

# APPENDIX A

*Technical Memorandum 1:*  
**Vision and Goals**

# DRAFT Vision and Goals

7/9/2018

**To:** Newberg Riverfront Master Plan Project Management Team  
**From:** Andrew Parish and Kyra Haggart, APG  
**Re:** TM1 – Vision and Goals

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## INTRODUCTION

The following vision statement and goals were derived from the Citizens Advisory Committee (CAC) and Technical Advisory Committee (TAC) discussions held on May 23, 2018 in Newberg. Themes from early project work and other local planning efforts have also been included.

The vision statement will serve as the overarching and long-range intent for the Riverfront Master Plan project, and the goals will serve as guidance to achieve this vision. Together they will be used as criteria to evaluate alternatives developed during the planning process.

## VISION

Newberg's riverfront will be a lively, lush, and economically thriving destination that is frequented by Newberg residents and visitors alike. As a local and regional destination, it will provide spaces for large events, as well as opportunities for families and individuals to gather, recreate, and relax. Safe and direct connections for walkers, bikers, and drivers will draw people to the riverfront from downtown and other areas of the city. A mix of residences, public spaces, services, commerce, and industrial uses will tie together through great design, creating a unique, mixed use setting on the Willamette River.

We envision:

- Regional trail connections both up- and down-river that take advantage of Newberg's natural geography and scenic views
- Preserved natural areas around stream corridors that protect and enhance watershed health
- A place that connects visitors and residents to the history of this working waterfront and preserves historic infrastructure as a unique identifier of the river's location in the city
- Recreation activities that are accessible by various transportation modes and designed for people of varying ages and abilities
- Space for large group activities, such as concerts, cultural gatherings, or sporting events
- A mix of uses that seamlessly integrates residential, commercial, and industrial development while preserving natural spaces
- A mix of open and covered spaces that provide opportunities for year-round activities
- A well-known destination that draws people from throughout the City and the region to Newberg's riverfront

## GOALS

The Newberg Riverfront Master Plan will:

- A. Provide a mix of land uses: public, residential, commercial/mixed use, and industrial.
- B. Plan for a multi-modal transportation network to provide access and connections to the rest of the city, especially Downtown Newberg.
- C. Preserve open space and incorporate natural features as part of the riverfront's strong sense of place.
- D. Honor the long history of waterfront industry at this location.
- E. Provide an open and transparent planning process.
- F. Engage a diverse group of stakeholders throughout the planning process.
- G. Create a plan that works for community members of all ages, abilities, and cultural backgrounds.