

**NEWBERG DOWNTOWN IMPROVEMENT PLAN ADVISORY COMMITTEE MINUTES  
NOVEMBER 4, 2015, 4:00 PM  
PUBLIC SAFETY BUILDING (401 E. THIRD STREET)**

Co-Chairs Ben Jaquith and Jennifer Sitter opened the meeting at 4:00 p.m.

**ROLL CALL**

**Members Attending:** Rick Fieldhouse, Tim Potter, Isamar Ramirez, Ben Jaquith, Jennifer Sitter, Rob Felton, Sheryl Kelsh, Allyn Edwards, Tony Rourke, Rob Dailey, Angela Lazarean, Stuart Brown, Loni Parrish, Doug Rux

**Members Not in Attendance:** Luis Saavedra

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

**Public (signed in):** Robin Sikkens, Elizabeth Rogers

**WELCOME/INTRODUCTIONS**

Co-Chairs Ben Jaquith and Jennifer Sitter opened the meeting and introductions were made; the committee had a new member, Loni Parrish, who is a downtown business and property owner. Facilitator Kristen Kibler reviewed the agenda. The group had no revisions to the meeting summary of NDIPAC Meeting #1.

**PUBLIC COMMENT OPPORTUNITY**

Members of the public in the audience had no comments.

**PROJECT UPDATE**

Consultant project manager Dave Siegel provided an overview of what had been done to date by the team, specifically the reports that had been distributed in advance of the meeting. A project schedule was distributed and Dave reviewed their role and where they were in the schedule.

- TODAY -- Meeting #2: Getting feedback on the existing conditions and market conditions memos; reviewing draft “desired outcomes” that will be used for evaluating the vision and study area concepts that will be developed.
- Community Workshop #1 – Visioning Workshop scheduled for December 9.
- 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.

**INTRODUCTION OF DRAFT “DESIRED OUTCOMES”**

Dave Siegel introduced the Draft “Desired Outcomes” document. The ten statements had been developed from the comments received at the previous committee meeting, as well as from several reports and plans that had contained earlier community input about downtown. The purpose of the statements is to inform the planning efforts and serve as criteria for evaluating the vision and concept plans that will be developed after the community workshop on December 9<sup>th</sup>. The group was asked to review the statements with another committee member sitting next to them and discuss their sense of how well the statements work for them or if any give them concern or if there is anything missing. After a few minutes, the group discussed their initial thoughts on the draft “desired outcomes” statements. The following ideas or concerns were raised when reviewing the “desired outcomes.”

- Would like to see more public resting areas, fountains, awnings, walkways, protection from the elements (#8)
- Goals are broad – would like to see accomplishments, how to measure

- Fun destination means activities, things for locals and tourists to enjoy
- Community assets should be signed and linked, highlight them (#5)
- “Community life” as opposed to public (agency/institutional) life (#3)
- Might be able to simplify and combine a few
- Housing should be more obvious → for stability and permanency / sustainable
- Trolley connecting downtown to outlying attractors

The group was then given presentations and opportunity to discuss the Existing Conditions and Market Conditions Assessment and revisit the draft “Desired Outcomes” statements.

### **EXISTING CONDITIONS ASSESSMENT OVERVIEW**

The consultants provided a summary presentation of the Existing Conditions report that the group had received in advance. [See PowerPoint presentation]. The group then discussed the information and asked questions. The following bullet points highlight the discussion – ideas, questions, comments:

- Do we have CPRD coordination on this committee [Mike Ragsdale can represent]; CPRD may be the partner needed for youth/family uses like a bowling alley or arcade
- Water pressure limitation on the south side of 1<sup>st</sup> was not known by many
- Howard Street area has drainage issues
- Alley system in place, “use the back of the house” for accessing businesses
- See if there’s a street tree plan, might not be random; the inconsistent sizes are difficult for lighting
- Opportunity – “breezeway”/kiosk from 2<sup>nd</sup> Street parking lot to 1<sup>st</sup> Street
- Is there a formula for how much parking is needed? [Team looks at utilization of parking]
- Electricity is not available at trees for holiday lights
- Student housing is needed
- Housing inventory – is there information on utilization? [Response: Not at this point. The team can discuss how to explore housing further if able to do so within the approved scope of work.] There is interest in vacancies, density opportunities, etc.
- C3 zoning doesn’t extend as far north as it does south; should it extend further?
- Main Street/mill opportunities

### **MARKET CONDITIONS ASSESSMENT OVERVIEW**

The consultants provided a summary presentation of the Market Conditions report that the group had received in advance. [See PowerPoint presentation]. The group then discussed the information and asked questions. The following bullet points highlight the discussion – ideas, questions, comments:

- Car lot, vacant property near GFU is an opportunity to be an entryway downtown; however, pedestrian access at that location on Hancock (the curve) is a concern
- VRBO (Vacation Rental by Owner) – does it have an impact? Does it negatively impact opportunities/options for rental housing desired by the community [Response: there isn’t currently a high level of known VRBOs, but it could be positive if it is not taking units of rental housing out of the inventory.]
- Is park space adequate? Do we consider using developable properties for park space? Park space might be discussed in terms of quality not just quantity.

- Are rent rates comparable to other similar communities? [Response: They are on par, possibly a little higher for retail and lower for housing since it is older housing stock. The demographics will drive how much rent users will pay.]

## **DESIRED OUTCOMES**

Given the Existing Conditions and Market Conditions presentations and discussion, the group was asked to go back to the draft “Desired Outcomes” and see if anything else was raised or missing from the draft. The group was asked if the list was ready to share with the community. They thought it generally captured most of what was heard, but there did seem to be some gaps and some duplication of similar topics. The following comments were captured from individuals and the group about how to further improve the draft “Desired Outcomes”:

Possible additions/changes:

- Add something about appropriate infrastructure, underground utilities (water, electricity, etc.)
- Need more emphasis on housing
- Group and simplify (possible themes below)
  - Infrastructure to support infill and development (current statement 7)
  - Character (current statements 9, 10)
  - Navigation and signage (current statements 2, 5, 6)
  - Sense of place and people focused (current statements 1, 3, 4, 8)
- Some may be art-centered; may need an art-centered statement
- Convey authenticity of Newberg
- “Community life” as opposed to public (agency/institutional) life (#3)

The group talked about a possible opportunity for redevelopment at the mill on Main Street. There was discussion of incorporating the train/train station. There was discussion of types of craft, manufacturing, and other artisan industries in this area.

## **DATE OF NEXT PAC MEETING**

The next meeting will be the December 9th Downtown Visioning Workshop for the entire community - 4:30-6:30 p.m. at Chehalem Cultural Center. PAC volunteers will be helpful for encouraging discussion at table exercises and information stations. Ten PAC members have agreed to participate; there will be a brief training to review their role and how to solicit and record comments at the event.

The group discussed a successful community engagement effort that Robin Sikkens, new owner of the (bike shop) building on the SE corner of Howard and 1<sup>st</sup> Street, has been doing. Robin and her partner have asked community members what types of business/use they should include in their new building through an online survey. Their outreach has been widely distributed on social media and their question/survey has received a lot of feedback. The group commented that similar means of outreach could be useful to get people excited about the downtown visioning.

The group thought it may be beneficial to ask the community the following or similar questions, possibly in a survey:

- What amenity do you need to leave Newberg (drive outside) to get? What is Newberg lacking?
- What is the most important thing about downtown Newberg?
- If Newberg had X, I would spend 2 hours downtown at/doing X.
- What should we fix first?

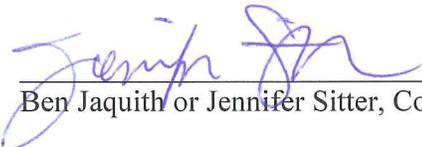
There was also an idea to share information or distribute invitations to the December 9<sup>th</sup> public workshop or piggyback on the December 4<sup>th</sup> First Friday/tree lighting. Robin Sikkens offered use of the vacant (former bike shop) building that she owns.

The consultant team will work with the City on outreach efforts and materials that the PAC can help to distribute to groups in advance of the December 9<sup>th</sup> workshop.

**ADJOURNMENT**

The meeting was adjourned just after 6:00 p.m.

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

  
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Ben Jaquith or Jennifer Sitter, Co-Chairs

  
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Steve Olson, Senior Planner