg Development Code for C-3 zone (Downtown) generally does not require off-street parking for new commercial development, if off-street parking is built it must meet landscaping requirements, such as a 10 foot deep landscaped front yard, and 5 foot deep landscaped buffers along the property lines.

15.440.020 Parking area and service drive design.

A. All public or private parking areas, parking spaces, or garages shall be designed, laid out and constructed in accordance with the minimum standards as set forth in NMC 15.440.070.

B. Groups of three or more parking spaces, except those in conjunction with single-family or two-family dwellings on a single lot, shall be served by a service drive so that no backward movement or other maneuvering of a vehicle within a street, other than an alley, will be required.

15.440.030 Parking spaces required. Below is a condensed list of parking minimums by land use.

Use	Minimum Parking Spaces Required
Residential Types	
Dwelling, multifamily and multiple single-family dwellings on a single lot	
Studio or one-bedroom unit	1 per dwelling unit
Two-bedroom unit	1.5 per dwelling unit
Three- and four-bedroom unit	2 per dwelling unit
Five- or more bedroom unit	0.75 spaces per bedroom
• Unassigned spaces	With > 10 spaces on a lot, at least an additional 15% of the required parking spaces must be provided as unassigned
• Visitor spaces	If > 10 spaces on a lot, then it must provide at least 0.2 visitor spaces per dwelling unit.
• On-street parking credit	On-street parking spaces may be counted toward the minimum for developments with > 10 spaces on a lot. The on-street spaces must be directly adjoining and on the same side of the street as the subject property.
• Available transit service	At City's discretion, affordable housing projects may reduce the required off-street parking by 10 percent if there is an adequate continuous pedestrian route no more than 1,500 feet in length from the development to transit service with an average of less than one hour headways during commuting periods.

Use	Minimum Parking Spaces Required
Commercial neighborhood district (C-1)	1 for each dwelling
Dwelling, single-family or two-family	2 for each dwelling unit on a single lot
Fraternities, sororities, cooperatives and dormitories	1 for each three occupants for which sleeping facilities are provided
Hotels, motels, motor hotels, etc.	1 for each guest room
Special needs housing	1 space per 3 beds or actual parking needs as demonstrated through a parking analysis.
Institutional Types	
Churches, clubs, lodges	1 for every 4 fixed seats or every 8 feet of bench length or every 28 sq. ft. where no permanent seats or benches are maintained

Use	Minimum Parking Spaces Required
Continuing care retirement community	1 space per living unit
Day care facility	5 spaces per each 1,000 gross sq. ft.
Hospitals (including accessory retail wholly contained within a hospital building)	2 spaces for each 1,000 gross sq. ft.
Libraries, museums, art galleries	1 for each 250 sq. ft. of gross floor area
Medical/dental offices and laboratories	3.5 spaces for each 1,000 gross sq. ft.
Nursing homes, homes for the aged, group care homes, asylums, etc.	1 for each 3 beds
Schools	Colleges – "commuter" type, 1 for every full-time equivalent student (plus 1/2 of the requirements for accessory buildings)
Schools	Colleges – "resident" type, 1 for every 3 full-time equivalent students (plus 1/2 of the requirements for accessory buildings)
Schools	Elementary or junior high, 1-1/2 for each teaching station plus 4 for every classroom, or 1 for every 42 sq. ft. of seating area where there are no fixed seats in an auditorium or assembly area
Schools	High schools, 1-1/2 for each teaching station, plus 8 for every classroom, or 1 for every 28 sq. ft. of seating area where there are no fixed seats in an auditorium or assembly area
Schools	Colleges – commercial or business, 1 for every 3 classroom seats (plus 1/2 of the requirements for accessory buildings)
Welfare or correctional institutions	1 for each 5 beds
Commercial Types	
Barber and beauty shops	1 for each 75 sq. ft. of gross floor area
Bowling alleys	6 for each bowling lane
Establishments or enterprises of a recreational or an entertainment nature:	
Establishments for the sale and consumption on the premises of food and beverages with a drive-up window	1 for each 75 sq. ft. of gross floor area
Establishments for the sale and consumption on the premises of food and beverages without a drive-up window	1 for each 100 sq. ft. of gross floor area
Participating type, e.g., skating rinks, dance halls	1 for each 75 sq. ft. of gross floor area
Spectator type, e.g., auditoriums, assembly halls, theaters, stadiums, places of public assembly	1 parking space for each 4 seats
Office buildings, business and professional offices	1 for every 400 sq. ft. of gross floor area
Pharmacies	1 for each 150 sq. ft. of gross floor area
Retail establishments, except as otherwise specified herein	1 for each 300 sq. ft. of gross floor area
Retail stores handling bulky merchandise, household furniture, or appliance repair	1 for each 600 sq. ft. of gross floor area

15.440.040 Parking requirements for uses not specified.

The parking space requirements for buildings and uses not set forth herein shall be determined by the director through a Type I procedure. Such determination shall be based upon the requirements for the most comparable building or use specified herein.

15.440.050 Common facilities for mixed uses.

A. In the case of mixed uses, the total requirements for off-street parking spaces shall be the sum of the requirements for the various uses. Off-street parking facilities for one use shall not be considered as providing parking facilities for any other use except as provided below.

B. Joint Uses of Parking Facilities. The director may, upon application, authorize the joint use of parking facilities required by said uses and any other parking facility; provided, that:

1. The applicant shows that there is no substantial conflict in the principal operating hours of the building or use for which the joint use of parking facilities is proposed.
2. The parking facility for which joint use is proposed is no further than 400 feet from the building or use required to have provided parking.
3. The parties concerned in the joint use of off-street parking facilities shall evidence agreement for such joint use by a legal instrument approved by the city attorney as to form and content.

C. Commercial establishments within 200 feet of a commercial public parking lot may reduce the required number of parking spaces by 50 percent.

15.440.060 Parking area and service drive improvements.

All public or private parking areas, outdoor vehicle sales areas, and service drives shall be improved according to the following:

A. All parking areas and service drives shall have surfacing of asphaltic concrete or portland cement concrete or other hard surfacing such as brick or concrete pavers.

C. All parking areas, except those required in conjunction with a single-family or two-family dwelling, shall provide a substantial bumper which will prevent cars from encroachment on abutting private and public property.

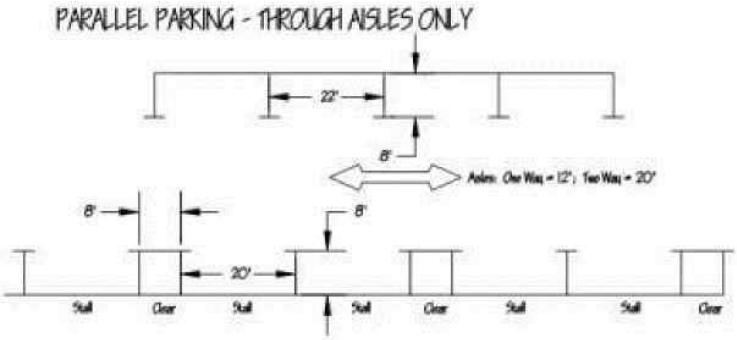
D. All parking areas, including service drives, except those required in conjunction with single-family or two-family dwellings, shall be screened in accordance with NMC 15.420.010(B).

E. Any lights provided to illuminate any public or private parking area or vehicle sales area shall be so arranged as to reflect the light away from any abutting or adjacent residential district.

Table of Dimensions (In Feet)
Stall Width with Corresponding Aisle Width

Stall Width = X	9	9.5	10	10.5	11	12
Aisle Width = Y	24	24	22	22	20	20

Diagram 2



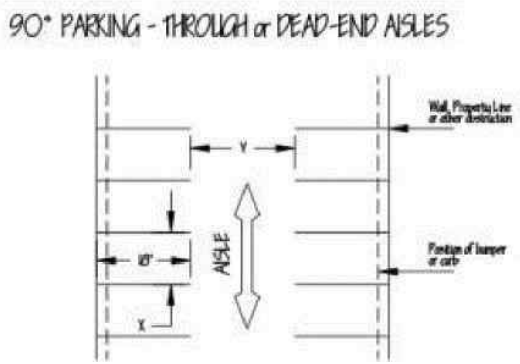
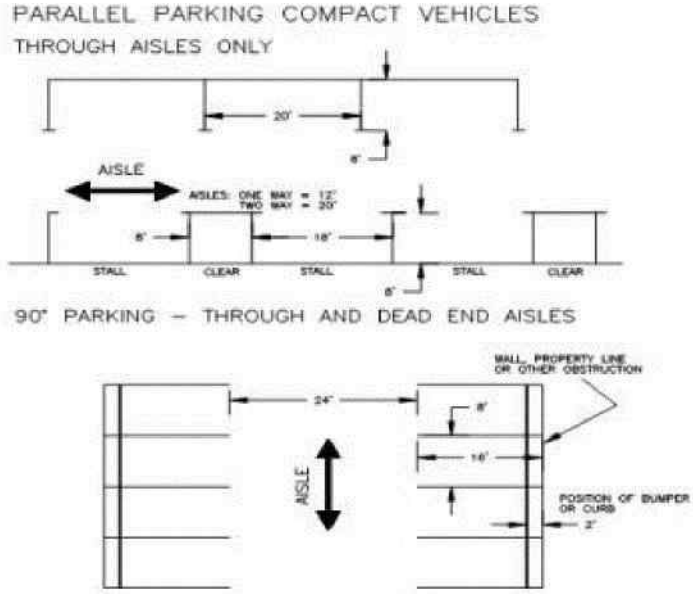


Diagram 3



Notes:

1. Bumpers must be installed where paved areas abut street right-of-way (except at driveways).
2. No stalls shall be such that cars must back over the property line to enter or leave stall.
3. Stalls must be clearly marked and the markings must be maintained in good condition.
4. The sketches show typical situations to illustrate the required standards. For further information or advice, contact the planning department.

Article II. Bicycle Parking

15.440.090 Purpose.

Cycling is a healthy activity for travel and recreation. In addition, by maximizing bicycle travel, the community can reduce negative effects of automobile travel, such as congestion and pollution. To maximize bicycle travel, developments must provide effective support facilities. At a minimum, developments need to provide a secure place for employees, customers, and residents to park their bicycles.

15.440.100 Facility requirements.

Bicycle parking facilities shall be provided for the uses shown in the following table. Fractional space requirements shall be rounded up to the next whole number.

Use	Minimum Number of Bicycle Parking Spaces Required
New multiple dwellings, including additions creating additional dwelling units	One bicycle parking space for every four dwelling units
New commercial, industrial, office, and institutional developments, including additions that total 4,000 square feet or more	One bicycle parking space for every 10,000 square feet of gross floor area. In C-4 districts, two bicycle parking spaces, or one per 5,000 square feet of building area, must be provided, whichever is greater
Transit transfer stations and park and ride lots	One bicycle parking space for every 20 vehicle parking spaces
Parks	Two bicycle parking spaces within 50 feet of each developed play-ground, ball field, or shelter

15.440.110 Design.

A. Bicycle parking facilities shall consist of one or more of the following:

1. A firmly secured loop, bar, rack, or similar facility that accommodates locking the bicycle frame and both wheels using a cable or U-shaped lock.
2. An enclosed locker.
3. A designated area within the ground floor of a building, garage, or storage area. Such area shall be clearly designated for bicycle parking.
4. Other facility designs approved by the director.

B. All bicycle parking spaces shall be at least six feet long and two and one-half feet wide. Spaces shall not obstruct pedestrian travel.

C. All spaces shall be located within 50 feet of a building entrance of the development.

D. Required bicycle parking facilities may be located in the public right-of-way adjacent to a development subject to approval of the authority responsible for maintenance of that right-of-way.

15.445.165

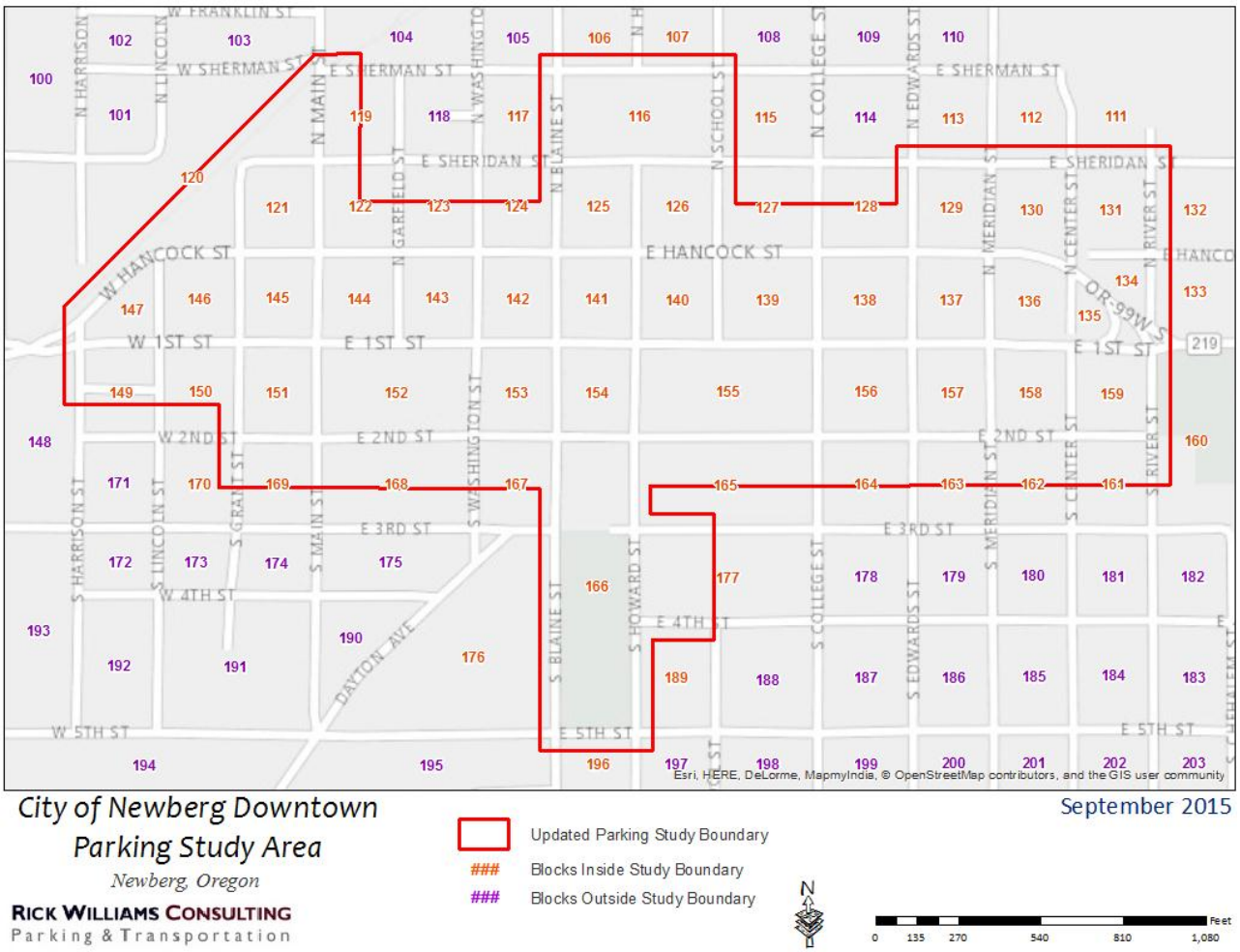
C. Parking and Storage of recreational vehicles – no recreational vehicle can be parked on-street for more than 48 hours.

Existing Conditions Summary

Parking Inventory Methodology

The consultant team has assembled a complete inventory of all parking located within the study area. The inventory was initiated using a combination of aerial maps and Google Maps Streetview imagery. This allowed for preliminary identification of parking sites and their special relationship to specific land uses. Two draft Excel databases were developed from this assessment, one for the on-street and one for the off-street system. The on-street database identifies all curbside parking within the study area by block face and by stall type (i.e., 15-Minute, 2-Hour, Handicap, etc.). To accomplish this each block in the study area was assigned a unique block number (see Figure A), each block face was assigned a letter (e.g., A, B, C, D), and finally each stall was assigned an ascending number based on its location on the block face working from left to right in a clockwise fashion around the block. This approach allows the consultant team to precisely categorize stalls geographically, numerically, and characteristically (e.g., time restriction, striping, angled or parallel, etc.).

Figure A: Downtown Newberg Study Area with Assigned Block Numbers



City of Newberg Downtown Parking Study Area

Newberg, Oregon

RICK WILLIAMS CONSULTING
Parking & Transportation

Updated Parking Study Boundary

Blocks Inside Study Boundary

Blocks Outside Study Boundary

N

0 135 270 540 810 1,080 Feet

September 2015

The off-street database was populated with information derived from multiple on-site inspections by consultant team surveyors. Inspections included visits to sites, physical counts of parking stalls, supportive research on property (site) ownership and type of parking identified (e.g., retail, office, residential, etc.). Where specific stall type designations were found (e.g., visitor, employee, reserved, etc.), these were noted and added to the database.[1] Table 1 provides an accounting of Newberg's on and off-street parking system within the downtown study area.

Table 1: 2015 Newberg On and Off-Street Parking Inventory

Downtown Newberg Parking Inventory On-Street and Off-Street		
Stalls by Type	Total Stalls	% of Total Stalls
10 Minutes	3	<1%
15 Minutes	14	1.5%
30 Minutes	1	<1%
1 Hour	6	<1%
2 Hours	267	28.3%
No Limit	640	67.8%
Handicap	9	1.0%
Theater	3	<1%
Reserved	1	<1%
Subtotal	*944*	*100%*
Total On-Street Stalls	944	45.1%
Total Off-Street Stalls	1,146	54.8%
Total Stalls	**2,090**	**100%**

The combined downtown parking system for Newberg includes 2,090 stalls, nearly evenly split between on-street, 944 stalls (45% of all spaces) and off-street 1,146 stalls (55% of all spaces) options. The on-street system is comprised of 9 different stall types, the majority (68%) of which are unregulated, No Limit, with no time restriction. An additional 28% of stalls are 2-Hour stalls, primarily located along First Street and the south side of Hancock Street. The remainder of stall types are a mix of 10-Minute (3 stalls), 15-Minute (14 stalls), 30-Minute (1 stall), 1-Hour (6 stalls), Handicap (9 stalls), Theater (3 stalls), and Reserved (1 stall). Table 2 provides an aggregated list of off-street parking lots by their observed use type.

[1] It should be noted that very few stalls within the study area are designated for specific uses/users.

Table 2: Downtown Newberg Off-Street Parking Inventory by Use Type

Use Type	Number of Lots	Stalls	% of Total
Auto	4	36	3%
Bank	3	48	4%
Church	2	18	2%
Civic	5	121	11%
Institution	1	32	3%
Medical	2	24	2%
Office	13	146	13%
Public	3	124	11%
Residential	3	33	3%
Restaurant	10	128	11%
Retail	20	279	24%
Service	14	98	9%
Unknown	5	59	5%
Total	85	1,146	100%

The table above shows a thematic interpretation of how parking is allocated based on observed land use types. The breakout is 'thematic' due in part because it was created using the observations made by surveyor inventory crews and the data has not been verified by City staff or downtown stakeholders. While the table is thematic in nature it reveals a broad array of land uses present in the downtown with a dedicated parking supply. Nearly a quarter (24%) of off-street parking is dedicated to retail uses, 13% of parking serves office uses, and 11% of parking is dedicated to civic, restaurant use and public (general) uses.

A complete list of off-street lots and the number of stalls associated with that lot can be found in Table 3, below. Lots were identified[2] by either posted signage or by an adjacent or accessory use. Corresponding Lot numbers and their stall totals can be found on Figure B.

[2] Lot descriptions may not accurately describe the true owner or operator of the lot, but is used as an 'in-the-field' identification system for surveyors when they will be out collecting occupancy counts when the utilization study takes place.

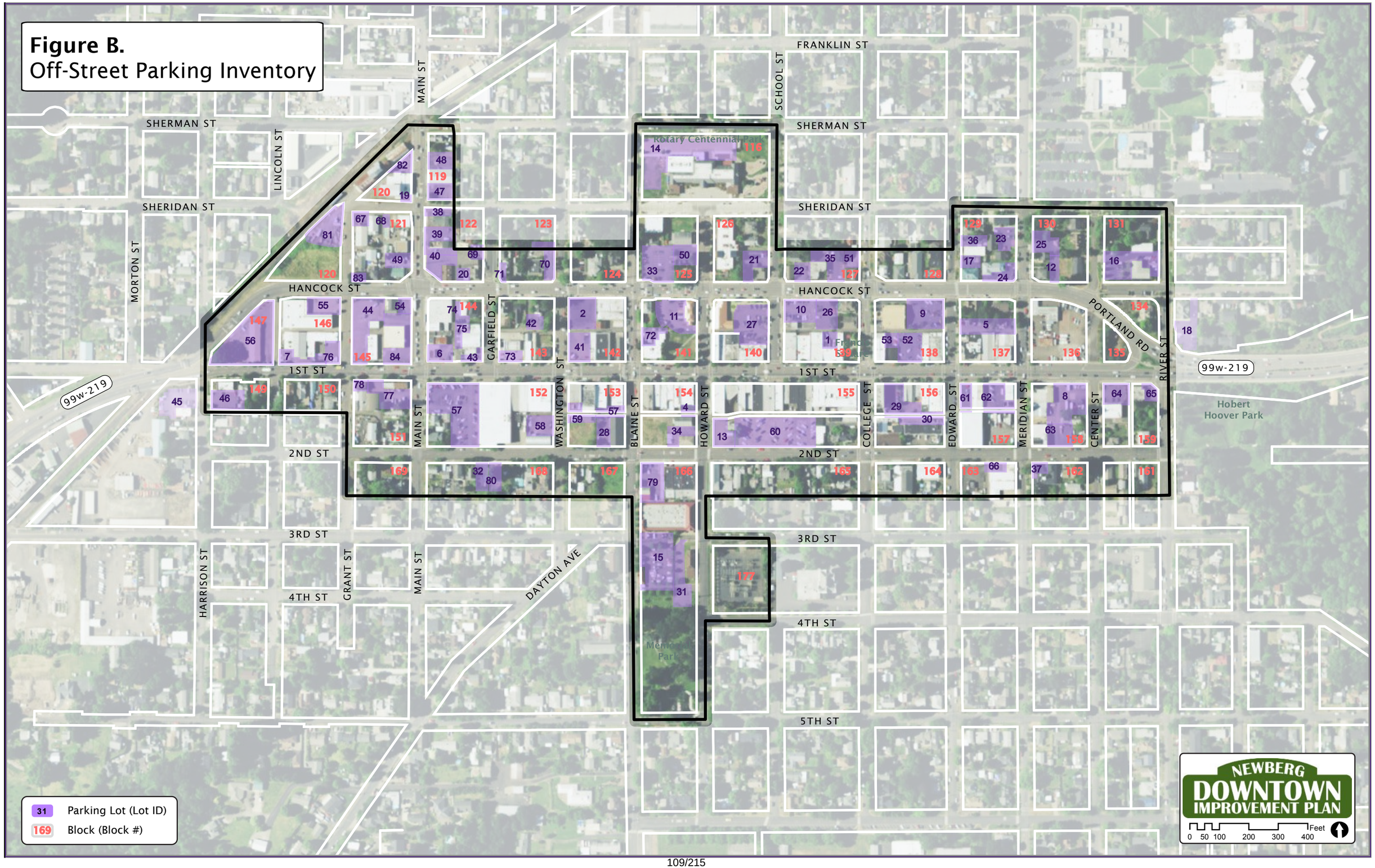


Figure B.
Off-Street Parking Inventory
SHERMAN ST
SHERIDAN ST
HANCOCK ST
1ST ST
2ND ST
3RD ST
4TH ST
5TH ST
FRANKLIN ST
MAIN ST
LINCOLN ST
MORTON ST
GARFIELD ST
WASHINGTON ST
BLAINE ST
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
PORTLAND RD
RIVER ST
HARRISON ST
GRANT ST
DAYTON AVE
99w-219
Rotary Centennial Park
Hobert Hoover Park
Memorial Park
31 Parking Lot (Lot ID)
169 Block (Block #)
NEWBERG DOWNTOWN IMPROVEMENT PLAN
0 50 100 200 300 400 Feet

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Table 3: Downtown Newberg Individual Off-Street Parking Inventory by Lot

Lots	Description	Stalls	Use Type	Lot Type
1	Gonzales Panaderia & Taqueria (Alley)	4	Restaurant	Alley
2	Roped off, not striped	24	Unknown	Alley
3	Alley Parking- Tenant/Customer Parking	7	Retail	Alley
4	Alleyway, behind City Hall	3	Civic	Alley
5	True Form Collision Repair	10	Auto	Private
6	Leif's Auto Collision/ Gas Station	3	Auto	Private
7	Newberg Tire and Auto Repair	8	Auto	Private
8	Newberg Body & Paint	15	Auto	Private
9	First Federal Bank	22	Bank	Private
10	Wells Fargo + Drive Thru	14	Bank	Private
11	First Community Credit Union	12	Bank	Private
12	Church Parking	3	Church	Private
13	Newberg World of Faith Center	15	Church/Retail	Private
14	Chehalem Cultural Center	54	Civic	Public
15	Secured Public Safety Vehicles	41	Civic	Private
16	Campus Residential Parking	32	Institution	Private
17	Dr. Brecke Office - Dental	6	Medical	Private
18	River Street Dental	18	Medical	Private
19	Rita Wolff Oregon Broker	3	Office	Private
20	Valley Realty Professionals LLC	2	Office	Private
21	First American Title	14	Office	Private
22	Newberg Travel & Cruise	7	Office	Private
23	Meridian St. Building	11	Office	Private
24	State Farm	6	Office	Private
25	Meridian St. House/Social Work	16	Office	Private
26	Chehalem Valley Chamber, Personal Farmer, Worxplace	15	Office	Private
27	The Newberg Graphic	33	Office	Private
28	Joshua Suites Professional Building	11	Office	Private
29	Private - Law Office	16	Office	Private
30	Unknown	7	Office	Private
31	Public Safety Bldg/Thrift Shop/Park	17	Civic	Public
32	Income Tax - Thomas L. Deines LLC (FOR LEASE)	5	Office	Private
33	Public Parking	28	Public	Public
34	6 City Vehicles	6	Civic	Public
85	6 General Parking	6	Public	Public
35	Apartments 611	24	Residential	Private
36	Unknown	4	Residential	Private
37	Apartments	5	Residential	Private

Lots	Description	Stalls	Use Type	Lot Type
38	Nara Teriyaki	7	Restaurant	Private
39	Jem 100 Ice Cream	16	Restaurant	Private
40	Papa Murphy's	8	Restaurant	Private
41	Ixtapa Restaurant	18	Restaurant	Private
42	Recipe	7	Restaurant	Private
43	Jac's Deli and Frozen Custard	5	Restaurant	Private
44	Pasquale's Italian Restaurant	25	Restaurant	Private
45	Dairy Queen (CLOSED)	23	Restaurant	Private
46	Subway	15	Restaurant	Private
47	Anam Cara Cellars	8	Retail	Private
48	Back side of Anam Cara Cellars	8	Retail	Private
49	Rays Produce	8	Retail	Private
50	Wine Country Antiques	8	Retail	Private
51	Lucky Finds Thrift Store	9	Retail	Private
52	Mixed retail (Dominos)	23	Retail	Private
53	Ken & Daughter Jewelers	4	Retail	Private
54	Quick Stop Market	6	Retail	Private
55	Terry's Crush Cellar	17	Retail	Private
56	American Classic and Hot Rods	40	Retail	Private
57	Thriftway	64	Retail	Private
58	Chehalem Sign Company	10	Retail	Private
59	Pitter Patter	13	Retail	Private
60	Multi-tenant retail	90	Public	Public
61	Unknown	10	Retail	Private
62	American Family Insurance	17	Retail	Private
63	Delano Supply	5	Retail	Private
64	Chehalem Tasting Room	14	Retail	Private
65	Newberg Food Mart	5	Retail	Private
66	Mr. Rooter	3	Retail	Private
67	Newberg steel	3	Service	Private
68	First Street Yoga	3	Service	Private
69	Specialty Contracting Glass and Door	1	Service	Private
70	Dr. Robert C. Wilde, D.M.D. General Dentistry	12	Service	Private
71	Trinity Hair Design	7	Service	Private
72	Post Office	7	Service	Private
73	Leather Gas Station	3	Service	Private
74	Newberg Family Chiropractic (Alleyway Parking)	7	Service	Private
75	Alleyway Parking (for Leifs repairs)	7	Service	Private
76	1st Street Laundromat	9	Service	Private

Lots	Description	Stalls	Use Type	Lot Type
77	Jay's Custom Fabrication	10	Service	Private
78	Studio 601 Hair Design	6	Service	Private
79	Newberg Fire	19	Service	Private
80	Strong Hands Massage Therapy	4	Service	Private
81	Gravel Lot CONSTRUCTION	7	Unknown	Private
82	Habitat for Humanity Restore (CLOSED) (BLOCKED OFF)	7	Unknown	Private
83	111 N Grant St or N Hancock St	3	Unknown	Private
84	FOR LEASE	18	Unknown	Private
	Total (85 inventoried sites)	1,146		

Opportunities and Constraints

Downtown Newberg is a quintessential Main Street town with the majority of its retail and restaurant business focused on First Street (and Hancock). First provides for a pleasant pedestrian experience with its scarcity of off-street parking lots and with zero lot line buildings fronting the sidewalks. Hancock and Second Streets are secondary retail streets with more punctuated building frontages interspersed with surface parking lots. The on-street parking on First Street and perpendicular streets are nicely formatted with individual stalls delineated with pavement striping, which is a 'customer-friendly' treatment. In general, on-street parking signage is clear to the user, but the system could benefit from design standards for how the frequency of signage is deployed in the right-of-way.

Opportunities

- Parking activity in the downtown at first glance appears brisk particularly on-street, a downtown visitor's first choice in parking, while in general the off-street system has much greater stall availability. Consequently, the off-street lots, in cooperation with willing property owners, present an opportunity for additional shared use supply. For example, there are at least two banks in the downtown that are closed on weekends that could provide additional visitor (or employee) parking with proper signage.
- Another opportunity is the availability of select developable parcels in the study zone, which could provide for a branded district parking facility.

Challenges

- A potential challenge going forward that may hinder the ability of using existing surface parking lots as shared use facilities is the accessory designation and conditions placed on mixed (or shared) uses outlined in 15.440.050(A/B) of the development code. If possible, however, this condition may not apply to existing parking uses in the C-3 zone.
- For developers choosing to build off-street parking in the C-3 zone, the City may want to consider substituting urban design treatments for surface lots in-lieu of the existing landscaping/coverage requirements. 'Urban fence' or similar treatments could be used to create visual separation of parking, establish clean, discernable edges, and help maximize parking capacity while providing an urban aesthetic to district.

Appendix D

Land Use

PAC DRAFT - Memo #1:
Newberg Downtown Improvement Plan
Existing Conditions Analysis
City of Newberg

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Cogan Owens Greene

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Engaging people to create and sustain great communities.

October 27, 2015

To: William Ciz, Parametrix

From: Steve Faust, AICP

CC: Jennifer Hughes, Parametrix; David Siegel, FAICP, Leland Consulting Group

Re: Newberg Downtown Improvement Plan: Land Use Existing Conditions

LAND USE

Policy Framework

Land use planning in Oregon is governed by 19 statewide planning goals. State law requires each city and county to have a comprehensive plan consistent with the goals as well as zoning and ordinances needed to put the plan into effect. The local comprehensive plan guides a community's land use, conservation of natural resources, economic development, and public facilities. It includes a policy element that sets forth the community's long-range objectives and the policies by which it intends to achieve them. The policy element of each community's plan is adopted by ordinance and has the force of law.

The City of Newberg's Comprehensive Plan was adopted by the City Council in 1979 and has been amended numerous times since then. There are many land use policies that apply in general to the Newberg Downtown Improvement Plan. Policies that mention the downtown area specifically include:

- Section H. The Economy. Policy 3.a. "The City shall encourage the retention of the downtown core as a shopping, service and financial center for the Newberg area. New commercial developments shall be encouraged to locate there."
- Section J. Urban Design. Policy 5-Downtown Policies d. "The City shall discourage the use of the central business district for nonintensive land uses or uses which have a low floor area to site size ratio."
- Section J. Urban Design. Policy 5-Downtown Policies e. "The City shall encourage a higher utilization of downtown space, encouraging intensive use of all building levels."
- Section J. Urban Design. Policy 5-Downtown Policies f. "A concerted effort should be made to revitalize the central business district through rehabilitation or redevelopment of existing areas."
- Section J. Urban Design. Policy 5-Downtown Policies h." Benches, street trees, and other pedestrian-scaled amenities shall be planned for and encouraged in the downtown area."

There are several land use plans and other documents in addition to the Comprehensive Plan that provide guidance regarding downtown Newberg.

Declared Future for Downtown Newberg in 2020. The Newberg Downtown Association created this document during a visioning workshop in 2001. While not an official City document, it does describe some of the community's aspirations for its downtown. These include aesthetics such as historic street lighting, streetscape amenities and public art, and land uses such as linkages to the riverfront and public parking.

Beyond the Vision: The Chehalem Valley in 2020. This Chehalem Valley Strategic Plan was a cooperative effort of the City of Dundee, City of Newberg, Chehalem Park and Recreation District, Newberg Public Schools and Yamhill County. The document mentions downtown development, stating that the City is engaged in a plan to revitalize its downtown area and that the Newberg Downtown Coalition and Chehalem Valley Chamber of Commerce are partners in this effort.

Ad Hoc Committee on Newberg's Future. In 2004, the Newberg City Council created the Ad Hoc Committee on Newberg's Future to provide a forum for citizen involvement in planning for Newberg's future land use patterns. The Committee made recommendations to help the City Council make future amendments to the Comprehensive Plan, including one specifically related to the downtown area: "Downtown should continue as a commercial center and should expand."

Downtown Transformation Project. In 2014, the Newberg Downtown Coalition held public meetings to ask residents "How do you want to transform downtown?" Ten areas of focus emerged from the process: street closures, signage and wayfinding, crosswalk improvements, business mix, street configuration, public art, public restrooms, sidewalk treatments, building and storefront appearance, and parking. The report includes a list of action items. The report was accepted by the City Council as an advisory document for future planning efforts.

City of Newberg Economic Opportunities Analysis. The City's Economic Opportunities Analysis (EOA) was adopted by the Newberg City Council in 2006 and revised in 2013. The City subsequently repealed the 2013 EOA in 2015. The EOA includes a list of Comprehensive Plan Policies and Recommended Supportive Economic Development Actions. One of these actions is in support of Policy 3.a identified above: "develop a Downtown Revitalization Master Plan prior to the construction of the Newberg-Dundee Bypass. Identify funding sources necessary to implement the plan."

City of Newberg Historic Resource Inventory- 1985 (Updated 1990). An initial inventory of historic properties for the City of Newberg was conducted in 1984-85 and encompassed assets within the city limits of Newberg and the Urban Growth Boundary. A final report was prepared including a historical overview of the city's development, major historical themes, building types and styles, methodology, the evaluation process, findings and preservation recommendations. In 1990, the City of Newberg updated the 1985 study documenting the alterations, rehabilitations, and demolitions since the completion of 1985 inventory.

Newberg Street Seat Pilot Program. In 2015 the City of Newberg launched a pilot program allowing eating/drinking establishments located downtown to apply for a semi-permanent street seat (regular or daily occupancy) – repurposing on-street parking spaces to add additional outdoor seating for a restaurant so people can stop, sit, and take in the life of the street. The pilot program is limited to six parking spaces.

City of Newberg, Downtown Bike Rack Cost Share Program. A pilot program for businesses and the City to partner in providing more bike racks downtown. The City has purchased bike racks within the color range suggested by the Newberg Downtown Coalition's recommended color palette. Downtown businesses may purchase them, and the City will install and provide long-term maintenance for them.

Downtown Development Plan. The Downtown Development Plan was adopted in 1986 to "guide in the revitalization of the downtown area." At that time, the City of Newberg was seeing a decline in downtown business since 1970 despite the large increase in population (70%) and traffic flow (50%). This pattern indicated that the traffic through downtown was stifling the businesses by creating an unsecure shopping environment. However, the City also recognized that this created a potential economic development opportunity if they could control and re-route the traffic.

The Plan identified four important assets of downtown Newberg that provide the highest revitalization potential – the 1st St. business district providing a strong core of neighborhood shopping; civic functions being retained within the downtown area; building character of the "main street" environment; and market potential of Highway 99W.

The findings of the transportation analysis conducted in association with this plan concluded that approximately two-thirds of the through traffic does not stop in Newberg, thus creating a potential market for the Yamhill Showcase and retail shops. Furthermore, the findings stated the traffic passing through was too fast for a downtown setting and that many of their current and future traffic problems would be solved with a by-pass, although this would require traffic solutions to offset the negative impacts to their revitalization and redevelopment efforts. The document also included plans to maximize short-term parking in the core without impacting the residential neighborhoods. Other traffic circulation plan elements included a one-way couplet between Hancock and Second Street, and converting First Street into a two-way shopping street.

Urban Renewal Plan. The Newberg Urban Renewal Plan was developed and approved by the Newberg City Council in 2001 with the assistance of a twelve member community Task Force, but was subsequently repealed a voter referendum. The Urban Renewal Plan provides goals and objectives to implement development strategies aimed at eliminating blighting influences in the Renewal Area, many of which are incorporated into the Newberg Comprehensive Plan. The downtown area is only a portion of the full Renewal Area.

Major goals of the Urban Renewal Plan include:

- Promote Private Development and Job Creation
- Rehabilitate Building Stock
- Improve Streets, Streetscapes, and Open Spaces
- Improve Utilities
- Provide Adequate Parking
- Provide Adequate Public Facilities
- Support the Arts, Culture and Heritage

Existing and Planned Land Uses

There are 299 tax lots in the study area totaling approximately 65 acres. The primary land use designation in the study area is commercial, as shown in Figure 1. Additional uses include industrial, high density residential, medium density residential, mixed-use, parks and public-quasi public (public non-park facilities). Comprehensive Plan designations and zoning support most existing land uses, though several lots within the study area are non-conforming. Details on nonconforming uses can be found in zone description on page 5 and 6 in this memo and in Attachment A. Section 15.205.010 of the Newberg Municipal Code on Nonconforming Uses states "it is the intent of this code to permit these nonconformities until they are removed or abandoned, but not to encourage their survival."

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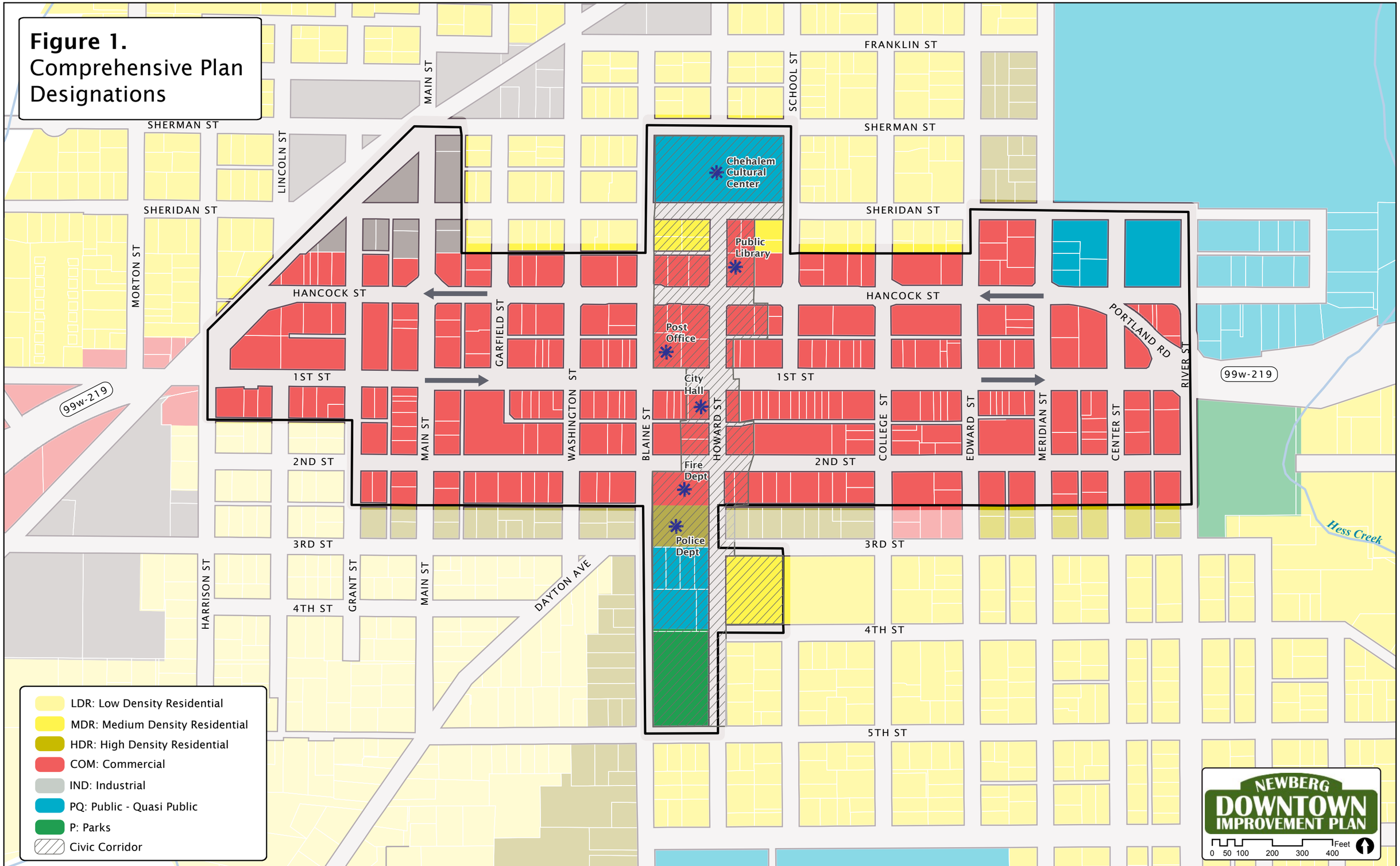
Figure 1.
Comprehensive Plan Designations
FRANKLIN ST
SCHOOL ST
MAIN ST
SHERMAN ST
LINCOLN ST
SHERIDAN ST
MORTON ST
Chehalem Cultural Center
Public Library
HANCOCK ST
GARFIELD ST
Post Office
PORTLAND RD
RIVER ST
1ST ST
City Hall
WASHINGTON ST
BLAINE ST
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
99w-219
2ND ST
Fire Dept
Police Dept
3RD ST
HARRISON ST
GRANT ST
DAYTON AVE
4TH ST
5TH ST
Hess Creek
LDR: Low Density Residential
MDR: Medium Density Residential
HDR: High Density Residential
COM: Commercial
IND: Industrial
PQ: Public - Quasi Public
P: Parks
Civic Corridor
NEWBERG DOWNTOWN IMPROVEMENT PLAN
0 50 100 200 300 400 Feet

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As shown in Table 1, Central Business is the most prominent zone in the area with more than 74% of the total acreage. The Central Business District extends north and south of Hwy 99 from Harrison Street to River Street. Other significant zone designations include Medium Density Residential and Institutional. Areas adjacent to the study area are primarily residential and institutional with some industrial land located along the railroad. A majority of properties within the study area are owned by people residing in Newberg or nearby Oregon communities. Attachement A includes a table with comprehensive plan and zone designations, development and ownership status and existing uses.

Table 1. Newberg Study Area by Zone Designation, 2014

Zone	General Location	Approximate Area (acres)	Approximate % of Study Area
Central Business (C-3)	Between E Sheridan and E 3rd Sts. and between Harrison and River Sts.	48.2	74.3%
Medium Density Residential (R-2)	North and south of the Central Business District within the Civic Corridor.	10.1	15.6%
Institutional (I)	Between E Sherman and E Sheridan Sts. and between N Blaine and N School Sts.; Between E Hancock and E Sheridan Sts. and between N Meridian and N River Sts.	1.0	1.5%
Light Industrial (M-2)	Adjacent to P&W Railroad north of Hwy 99.	4.6	7.0%
Community Commercial (C-2)	At the east end of the study area adjacent to Hwy 99 and N Hancock St.	0.7	1.1%
Residential Professional (RP)	Between Hwy 99 and E Sheridan St and N Meridian and N Center Sts.	0.3	0.5%

Source: Newberg GIS parcel layer data, November 13, 2014 and Cogan Owens Greene.

Current land uses in the study area also are predominantly commercial, as shown in Table 2. More than 33.2% of existing uses are classified as commercial and another 12.9% are parking lots that serve the Central Business District. Other significant uses include single family residential (15.8%) and public (12.4%). There are 18 vacant lots in the study area, totaling approximately 3.8 acres or 5.8% of the total area.

Table 2. Newberg Study Area by Existing Land Use, 2014

Use	Approximate Area (acres)	Approximate % of Study Area
Commercial	21.6	33.2%
Single family	10.3	15.8%
Parking lot	8.4	12.9%
Public	8.1	12.4%
Industrial	3.8	5.8%
Vacant	3.8	5.8%
Park	3.2	4.9%
Multifamily	2.9	4.5%
Institutional	2.6	4.0%
Duplex	0.2	0.3%
Access	0.2	0.3%

Source: Newberg GIS parcel layer data, November 13, 2014 and Cogan Owens Greene.

The zoning code establishes the uses, dimensional standards, design standards, and impact regulations for the community. Notable provisions for the zoning districts in the study area include:

Central Business District (C-3). The predominant zone designation in the study area, there are 257 tax lots zoned C-3 totaling approximately 48.2 acres. These parcels serve as the central business district where the greatest concentration of retail sales and business occur. More than half of the parcels (130) are currently used for commercial purposes. All other existing uses are permitted outright or conditionally and include single and multi-family residential, industrial, institutional, park, parking lot and public uses. Sixteen of the 257 parcels are vacant. There are no height limits, front setbacks or lot coverage limits in the C-3 zone, though the design review criterion siting "design compatibility" would affect heights and design. There are design standards for façade details and materials and, in some cases, additional design standards for buildings in the Historic Landmark overlay district.

Medium Density Residential District (R-2). There are 18 tax lots in the study area zoned R-2 totaling approximately 10.1 acres. These parcels lie entirely in the Civic Corridor Overlay (described below) in the center of the study area, just to the north and south of Hwy 99. The zone allows for a wide range of dwelling types and styles at an average overall density of nine units per gross buildable acre. Typical housing types include single-family dwellings on small lots, attached single-family, duplex or multifamily dwellings, and manufactured dwelling parks. The district also is intended to allow low intensity institutional uses. Existing uses in the R-2 zone within the study area are all permitted outright or as a conditional use and include single family residential, commercial, institutional and park and public uses. There is one nonconforming industrial use in the area – a Portland General Electric substation.

Institutional District (I). There are seven tax lots zoned for institutional use totaling approximately 1.0 acres. The district allows large institutional campuses and accessory and compatible uses. The parcels within the study area include the Rotary Centennial Park/Chehalem Cultural Center and George Fox University Newberg Campus.

Light Industrial District (M-2). There are 12 tax lots totaling approximately 4.6 acres in the Light Industrial District. These parcels are located at the western edge of the study area, north of Hwy 99. The M-2 district allows a wide range of manufacturing and related establishments, typically on sites with good rail or highway access. A majority of existing uses on parcels zoned M-2 within the study area is industrial. Other uses include commercial and parking lot. One parcel has a nonconforming single family residential use. Two of the parcels are vacant.

Community Commercial District (C-2). There are three tax lots zoned C-2 totaling approximately 0.7 acres. These parcels are located adjacent to Hancock Street at the east end of the study area. The C-2 district allows a wide range of retail sales, commercial services, and offices. All three parcels are currently used for commercial purposes.

Residential Professional District (R-P). There are two tax lots designated R-P totaling 0.3 acres. The R-P zone is a transitional zone that mixes residential, medical and local business office uses. The zone is intended to be compatible with abutting property. Existing uses on the two parcels are single family residential and are adjacent to commercial and institutional uses adjacent to Hancock Street near the eastern study area boundary.

The following subdistricts also apply to portions of the study area:

Historic Landmarks Subdistrict (H). Some lots within the study area are subject to Historic Landmarks subdistrict. Codes for the subdistrict govern alterations, new construction and demolitions for designated landmarks. The purpose of the Historic Landmarks subdistrict is to: 1) safeguard historic landmarks; 2) promote the historic, educational, cultural, economic and general welfare of the public; 3) foster civic pride in the accomplishments of the past; 4) protect and enhance the city's attractions to tourists and visitors; and 5) carry out the provisions of Statewide Planning Goal 5.

Civic Corridor Overlay Subdistrict (CC). Approximately 37 parcels in the center of the study area are within the Civic Corridor subdistrict. The north-south corridor extends across Hwy 99 between N Blaine and N School streets. The CC subdistrict is intended to emphasize the civic and historic character of this portion of downtown Newberg. This is done primarily through design standards, but also by limiting some uses such as automobile sales and services stations.

Limited Use Overlay Subdistrict (LU). There is one parcel in the study area that lies within the LU overlay subdistrict toward the northeast corner of the study area. The city has a sign easement on this undeveloped lot. The limited use overlay is designed to restrict uses permitted in a base zone that may not be allowable or desirable in a particular location or permitting uses prohibited by a base zone in a particular location.

Building Stock

The downtown area is the historic and commercial heart of Newberg. The study area along Hwy 99 predominantly consists of early 20th century buildings of architectural significance. Information regarding the existing building stock can be found in the memorandum on Urban Design, which is also included as an appendix to Memo #1: Newberg Downtown Improvement Plan Existing Conditions Analysis.

Opportunities and Constraints

The long term goal for this area is "to create an attractive and vibrant downtown that is unique to the City." More specific objectives include:

- Establish a pattern and density of complementary and market-feasible residential and commercial development.
- Bring about economic growth.
- Provide an attractive and inviting streetscape and amenities including appropriate parking.
- Create a safe and attractive environment for pedestrians and cyclists.
- Increase the attractiveness, convenience and capacity for future transit service.
- Capitalize on new commercial and residential development opportunities within and adjacent to the study area.

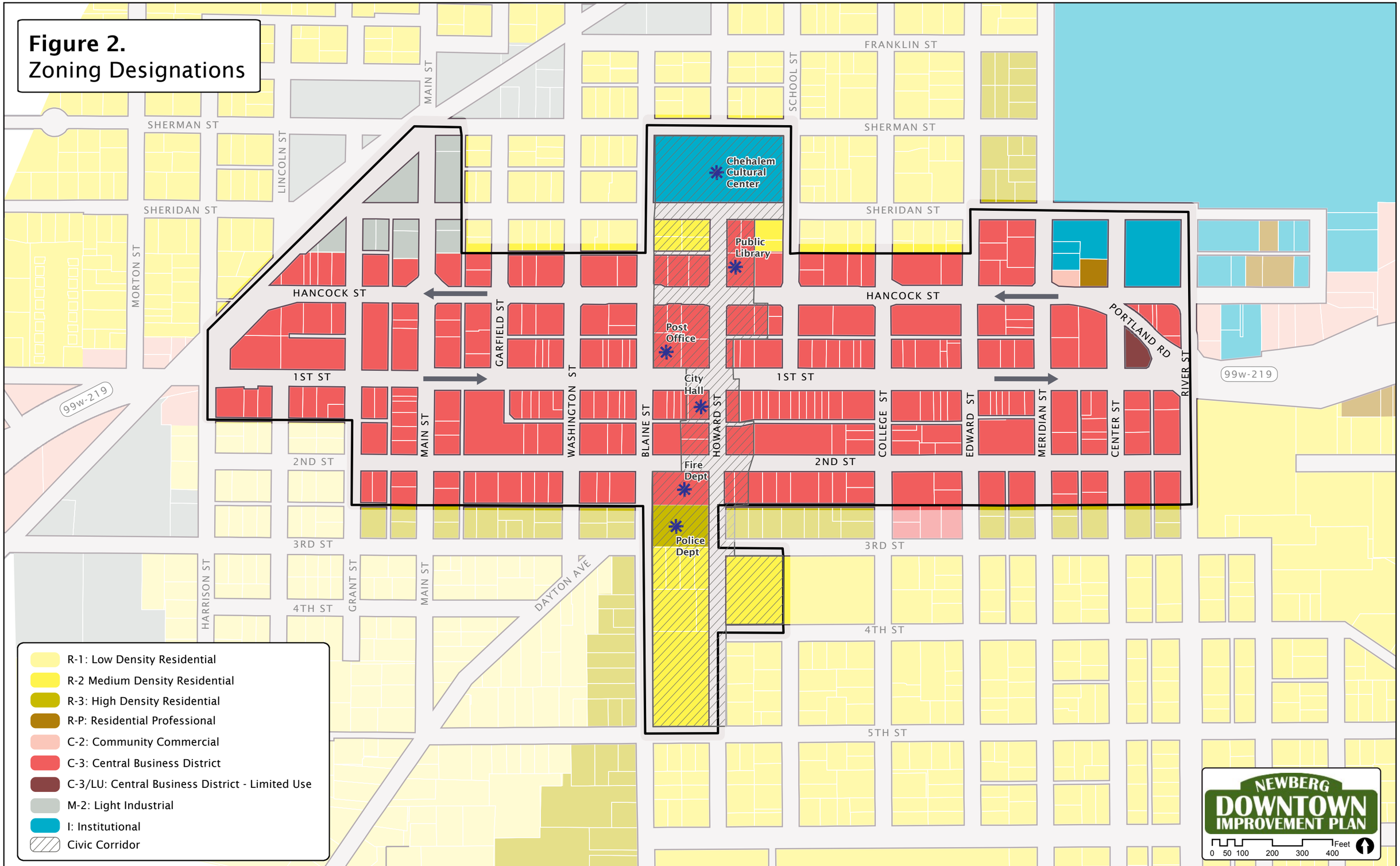
Current zoning within the study area presents several opportunities and constraints to achieving project objectives.

Opportunities:

- Downtown largely consists of one and two-story buildings, providing an opportunity for increased density, intensity and building heights.
- There are nearly 12 acres of parking lots and vacant properties that provide opportunities for development, including several along 1st, 2nd and Hancock Streets.
- The western and eastern ends of the project area provide opportunities for larger anchor/"gateway" developments, particularly at the eastern end where the current gateway sign and large parking area are located.
- The City-owned "Butler property" across from City Hall and adjacent to the Post Office offers an opportunity for future development. Re-use of the Post Office is a possible associated opportunity.
- Under-utilized industrial property in the northwest quadrant of the study area provides an opportunity for adaptive re-use.
- There are several opportunities for second-story redevelopment, particularly along 1st street.
- The proximity to George Fox University presents an opportunity to develop housing to serve university students.
- Several buildings provide an opportunity for redevelopment in a manner that reflects or enhances their historic character.

Constraints:

- Though listed as a conditional use with additional restrictions related to street frontage, single family detached units are not a desired type of residential development for the downtown area.
- Restrictions on “first floor storefront area” of multi-family dwellings may be a barrier to development of desired housing types, such as student housing.
- Parking garages as a conditional use may be a barrier to having parking provided on a district-wide basis and encourage permitted surface parking lots.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Zoning Designations
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GARFIELD ST
1ST ST
WASHINGTON ST
BLAINE ST
HOWARD ST
COLLEGE ST
EDWARD ST
MERIDIAN ST
CENTER ST
PORTLAND RD
RIVER ST
99w-219
2ND ST
3RD ST
4TH ST
5TH ST
HARRISON ST
GRANT ST
DAYTON AVE
R-1: Low Density Residential
R-2 Medium Density Residential
R-3: High Density Residential
R-P: Residential Professional
C-2: Community Commercial
C-3: Central Business District
C-3/LU: Central Business District - Limited Use
M-2: Light Industrial
I: Institutional
Civic Corridor
NEWBERG
DOWNTOWN
IMPROVEMENT PLAN
0 50 100 200 300 400 Feet

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Attachment A

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Taxlot ID	Ownership	Owner Address	Situs Address	Comp Plan	Zone	Existing Use	Acres	Block
3219AA 00600	NW YEARLY MEETING OF FRIENDS CHURCH	NEWBERG OR	200 N MERIDIAN ST	PQ	C-2	Commercial	0.13	130
3219AA 03000	GMB INVESTORS LLC	LAKE OSWEGO OR	601 E HANCOCK ST	COM	C-2	Commercial	0.23	127
3219AA 00600	NW YEARLY MEETING OF FRIENDS CHURCH	NEWBERG OR	200 N MERIDIAN ST	PQ	C-2	Commercial	0.35	130
3219AA 08500	NEWBERG CITY OF		S EDWARDS ST	COM	C-3	Access	0.02	157
3219AA 14600	KOVACS SHARON	DAMASCUS OR	814 E 2ND ST	COM	C-3	Commercial	0.52	163
3219AA 06000	HEINZMANN MERLE	CARLTON OR	107 N EDWARDS ST	COM	C-3	Commercial	0.02	138
3219AA 05801	MINTHORNE FAMILY TRUST	NEWBERG OR	717 E 1ST ST	COM	C-3	Commercial	0.03	138
3219AA 05800	KASUBA TINA K	NEWBERG OR	717 E 1ST ST	COM	C-3	Commercial	0.04	138
3219AB 11400	OVIATT BARBARA	NEWBERG OR	103 S MAIN ST	COM	C-3	Commercial	0.04	151
3219AA 09500	RIVERSTONE DEVELOPMENT LLC	OREGON CITY OR	108 S COLLEGE ST	COM	C-3	Commercial	0.04	156
3219AA 08000	SKEI DONALD W	NEWBERG OR	806 E 1ST ST	COM	C-3	Commercial	0.04	157
3219AA 07900	HOPP RAY LIVING TRUST 1/2	NEWBERG OR	804 E 1ST ST	COM	C-3	Commercial	0.05	157
3219AB 09400	BEVAN GLORIA J	HENDERSON NV	310 E 1ST ST	COM	C-3	Commercial	0.05	153
3219AA 04400	EAGLE NEWSPAPERS INC	NEWBERG OR	115 N SCHOOL ST	COM	C-3	Commercial	0.05	140
3219AB 07100	BARAJAS ROSA	NEWBERG OR	307 E 1ST ST	COM	C-3	Commercial	0.05	142
3219AA 08100	SNOWDEN JULIANA W	NEWBERG OR	808 E 1ST ST	COM	C-3	Commercial	0.05	157
3219AA 04000	RIPPLE SCOTT	NEWBERG OR	503 E 1ST ST	COM	C-3	Commercial	0.05	140
3219AB 06500	DAKOTA PLAINS LLC	NEWBERG OR	211 E 1ST ST	COM	C-3	Commercial	0.06	143
3219AB 10200	DRABKIN JOAN	MCMINNVILLE OR	214 E 1ST ST	COM	C-3	Commercial	0.06	152
3219AB 07400	KROHN RICHARD W & LESLIE J 75.75%	MCMINNVILLE OR	315 E 1ST ST	COM	C-3	Commercial	0.06	142
3219AB 08300	GRAY LARRY K	NEWBERG OR	404 E 1ST ST	COM	C-3	Commercial	0.06	154
3219AA 11400	BUHLER GARY	NEWBERG OR	111 S COLLEGE ST	COM	C-3	Commercial	0.06	155
3219AB 06400	JAMES FAMILY INVESTMENTS LLC	NEWBERG OR	209 E 1ST ST	COM	C-3	Commercial	0.06	143
3219AB 08500	FIRST STREET PROPERTIES LLC	NEWBERG OR	408 E 1ST ST	COM	C-3	Commercial	0.06	154
3219AA 05100	NEWBERG BAKING COMPANY	NEWBERG OR	621 E 1ST ST	COM	C-3	Commercial	0.06	139
3219AB 08400	HASEBE LOIS REVOCABLE TRUSTE 1/2	BEAVERTON OR	406 E 1ST ST	COM	C-3	Commercial	0.06	154
3219AA 10000	LLP PROPERTIES LLC	NEWBERG OR	604 E 1ST ST	COM	C-3	Commercial	0.06	155
3219AA 10600	BARRIE ROSEMARY	BORREGO SPRINGS CA	512 E 1ST ST	COM	C-3	Commercial	0.06	155
3219AA 10200	BROWN ALLYN E TRUST	SHERWOOD OR	600 E 1ST ST	COM	C-3	Commercial	0.06	155
3219AA 09900	BROWN DEBRA A	CARLTON OR	606 E 1ST ST	COM	C-3	Commercial	0.06	155
3219AA 08900	WANG HUIYING	MISSION VIEJO CA	716 E 1ST ST	COM	C-3	Commercial	0.06	156
3219AA 08800	ORELLANA CARLOS	PORTLAND OR	714 E 1ST ST	COM	C-3	Commercial	0.06	156
3219AB 05500	J L INVESTMENT LLC	NEWBERG OR	111 N MAIN ST	COM	C-3	Commercial	0.07	145
3219AA 06500	HEGEMAN MARJORIE S	NEWBERG OR	109 N MERIDIAN ST	COM	C-3	Commercial	0.07	137
3219AA 06600	HUBBARD FAMILY REVOCABLE TRUST	VISTA CA	111 N MERIDIAN ST	COM	C-3	Commercial	0.07	137
3219AA 10700	DESILVA ANITA G	BEAVERTON OR	508 E 1ST ST	COM	C-3	Commercial	0.07	155
3219AB 11500	OVIATT BARBARA	NEWBERG OR	101 S MAIN ST	COM	C-3	Commercial	0.07	151
3219AB 10300	JOHNSON LIVING TRUST	NEWBERG OR	206 E 1ST ST	COM	C-3	Commercial	0.07	152
3219AA 08300	SNOWDEN JULIANA W	NEWBERG OR	814 E 1ST ST	COM	C-3	Commercial	0.07	157
3219AA 10300	LLP PROPERTIES LLC	NEWBERG OR	518 E 1ST ST	COM	C-3	Commercial	0.07	155
3219AA 10100	LLP PROPERTIES LLC	NEWBERG OR	602 E 1ST ST	COM	C-3	Commercial	0.07	155
3219AB 10400	JOHNSON LIVING TRUST	NEWBERG OR	204 E 1ST ST	COM	C-3	Commercial	0.08	152
3219AB 07500	KROHN RICHARD W & LESLIE J 75.75%	MCMINNVILLE OR	109 N BLAINE ST	COM	C-3	Commercial	0.08	142
3219AA 04300	EAGLE NEWSPAPERS INC	NEWBERG OR	109 N SCHOOL ST	COM	C-3	Commercial	0.08	140
3219AA 10500	FRANCIS ENTERPRISES INC	NEWBERG OR	514 E 1ST ST	COM	C-3	Commercial	0.09	155
3219AB 09300	DOERNER STEPHEN	SALEM OR	316 E 1ST ST	COM	C-3	Commercial	0.10	153

Taxlot ID	Ownership	Owner Address	Situs Address	Comp Plan	Zone	Existing Use	Acres	Block
3219AA 10400	CARLSEN JANE C	NEWBERG OR	516 E 1ST ST	COM	C-3	Commercial	0.10	155
3219AB 09500	LEWIS HEATHER	NEWBERG OR	308 E 1ST ST	COM	C-3	Commercial	0.10	153
3219AA 05500	ROGERS BILL R	NEWBERG OR	701 E 1ST ST	COM	C-3	Commercial	0.10	138
3219AA 05900	YOUNG JOE D & TOLA C	NEWBERG OR	719 E 1ST ST	COM	C-3	Commercial	0.10	138
3219AA 09300	PENSCO TRUST COMPANY FBO	DENVER CO	112 S COLLEGE ST	COM	C-3	Commercial	0.10	156
3219AA 05600	SALMON LLC	NEWBERG OR	703 E 1ST ST	COM	C-3	Commercial	0.10	138
3219AB 06000	SAUSE LEALICE	NEWBERG OR	111 E 1ST ST	COM	C-3	Commercial	0.10	144
3219AA 04900	PETRONE SONJA	NEWBERG OR	611 E 1ST ST	COM	C-3	Commercial	0.11	139
3219AA 09800	DRABKIN JULES & JOAN F	MCMINNVILLE OR	608 E 1ST ST	COM	C-3	Commercial	0.11	155
3219AB 09700	JOHNSON LIVING TRUST	NEWBERG OR	300 E 1ST ST	COM	C-3	Commercial	0.12	153
3219AA 05200	NEWBERG CITY OF	NEWBERG OR	625 E 1ST ST	COM	C-3	Commercial	0.12	139
3219AB 07200	AUDREYS HOLDING LLC	BEAVERTON OR	311 E 1ST ST	COM	C-3	Commercial	0.12	142
3219AA 06300	GARDNER LAURIE	NEWBERG OR	807 E 1ST ST	COM	C-3	Commercial	0.12	137
3219AA 05000	GONZALEZ MARIA M	NEWBERG OR	615 E 1ST ST	COM	C-3	Commercial	0.12	139
3219AA 04700	FIRST INTERSTATE BANK OF OREGON NA	CARLSBAD CA	601 E 1ST ST	COM	C-3	Commercial	0.12	139
3219AB 09600	FRANCIS ENTERPRISES INC	NEWBERG OR	304 FIRST E	COM	C-3	Commercial	0.12	153
3219AA 04100	LOUIE ANN S	PORTLAND OR	505 E 1ST ST	COM	C-3	Commercial	0.12	140
3219AB 08200	SHEUNG XIN M	PORTLAND OR	400 E 1ST ST	COM	C-3	Commercial	0.12	154
3219AA 08700	SHIOMAN MARGARET A TRUST	LOS ANGELES CA	710 E 1ST ST	COM	C-3	Commercial	0.12	156
3219AA 04800	CORRIGAN DANIEL O LIVING TRUST	MCMINNVILLE OR	603 E 1ST ST	COM	C-3	Commercial	0.12	139
3219AA 10800	ROERIG CO LLC	AURORA OR	504 E 1ST ST	COM	C-3	Commercial	0.12	155
3219AB 11700	CAIN JAMES L & DARLENE L REV LIV TRUST	GASTON OR	116 W 1ST ST	COM	C-3	Commercial	0.12	151
3219AB 11600	OVIATT BARBARA	NEWBERG OR	108 W 1ST ST	COM	C-3	Commercial	0.12	151
3219AA 06700	MEHLER SALLY	NEWBERG OR	814 E HANCOCK ST	COM	C-3	Commercial	0.12	137
3219AA 09000	WANG HUIYING	MISSION VIEJO CA	718 E 1ST ST	COM	C-3	Commercial	0.12	156
3219AB 06600	DAKOTA PLAINS LLC	NEWBERG OR	215 E 1ST ST	COM	C-3	Commercial	0.12	143
3219AB 02200	TUCKER SALLIE	NEWBERG OR	113 E HANCOCK ST	COM	C-3	Commercial	0.12	122
3219AA 11600	LLP PROPERTIES LLC	NEWBERG OR	117 S COLLEGE ST	COM	C-3	Commercial	0.12	155
3219AA 11300	SCHATZ SUSAN C	SHERWOOD OR	615 E 2ND ST	COM	C-3	Commercial	0.12	155
3219AB 05600	LEE HANG RIM	BEAVERTON OR	115 N MAIN ST	COM	C-3	Commercial	0.13	145
3219AB 02100	TUCKER SALLIE J	NEWBERG OR	209 N GARFIELD ST	COM	C-3	Commercial	0.13	122
3219AB 05100	GRAY WOLF LLC	HAPPY VALLEY OR	206 W HANCOCK ST	COM	C-3	Commercial	0.13	146
3219AB 09100	RENEE PROPERTIES LLC	NEWBERG OR	307 E 2ND ST	COM	C-3	Commercial	0.13	153
3219AA 12200	MANKIN NANCY	SHERWOOD OR	516 E 2ND ST	COM	C-3	Commercial	0.13	165
3219AB 09200	RENEE PROPERTIES LLC	NEWBERG OR	111 S BLAINE ST	COM	C-3	Commercial	0.13	153
3219AA 02400	CAIN JAMES L & DARLENE L REV LIV TRUST	GASTON OR	619 E HANCOCK ST	COM	C-3	Commercial	0.13	127
3220BB 06900	PYRAMIDION LLC	PORTLAND OR	1012 E 1ST ST	COM	C-3	Commercial	0.13	159
3219AA 01000	MINTHORNE FAMILY TRUST	NEWBERG OR	215 N MERIDIAN ST	COM	C-3	Commercial	0.13	129
3219AB 10301	JOHNSON LIVING TRUST	NEWBERG OR	208 E 1ST ST	COM	C-3	Commercial	0.13	152
3220BB 07000	WILDER ANDREW H	MCMINNVILLE OR	1004 E 1ST ST	COM	C-3	Commercial	0.13	159
3219AA 01300	BRECKE CHRISTOPHER	NEWBERG OR	200 N EDWARDS ST	COM	C-3	Commercial	0.14	129
3219AA 06400	HURFORD ROBERT F TRUST	NEWBERG OR	809 E 1ST ST	COM	C-3	Commercial	0.14	137
3219AA 07600	LINKE DELANO M	LAFAYETTE OR	114 S MERIDIAN ST	COM	C-3	Commercial	0.14	158
3220BB 07100	WILDER ANDREW H	MCMINNVILLE OR	106 S CENTER ST	COM	C-3	Commercial	0.14	159
3219AB 06001	HALLS HEATING AND AIR CONDITIONING INC	NEWBERG OR	109 N GARFIELD ST	COM	C-3	Commercial	0.14	144
3219AB 07600	MINTHORNE FAMILY TRUST	NEWBERG OR	113 N BLAINE ST	COM	C-3	Commercial	0.14	142

Taxlot ID	Ownership	Owner Address	Situs Address	Comp Plan	Zone	Existing Use	Acres	Block
3219AB 00900	NOAH JOHN CLAIR LLC	NEWBERG OR	215 N BLAINE ST	COM	C-3	Commercial	0.15	124
3219AA 06200	GARDNER LAURIE	NEWBERG OR	801 E 1ST ST	COM	C-3	Commercial	0.15	137
3219AB 04500	MILTON JANET M	NEWBERG OR	300 W HANCOCK ST	COM	C-3	Commercial	0.16	147
3219AB 02900	SOSA LOURDES	DUNDEE OR	205 N MAIN ST	COM	C-3	Commercial	0.16	121
3219AB 04900	GRAY WOLF LLC	HAPPY VALLEY OR	W HANCOCK ST	COM	C-3	Commercial	0.17	146
3219AA 00700	MERIDIAN STREET LLC	NEWBERG OR	201 N MERIDIAN ST	COM	C-3	Commercial	0.17	129
3219AB 15800	SMITH NORBERT R & MARY M REV LIV TRUST	NEWBERG OR	114 E 2ND ST	COM	C-3	Commercial	0.17	168
3219AA 09400	GENERAL TELEPHONE CO	NEWBERG OR	111 S EDWARDS ST	COM	C-3	Commercial	0.18	156
3219AA 02200	CAIN JAMES L & DARLENE L REV LIV TRUST	GASTON OR	611 E HANCOCK ST	COM	C-3	Commercial	0.18	127
3219AB 02300	STOREY INVESTMENT LLC	WILSONVILLE OR	200 N MAIN ST	COM	C-3	Commercial	0.19	122
3219AB 05900	BLACK BULL INVESTMENTS LLC	TIGARD OR	101 E 1ST ST	COM	C-3	Commercial	0.19	144
3219AB 06300	LEATHERS LIMITED PARTNERSHIP	FAIRVIEW OR	203 E 1ST ST	COM	C-3	Commercial	0.19	143
3219AA 04200	TARLOW DONALD O & PATRICIA A 1/2 &	NEWBERG OR	515 E 1ST ST	COM	C-3	Commercial	0.19	140
3219AB 11800	OVIATT BARBARA	NEWBERG OR	120 S GRANT ST	COM	C-3	Commercial	0.20	151
3219AA 00800	MINTHORNE FAMILY TRUST	NEWBERG OR	207 N MERIDIAN ST	COM	C-3	Commercial	0.20	129
3219AA 06100	MEHLER SALLY A	NEWBERG OR	808 E HANCOCK ST	COM	C-3	Commercial	0.21	137
3219AB 01800	HATFIELD SHARON	NEWBERG OR	201 N WASHINGTON ST	COM	C-3	Commercial	0.21	123
3219AB 06700	LLP PROPERTIES LLC	NEWBERG OR	115 N WASHINGTON ST	COM	C-3	Commercial	0.21	143
3219AB 05000	GRAY WOLF LLC	HAPPY VALLEY OR	214 W HANCOCK ST	COM	C-3	Commercial	0.22	146
3219AA 09600	BISHOP CREEK SERVICES INC	NEWBERG OR	700 E 1ST ST	COM	C-3	Commercial	0.24	156
3219AB 09000	BUCKLEYS LOCKERS INC	NEWBERG OR	112 S BLAINE ST	COM	C-3	Commercial	0.24	154
3219AA 06900	MOSELLE R VEATCH TRUST	NEWBERG OR	112 N MERIDIAN ST	COM	C-3	Commercial	0.24	136
3219AA 03100	CARTER FINIS D TRUST 50%	SCOTTSDALE AZ	515 E HANCOCK ST	COM	C-3	Commercial	0.24	126
3219AA 09700	DRABKIN JOAN 1/2	MCMINNVILLE OR	616 E 1ST ST	COM	C-3	Commercial	0.24	155
3219AA 07700	RAUDSEPP LIVING TRUST	NEWBERG OR	108 S MERIDIAN ST	COM	C-3	Commercial	0.24	158
3219AB 01000	SLICE OF LIFE PROPERTIES LLC	NEWBERG OR	307 E HANCOCK ST	COM	C-3	Commercial	0.25	124
3219AB 04700	MILTON JANET M	NEWBERG OR	301 W 1ST ST	COM	C-3	Commercial	0.25	147
3219AA 07000	NEWBERG PARK & SELL LLC	NEWBERG OR	915 E 1ST ST	COM	C-3	Commercial	0.26	136
3219AB 05300	PISCITELLI PASQUALE	NEWBERG OR	111 W 1ST ST	COM	C-3	Commercial	0.26	145
3219AB 04800	TERJESON LIVING TRUST	UMATILLA OR	211 W 1ST ST	COM	C-3	Commercial	0.26	146
3219AA 05400	FIRST FEDERAL SAVINGS & LOAN ASSOC	MCMINNVILLE OR	121 N EDWARDS ST	COM	C-3	Commercial	0.26	138
3219AB 10600	BAUER TRUST	NEWBERG OR	112 E 1ST ST	COM	C-3	Commercial	0.26	152
3219AB 02900	SOSA LOURDES	DUNDEE OR	205 N MAIN ST	IND	C-3	Commercial	0.28	121
3219AB 02300	STOREY INVESTMENT LLC	WILSONVILLE OR	200 N MAIN ST	IND	C-3	Commercial	0.28	122
3219AB 02100	TUCKER SALLIE J	NEWBERG OR	209 N GARFIELD ST	MDR	C-3	Commercial	0.31	122
3219AA 14600	KOVACS SHARON	DAMASCUS OR	814 E 2ND ST	HDR	C-3	Commercial	0.32	163
3220BB 03500	DEPARTMENT OF TRANSPORTATION	SALEM OR	1000 E HANCOCK ST	COM	C-3	Duplex	0.04	135
3219AB 16200	WAGNER JEANNE M	NEWBERG OR	214 E 2ND ST	COM	C-3	Duplex	0.13	168
3219AA 09290	LLP PROPERTIES LLP	NEWBERG OR	116 S COLLEGE ST	COM	C-3	Industrial	0.11	156
3219AB 05700	HANCOCK & MAIN LLC	NEWBERG OR	114 N MAIN ST	COM	C-3	Industrial	0.12	144
3219AB 05800	HANCOCK & MAIN LLC	NEWBERG OR	108 N MAIN ST	COM	C-3	Industrial	0.13	144
3219AB 03100	SOSA-SOTA LOURDES	DUNDEE OR	111 W HANCOCK ST	COM	C-3	Industrial	0.20	121
3219AA 14500	KOVACS SHARON	DAMASCUS OR	800 E 2ND ST	COM	C-3	Industrial	0.23	163
3219AB 05400	J L INVESTMENT LLC	NEWBERG OR	105 N MAIN ST	COM	C-3	Industrial	0.24	145
3219AA 08400	DORMER ENTERPRISES LLC	NEWBERG OR	112 S EDWARDS ST	COM	C-3	Industrial	0.26	157
3219AA 04501	SLPD PROPERTIES LLC	NEWBERG OR	115 N COLLEGE ST	COM	C-3	Institutional	0.25	139

Taxlot ID	Ownership	Owner Address	Situs Address	Comp Plan	Zone	Existing Use	Acres	Block
3219AA 13900	NEWBERG FRIENDS CHURCH	NEWBERG OR	200 S COLLEGE ST	COM	C-3	Institutional	0.25	164
3220BB 07300	CENTER STREET APARTMENTS LLC	HILLSBORO OR	200 S CENTER ST	COM	C-3	Multifamily	0.52	161
3220BB 07300	CENTER STREET APARTMENTS LLC	HILLSBORO OR	200 S CENTER ST	HDR	C-3	Multifamily	1.26	161
3219AA 01200	DALSHI INVESTMENTS LLC	HILLSBORO OR	206 N EDWARDS ST	COM	C-3	Multifamily	0.13	129
3219AA 14000	T & C APARTMENTS LLC	NEWBERG OR	201 S EDWARDS ST	COM	C-3	Multifamily	0.13	164
3219AA 15100	CHENOWETH DAVID B 83%	NEWBERG OR	204 S MERIDIAN ST	COM	C-3	Multifamily	0.14	162
3220BB 07300	CENTER STREET APARTMENTS LLC	HILLSBORO OR	200 S CENTER ST	HDR	C-3	Multifamily	0.32	161
3219AA 09200	GENERAL TELEPHONE CO OF NW	EVERETT WA	711 E 2ND ST	COM	C-3	Parking lot	0.06	156
3219AB 07300	KROHN RICHARD W & LESLIE J 75.75%	MCMINNVILLE OR	E 1ST ST	COM	C-3	Parking lot	0.06	142
3219AA 07100	NEWBERG PARK & SELL LLC	NEWBERG OR	910 E 1ST ST	COM	C-3	Parking lot	0.07	158
3219AA 11500	MITCHELL BRIAN A	NEWBERG OR	S COLLEGE ST	COM	C-3	Parking lot	0.08	155
3219AB 11300	OVIATT BARBARA	NEWBERG OR	105 S MAIN ST	COM	C-3	Parking lot	0.09	151
3219AA 08600	HOPP RANDY W	NEWBERG OR	FIRST E / EDWARDS S	COM	C-3	Parking lot	0.09	157
3219AA 09100	GENERAL TELEPHONE CO OF NW	EVERETT WA	115 S EDWARDS ST	COM	C-3	Parking lot	0.09	156
3219AA 08200	HOPP INS AGENCY INC	NEWBERG OR	812 E 1ST ST	COM	C-3	Parking lot	0.11	157
3219AA 07500	LINKE DELANO M	LAFAYETTE OR	115 S CENTER ST	COM	C-3	Parking lot	0.11	158
3219AA 02300	CAIN JAMES L & DARLENE L REV LIV TRUST	GASTON OR	615 E HANCOCK ST	COM	C-3	Parking lot	0.13	127
3219AA 07200	NEWBERG PARK & SELL LLC	NEWBERG OR	914 E 1ST ST	COM	C-3	Parking lot	0.13	158
3219AB 07000	BARAJAS ROSA	NEWBERG OR	303 E 1ST ST	COM	C-3	Parking lot	0.15	142
3219AA 05700	KASUBA TINA K	NEWBERG OR	713 E 1ST ST	COM	C-3	Parking lot	0.17	138
3219AB 06900	BARAJAS GREGORIO & ROSA	NEWBERG OR	HANCOCK E / WASHINGTON N	COM	C-3	Parking lot	0.20	142
3219AA 06800	DREW SANDRA J	NEWBERG OR	905 E 1ST ST	COM	C-3	Parking lot	0.21	136
3219AA 04500	FIRST INTERSTATE BANK OF OREGON NA	CARLSBAD CA	114 N SCHOOL ST	COM	C-3	Parking lot	0.24	139
3219AA 11100	NEWBERG CITY OF		E 2ND ST	COM	C-3	Parking lot	0.26	155
3219AB 18000	NEWBERG CITY OF		414 E 2ND ST	COM	C-3	Public	0.01	166
3220BB 06800	DAMES OF AMERICA	NEWBERG OR	115 S RIVER ST	COM	C-3	Public	0.25	159
3219AB 18000	NEWBERG CITY OF		414 E 2ND ST	HDR	C-3	Public	0.28	166
3219AB 18000	NEWBERG CITY OF		414 E 2ND ST	PQ	C-3	Public	0.29	166
3219AB 18000	NEWBERG CITY OF		414 E 2ND ST	HDR	C-3	Public	0.34	166
3219AA 07400	LINKE DELANO M	LAFAYETTE OR	113 S CENTER ST	COM	C-3	Single family	0.06	158
3220BB 03400	DEPARTMENT OF TRANSPORTATION	SALEM OR	1006 E HANCOCK ST	COM	C-3	Single family	0.07	135
3219AB 12100	MCLAIN NADINE	NEWBERG OR	107 S GRANT ST	COM	C-3	Single family	0.07	150
3219AA 15300	MCNELLY AARON J	NEWBERG OR	209 S CENTER ST	COM	C-3	Single family	0.10	162
3219AA 15300	MCNELLY AARON J	NEWBERG OR	209 S CENTER ST	HDR	C-3	Single family	0.10	162
3219AA 07300	SKAGGS CHRIS	NEWBERG OR	111 S CENTER ST	COM	C-3	Single family	0.10	158
3219AB 10800	SNYDER BETTY TRUST 1/2	NEWBERG OR	110 S MAIN ST	COM	C-3	Single family	0.11	152
3219AB 11000	PEREZ SUSAN L	MCMINNVILLE OR	113 S MAIN ST	COM	C-3	Single family	0.11	151
3219AB 11100	FOX NANCY REVOCABLE LIVING TRUST	NEWBERG OR	111 S MAIN ST	COM	C-3	Single family	0.11	151
3219AB 11200	PEREZ ADAM W (WROS)	MCMINNVILLE OR	107 S MAIN ST	COM	C-3	Single family	0.11	151
3219AB 14700	FOURSQUARE GOSPEL	NEWBERG OR	200 S GRANT ST	COM	C-3	Single family	0.11	169
3219AB 15700	PAGE ALLEN E & DONNA M LIVING TRUST	TIGARD OR	108 E 2ND ST	COM	C-3	Single family	0.11	168
3219AB 17300	OLSON MARGARET E	NEWBERG OR	306 E 2ND ST	COM	C-3	Single family	0.12	167
3219AB 12800	WOMACK MARGI	NEWBERG OR	304 W 1ST ST	COM	C-3	Single family	0.12	149
3219AB 14900	SPENCER CATHERINE L	NEWBERG OR	201 S MAIN ST	COM	C-3	Single family	0.12	169
3219AA 02900	SUFFIELD JANETTE	NEWBERG OR	206 N SCHOOL ST	COM	C-3	Single family	0.12	127
3219AB 16000	VILLANUEVA-RAMIREZ SUSANA	NEWBERG OR	210 E 2ND ST	COM	C-3	Single family	0.12	168

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3219AA 14100	GMAC MORTGAGE LLC	FORT WASHINGTON PA	205 S EDWARDS ST	COM	C-3	Single family	0.12	164
3219AB 15500	WALDRON ANTHONY	NEWBERG OR	204 S MAIN ST	COM	C-3	Single family	0.12	168
3219AB 15600	ISENBERG RAMONA E	NEWBERG OR	200 S MAIN ST	COM	C-3	Single family	0.13	168
3219AB 01600	TUCKER SALLIE	PORTLAND OR	201 E HANCOCK ST	COM	C-3	Single family	0.13	123
3219AB 06200	DAFONSECA SHAHRIAR S 50%	NEWBERG OR	200 E HANCOCK ST	COM	C-3	Single family	0.13	143
3219AB 16100	LONDON FAYE L	NEWBERG OR	212 E 2ND ST	COM	C-3	Single family	0.13	168
3219AA 12000	LENARD DAWN M	NEWBERG OR	608 E 2ND ST	COM	C-3	Single family	0.13	165
3219AA 11900	BECKER LIVING TRUST	NEWBERG OR	612 E 2ND ST	COM	C-3	Single family	0.13	165
3219AB 10000	JOHNSON LIVING TRUST	NEWBERG OR	207 E 2ND ST	COM	C-3	Single family	0.13	152
3219AB 01700	PEREDA MARIA	NEWBERG OR	205 E HANCOCK ST	COM	C-3	Single family	0.13	123
3219AB 12700	HALL JODY	YAMHILL OR	300 W 1ST ST	COM	C-3	Single family	0.13	149
3219AB 06800	LOPEZ MARTINEZ ISMAEL	WOODBURN OR	204 E HANCOCK ST	COM	C-3	Single family	0.13	143
3219AA 12400	CLEMENTS IDA L	NEWBERG OR	508 E 2ND ST	COM	C-3	Single family	0.13	165
3219AA 12300	MMB 2ND LLC	GASTON OR	510 E 2ND ST	COM	C-3	Single family	0.13	165
3219AA 11800	BAGLEY PROPERTIES LLC	MEDFORD OR	201 S COLLEGE ST	COM	C-3	Single family	0.13	165
3219AB 12300	HOPKINS JAY A	NEWBERG OR	210 W 1ST ST	COM	C-3	Single family	0.13	150
3219AB 12400	STONE LYNETTE	NEWBERG OR	212 W 1ST ST	COM	C-3	Single family	0.13	150
3219AA 11700	ROUTT ALLEN S	NEWBERG OR	205 S COLLEGE ST	COM	C-3	Single family	0.13	165
3219AB 14800	THOMAS MARY L	NEWBERG OR	110 W 2ND ST	COM	C-3	Single family	0.13	169
3219AB 15000	FAIR FAMILY TRUST	NEWBERG OR	205 S MAIN ST	COM	C-3	Single family	0.13	169
3219AB 10900	SMALLWOOD CONNIE L	NEWBERG OR	112 S MAIN ST	COM	C-3	Single family	0.14	152
3219AA 15200	OHALLORAN JAMIE	NEWBERG OR	912 E 2ND ST	COM	C-3	Single family	0.14	162
3219AB 17200	MAURER JULIE A	NEWBERG OR	300 E 2ND ST	COM	C-3	Single family	0.14	167
3220BB 07200	DAMES OF AMERICA	PORTLAND OR	114 S CENTER ST	COM	C-3	Single family	0.14	159
3219AB 12200	HOLLOWAY FEN TU	DUNDEE OR	202 W 1ST ST	COM	C-3	Single family	0.15	150
3219AA 01100	THOMAS CHRISTOPHER S	SCOTTS VALLEY CA	800 E SHERIDAN ST	COM	C-3	Single family	0.16	129
3219AA 01400	FRANCIS ENTERPRISES INC	NEWBERG OR	205 N EDWARDS ST	COM	C-3	Single family	0.16	128
3219AB 06100	NFC PROPERTIES LLC	NEWBERG OR	114 E HANCOCK ST	COM	C-3	Single family	0.17	144
3220BB 03300	VEATCH AMY D 40%	NEWBERG OR	1014 E HANCOCK ST	COM	C-3	Single family	0.18	135
3219AB 15900	OUELLETTE AMELIA W	NEWBERG OR	200 E 2ND ST	COM	C-3	Single family	0.18	168
3219AB 10100	CASE MARK	NEWBERG OR	115 S WASHINGTON ST	COM	C-3	Single family	0.19	152
3219AB 12900	100 S HARRISON LLC	WILSONVILLE OR	100 S HARRISON ST	COM	C-3	Single family	0.20	149
3220BB 07400	SWIFT ROBERT E	NEWBERG OR	203 S RIVER ST	COM	C-3	Single family	0.21	161
3220BB 07400	SWIFT ROBERT E	NEWBERG OR	203 S RIVER ST	HDR	C-3	Single family	0.21	161
3219AA 12100	NEWBERG MONTHLY MTG OF FRIENDS CHURCH	NEWBERG OR	600 E 2ND ST	COM	C-3	Single family	0.23	165
3219AA 02100	FRANCIS ENTERPRISES INC	NEWBERG OR	202 N COLLEGE ST	COM	C-3	Single family	0.25	128
3219AA 15300	MCNELLY AARON J	NEWBERG OR	209 S CENTER ST	HDR	C-3	Single family	0.35	162
3220BB 03301	DEPARTMENT OF TRANSPORTATION	SALEM OR	E HANCOCK ST	COM	C-3	Vacant	0.03	135
3220BB 03700	DEPARTMENT OF TRANSPORTATION	SALEM OR	RIVER N \ FIRST E	COM	C-3	Vacant	0.04	135
3219AB 03800	LLP PROPERTIES LLC	NEWBERG OR	213 W HANCOCK ST	COM	C-3	Vacant	0.06	120
3219AB 03700	LLP PROPERTIES LLC	NEWBERG OR	211 W HANCOCK ST	COM	C-3	Vacant	0.07	120
3219AB 03500	LLP PROPERTIES LLC	NEWBERG OR	201 N GRANT ST	COM	C-3	Vacant	0.13	120
3219AB 03600	LLP PROPERTIES LLC	NEWBERG OR	207 W HANCOCK ST	COM	C-3	Vacant	0.13	120
3219AB 03900	LLP PROPERTIES LLC	NEWBERG OR	215 W HANCOCK ST	COM	C-3	Vacant	0.14	120
3219AB 17400	NIELSEN GRAHN INC	ARCH CAPE OR	312 E 2ND ST	COM	C-3	Vacant	0.19	167
3219AB 09800	JOHNSON LIVING TRUST	NEWBERG OR	301 E 2ND ST	COM	C-3	Vacant	0.23	153

Taxlot ID	Ownership	Owner Address	Situs Address	Comp Plan	Zone	Existing Use	Acres	Block
3220BB 03600	CENTER STREET PARTNERS	NEWBERG OR	1003 E 1ST ST	COM	C-3	Vacant	0.26	135
3219AB 03800	LLP PROPERTIES LLC	NEWBERG OR	213 W HANCOCK ST	IND	C-3	Vacant	0.26	120
3219AB 03700	LLP PROPERTIES LLC	NEWBERG OR	211 W HANCOCK ST	IND	C-3	Vacant	0.26	120
3219AB 03500	LLP PROPERTIES LLC	NEWBERG OR	201 N GRANT ST	IND	C-3	Vacant	0.27	120
3219AB 03600	LLP PROPERTIES LLC	NEWBERG OR	207 W HANCOCK ST	IND	C-3	Vacant	0.28	120
3219AB 07700	JANSSEN RONALD F & JANIE L	MCMINNVILLE OR	400 E HANCOCK ST	COM	C-3 CC	Commercial	0.45	141
3219AA 03700	EAGLE NEWSPAPERS INC	NEWBERG OR	500 E HANCOCK ST	COM	C-3 CC	Commercial	0.51	140
3219AB 08900	NEWBERG CITY OF		115 S HOWARD ST	COM	C-3 CC	Commercial	0.58	154
3219AA 10900	SHIPMAN MARGARET A TRUST	LOS ANGELES CA	500 E 1ST ST	COM	C-3 CC	Commercial	0.71	155
3219AB 00300	LLP PROPERTIES LLC	NEWBERG OR	415 E HANCOCK ST	COM	C-3 CC	Commercial	0.14	125
3219AB 07900	OREGON FIRST COMMUNITY CREDIT UNION	COQUILLE OR	115 N HOWARD ST	COM	C-3 CC	Commercial	0.06	141
3219AB 08800	VETERANS OF FOREIGN WARS POST NO 4015	NEWBERG OR	111 S HOWARD ST	COM	C-3 CC	Institutional	0.60	154
3219AA 03900	YAMHILL DEVELOPMENT CORP	PORTLAND OR	501 E 1ST ST	COM	C-3 CC	Multifamily	0.38	140
3219AA 12600	CHEHALEM PARK & RECREATION DISTRICT		500 E 2ND ST	COM	C-3 CC	Park	0.41	165
3219AA 12500	CHEHALEM PARK & RECREATION DISTRICT		504 E 2ND ST	COM	C-3 CC	Park	0.63	165
3219AB 07800	OREGON FIRST COMMUNITY CREDIT UNION	COQUILLE OR	404 E HANCOCK ST	COM	C-3 CC	Parking lot	0.47	141
3219AA 11000	SHIPMAN MARGARET A TRUST	LOS ANGELES CA	108 S HOWARD ST	COM	C-3 CC	Parking lot	2.55	155
3219AA 03800	EAGLE NEWSPAPERS INC	NEWBERG OR	500 HANCOCK E	COM	C-3 CC	Parking lot	2.55	140
3219AB 00500	NEWBERG CITY OF	NEWBERG OR	401 E HANCOCK ST	COM	C-3 CC	Parking lot	0.48	125
3219AA 03400	NEWBERG CITY OF	NEWBERG OR	503 HANCOCK E	MDR	C-3 CC	Public	1.27	126
3219AA 03400	NEWBERG CITY OF	NEWBERG OR	503 HANCOCK E	COM	C-3 CC	Public	0.21	126
3219AA 03500	NEWBERG CITY OF	NEWBERG OR	503 E SHERIDAN ST	COM	C-3 CC	Public	0.10	126
3219AB 08700	NEWBERG CITY OF		414 E 1ST ST	COM	C-3 CC	Public	0.13	154
3219AA 03600	NEWBERG PUBLIC LIBRARY	NEWBERG OR	503 E HANCOCK ST	COM	C-3 CC	Public	0.01	126
3219AB 08100	USA		401 E 1ST ST	COM	C-3 CC	Public	0.07	141
3219AA 03400	NEWBERG CITY OF	NEWBERG OR	503 HANCOCK E	MDR	C-3 CC	Public	0.09	126
3219AA 03500	NEWBERG CITY OF	NEWBERG OR	503 E SHERIDAN ST	MDR	C-3 CC	Public	0.09	126
3219AB 00400	NEWBERG CITY OF	NEWBERG OR	407 E HANCOCK ST	COM	C-3 CC	Single family	0.50	125
3219AB 08000	NEWBERG CITY OF	NEWBERG OR	411 E 1ST ST	COM	C-3 CC	Vacant	1.10	141
3219AA 00501	GEORGE FOX UNIVERSITY	NEWBERG OR	MERIDIAN N	PQ	I	Institutional	0.12	130
3219AA 00500	GEORGE FOX UNIVERSITY	NEWBERG OR	206 N MERIDIAN ST	PQ	I	Institutional	0.12	130
3219AA 00200	GEORGE FOX UNIVERSITY	NEWBERG OR	211 N CENTER ST	PQ	I	Institutional	0.12	130
3220BB 03000	GEORGE FOX UNIVERSITY	NEWBERG OR	215 N RIVER ST	PQ	I	Institutional	0.14	131
3218DD 15700	CHEHALEM PARK & RECREATION		415 E SHERIDAN ST	PQ	I CC	Institutional	0.14	116
3218DD 15700	CHEHALEM PARK & RECREATION		415 E SHERIDAN ST	PQ	I CC	Institutional	0.17	116
3218DD 15700	CHEHALEM PARK & RECREATION		415 E SHERIDAN ST	PQ	I CC	Institutional	0.18	116
3219AB 02700	ESTREM JOHN	NEWBERG OR	215 N MAIN ST	IND	M-2	Commercial	0.39	121
3218DC 08400	LLP PROPERTIES LLC	NEWBERG OR	303 N MAIN ST	IND	M-2	Commercial	0.14	120
3219AB 02800	SOSA RAYMUNDO	DUNDEE OR	209 N MAIN ST	COM	M-2	Industrial	0.20	121
3219AB 02600	CHANG KEUM S	HENDERSON NV	214 N MAIN ST	IND	M-2	Industrial	0.23	122
3219AB 03200	J L INVESTMENTS LLC	NEWBERG OR	212 GRANT N	IND	M-2	Industrial	0.40	121
3219AB 03300	BOUCHER THOMAS	VENETA OR	108 W SHERIDAN ST	IND	M-2	Industrial	1.26	121
3219AB 02800	SOSA RAYMUNDO	DUNDEE OR	209 N MAIN ST	IND	M-2	Industrial	0.12	121
3218DC 08600	LLP PROPERTIES	NEWBERG OR	306 N MAIN ST	IND	M-2	Industrial	0.13	119
3219AB 02500	VONDRACHEK LINDA	NEWBERG OR	208 N MAIN ST	IND	M-2	Parking lot	0.11	122
3218DC 08500	GIESCH MINDY M	NEWBERG OR	314 N MAIN ST	IND	M-2	Single family	1.26	119

Taxlot ID	Ownership	Owner Address	Situs Address	Comp Plan	Zone	Existing Use	Acres	Block
3219AB 03400	WALDROUP CORA E	NEWBERG OR	N GRANT ST	IND	M-2	Vacant	0.12	120
3219AD 02300	PORTLAND GENERAL ELECTRIC COMPANY	PORTLAND OR	501 E 4TH ST	MDR	R-2	Industrial	0.15	177
3219AA 03200	NEWBERG CITY OF	NEWBERG OR	211 N SCHOOL ST	MDR	R-2	Single family	0.14	126
3219AA 03200	NEWBERG CITY OF	NEWBERG OR	211 N SCHOOL ST	COM	R-2	Single family	0.14	126
3219AA 03200	NEWBERG CITY OF	NEWBERG OR	211 N SCHOOL ST	MDR	R-2	Single family	0.15	126
3219AA 03300	BOWMAN DISCLAIMER TRUST 50%	NEWBERG OR	215 N SCHOOL ST	MDR	R-2	Single family	0.15	126
3219AC 00300	NEWBERG CHARITABLE ORGANIZATION INC	HILLSBORO OR	414 E 3RD ST	PQ	R-2 CC	Commercial	1.56	166
3219AB 00200	NEWBERG CITY OF	NEWBERG OR	211 N HOWARD ST	MDR	R-2 CC	Institutional	0.17	125
3219AB 00700	NEWBERG MASONIC TEMPLE ASSN	NEWBERG OR	402 E SHERIDAN ST	MDR	R-2 CC	Institutional	0.17	125
3219AB 00100	WILLAMETTE EDUCATION SERVICE DISTRICT	MCMINNVILLE OR	213 N HOWARD ST	MDR	R-2 CC	Institutional	0.18	125
3219AC 00600	NEWBERG CITY OF		S BLAINE ST	PQ	R-2 CC	Park	0.35	166
3219AC 00600	NEWBERG CITY OF		S BLAINE ST	P	R-2 CC	Park	0.52	166
3219AC 00100	NEWBERG CITY OF		411 S HOWARD ST	P	R-2 CC	Park	1.26	166
3219AC 00200	NEWBERG CITY OF		305 S HOWARD ST	PQ	R-2 CC	Public	0.18	166
3219AC 00200	NEWBERG CITY OF		305 S HOWARD ST	P	R-2 CC	Public	0.54	166
3219AC 00500	NEWBERG CITY OF	NEWBERG OR	404 E 3RD ST	PQ	R-2 CC	Public	0.54	166
3219AC 00400	NEWBERG CITY OF	NEWBERG OR	408 E 3RD ST	PQ	R-2 CC	Public	1.16	166
3219AC 00401	NEWBERG CITY OF	NEWBERG OR	412 E 3RD ST	PQ	R-2 CC	Public	2.55	166
3219AB 00600	HANLON-MESHISHNEK STACY M	NEWBERG OR	210 N BLAINE ST	MDR	R-2 CC	Single family	0.17	125
3219AA 00100	PAGE ALLEN E & DONNA M LIVING TRUST	TIGARD OR	203 N CENTER ST	PQ	R-P	Single family	0.10	130
3219AA 00100	PAGE ALLEN E & DONNA M LIVING TRUST	TIGARD OR	203 N CENTER ST	PQ	R-P	Single family	0.23	130
3219AB 03990	CONVERSION 2014		215 HANCOCK W	COM	C-3	Vacant	0.03	120
				IND	M-2	Vacant	0.21	0

Appendix E

Urban Design

PAC DRAFT - Memo #1:
Newberg Downtown Improvement Plan
Existing Conditions Analysis
City of Newberg

URBAN DESIGN EXISTING CONDITIONS ANALYSIS

CITY OF NEWBERG, 414 East First Street, Newberg, OR 97132

GREENWORKS

October 27th, 2015

Aerial view of Highway 99-east-west couplet.

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Walking Conditions	24
Civic Identity & Wayfinding	28
Cultural Resources	34
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mamalates
MAMABABY YOGA
TAQUERIA GUERRERO
Allstate
Kanno Agency
503-538-9402

The following inventory describes the existing urban form and design including building type and use, streetscape, pedestrian amenities, civic identity and wayfinding. The downtown area builds on a rich history of architecture and historic properties that date from the 1880's to present, and represent the "Commercial Style" and "Commercial with Decorative Masonry Style," which is considered a building type, more than a particular style of architecture from the late 1800's to early 20th century. These structures included the use of brick or stucco exterior walls, modest decorative details, and flat roofs with parapet walls. Through time, many of these historic buildings have been lost, but those that remain have been repurposed and house a variety of business types while preserving their original aesthetic quality and facade informing the present streetscape.

Another major impact affecting the present streetscape of downtown Newberg is Highway 99W, also known as Herbert Hoover Highway, which is designated as a Statewide Highway and is on the National Highway System. Completed in 1917, it transects through downtown Newberg as a couplet; Westbound traffic travels along Hancock Street and Eastbound traffic flows on First Street. Highway 99 directly effects the current streetscape and aesthetic quality of the downtown area, due to its high traffic volumes and serving as a major freight corridor leading to larger major metropolitan areas. Figures 1-3 in the following report, illustrate the geographic location of Highway 99 within the project boundary area, and typical street sections along First Street and Hancock Street, demonstrate the existing dimensional character and function of the couplet.

Urban design is defined as the process of designing and shaping cities, towns and villages. In contrast to architecture, which focuses on the design of individual buildings, urban design deals with the larger scale of groups of buildings, streets and public spaces, whole neighborhoods and districts, and entire cities, with the goal of making urban areas functional, attractive, and sustainable. Urban design makes connections between people and places, movement and urban form, nature and the built fabric. Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity.

The existing historic facades and their relationship to the surrounding streets and neighborhood, along with the current pedestrian amenities, walking conditions, civic identity, and wayfinding elements, will be targeted to articulate the existing conditions of the downtown area of Newberg and are presented in this report.

The map below illustrates the project boundary area which is bordered to the North by the Chehalem Cultural District, to the South by 5th and Second Street, to the West by a portion of the railroad tracks and Harrison Street, and to the East by River Street. Within the project area a designated Civic Corridor, which crosses through the project area from North to South and includes significant historic buildings, such as City Hall, the Post Office, Chehalem Cultural Center, and the Newberg Public Library. Also, the map indicates the location of the Westbound and Eastbound couplet that transverses the project area through the central downtown area.

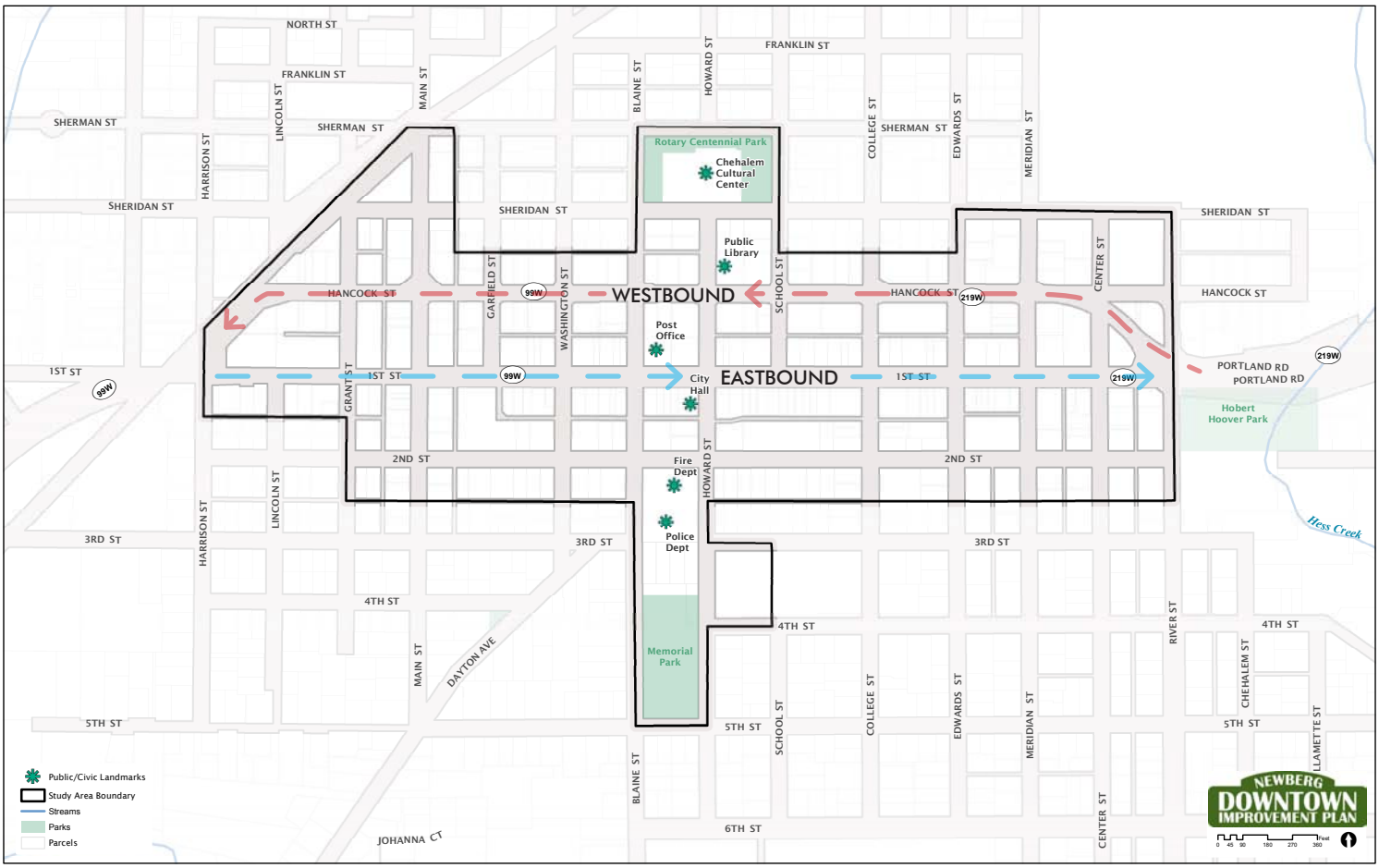


FIGURE 1-PROJECT AREA MAP

The illustration below is a typical street section demonstrating the physical character and dimension found on First Street. The right-of-way contains sidewalks on both sides of the paved roadway. Sidewalk widths are commonly 10′ wide and include a 4′ wide furniture zone to accommodate street trees, trash cans, signage, overhead lighting, and fire hydrants. The roadway consists of 3 one-way travel lanes with parallel parking on both sides and a bike lane on the south side.

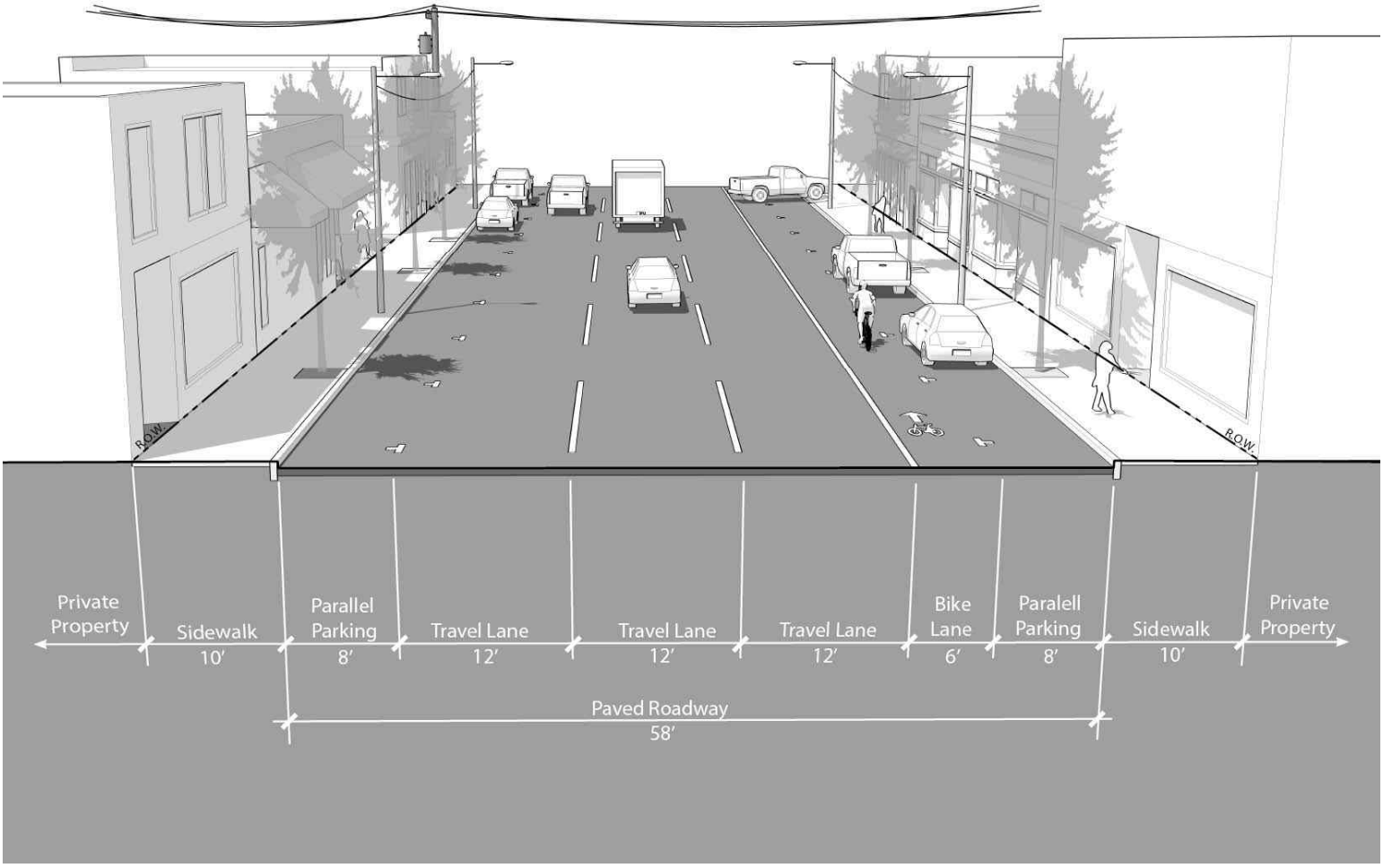


FIGURE 2-EXISTING TYPICAL SECTION FIRST STREET (EASTBOUND)

The illustration below is a typical street section demonstrating the physical character and dimension found on Hancock Street. The right-of-way contains sidewalks on both sides of the paved roadway. The south side of the roadway includes sidewalks ranging from 7′-15′, bulb-outs found at intersections, and stylized street lighting. The north side of the roadway contains a 7′ wide sidewalk with stylized street lighting adjacent to the sidewalk edge. The roadway consists of 3 one-way travel lanes with parallel parking on the south side and a bike lane with no parking, on the north side.

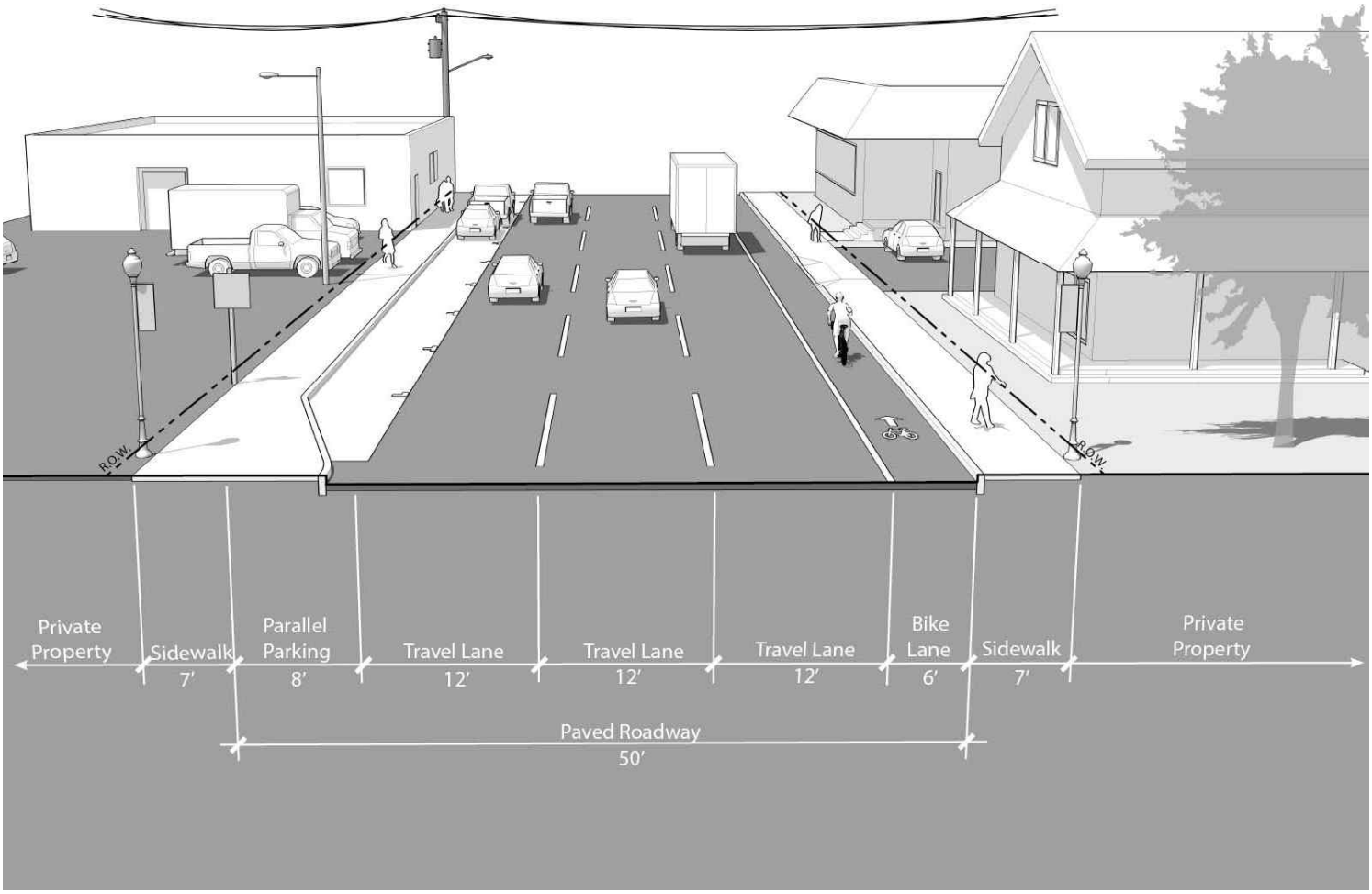


FIGURE 3-EXISTING TYPICAL SECTION HANCOCK STREET (WESTBOUND)

BUILDINGS

BUILDING SCALE
RE-USE
HISTORIC
RESIDENTIAL
INDUSTRIAL

BUILDING SCALE

Throughout downtown Newberg, there are 1-story and 2-story buildings that house commercial, industrial and residential uses. These common building types create an intimate scale due to their height and texture, along the city streets, as well as give way to views of the sky and other elements beyond the buildings. A large amount of buildings have retained their original brick facades, while others have either been resurfaced with a different material, painted over, new signage added or awnings installed over storefront windows.

The building scale on First Street is vastly different when compared to Hancock Street. Because the building facades on First Street are located adjacent to sidewalks and are positioned in close proximity to each other, the street is walkable and can be easily transversed as a pedestrian. Conversely, Hancock Street is much less dense and most buildings located here are either positioned within large asphalt parking lots, have no street frontage, or are setback from the adjacent sidewalk, making for an unfavorable walking condition.

Blue TROUT
GALLERY
RENDERED

RE-USE

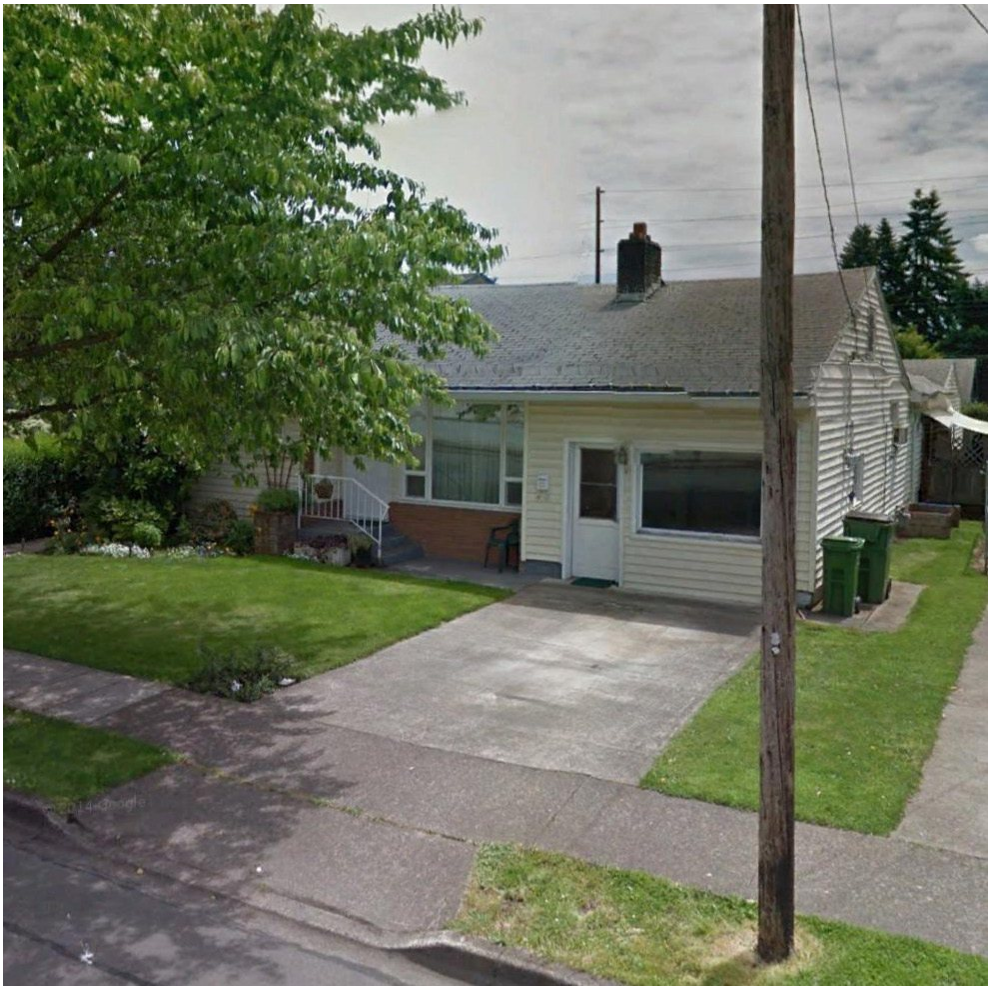
Many buildings from the 1900's have been reprogrammed over their history and some of the historic buildings have kept their original facade and architectural details. Two examples of this can be found on First Street; the First National Bank Building from 1910, which is now home to a vineyard tasting room and a former gas station that has been repurposed as a small restaurant. Others along First Street have been repainted, awnings added above storefronts or signage added. These details are degraded and have a visual impact on the streetscape.

On Hancock Street and near George Fox University, there are a multiple of former homes that have been converted into small restaurants, mixed use development, offices and retail shops. These homes have been repainted or refinished and most have signage added to the exterior.

HISTORIC

Newberg's historic buildings stem from it's roots as the brick making capitol in Oregon during the 1900's, which is characterized by many of the buildings located in the downtown area. Through time, many of these historic buildings have been lost, but those that remain include City Hall, the Post Office, Chehalem Cultural Center, and the Newberg Public Library. Others, mostly located along First Street, have been repurposed and house a variety of business types. Many buildings are preserving their original aesthetic quality and facade, thus informing the present streetscape.

A high percentage of historic buildings were built with brick giving them a predominant red color with cream accents, distinct patterning due to the size of the brick, unique textural quality, and welcoming height and scale.



RESIDENTIAL

As the downtown block pattern moves North of Hancock Street and South of Second Street, the urban design language of downtown begins to transition to residential uses. These residential uses span multiple building time frames and include examples of architecture spanning from the 1900's to present. As the photos show, the facades present a different type of quality to the street, such as garage doors and undisclosed entrances that do not provide the same urban design aesthetic as those found on First Street and Hancock Street.

INDUSTRIAL

Industrial uses are integrated into several downtown areas within and surrounding the couplet. These uses are important to the overall economy of the City of Newberg. These facades and building types present a different kind of character to the city, because of their land use designation and require more investigation in compatibility for creating and continuing an urban design component of the downtown.

Buildings are typically larger in scale, some require freight loading docks, and sizeable space for maneuvering trucks. These buildings sometimes present challenges with pedestrian use and access interfering with their service needs. The downtown plan will need to specifically investigate these areas to help facilitate maintaining service and access to these industrial uses while creating a better aesthetic quality to the pedestrian urban design component.

One significant industrial area, located Northwest of the downtown commercial district, includes a former mill site and several buildings of various materials and sizes. These former buildings and site provide an opportunity to capture and build upon the historic beginnings of Newberg.

LIFETIME
GUARANTEE
OFFICE

PEDESTRIAN AMENITIES

SIDEWALKS
STREET LIGHTING
STREET TREES
SITE FURNISHINGS

SIDEWALKS

Sidewalks play a vital role in city life. As conduits for pedestrian movement and access, they enhance connectivity and promote walking. As public spaces, sidewalks serve as the front steps to the city, activating streets socially and economically. Safe, accessible, and well-maintained sidewalks are a fundamental and necessary investment for cities, and have been found to enhance general public health and maximize social capital.

First Street:
Sidewalks contain scoring patterns of a rectangular shape, ranging from 4′ to 12′. At several locations bricks are used to delineate specific areas and intersections.

Hancock Street:
Sidewalks on the north side of the roadway typically have a 7′ square scoring pattern, as well as the south side, however this pattern is interrupted at times due to the bulb-outs located at several intersections.

Overall:
A majority of the concrete sidewalks include a curb, and at times, have a consistent scoring pattern; however these patterns are not consistent throughout the downtown area due to remnant street markings or in some locations, the more recent concrete does not conform to a specific pattern.

STREET LIGHTING

The distribution of lighting along the street can have a dramatic effect on the nature of the street and its secondary uses.

First Street:
In general, there are street lights consisting of a non-painted metal finish with "cobra-head" type lighting, and at intersections, include an armature for attached traffic lights. These are placed at a range of 100'-150' apart.

Hancock Street:
Nearly all street lights consist of a unique style and are painted a matching black color. Some lights have banner space and other have hanging planter baskets attached to them.

Overall:
By observation, there is no unifying style or color used throughout the downtown area. There are a variety of styles, heights, and finishes used.

STREET TREES

Urban trees and landscapes are assets that require the expenditure of resources – labor, energy, and even water - on their proper management.

More and more communities are beginning to recognize the tangible benefits that trees provide in the urban environment. Healthy trees increase property values, reduce air and noise pollution, provide energy-saving shade and cooling, furnish habitat for wildlife, enhance aesthetics, and are an important contributor to community image, pride, and quality of life. Because street trees are one of the most important organizing elements of the streetscape environment, appropriate tree species selection, location and design of the planting site is essential. Proper tree selection and planting will ensure the healthy growth and longevity of trees, enhance the streetscape character, reduce maintenance issues and maximize the City of Newberg's investment.

Overall:
Throughout the grid-block pattern of the downtown area, there is no unifying spacing of trees. There are also gaps where trees have been lost to disease or age. Street trees in some areas use tree grates as a part of the sidewalk, in other areas the mulch at the base of the tree is exposed with no tree grate.

In general, there is a representation of a diverse range of species used as street trees, sporadically throughout the downtown area and does not present a common uniform language to the existing street pattern. Trees range in size and shape from very upright and columnar in 10'-20' range, where as other trees are very broad and ovate, are in the 30'-35' range. An overall assessment of the tree inventory for the downtown area is recommended to be performed by an arborist to investigate the existing health of the trees.

SITE FURNISHINGS

Street furnishings provide important amenities for pedestrians by adding functionality and vitality to the pedestrian realm. They announce that pedestrians are welcome and that the street is a comfortable place to be. These amenities provide a functional service to the pedestrian and provide visual detail and interest.

First Street:
Benches made of iron and attached wooden slats for seating, are located at the mid-block of First Street and School Street, and at the southeast intersection of First Street and College Street. There are also small businesses that have placed seating outside their commercial space for their patrons. Colorful metal painted trash containers are spread throughout First street, as well as painted wine barrels that are used for planters and part of the efforts by the Newberg Downtown Coalition to improve the aesthetic of the downtown area.

Hancock Street:
There is no apparent public seating, trash containers or items, such as wine barrel planters, used to add to the aesthetic of the street.

Overall:
Although both First Street and Hancock Street have some unifying qualities within their own right-of-way, they do not seem to coordinate with each other, nor do they correspond to the remaining downtown area. Both offer little to no pedestrian amenities for resting within the present streetscape.

ONE WAY

WALKING CONDITIONS

INTERSECTION TREATMENTS
CROSSWALKS
ALLEYS

INTERSECTION TREATMENTS

For city streets to meet the needs and demands of everyone using them, intersections—both large and small—need to function as safely and efficiently as possible. Good intersection design, however, goes beyond making streets safer. Well-designed intersections use street space to bring people together and invigorate a city, while making traffic more intuitive, seamless, and predictable for those passing through.

Intersections should be designed to promote pedestrian safety and comfort. They encourage people to walk by creating a safe and inviting pedestrian realm; minimize pedestrian crossing distance, time and exposure to potential conflicts; maximize pedestrian visibility while providing design treatments that slow vehicles; slow traffic to allow drivers more reaction time and decrease severity when collisions do occur; and appropriately reflect the street and transportation context.

First Street:
At several intersections along First Street, College Street, Howard Street and Meridian Street, red brick has been placed in a double basket weave pattern and act as a reference to the City of Newberg's past history.

Hancock Street:
Throughout the south side of Hancock Street, bump-outs are placed at all intersections. These bump-outs provide an area for vehicles to park along the road and allows for driveways to occur. Although this element gives Hancock Street an overall characteristic, it does not provide an artistic or creative quality.

Overall:
Both First Street and Hancock Street use bulb-outs that increase pedestrian safety and visibility due to their extension beyond the curb. However, they do not share the same combination of materials.

CROSSWALKS

Marked crosswalks are an essential tool for helping pedestrians move safely, conveniently and predictably across roadways. Crosswalks can also provide a unique streetscape design treatment to emphasize pedestrians' presence and primacy.

Hancock Street, First Street and Second Street: These streets use two common crosswalk types; standard and continental. They mostly appear between Blaine Street and River Street.

Overall:
The crossings were designed with visible white paint, however at some locations, crossings are degraded and have worn away over time. Many intersections within the couplet area have crossings. There are fewer intersections with crossings outside of the couplet area. Not all crossings also have a walking signal.

ALLEYS

Alleys are small-scale streets that typically only carry low numbers of vehicles accessing adjacent properties. Alleys should be designed to a pedestrian-scale speed and level of detail wherever possible, to calm traffic and emphasize pedestrian use. Alleys may also include seating, landscaping, and pedestrian lighting to create usable public spaces.

First Street:
To the south of First Street, an alley extends between Washington Street and Meridian Street. This alley is used mostly for vehicular traffic, trash pick-up, utility poles, and for access to and from businesses located adjacent to the public parking lot on Second Street, between Howard street and College Street. One building facade at the east end of the alley at College Street, has a mural landscape painted on its north wall. To the north of 1st Street, an alley lies between Garfield Street and Blaine Street. This location accommodates a total of two blocks and is heavily used by delivering trucks and vehicular traffic.

Hancock Street:
To the South of Hancock Street, an alley extends from Howard Street east to Meridian Street. There are visible signs of vehicular travel for delivery points to local businesses, and utility poles, however there is no visual evidence of pedestrian or bike use.

Between Hancock Street and 1st Street:
To the east and west of Main Street, there are two alleys operating as vehicular connections to adjacent parking areas for nearby businesses. Both, north-south alleys extend one block and connect to 1st Street and Hancock Street.

Overall:
All of the alleys located in the downtown area seem to be used mostly for large delivery trucks to access businesses for loading and unloading of goods or for individuals to access businesses.

CIVIC IDENTITY & WAYFINDING

GATEWAY MONUMENTS
SIGNAGE
PUBLIC ART
KIOSKS
FESTIVAL STREETS

GATEWAY MONUMENTS

The purpose of gateway markers is to provide an overall image of a neighborhood or district, mark edges or entry points, and give information about directions, destinations, or the neighborhood in general.

At both entry points of the couplet, where First Street and Hancock Street meet, gateway signs have been placed announcing the arrival to the downtown area of Newberg.

West end:
The gateway sign is mostly made of concrete with a colorful graphic placed in the center of the structure. The pictorial scene emulates a winery.

East end:
The structure is made mostly of red and tan brick and rests on a concrete base. The red brick is laid in a horizontal running bond pattern, while the yellow accent brick is used as an inlay in a herringbone pattern and as a crown to the overall sign structure.

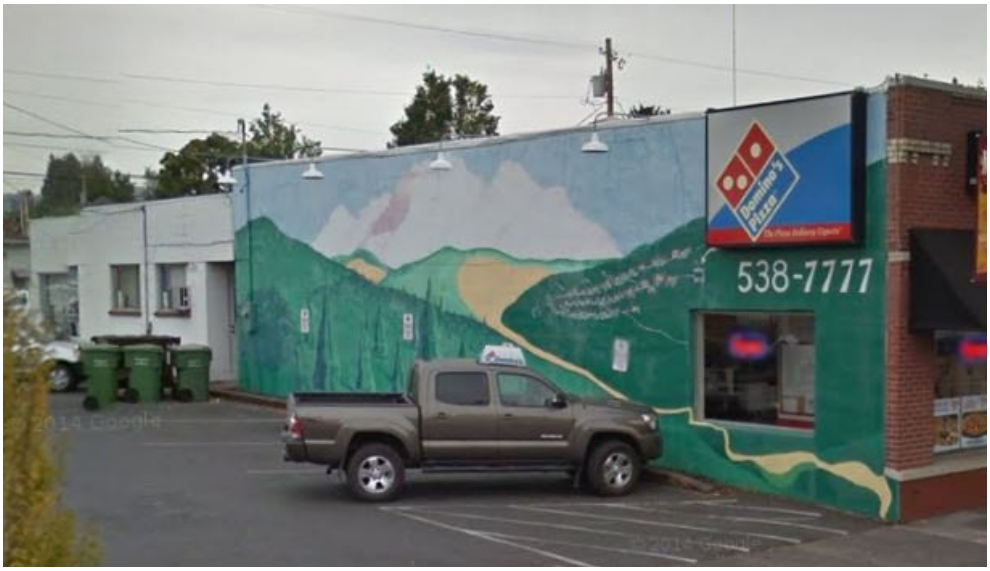
Both gateway signs signify the arrival to the downtown area of the City of Newberg. The y do not match in size or style, but are noticeable to both vehicles and pedestrians.

SIGNAGE

Signage plans should be developed on a neighborhood basis, specific to the needs of that district. They are most appropriate to downtown, commercial, or tourist-oriented locations, or around large institutions. Less traveled areas may still include some basic informational signs or neighborhood markers.

First Street and Hancock Street:
Both roadways have standard transit signs within the downtown area. These signs predominately correspond to vehicular flow, although there a few signs for bike travel.

Signage and wayfinding in downtown Newberg is limited for the pedestrian, although it is highly present for vehicle use. Signage types include freestanding business monument signs located close to roadways, signs above storefronts, and occasional folding a-frame signs for individual businesses.



PUBLIC ART

Public art is an important component of many street improvements. On a large scale, public art has the ability to unify a district with a theme or identify a neighborhood gateway. At a pedestrian scale, it can provide visual interest for passersby.

First Street is the only street in Newberg with murals located within close proximity. A mural depicting a winery set on top of a hillside is located at the end of the alley on College Street and another is located East of College Street, on the west side of a building facade, adjacent to an asphalt parking lot. The murals are large-scale and draw attention to them by illustrating landscapes from outside of Newberg. They are also the only two public art elements visible to the public from public streets or alleys.

KIOSKS

Kiosks are public elements that are sources of information, and may include maps, bulletin boards, wayfinding signage, or other useful information. Kiosks can often be combined with gateway signage and provide an attractive and useful streetscape element.

There is only one informational kiosk located on Hancock Street, near the intersection of Blaine Street. This kiosk is a wooden structure with an ecoroof, and is a water wise demonstration garden and wildlife habitat. Newberg Public Works Maintenance Division and contributing partners have created this garden to give the public and private sectors examples of water-wise sustainable choices they can make when building, designing, and installing landscapes, irrigation systems, and hardscapes.

FESTIVAL STREET

Festival Streets use traffic calming and unique streetscape features to create a street that can easily be converted to public use on weekends or for special events.

Sheridan Street, between Blaine Street and School Street, has been repaved as a Festival Street and is located in front of the Chehalem Cultural Center. It can be closed off to vehicles for seasonal events including the farmers market, and Okterberfest.

The street includes a concrete roadway with rectangular scoring patterns, tree wells with ornamental steel grates, sidewalks along both sides of the roadway, and landscape planters.

CULTURAL RESOURCES

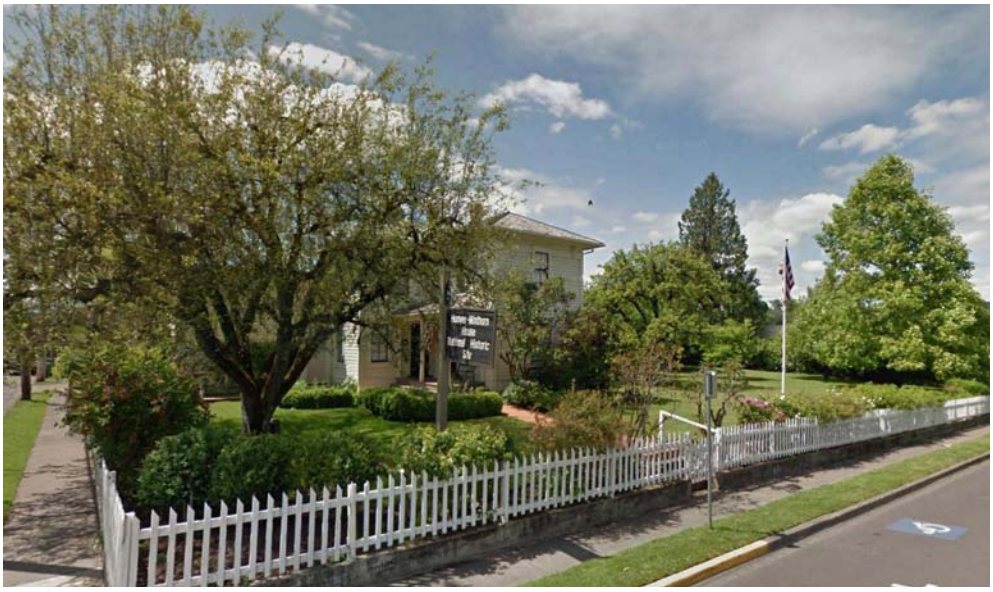
NEWBERG CULTURAL AREAS

The Chehalem Cultural Center is housed in a historic brick building that began its life in 1935 as Central School—a Depression era Works Progress Administration (WPA) project. The building is currently owned by the Chehalem Park and Recreation District.

The historic building houses a fine arts gallery and exhibition hall, three multipurpose arts studio classrooms, a state-of-the-art clay studio, a recording studio with four music practice studios, meeting space, and a 5,200 square foot grand ballroom for public and private events.

In addition to the Chehalem Cultural Center, Newberg benefits from several landmarks and destinations located within its downtown area. Francis Square Park serves as a resting place for passers-by and Memorial Park provides recreation opportunities for the adjacent neighborhood. The Hoover-Minton Museum, Cameo Theatre, Masonic Temple, and Historic Library are destinations for local residents and visitors of the area. There are several art galleries and public events coordinated throughout the year.

HISTORICAL RESOURCES



HISTORICAL RESOURCES

An initial inventory of historic properties for the City of Newberg was conducted in 1984-85 and encompassed assets within the city limits of Newberg and the Urban Growth Boundary. A final report was prepared including a historical overview of the city's development, major historical themes, building types and styles, methodology, the evaluation process, findings and preservation recommendations. In 1990, the City of Newberg updated the 1985 study documenting the alterations, rehabilitations, and demolitions since the completion of 1985 inventory. This catalog illustrates the rich history of architecture and historic properties that date from the 1880's to present.

Newberg's historic buildings stem from it's roots as the brick making capitol in Oregon during the 1900's, which is characterized by the "Commercial Style" and "Commercial with Decorative Masonry Style," which is considered a building type, more than a particular style of architecture from the late 1800's to early 20th century. These structures included the use of brick or stucco exterior walls, modest decorative details, and flat roofs with parapet walls. Through time, many of these historic buildings have been lost, but those that remain include City Hall, the Post Office, Chehalem Cultural Center, and the Newberg Public Library. Others, mostly located along First Street, are locally and nationally designated historic sites.

There are twelve historic properties located in the City of Newberg on the National Register of Historic Places, three of which are located in the downtown area:

HOOVER-MINTHORN HOUSE,115 S. River Street, NRHP listing dated 10/29/75. Originally built in 1881 by "Father of Newberg" Jesse Edwards, purchased in 1884 by Henry and Laura Minthorn, this is Newberg's oldest and most historic house. From 1885 to 1888, President Herbert Hoover lived here as the adopted son of the Minthorns, who also happened to be his aunt and uncle.

UNION BLOCK BUILDING, 610-620 E. First, 5/5/2000: Also known as the Wilson Building. Built by the Union Building Company in 1907. Home of three prominent Newberg banks and the Imperial Hotel (1907-1929). Miller Mercantile operated in 616 for many years, followed in turn by Coast to Coast hardware, Wilson's Furniture and White's Collectibles. Martin Redding's insurance agency was in 612 (1940-1960), important because A-dec co-founder and co-owner Joan Austin spent several of her formative years as a business woman at this agency.

J.C. PENNY BUILDING, 516 E. First, 6/13/2007: The first nationwide chain department store to enter the local market, Penny operated in this decorative masonry style building until 1980. Many still know this address as Khron's Appliance store. Critter Cabana (pets and supplies) is the current occupant. A fire on Dec. 13, 2012, did extensive damage to the interior which has since been repaired.

OPPORTUNITIES and CONSTRAINTS

OPPORTUNITIES THROUGHOUT DOWNTOWN

- **Street Trees.** There is an overall lack of street trees within the couplet area, especially on Hancock Street. Additionally, there is no clear pattern or unifying aesthetic for the street trees downtown. Adding street trees to all sidewalks can unify and create a comprehensive understanding of the downtown corridor.
- **Crosswalks.** Adding or restriping existing crosswalks at all four intersections of streets gives drivers, residents, visitors, a clear understanding of the expected behavior of people downtown.
- **Existing Driveways and Entrances.** Reduce the amount and width of driveways for businesses not adjacent to the right-of-way. Provide landscape buffers between sidewalks and parking lots to foster a more unified edge.
- **Curb bump-outs.** Adding curb bump-outs to intersections or at mid-blocks can provide space for street trees, art installations, unique wayfinding, stormwater treatment facilities, and seating.
- **Infill.** There are several parking lots within the downtown area that can be targeted for future development.
- **Programs.** Develop art and mural program for the downtown area similar to McMinnville, Oregon.

OPPORTUNITIES WITHIN SPECIFIC AREAS

- **North-South Streets.** Streets running North-South through the downtown area can have an unique landscaping and scoring patterns within sidewalks creating a complimentary language to the rest of the area.
- **West end of Couplet.** Opportunity to protect and use adjacent land to secure large giant Oregon Oak as an entrance feature, welcoming motorists and pedestrians to the downtown area.
- **Civic Corridor.** Provide unique streetscape on Howard Street to create a North-South connection from the Chehalem Cultural Center to Memorial Park. The corridor could accommodate seating and gathering spaces for special events or street closures, as well as provide space for public art installations.
- **Stakeholders and Community.** Providing opportunities or events for the public to participate in a decision-making process is an essential component of a successful plan. Collecting and gathering stakeholder and community input provides a vested and impartial component to the plan for the future development of Newberg.

CONSTRAINTS

- **Funding.** The cost of street improvements ranges from simple interventions such as adding a street tree or landscaping to full re-designs of an entire corridor, which can cost exuberant amounts of dollars per block. Securing funding for the long-term will be challenging and will be analogous to the successfulness of the Newberg Downtown Improvement Plan.
- **Engage Private Property Owners.** The differing views and needs of private property owners can be difficult to align and resolve at times. It will be important to engage them in decision making to achieve long-term goals and mutually-beneficial relationships.
- **Right-of-way.** The current right-of-way does not present flexibility for significant changes in current transportation corridor standards. Considering changes in transportation planning corridor standards and the opening of the Dundee Bypass, future modifications of the existing right-of-way present opportunities for a more walkable Newberg.
- **Parking.** Providing adequate parking in the downtown area may be difficult when implementing infill development. The reduction or elimination of parking could be negatively received by local establishments.
- **Sidewalk Conditions.** Overall the existing scoring patterns, texture and age of concrete sidewalks found throughout the downtown area of Newberg, are not consistent and do not provide a cohesive aesthetic for the downtown area.

NEWBERG DOWNTOWN IMPROVEMENT PLAN

MARKET CONDITIONS REPORT

PREPARED BY

LELAND CONSULTING GROUP

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Introduction

This Market Conditions Report has been prepared as part of the Newberg Downtown Improvement Plan (NDIP). In early 2015, the City of Newberg, Oregon was awarded a grant by the Oregon Department of Transportation (ODOT), and the Department of Land Conservation and Development (DLCD) to develop a roadmap for improving Newberg's downtown. This project, the NDIP, will focus on land use, transportation, and design solutions to achieve a thriving and livable downtown that meets the community's visions and aspirations. The NDIP is being led by the City of Newberg with support from a project consultant team, a community advisory committee, and general public input. The NDIP is anticipated to be complete in Fall 2016.

The purpose of this Market Conditions Report is to build upon the findings of previous studies that have examined and recommended a path for Newberg and provide a baseline understanding of the existing market and economic factors, including demographics that affect development in the study area and across the city of Newberg. This report arrives at an early stage in the NDIP planning process, so that the project decision-makers can, given the report's findings, understand what strategic considerations should guide the approach to development in downtown Newberg.

This Market Conditions Report first delves into the demographics of Newberg. Population profiles are examined in order to understand who the citizens of Newberg are, how quickly the population is growing, and how the population will change in coming years.

After demographics, the report illustrates the general economy of the city of Newberg. This section covers unemployment trends, major employers, major industries by employment, and job sector trends. These economic factors are instrumental in understanding the nature and general health of Newberg's economy.

Real estate market sectors are then analyzed, starting with the housing sector (both rental and owner-occupied), followed by the retail and office sectors. The industrial sector is considered, but not analyzed in detail, as there are few industrial uses in downtown Newberg.

The reader should note that land use inventories are analyzed in this report's companion piece, Technical Memorandum #1: Existing Conditions.

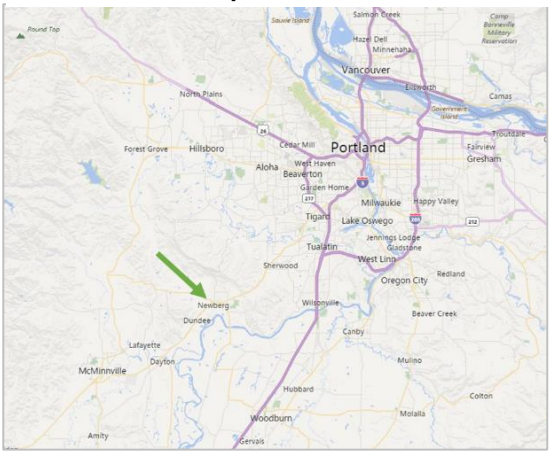
Demographic and Economic Context

Newberg Overview

Newberg, Oregon is a city of approximately 23,000 people located 26 miles southwest of Portland, Oregon. Newberg was settled in the mid-19th century, and later platted and incorporated as a city in 1889. Today Newberg is known as the gateway to Yamhill County's many wineries and one of the focal points of the Willamette Valley's Wine Country. Newberg is well positioned between the growing Portland metropolitan area to the northeast and the agricultural economy of the surrounding Willamette Valley.

The purpose of this study is to investigate and present the current real estate market conditions of Newberg in general and Newberg's downtown in particular, in order to inform the Newberg Downtown Improvement Plan (NDIP). This market conditions study forms the base of the NDIP's analysis of the economic situation and real estate position of Newberg's downtown area.

Figure 1 - Newberg Location in Relation to the Portland Metropolitan Area



NDIP Study Area and Market Boundaries

The NDIP study area encompasses Newberg's historic downtown and surrounding blocks, roughly measured between Sheridan Street to the north, Second Street to the south, and the east and west ends of the one-way street couplet that are formed by Hancock Street and First Street. These two streets are also known by their Oregon Department of Transportation numbered names, State Highway 99W and State Highway 219, respectively.

For the purposes of analysis, this report considers the market conditions of the NDIP study area, its immediate surroundings, and the entire city of Newberg.

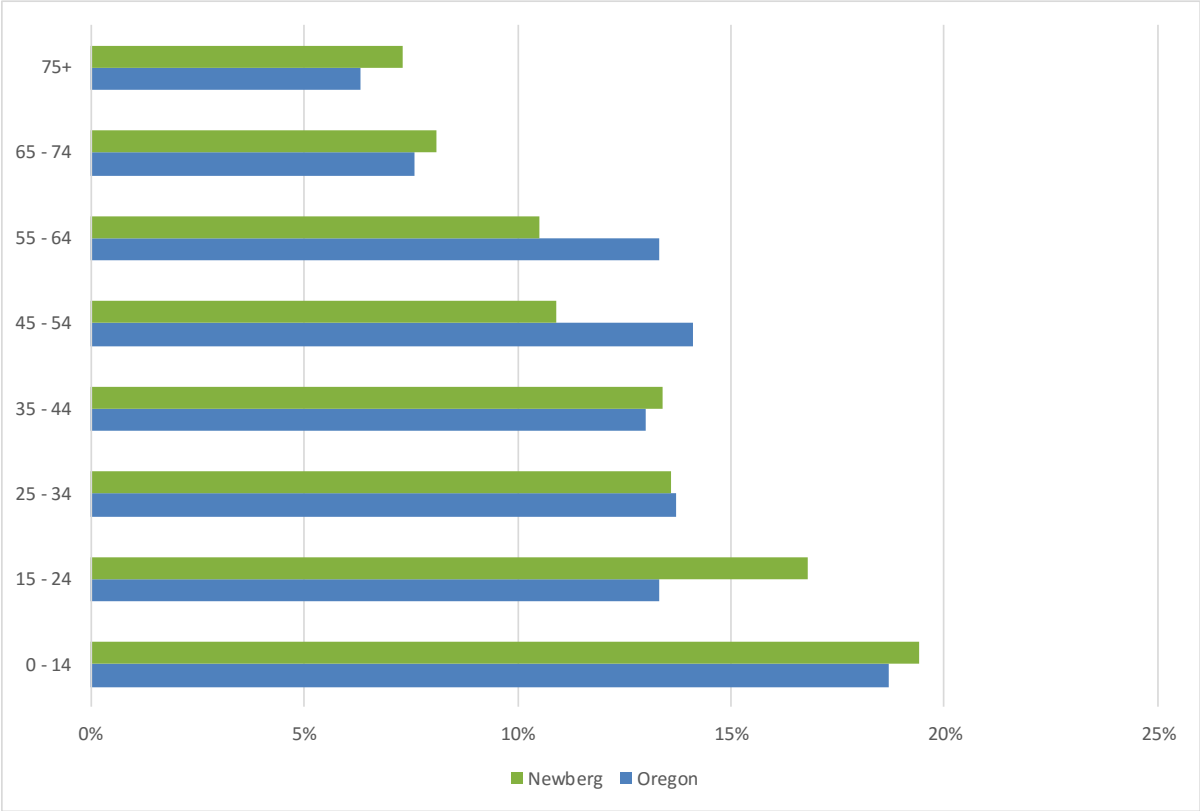
Figure 2 - NDIP Study Area

Area Demographic Analysis

Newberg is a growing community with a current population of almost 23,000 as of 2015. Between 2000 and 2010 Newberg grew by over 20 percent, a substantial change when compared to the State of Oregon's growth of 12 percent over the same period. The population is relatively young with an average age of 34 years. Newberg is a college town, with over 4,000 undergraduate and graduate college students attending the private George Fox University, along with scores of students at Newberg's

Portland Community College (PCC) campus. The following chart illustrates Newberg's population by age.

Figure 3 - Newberg's Population by Age, Compared to Oregon (2015)



Source: ESRI

Newberg Demographic Snapshot[1]

- Newberg outpaced the state's growth rate during the decade of 2000 to 2010 and is currently continuing to grow at a faster rate than the rest of Oregon. **Newberg's population is projected to grow on average 2.7% percent annually between now and 2020**.

- The average household size is **2.64 people, compared to Oregon's average of 2.45.**

- Nearly a quarter (23 percent) are single-person households and 33 percent are two people. **Together, one and two-person households make up 56 percent of the total population**. Seventeen percent of Newberg households are three people and 15 percent are four people.

- **Newberg's household median income is $58,602**, which is slightly higher than both the Oregon and U.S. household median incomes.

- As of 2010, about **59 percent of Newberg housing units are owner-occupied** and 35 percent are rented.

- Approximately 28 percent of Newberg's population is a high school graduate or has a GED; 25 percent have had some college, but no degree, **over 20 percent have a bachelor's degree,**

[1] Source: ESRI and PSU's Population Research Center

and 9.3 percent have a graduate degree. These percentages are in-line with the State of Oregon numbers.

- While Newberg's population is fairly homogeneous at 85 percent white, **over 14 percent of the population identifies as Hispanic**.

Lifestyle Segments

The demographics and analytics firm, ESRI, has created a number of psychographic profiles, or "tapestries," which are used to better understand a place's population. These tapestries combine demographic information with consumer purchasing and other lifestyle data to present a fuller picture of the attitudes, interests, opinions, and lifestyles of a community. Commercial retail developers, in particular, are interested in understanding a community's lifestyle segment, as this is an indication of the residents' propensity to spend across select retail categories. Residential developers are also interested in understanding this profile as it tends to suggest preferences for certain housing products. Newberg's top five tapestries that together represent over 85 percent of the city's population are highlighted in the following table.

Table 1 - Newberg's ESRI Tapestries (2015)

Rank	Tapestry Segment	Percent of Newberg Households	2015 U.S. Households Cumulative Percent
1	Middleburg (4C)	22.9%	2.80%
2	Front Porches (8E)	19.6%	1.60%
3	Soccer Moms (4A)	16.2%	2.80%
4	Green Acres (6A)	15.8%	3.20%
5	Down the Road (10D)	11.3%	1.10%

Source: ESRI

The following ESRI descriptions explain in brief detail characteristics that define each of Newberg's top five tapestries.

Middleburg (23 percent) – Conservative, family-oriented households living in semirural subdivisions. They are thrifty and willing to carry some debt, but already investing in their futures. They prefer American-made products and travel within the United States. Somewhat younger than the population at large, their average age is 35 years and average household size is 2.73 people.

Front Porches (20 percent) – A blend of household types with more young families with children or single households than average. This group is more diverse than the United States and about half are renters, primarily in older homes and duplexes. Their income and net worth are well below the US average and many households have taken out loans to make ends meet. Their average age is 34 years and average household size is 2.55 people.

Soccer Moms (16 percent) – Affluent, family-oriented households with a country flavor. They are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. The hectic pace of two working parents with growing children leads them to favor time-saving services and family-oriented pursuits. Their average age is 37 years and average household size is 2.96 people.

Green Acres (16 percent) – Avid do-it-yourselfers who enjoy country living and self-reliance. They are invested in maintaining and remodeling their homes and yards, often turning some of the land into gardens. They enjoy outdoor recreation and are generally conservative in their outlook. Their average age is 43 years and average household size is 2.69 people.

Down the Road (11 percent) – Younger, more diverse communities that live in a mix of low-density, semirural neighborhoods in large metropolitan areas. These family-oriented consumers value their traditions and primarily work in service, retail, manufacturing and construction. This segment typically has higher unemployment as well as lower median household income and home value. Their average age is 34 years and average household size is 2.74 people.

NDIP Study Area Demographics

Newberg is a small city with a modest downtown. There is limited housing in and around the downtown area and the majority of the population live in single-family homes on 5,000 square foot to 10,000 square foot lots in residential or suburban style subdivisions. There are approximately 4,000 residents that live within a half mile of the center of the downtown area which is the intersection of East First Street and South Howard Street, the location of City Hall.

The following table compares the demographics of the entire city of Newberg to the population located within a half mile of downtown's approximate center point, City Hall.

Figure 4 - NDIP Half Mile Demographics (Green Ring)

Table 2 - NDIP and Surrounding Area vs. Citywide Demographics (2015)

	Half Mile from Newberg City Hall	Entire City of Newberg	Comparison
2015 Population	4,059	22,646	The downtown and immediate surrounding area represents **18 percent of the Newberg population**
2015 Average Household Size	2.56	2.64	Households are **generally smaller** in the downtown area
2015 Housing Units	1,382	8,565	**16 percent of Newberg's households** are located in the downtown area
Renter-Occupied Housing Units	46%	37%	The downtown area has **more renters** than the rest of Newberg
One and Two-Person Households	61%	56%	There are **more small households** in the downtown area
2015 Median Age	28	34	The population is **generally younger** in the downtown area

Source: ESRI, Leland Consulting Group

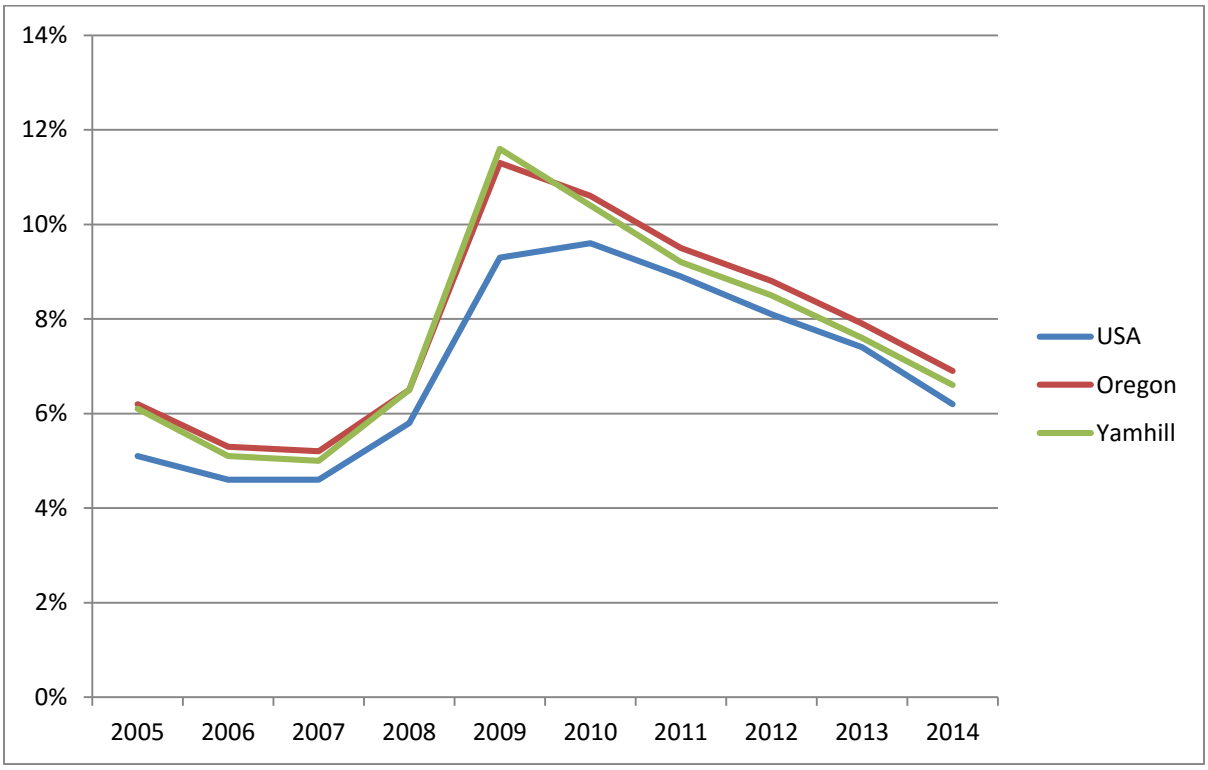
If we drill down even further to the NDIP boundaries, we see that the downtown area, while having a decently small population, is understandably quite different than the entire city. For example:

- There is a total **population of 325 people** in **121 households** within the NDIP study area, versus Newberg's total population of 22,646 people in 8,004 households.[2]
- Average **household size is 1.6 persons**, considerably smaller than the rest of the city at 2.64.
- Of the 134 housing units in the NDIP study area, **60 percent are renter-occupied, versus the city's percentage of renters is only 36.7 percent.**
- The **median age within the study area is 24, while the median age of all of Newberg is 34.**

Area Economic Analysis

Newberg is the second largest city in Yamhill County after McMinnville, and together the two cities comprise over half of Yamhill County's population. Yamhill County has seen a steadily declining unemployment rate since the end of the recent recession. The seasonally adjusted unemployment rate was 6.6 percent in 2014, down from 7.6 percent in 2013. The month by month unemployment rate for 2015 has continued to show promising declines. It's worth noting that 7.6 percent down to 6.6 percent is a considerable drop, and reflects the county's steady climb out of the recent recession.

Figure 5 - Yamhill County Unemployment Compared to Oregon and the Nation (2005 to 2014)

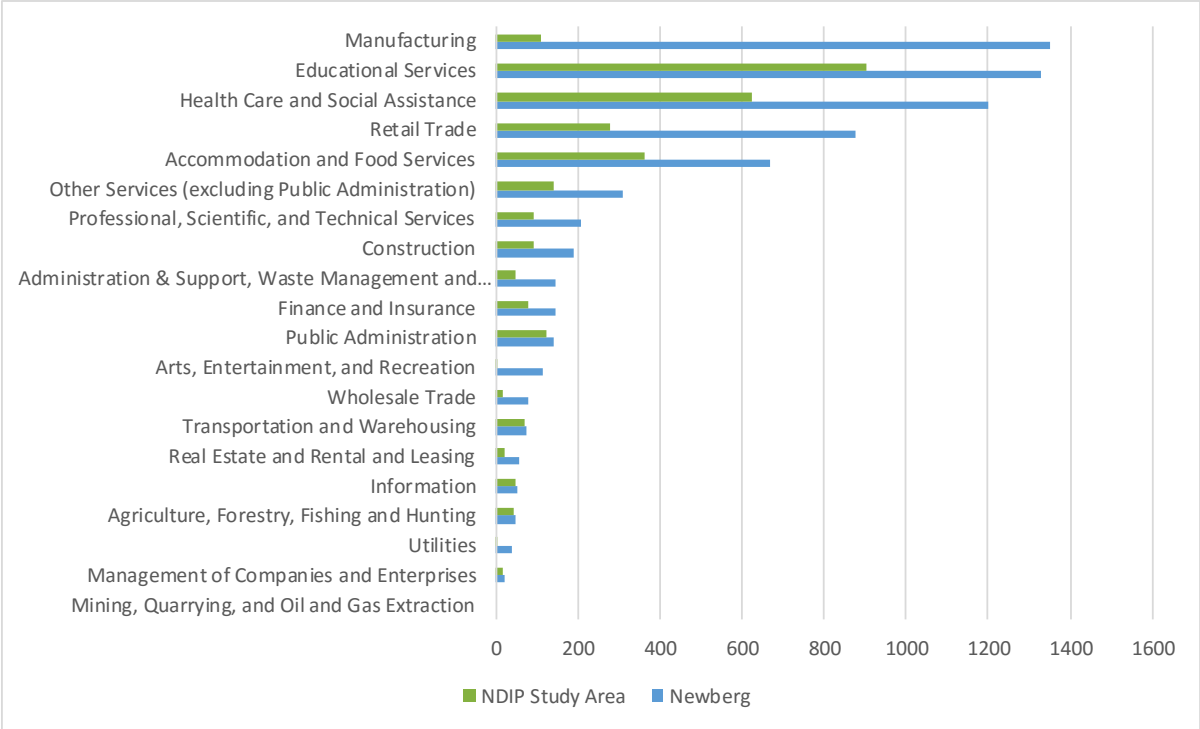


Source: U.S Bureau of Labor Statistics

[2] 1.6 persons per household multiplied by 121 results in 194 people. In further examining the data, LCG believes that some group housing is being picked up in this data in order to achieve the 325 people in the study area. Most likely this represents George Fox University student housing.

Newberg has over 7,000 full-time workers, with a few large employers that form the base of its economy. At the top of the list is notable dental equipment firm A-dec with over 800 employees. Providence Newberg Medical Center, George Fox University, Portland Community College, and the Allison Inn & Spa resort are other significant employers. With five elementary schools, two middle schools, and a four-year high school, Newberg School District also contributes significantly to employment in the area. Figure 6 - Employment by Industry, NDIP and Newberg (2013) below illustrates the breakout of employment by industry within the entire city of Newberg as compared to the employment within the NDIP study area geography.

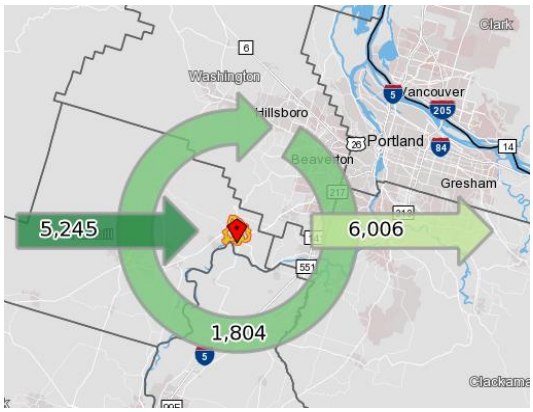
Figure 6 - Employment by Industry, NDIP and Newberg (2013)



Source: U.S. Census Bureau

Newberg has a fairly even split between residents that work outside of the city limits and workers who commute into Newberg for work. The following chart outlines this data. The top destinations of the 6,006 Newberg residents that travel outside of Newberg each day for work are Portland, Tigard, Tualatin, Beaverton, and Hillsboro.

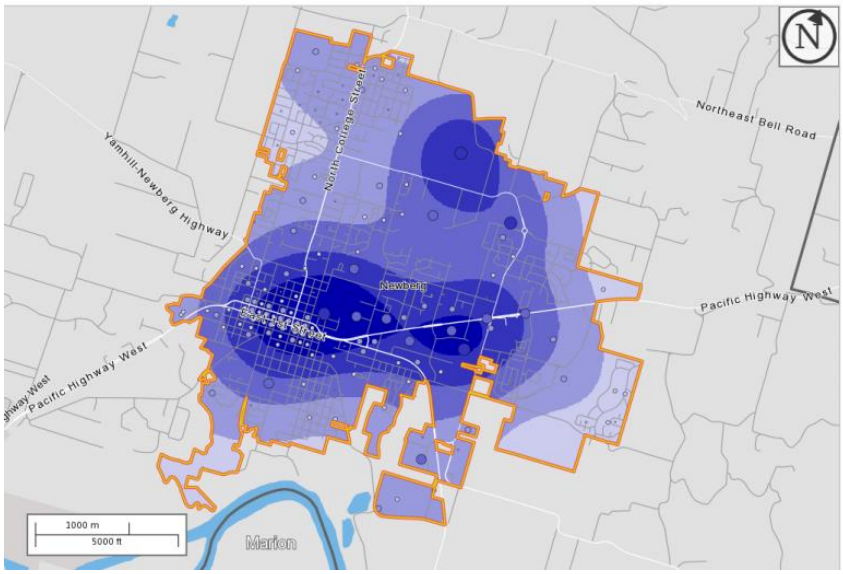
Figure 7 - Newberg Resident and Worker Commuter Patterns (2013)



Source: U.S. Census Bureau

The following map outlines the major employment areas in Newberg. Downtown and 99W stretching northeast of town form the major concentration of employment locations. The dark concentration in the northern part of the city is A-dec, the dental equipment company.

Figure 8 - Newberg Employment Concentrations



Source: U.S. Census Bureau

Market Conditions

Rental Housing

Nationally, apartment demand and occupancy remains strong and demographics clearly favor the apartment sector over ownership housing. Declining homeownership is increasing the demand for apartments generally, and financing for home ownership has become much more difficult, which is exacerbating the shift to apartments, particularly among newly formed Generation Y households. Additionally, weak employment growth has resulted in more part-time jobs and weak income growth, which has created more renters. Apartment growth is most apparent in larger cities, near city centers, neighborhood centers, and along frequent transit lines.

The Newberg rental apartment market is of modest size and, despite relatively low rents, there is exceptionally tight vacancy. According to CoStar Property Analytics, there are 59 multifamily properties in the city of Newberg with an average size of 36 units. Few market rate units have been added to the market in the past decade. Multifamily rents are stable but generally lower than necessary to allow new construction to pencil. Rents range between $0.96 per square foot per month for average properties to $1.20 to $1.28 per square foot per month for newer construction. The newest apartment complex in Newberg, Springbrook Ridge which is completing construction this year, has asking rents of $1.18 to $1.19 per square foot per month.

Table 3 - Newberg Multifamily Statistics

Newberg Multifamily Inventory Statistics	
Number of Multifamily Properties	59
Number of Multifamily Units	1904
Number of Income Restricted Properties	8
Average Number of Units/Property	36
Percent of Total Multifamily Units that are Income Restricted	17.5%
Average Year Built	1974
Current Vacancy	2.4%
Average Asking Rent/SF/Mo (2015)	$ 1.06
Average Asking Rent (Monthly, 2015)	$ 827

Source: CoStar Property Analytics

Figure 9 – Examples of Downtown Newberg Multifamily Housing

Typical to the Newberg multifamily market are two to 10-unit complexes built in the 1970s and 80s. CoStar reports that the multifamily vacancy rate has fluctuated between less than two percent to almost four percent in the past five years. The current multifamily vacancy rate stands at an incredibly low 2.4 percent.

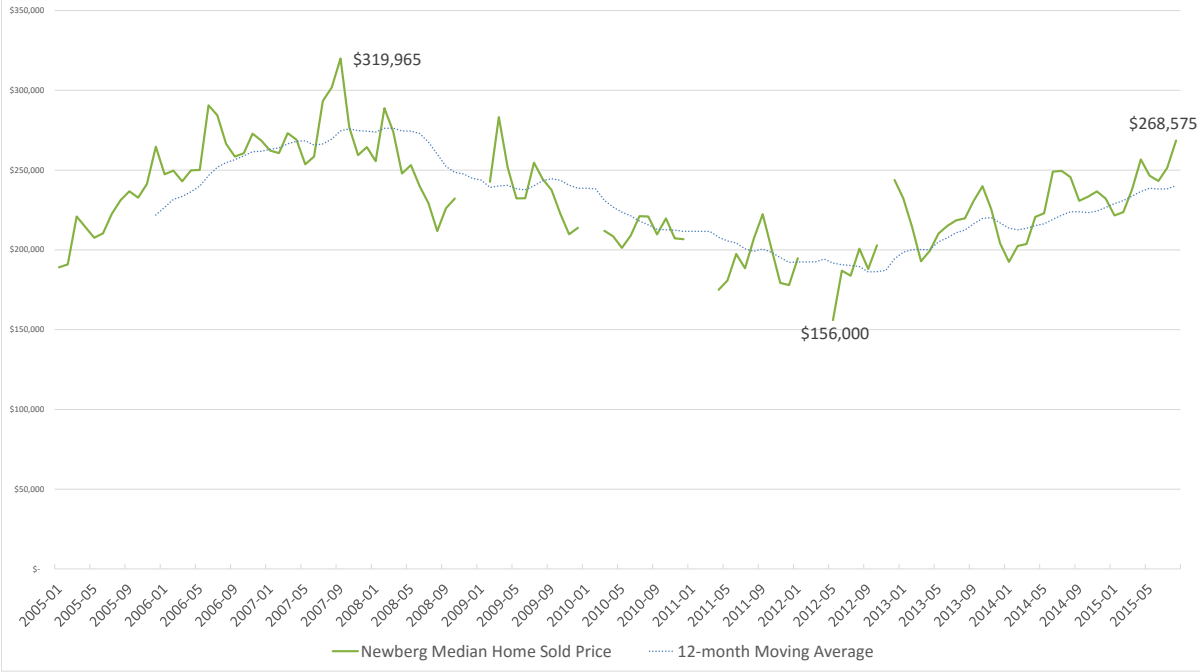
Downtown Newberg has a number of second floor apartment units above first floor commercial spaces. These units are primarily concentrated along First Street, and more specifically on the south side of the street. Currently, the Newberg Downtown Coalition is conducting a review of downtown housing units. This survey will inform the City as to how many active units they have in the downtown area.

There are a number of potential development sites in the downtown area that could serve as multifamily apartment sites. These vacant sites are clustered on the east and west ends of the downtown. Redevelopment of existing improved sites is also a possibility throughout the downtown (see the improved values vs. land values map at the end of this report).

Ownership Housing

Single-family home prices have yet to rebound to pre-recession levels. The following chart illustrates the volatility in the market over the past 10 years.

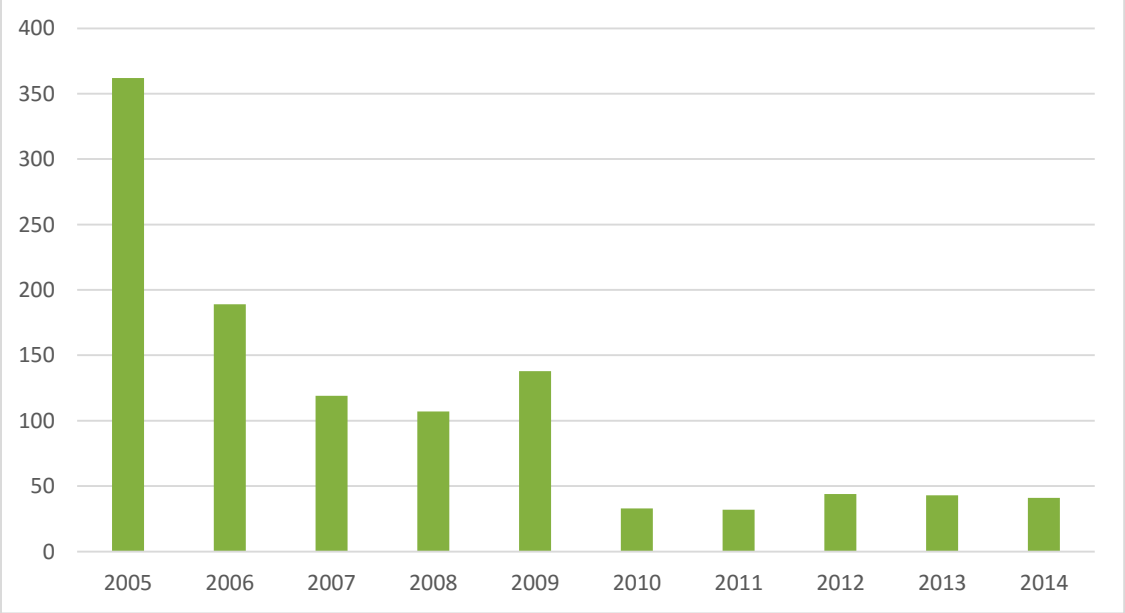
Figure 10 - Newberg Single-Family Median Home Sold Prices (2005 to 2015)



Source: Zillow Real Estate Research

Single-family housing permits in Newberg have declined dramatically since the recent recession. Fewer than 50 permits have been issued annually since 2009.

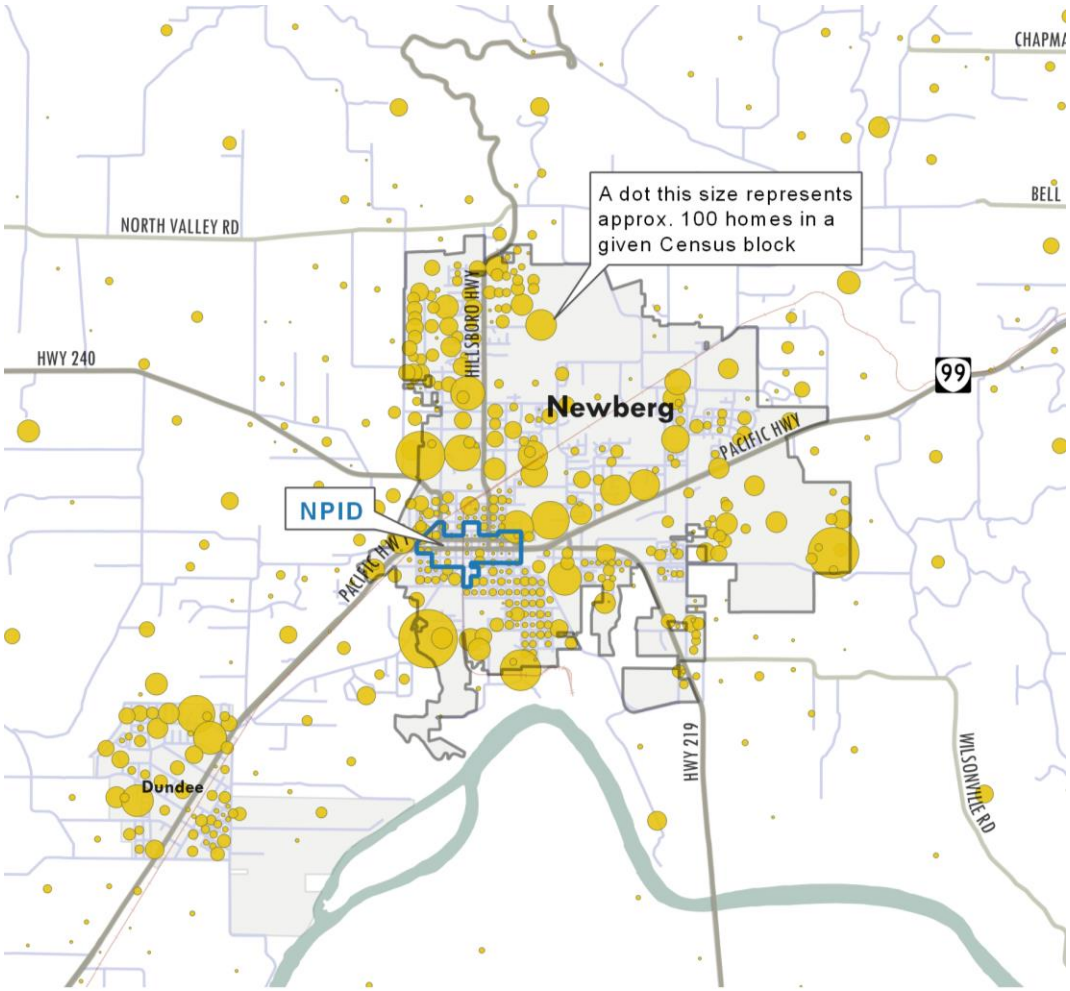
Figure 11 - Single-Family Detached Housing Permits, Newberg (2005 to 2015)



Source: U.S. Census Bureau

While illustrative of the overall housing economy, single-family housing is not likely to be a significant use in the NDIP study area, and although condominiums are an appropriate use for downtowns, market fundamentals (pricing, lending criteria) are greatly favoring apartments over condominiums in all but the most expensive urban housing markets like downtown Seattle or Portland. Over the long term, however, these conditions might change and the market could favor condominiums over apartments.

Figure 12 - Newberg Comparative Residential Population by Block Group (2013)



Source: U.S. Census

The map above illustrates the relative census block population of Newberg. Larger circles indicate higher populations in that census block, and smaller circles vice-versa.

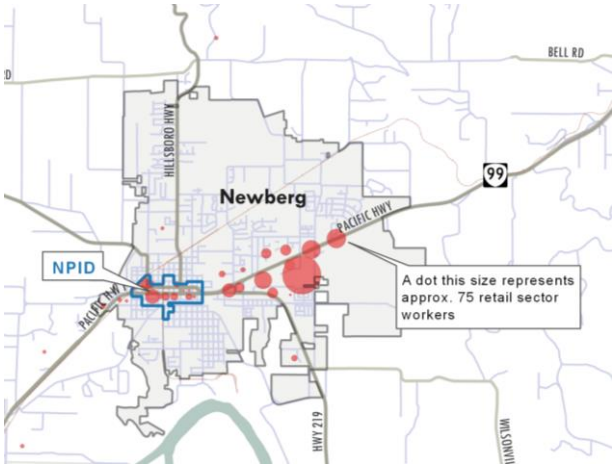
The map shows that the population of Newberg is concentrated primarily in a north and south axis running through the downtown area and also spreading northeast along Pacific Highway.

Retail

CoStar reports that Newberg has 191 retail buildings totaling 1.32 million square feet of retail space. The market has a **low vacancy rate of 3.8 percent**. Rents vary widely by retail property type, condition, and configuration. New retail pads along 99W east of the downtown area are fetching between $13 per square foot per year on a triple net basis[3] to the high $20s. A few asking rents for new, first generation space are even in the $30s.

The map at right, like the residential map in the previous section, illustrates the relative size of retail employment by block group in Newberg. By using retail employee numbers as a proxy, the map shows that retail outlets are concentrated along Pacific Highway and downtown Newberg.

Figure 13 - Comparative Retail Employment by Block Group (2013)



Source: U.S. Census

Downtown Newberg consists of 102 retail buildings that account for 30 percent of the citywide retail stock by square footage. Rents in the downtown area are a magnitude lower than the strip retail on 99W. **Average asking rates are between $9 per square foot per year to $12 per square foot per year** on a triple net equivalent basis.

Downtown retail suffers from years of disinvestment as retail trends in the 1970s through the 1990s encouraged auto-oriented retail growth outside of city centers. The most recent retail construction in downtown has been a two-tenant 1,700 square foot single-story building at the corner of Washington and East 1st Streets, and a 1,600 square foot Subway restaurant near the west entrance to the downtown area. Today many downtown Newberg retail buildings are still in average to fair condition, although properties have recently started to be redeveloped, with a handful of notable renovations and new tenants in the past five years.

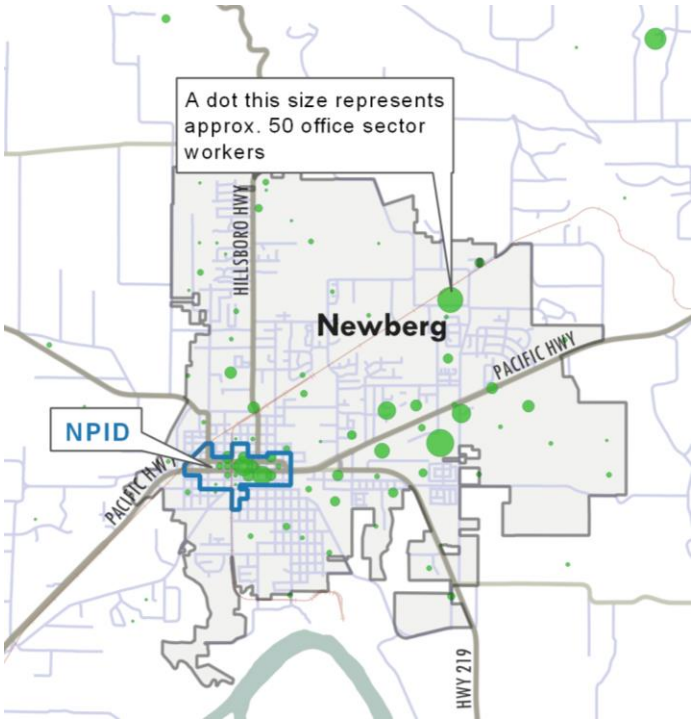
Figure 14 - Examples of Downtown Newberg Retail

[3] Triple net leases or NNN leases are commercial real estate leases where the tenant is responsible for all of the property's expenses, with the exception of structural maintenance and tenant management fees. NNN leases are typical for retail and industrial properties.

Office

The City of Newberg has 87 office buildings with a total of 429,969 square feet of rentable space. Typical to the Newberg office market are wood-framed Class B and C office buildings built between 1960 and 1990. **Office vacancy stands at 7.5 percent** according to CoStar; this is down from a high of almost 14 percent at the peak of the recession in 2009. Gross office rents[4] currently average around $16.60 per square foot per year. Examining current listings, there are a number of available spaces in buildings constructed in the past decade along the 99W corridor northeast of downtown. These availabilities have asking gross rents that range from $14 to $24 square foot per year.

Figure 16 – Comparative Office Employment by Block Group (2013)



Source: U.S. Census

Figure 15 - Examples of Downtown Newberg Offices

The map above illustrates the concentrations of office employment by block group in the city of Newberg. Office locations are more scattered across the city than retail outlets, but has strong worker concentrations in downtown and along Pacific Highway.

The office market in downtown differs from the citywide office market in a number of ways. The 27 office properties in downtown Newberg are, on average, smaller and older than offices citywide, with an average size of 3,021 square feet and average year built of 1958. Office vacancy downtown appears to be almost nonexistent, and in a related fashion, rents have been climbing in recent years. Although limited data is available, CoStar reports a **current direct gross rent of $20.52 per square foot per year for the NDIP area**. This number has jumped considerably from 2008 to 2012, when office rents were averaging around $13 per square foot per year.

[4] Gross rent structures are rents in which the landlord pays for most of the property's expenses. For this reason, gross rents are typically higher than triple net rents. Full service gross rents refer to when a landlord is paying all of a property's expenses, whereas "modified gross" refers to when the tenant and landlord share expenses.

Industrial

At the northwest corner of the downtown study area, there is an area of approximately 4.6 acres that is zoned M-2 for light industrial use. Currently, these northwest blocks are home to businesses such as Anam Cara Cellars, Habitat ReStore, First Street Yoga, a produce stand, a couple of restaurants, and a specialty glass shop. Though industrial uses are still active in the area, the antiquated nature of industrial buildings and the pressure from increased demand for downtown commercial spaces is gradually changing the area's character. While not currently slated for a re-zoning in the City's Comprehensive Plan, the M-2 zone allows a broad range of commercial uses, including restaurants, athletic facilities, and retail secondhand stores, among other uses.

Figure 18 - Industrial Area in Study Area

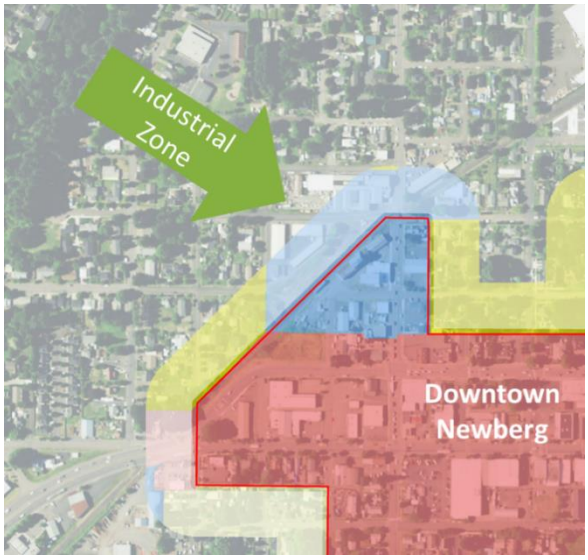


Figure 17 - The Chehalem Valley Mills

City staff recognizes the potential for redevelopment in this area, and is ready to assist property owners, should they be interested in a use that is pushing the limits of the M-2 zone, but is fitting with the growing neighborhood character.

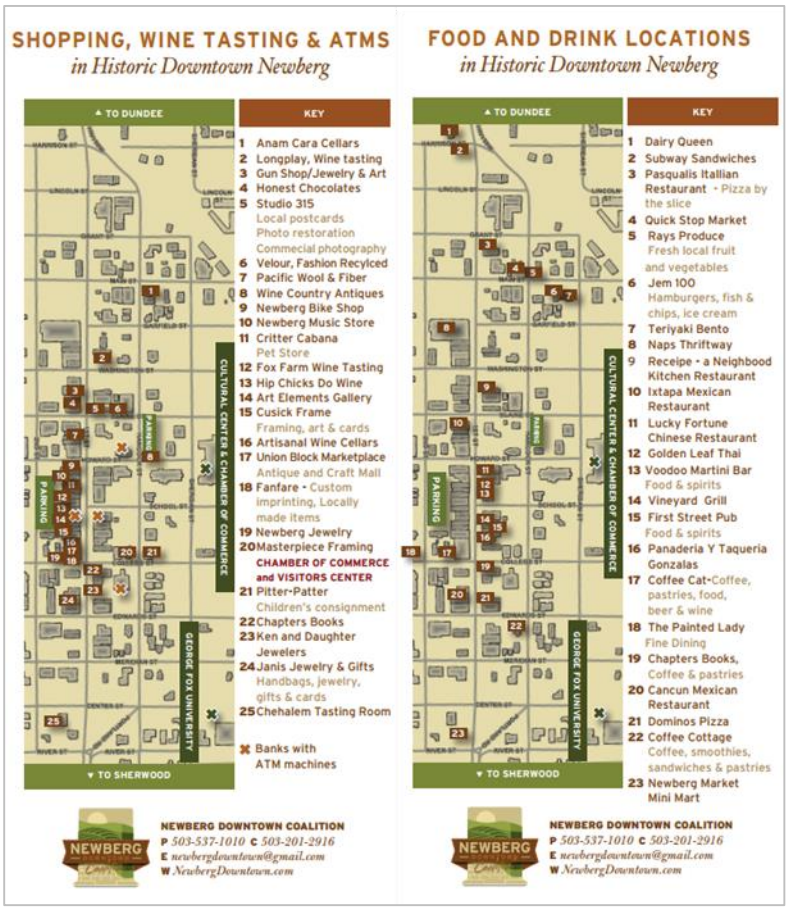
The most notable property in this emerging sub-district is the Chehalem Valley Mills site. Currently the home to a secondhand store, the former mill property has significant and distinct industrial buildings that could house a catalytic, activity-generating business or series of businesses such as a brewpub or co-working space for small businesses and entrepreneurs.

Other properties of note in this area include a few blocks of vacant or underutilized land adjacent to, and down the street from, the Mill site. These sites, with their orientation to downtown and M-2 zoning would be particularly ideal for "craft industrial" uses, such as bike builders, bakeries, breweries, or woodshops.

Newberg Tourism and Visitor Information

Newberg has a thriving tourism industry. Located in Yamhill County's Wine Country, there are over 200 wineries within a 20-minute drive from downtown. Other area attractions include the Chehalem Glenn Golf Course, art galleries, the Newberg farmers market, heritage sites, and museums. Newberg hosts a number of festivals over the course of the year including the Old Fashioned Festival, the Newberg Camellia Festival, the Willamette Valley Lavender Festival, and the Oregon Truffle Festival. The 85-room Allison Inn & Spa resort located in Newberg is frequently ranked as one of the best hotels in the nation and attracts visitors from around the world to Oregon's Wine Country.

Figure 19 - Newberg Downtown Coalition Maps



Source: Newberg Downtown Coalition

Downtown Newberg currently boasts 11 wine tasting rooms, numerous restaurants, art galleries, and small retail shops. Both the Chehalem Valley Chamber of Commerce and the Newberg Downtown Coalition are active supporters of downtown tourism. Each advocacy group offers robust websites with detailed visitor information.

Downtown Newberg Market Assessment

Opportunities and Constraints

The emergence of strong market momentum presents a number of opportunities for downtown Newberg. For example, by capitalizing on the already vibrant and growing restaurant and niche retail scene, Newberg can reinforce its position as the focal point for the Willamette Valley's Wine Country. Another market opportunity for downtown Newberg would be to better engage with the George Fox University (GFU) community. GFU students already are some of the most active downtown users. More student housing and student-oriented businesses in the downtown would better support existing businesses and add to the vibrancy and character of the downtown area.

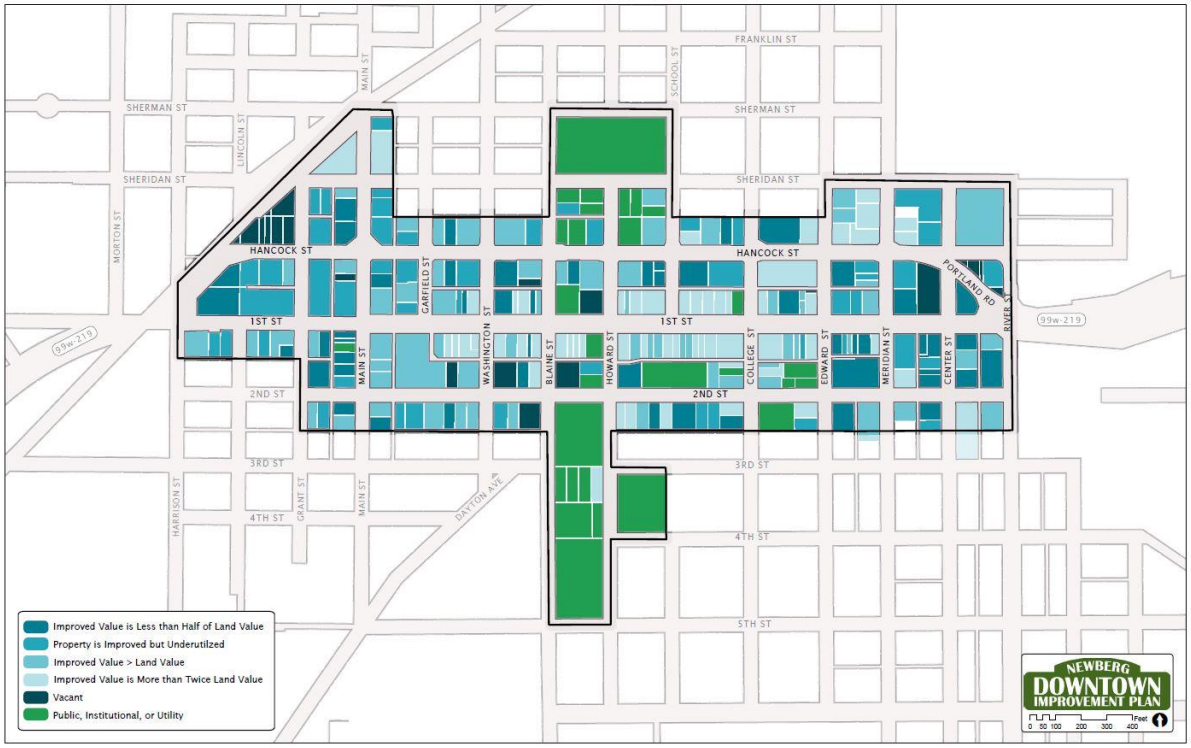
Downtown Newberg isn't without its constraints however. As verified through stakeholder interviews, traffic congestion and noise are still major hurdles for downtown livability. The Newberg-Dundee bypass should alleviate most of this issue. The relatively small size of the Newberg market also presents a challenge to would-be business owners. Many businesses look for higher population concentrations than are present in downtown Newberg, before they're confident that they'll have enough daily customers to support their bottom lines. This constraint will require careful business planning and marketing in the short term, and a concerted effort to build more housing in and around downtown in the long term.

Opportunity Areas

With the downtown market improving, it is worthwhile and timely to consider and plan where future growth and development will and should take place in the area. The map below illustrates the ratio between improved values and land values. This ratio is commonly used to understand which properties in a given area likely have buildings that are dilapidated or underutilized; those properties with land values that are close to or higher than improved value. In the map below, the darker blue the tax parcel, the closer the land value is to the improved value (green tax parcels are public, utility, or institutional properties). Dark areas of this map therefore are more likely to be opportunity sites for redevelopment.

As the map illustrates, centrally located properties on First Street have high improved values, and therefore are more likely to be stable, cash-flow producing properties. In contrast, at both east and west ends of the study area there are numerous dark blue properties, indicating either vacant or underutilized parcels.

Figure 20 - Downtown Newberg, Improved to Land Value Ratio Map (2015)



Source: City of Newberg, Parametrix, and Leland Consulting Group

Conclusion

Newberg, Oregon is a steadily growing community that is poised and ready for transformation. Newberg has many positive attributes that make it a desirable place to live and work including its proximity to the Portland Metropolitan region and Oregon's Wine Country, a strong and diverse economy, a four-year private university and a community college campus, and an active and engaged community.

As illustrated in this report, Newberg's downtown is already a strong focal point for the community. Market indicators show that there is renewed interest in retail and office spaces in downtown. Declining vacancy and rising rents are signs of positive change within the NDIP study area. A commercial real estate lender based in Newberg confirms these findings stating that their bank has seen more inquiries and requests recently regarding downtown properties.

STAKEHOLDER INTERVIEWS SUMMARY

Preliminary interviews on downtown Newberg's land use and transportation assets, needs and opportunities

Prepared by the City of Newberg Community Development Department

INTRODUCTION

The City of Newberg was awarded a grant from the Oregon Department of Transportation and the Land Conservation and Development Department in 2015 to develop the **Newberg Downtown Improvement Plan**. The plan will be a roadmap for improving downtown with land use, transportation and design solutions to achieve a downtown for all: inviting streetscapes; a great mix of stores and public spaces; an efficient transportation network for all modes; and an effective parking program.

As part of the public involvement process, the City's Community Development Department, with the assistance of Mike Ragsdale, the Executive Director of the Newberg Downtown Coalition, interviewed many key individuals that represent diverse interests in Newberg: large and small businesses in multiple sectors of the economy; education, arts, and health care institutions; non-profit service clubs; government (Parks District); and development interests. The purpose of the interviews was to solicit input on existing transportation and land use issues, on potential improvements for downtown, and on future visions for downtown. The interview results will supplement the Existing Conditions and Market Conditions memorandum that are being developed by the consultant team for the project.

INTERVIEWEES

Name	Organization or Community Affiliation	Interest represented
Pierre Zreik	The Allison Inn & Spa	Tourism industry
Brett Baker	Austin Industries	Large business
Dr. Robin Baker	George Fox University	Education institution
Mary Martin Miller	Miller Consulting Group LLC	Development industry
Richard Lee & Ashley Lippard	Chehalem Cultural Center	Cultural institution
Terry Emery & Tom Tesmer	Rotary (Morning Club)	Service club, small business, downtown property owner
Terry Molander	Kiwanis	Service club
Todd Engle	Friendsview Retirement	Retirement community
Lynn Montoya Quinn & Kate Chester	Portland Community College	Educational institution
Don Clements	Chehalem Park & Recreation District	Parks district
Lori Van Zanten	Providence Newberg Medical Center	Health care institution
Ron Wolfe	Premier Community Bank	Financial industry
Mark Vergets	Newberg ACE Hardware	Small business
Mike Ragsdale	Newberg Downtown Coalition	Downtown business organization
Loni Parrish	LLP Properties	Small business, downtown property owner
Sheila Nicholas	Anam Cara Winery	Wine/tourism industry

INTERVIEW QUESTIONS

1. General Questions – Stakeholders' perceptions and use of downtown Newberg

- What area do you consider to be the "downtown," geographically?
- How do you use downtown Newberg?
  - Shopping, eating, recreation, business, other?
- What currently draws people to downtown?
  - Restaurants, cafes, events, organizations, other uses?
- What is your favorite aspect of downtown? Least favorite?
- What parts of downtown are most treasured, or thought of as specifically "Newberg?"
- Are there historic features or buildings in the downtown that help define Newberg and should be preserved at all costs?

2. Transportation and Access – Getting to and around downtown Newberg

- In your opinion, what are the most important issues regarding transportation and transportation facilities, such as streets, sidewalks and bike routes, in the downtown area?
- How do you get to and get around downtown? What challenges do you have in accessing the area?
- Are there transportation improvements that would make access to or around downtown better?
  - Such as; roadway improvements, transit, bicycle or pedestrian facilities
- Is downtown Newberg a "safe" or comfortable place to walk around? Why or why not?
- Is it difficult to find parking in downtown Newberg? Where do you typically park when you're headed downtown?

3. Vision Questions – Future downtown

- Ten to 20 years from now, how do you hope the area looks, feels, serves the city and residents?
- Are there needs that existing downtown businesses or new development can or should address?
- Are there additional services, amenities, or uses that would improve downtown?
- How is the balance of buildings and park space in downtown? Is there a need for more outdoor community spaces?
- The sidewalk environment downtown is an important space. It's a place where people walk, interact with each other, access a business, and perhaps enjoy a meal. How well do sidewalks work in downtown Newberg for businesses and customers? Are improvements needed? What would you like to see more of in the future to make downtown a more active and inviting place?
- Are sustainable concepts and "green" building design something that should be considered within a downtown plan for Newberg?

4. Closing Questions

- What do you believe the general public would see as the most important issues regarding future improvements to downtown?
- The Downtown Improvement Plan will be prepared over the coming year:
  - Is there anything you want to make sure isn't overlooked?
  - Do you have any concerns that you'd like to make us aware of?
- Is there anything we missed that you'd like us to know?
- As the project moves forward, how would you or your organization like to be involved?
- Who should we make sure we talk to or invite to meetings regarding this downtown plan?

5. Developer/Real Estate Stakeholder Interview

The following questions are appropriate for real estate professionals but may not apply to other stakeholders.

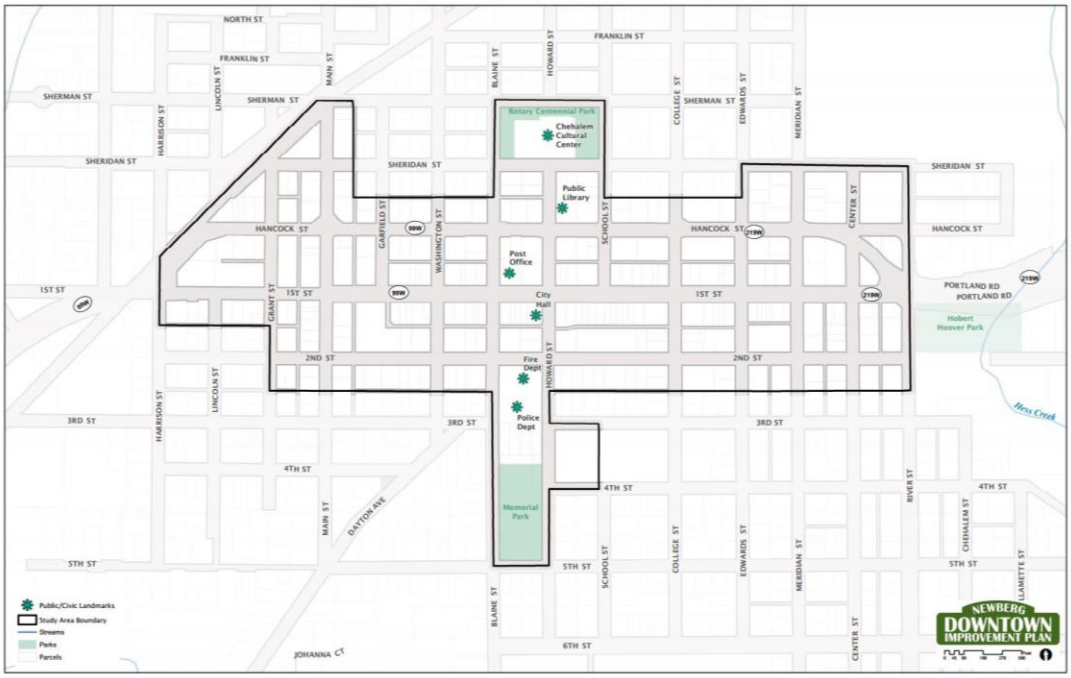
- How is the real estate market in Newberg (e.g., lease rates, recent transactions, absorption, vacancies, etc.)? How does this compare to other nearby or competitive areas?
- Is downtown Newberg a good place to do business/development? Why, yes or no?
- What is your vision for Newberg's downtown? What do you think should go there, or what changes should be made? Why?
- What are the opportunities for development in downtown Newberg?
- Are there barriers to investment downtown (e.g., physical, financial, market, regulatory, political)? If so, what can/should be done to address those barriers?
- Is there anyone else we should talk to?

SUMMARY

1. General Questions – Stakeholders' perceptions and use of downtown Newberg

What area do you consider to be the "downtown," geographically?

Most people felt that the study area (below) captured the overall geography of downtown.



The core of downtown was considered to be 1st Street, from Main Street to River Street, with Hancock Street and Second Street in a supporting role. The Chehalem Cultural Center was clearly seen as part of downtown, but Memorial Park was less closely identified with downtown. The area

west of Main Street was seen as part of downtown by most, but with an evolving character that was strengthening its connection to the rest of downtown. Some people felt the historic residential areas north and south of downtown should be considered part of the downtown.

How do you use downtown Newberg?

The answers to this question varied widely. Most people used downtown to eat at the restaurants or attend events, such as First Friday Artwalk, Tunes on Tuesday, or the Old Fashioned Festival. Many people also used downtown for business. Some people worked downtown, while others visited downtown locations for business (such as the Post Office, City Permit Center, banks, or other offices). The coffee shops were mentioned by several as informal meeting places for business. Most people shopped downtown occasionally, and saw it as primarily a location for specialty retail and wine tasting rooms. Some people shopped downtown frequently, for everything from groceries to personal services, but this was less common and seemed to be related to whether the person lived near downtown.

Many wished for more specialty retail downtown to create a stronger cluster, and several wished for a mid-priced hotel.

What currently draws people to downtown?

Most people thought that the major draws downtown were the restaurants and the programmed events, such as Tunes on Tuesday or First Friday Artwalk. The fact that downtown was a transportation crossroads was seen as a positive, as people traveling through downtown would become aware of events in the area. Many noted that the restaurant scene had improved in recent years, and that the wine tasting rooms had made great strides; both were seen as strong draws for visitors. Retail was not seen as a strong draw, but some people noted that several good specialty retail shops had opened in recent years, and that this sector had potential. Government services, such as the Post Office and Library, were seen as steady draws for locals. Some noted that several theater groups had formed in the area, and expected the Black Box Theater at the Cultural Center to become a draw for locals and visitors. The coffee shops were seen as the major draw downtown for George Fox University students.

What is your favorite aspect of downtown? Least favorite?

The least favorite aspect of downtown for nearly everyone was the sheer volume of car and truck traffic, and the related noise.

- The truck traffic was seen as the worst aspect.
- Downtown was clearly a pass-through and not a destination for most people traveling through downtown.
- The traffic made it difficult for pedestrians to cross the street because of long waits at crosswalks, and made it dangerous for pedestrians and bicyclists.
- The traffic noise made it almost impossible to sit outside and have a conversation.
- Some mentioned that many businesses downtown needed a facelift or freshening, and that few retailers had good window displays.

- Some mentioned that there were too many service businesses, and not enough retail.
- Some mentioned that the landscaping and sidewalks needed replacing and freshening.

The favorite aspects of downtown:

- Many mentioned the Chehalem Cultural Center.
- Some mentioned the sense of community among downtown businesses.
- The mix of old historic brick buildings was a favorite aspect for many.
- The coffeeshops, Cameo Theater, and Chapters bookstore were mentioned by several people.

What parts of downtown are most treasured, or thought of as specifically "Newberg?"

Many mentioned individual historic buildings, such as the Post Office, Library, Union Block, and City Hall. Some mentioned the Civic Corridor along Howard Street.
Several said the row of older buildings along First Street gave Newberg its character; one commented that there were few real treasures, but the collection of interesting buildings gave it a unique character.
Some noted individual businesses, such as Critter Cabana, or Chapters.
Some thought that it was the arts community that made Newberg different – the downtown galleries, the Cultural Center, The Allison, and the GFU Art Department.
Some noted the intersection of College Street and 1st Street was Newberg's prime commercial spot.
One noted the welcome sign at River Street, and another mentioned the large flag flown nearby.

Are there historic features or buildings in the downtown that help define Newberg and should be preserved at all costs?

Most thought that the collection of historic buildings downtown, especially along 1st Street, did help define Newberg.
Many mentioned individual buildings, such as the Herbert Hoover House, Cultural Center, Post Office, Cameo Theater, and Chapters building.
Some commented that nothing should be saved "at all costs", and one commented that they would not spend public money on historic buildings. Another commented that preservation could get in the way of redevelopment.

2. Transportation and Access – Getting to and around downtown Newberg

In your opinion, what are the most important issues regarding transportation and transportation facilities, such as streets, sidewalks and bike routes, in the downtown area?

Most comments were about making downtown more pedestrian-friendly. Specific comments included:

- Must get the full bypass built to really reduce traffic downtown.
- Reducing streets to two-lanes would help.

- Wider sidewalks would allow restaurant seating.
- Speeding is a major issue, particularly on Hancock Street.
- Hancock Street looks like a highway, and people treat it that way.
- The most dangerous intersections for pedestrians are crossing Hancock Street at Meridian or College Streets.
- The wait times for pedestrians at cross walks on 1st and Hancock are too long.
- The mid-block pedestrian crossing on 1st Street works fairly well but needs overhead lights to improve safety. The police "sting" operations really help teach drivers about stopping at the crosswalk.
- Focus on pedestrian corridors, such as improving sidewalks so that there are continuous accessible connections between Friendsview Retirement Community and downtown, and GFU and downtown.

Some thought we should be more open to trying temporary changes to see if they work. One specific comment was to use orange traffic cones to close School Street between 1st and Hancock for a while and see how it worked.

Some commented on facility maintenance, and considered the sidewalks to be in poor condition. The paving on 1st Street was considered poor, due to ruts and a high crown.

Some commented that bike paths and trails are important, and need to connect through downtown. More bike facilities, such as bike racks, are needed. Covered racks would be an amenity. A bike rental facility would be a draw for visitors.

Some thought that bike lanes might be safer on side streets instead of 1st or Hancock Streets. One person commented that Newberg should not turn a vehicle lane into a bike lane, and that some areas should have mixed traffic.

Some noted that Hancock Street has many parking lots along it, which changes the character of the street.

Some noted that the rail lines in town could potentially have a train running from downtown to the river, and possibly The Allison.

Some commented that turning the one-way couplet (Hancock and 1st Streets) into two-way streets would make downtown easier to get around. One person commented that the 1986 downtown plan was a missed opportunity, and that 2nd Street should have been rebuilt as the east-bound street in the one-way couplet.

One person requested more accessible on-street parking spaces downtown.

How do you get to and get around downtown? What challenges do you have in accessing the area?

Most people did not have problems getting to the downtown area. Some mentioned avoiding using Hwy 99W during peak times, and using College Street, Meridian Street or Main Street to enter downtown from the north.

Most drove to get downtown, although those within walking distance often walked.
Several commented that wayfinding signage for pedestrians, especially visitors, was needed.
Some commented that the high level of vehicle traffic made it difficult for pedestrians to cross streets.
Some commented that the one-way streets made access more difficult to get to a specific location.

Are there transportation improvements that would make access to or around downtown better? Such as; roadway improvements, transit, bicycle or pedestrian facilities

Most mentioned sidewalk improvements as a high priority, especially along 1st Street. Some mentioned the need to focus on sidewalk corridors, such as between downtown and Friendsview. Other improvements that were mentioned included:

- Curb bulb-outs to make pedestrian crossings shorter and more visible.
- Use barriers to protect sidewalks, as in downtown McMinnville.
- Use signage to tie into the CPRD trail system.
- Build ADA ramps at every downtown intersection.
- Install a 4-way stop at 2nd and College, as this is a dangerous intersection.

Many mentioned that improved bicycle facilities are needed, although not necessarily on 1st or Hancock Streets due to heavy traffic. 2nd Street and Sherman Street were seen as better choices. Covered bike parking was requested by two people.

Many noted that finishing the bypass was the most important improvement, to reduce truck traffic downtown. The city needs to work with ODOT on signage, so that trucks know they need to use the bypass and visitors know there is a good downtown ahead as they enter the city from the east.

Some commented that other cities, such as Sisters, did a good job with signage to point out alternate streets that could be used by through traffic.

A couple of people thought that downtown sidewalks and gutters were often dirty, and needed to be cleaned more frequently to improve the experience for pedestrians.

Is downtown Newberg a "safe" or comfortable place to walk around? Why or why not?

Most people felt that downtown was generally a safe place for pedestrians, but that the high level of traffic could make pedestrians uncomfortable. The issues that made downtown sometimes feel unsafe are:

- Speeding traffic, especially on Hancock Street.
- Short crosswalk times for three lanes of traffic – the current timing is not friendly for seniors.
- Drivers did not seem to look out for pedestrians at the Hancock/Meridian, Hancock/College, and 1st/College intersections.
- The midblock crossing works better than most people expected it would, but it can still be scary and not all drivers pay attention to crossing pedestrians.
- Some people noted that a visible police presence would discourage speeding.
- Sidewalk tripping hazards create some unsafe conditions.

Most people just addressed pedestrian safety when answering this question, but some also discussed their perception of crime downtown. Of those who discussed crime, most felt safe downtown and noted that Newberg had recently been ranked as one of the safest cities in Oregon. Several people, however, mentioned that they felt uncomfortable at night near two bars on the north side of 1st Street, due to the patrons out on the sidewalk. One person felt that downtown did not feel safe in general.

Is it difficult to find parking in downtown Newberg? Where do you typically park when you're headed downtown?

Most people felt it was not difficult to park downtown, and said they could typically either park on the street within a short distance of their destination or in the 2nd Street public parking lot. Some people felt that it was difficult to park downtown, however; people's expectations seem to vary widely on this topic, and some people do not like to parallel park on the street. One person commented that millennials don't care about parking nearby, but older people need accessible parking nearby. Many agreed that if downtown does become more vibrant then the City and NDC could take some steps to manage parking:

- The City could enforce the 2 hour time limits on the street and in the 2nd Street parking lot.
- Better signage could be installed to make people, especially visitors, aware of the 2nd Street parking lot. McMinnville was mentioned as an example for simple but effective parking lot signs.
- A couple of people commented that downtown residents living above retail took up valuable parking spaces in front of retail, and needed to be encouraged to park elsewhere.
- One person noted that business employees needed to be encouraged to park in the parking lot or on side streets, instead of right in front of other businesses.
- Some people commented that many private parking lots seemed underused, and were an opportunity to explore shared parking agreements.

3. Vision Questions – Future downtown

Ten to 20 years from now, how do you hope the area looks, feels, serves the city and residents?

Many people commented that they wanted downtown to become a destination, instead of a pass-through. They wanted it to become a pedestrian-friendly place where they could spend the whole afternoon wandering, with a wide range of diverse retail and restaurants, and a lively cultural scene. Everyone wanted the traffic significantly reduced. Some specific comments:

- Finish the renovation of the Chehalem Cultural Center, including the large theater.
- Retain historic buildings and add new buildings with modern amenities.
- Add downtown housing above retail.
- Three or four story buildings will change the look and feel of downtown.
- Has a good wayfinding system, including parking signage.
- Showcase the region's wine through tasting rooms, retail, restaurants, production, and a mid-priced hotel (priced somewhere between The Allison and a motel).
- A trolley connection between downtown, the riverfront, and The Allison.
- Create a strong identity – similar to McMinnville or Grants Pass.
- Use consistent colors to unite downtown (color palette developed by NDC).
- Shops coordinate on events and are open consistent hours.
- Shops have consistent holiday and event lighting.
- Do not create false architectural design standards (Sisters, Leavenworth).
- Sidewalks are wide and clean, and the streets are easy to cross.
- Street trees and street furniture create a strong sense of place.
- Parking lots at east and west ends of downtown are redeveloped with active retail, housing and office uses.
- Services and auto-oriented uses are moved to side streets.
- The downtown has multiple champions in the private and public sector.

Are there needs that existing downtown businesses or new development can or should address?

Many commented that downtown needed more retail, and less services. Many also thought additional housing above retail would be positive. Some specific comments:

- Housing downtown creates some issues – will eventually need parking garages.
- Housing can support downtown businesses.
- Need more recreation downtown. The playgrounds are good for young children, but older children and adults have few options.

- Fix up existing window displays – add lighting and visual interest to boring windows. Can the NDC train businesses how to create good window displays?
- Remove one-story buildings and redevelop.
- Redevelop many of the existing private parking lots, especially at the east and west ends of downtown.
- Clean the sidewalk in front of your business daily.

Are there additional services, amenities, or uses that would improve downtown?

- Several people mentioned that public restrooms were needed. Some commented that they did not like the Portland Loo design, and that any public restrooms would need to be constantly monitored and cleaned, which had a significant cost.
- Some noted that downtown garbage cans needed to be emptied more often.
- Create flexible outdoor spaces that can be used for many uses. Not overdesigned.
- Francis Square: Some people like the design, while others think it is underused because of design issues and noise issues. Most thought it was underused.
- Need more places to sit.
- Some people wanted a natural foods grocery store, and others wanted more clothing stores.
- Some commented that public art would improve downtown.

How is the balance of buildings and park space in downtown? Is there a need for more outdoor community spaces?

Most people felt downtown had enough park space. Some commented that some of the existing space was underdeveloped – the Cultural District needed a good outdoor performing space, and there needed to be more good outdoor eating spaces. Many commented that the vacant Butler property across from City Hall needed to be developed with ground floor retail, and other uses above. Some other suggestions were:

- Activate empty spaces with food carts.
- Program the existing outdoor spaces better.

The sidewalk environment downtown is an important space. It's a place where people walk, interact with each other, access a business, and perhaps enjoy a meal. How well do sidewalks work in downtown Newberg for businesses and customers? Are improvements needed? What would you like to see more of in the future to make downtown a more active and inviting place?

Most people commented that the sidewalks need to be better maintained. Many also thought the sidewalks should be wider, with curb bulbouts to make street crossings shorter and safer. Some commented that sidewalks can become cluttered with too much signage and street furnishings. One person commented, however, that they didn't want big wide sidewalks that looked empty most of the time. Other comments were:

- Consider temporary closures of streets for some events, instead of widening the sidewalks.
- Add flashing lights at the mid-block crossing on 1st Street.
- Widen the sidewalks to improve outdoor seating.
- Keep bicycles off sidewalks – they create conflicts.
- Consider an urban renewal district or Local Improvement District to repair the sidewalks along 1st Street – this should be a high priority.
- Add public art on the sidewalks.

Are sustainable concepts and "green" building design something that should be considered within a downtown plan for Newberg?

Most people commented that sustainability was important, but it needed to be balanced with cost. Green buildings and design should be encouraged, but not required. Some specific comments:

- Local LEED-rated buildings are not generating the return on investment that was expected by their owners.
- Focusing on sustainable operating practices is an important approach.
    - For example, add downtown recycling cans next to garbage cans.
- Preserving old buildings is a green building practice.
- Work with PGE and other utilities to take advantage of existing programs.

4. Closing Questions

What do you believe the general public would see as the most important issues regarding future improvements to downtown?

Most people believed that the general public saw reducing traffic downtown, especially truck traffic, as the most important issue. This was the crucial first step that enabled making downtown more pedestrian-friendly. Other comments were:

- Need more variety in retail, including a toy store.
- Need more entertainment activities for all ages.
- Need better signage for existing parking lots.
- Support local shops and jobs by buying local.
- Improve downtown, without trying to be Napa.
- Clean things up and repaint buildings – many improvements are not expensive.

The Downtown Improvement Plan will be prepared over the coming year:

- ***Is there anything you want to make sure isn't overlooked?***
- ***Do you have any concerns that you'd like to make us aware of?***

There was a broad range of responses to this question, many of which have already been mentioned in other sections. Some points that were raised by multiple people:

- The parking lots/used-car lots at the east end of downtown are a development opportunity.
- Focus improvements on improving pedestrian-friendliness.
- Create more downtown events and more reasons for people to go downtown.
- Establish a visual identity for downtown to make more cohesive.
- Make connections to GFU.
- Treat the historic buildings in and near downtown as an important part of the city's character.
- One person commented that the plan should not get caught up in big expensive improvements, and miss the opportunity to do many smaller improvements that can make a real difference.

Is there anything we missed that you'd like us to know?

- This plan won't change the Building Code, which sometimes requires expensive upgrades, and limits the flexibility to reuse spaces.
- Need to come up with creative incentives to encourage new development to build multistory and put residential upstairs.
- Some parts of the community will resist any kind of change. Need to finds ways to get past that.
- This plan needs to ask what our identity is, and what do we want to become.
- Past downtown plans were never implemented, or had only a minor impact. We need to understand why, and learn from that.
- How will improvements be paid for? Need to incorporate into the plan.

As the project moves forward, how would you or your organization like to be involved?

Everyone wished to be kept informed by email, and notified of future meetings. Most said they would keep their organizations informed.

5. Developer/Real Estate Stakeholder Interview

How is the real estate market in Newberg (e.g., lease rates, recent transactions, absorption, vacancies, etc.)? How does this compare to other nearby or competitive areas?

- The multifamily market is red-hot – there is constrained supply locally and regionally.
- The industrial market is starting to come back, in part driven by wine industrial.
- Commercial outside downtown – The nice commercial office building south of Burger King – was marketed at $2.50 NNN, and actually rented at $1.50 full service.
- The Commercial real estate market in downtown is holding steady. Absorption of vacant spaces has been good due to hospitality/wine tasting rooms. Rents are not yet back to 2008 levels,

however. Average price in the downtown core is about $.90 per foot NNN here. Range of lease rates is generally $.75 to $1.00 per foot NNN. Most are about $.90 for recent transactions.
We have little vacancy downtown, but we are still holding at the lease rate of about $.90 per foot NNN.

- The Dundee commercial market is about the same.
- Cities in Yamhill County have stronger downtown cores than many small cities elsewhere due to the growth of the wine and hospitality business.
- McMinnville is seeing development with more retail on ground floor and office above – this is a good goal for Newberg.
- On-line shopping has changed retail. Need to have the "experience" for shoppers at local businesses.
- Financing: Have seen an increase in inquiries and requests. It appears people are interested in investing in downtown Newberg. More sales of properties are happening. Values are going up.
- Interest rates are favorable in the short term, 3-5 years. People are looking for investment opportunities. Downtown is in a prime position for property sales to new owners, who may revitalize the buildings. Several owners have done good remodels in recent years.

Is downtown Newberg a good place to do business/development? Why, yes or no?

- Downtown Newberg is a great place to do business. The business community is friendly, and the downtown is walkable.
- Groups are working together to make enhancements.
- The City is working collaboratively with people to develop a vision (America's Best Communities grant/Newberg Downtown Improvement Plan/Economic Development Plan).

What is your vision for Newberg's downtown? What do you think should go there, or what changes should be made? Why?

- Reduce the traffic on 1st Street and put in a more pedestrian friendly sidewalk.
- Store fronts should be well kept, and there should be more greenery around the downtown.
- Add good directional signs for the newly paved parking lot on 2nd Street, so visitors know it is there.
- Need somebody to do some significant development downtown. There is pent up demand, and Newberg is on the edge of breaking loose with development activity.
- Need a comprehensive marketing strategy, and tools to attract developers.

What are the opportunities for development in downtown Newberg?

Development opportunities include: 1) East end parking lots; 2) West end properties with large parking lots; 3) Butler property across from City Hall; 4) Old Mill area on Main Street; 5) Pasquale's area; 6) Parking lots near Ixtapa; 7) Blaine and 2nd site (former Buckley's meat locker site).

Are there barriers to investment downtown (e.g., physical, financial, market, regulatory, political)? If so, what can/should be done to address those barriers?

Some of the barriers are regulatory: the Building Code, Development Code, and historic preservation requirements can be significant barriers. Have to find ways to allow some flexibility. Some people have the perception that city hall is too hard to deal with. The city needs to raise awareness of how it has changed – for example, the city changed the zoning code to allow some winery/brewery/distillery production in commercial zones.

Financial barriers: Some barriers to funding could be dealt with through more education on the city's revolving loan fund. One person commented that Newberg should institute an urban renewal district to give people an idea of how we can fund some improvement downtown. The city fees and System Development Charges can be a barrier, as well.

Physical barriers: Chiefly traffic, which can be corrected with the Bypass. Also need more active traffic enforcement to slow down speeding.