

*Technical Memorandum 2:*

## **Existing and Planned Conditions**



**RIVERFRONT**

MASTER PLAN

City of Newberg

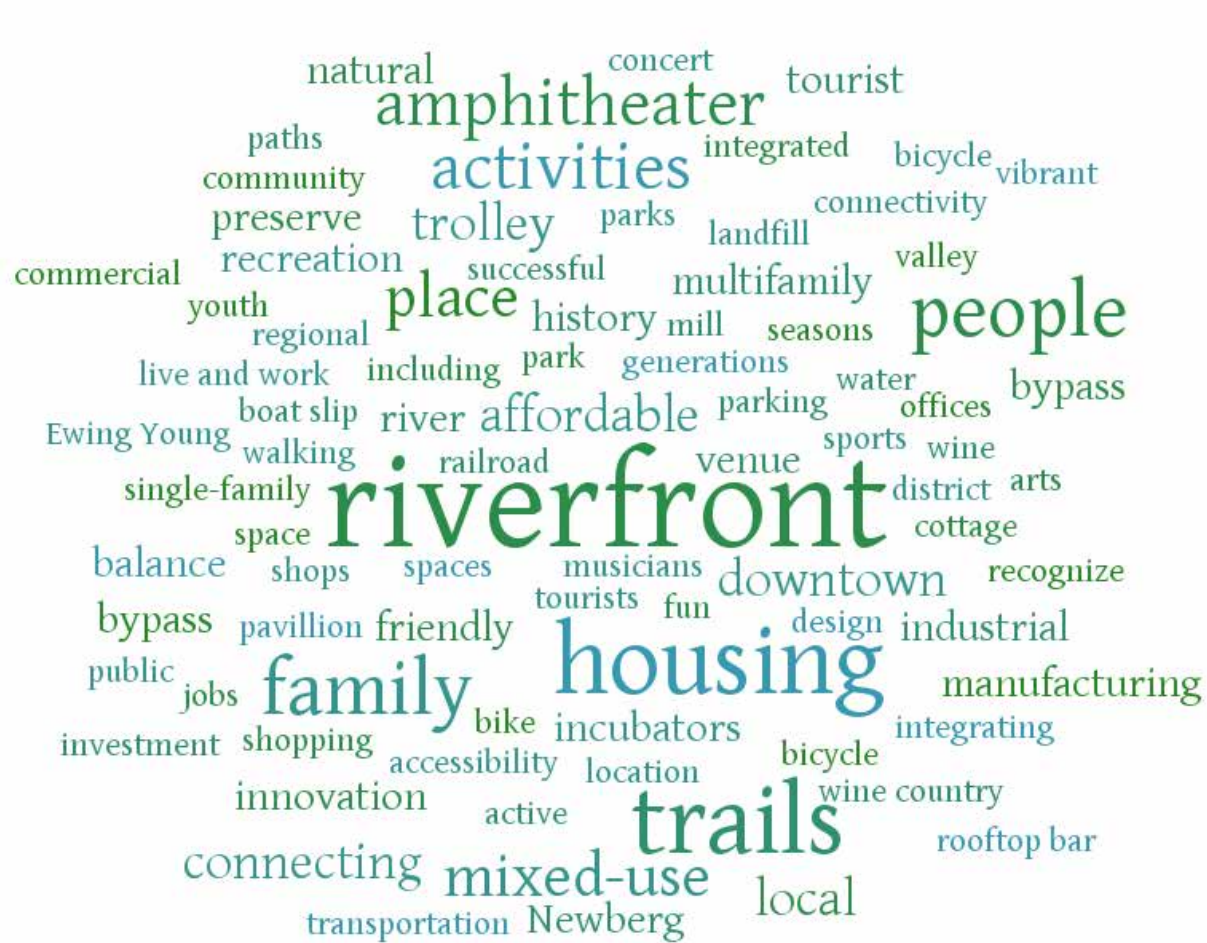
Advisory Committee Meeting #2

July 23, 2018

# Agenda

- Project Vision and Goals
- Existing and Planned Conditions
  - Land Use
  - Transportation
  - Infrastructure
- Neighborhood Design
- Market Analysis
- Next Steps

# Visioning Exercise



*Word Cloud of CAC Input*



*Word Cloud of TAC Input*

# Vision Statement



*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.*

# Goals

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





# RIVERFRONT

## MASTER PLAN

City of Newberg

# EXISTING AND PLANNED CONDITIONS

*Land Uses / Regulations*

*Transportation*

*Infrastructure*

# Land Use and Regulatory Context








# RIVERFRONT MASTER PLAN

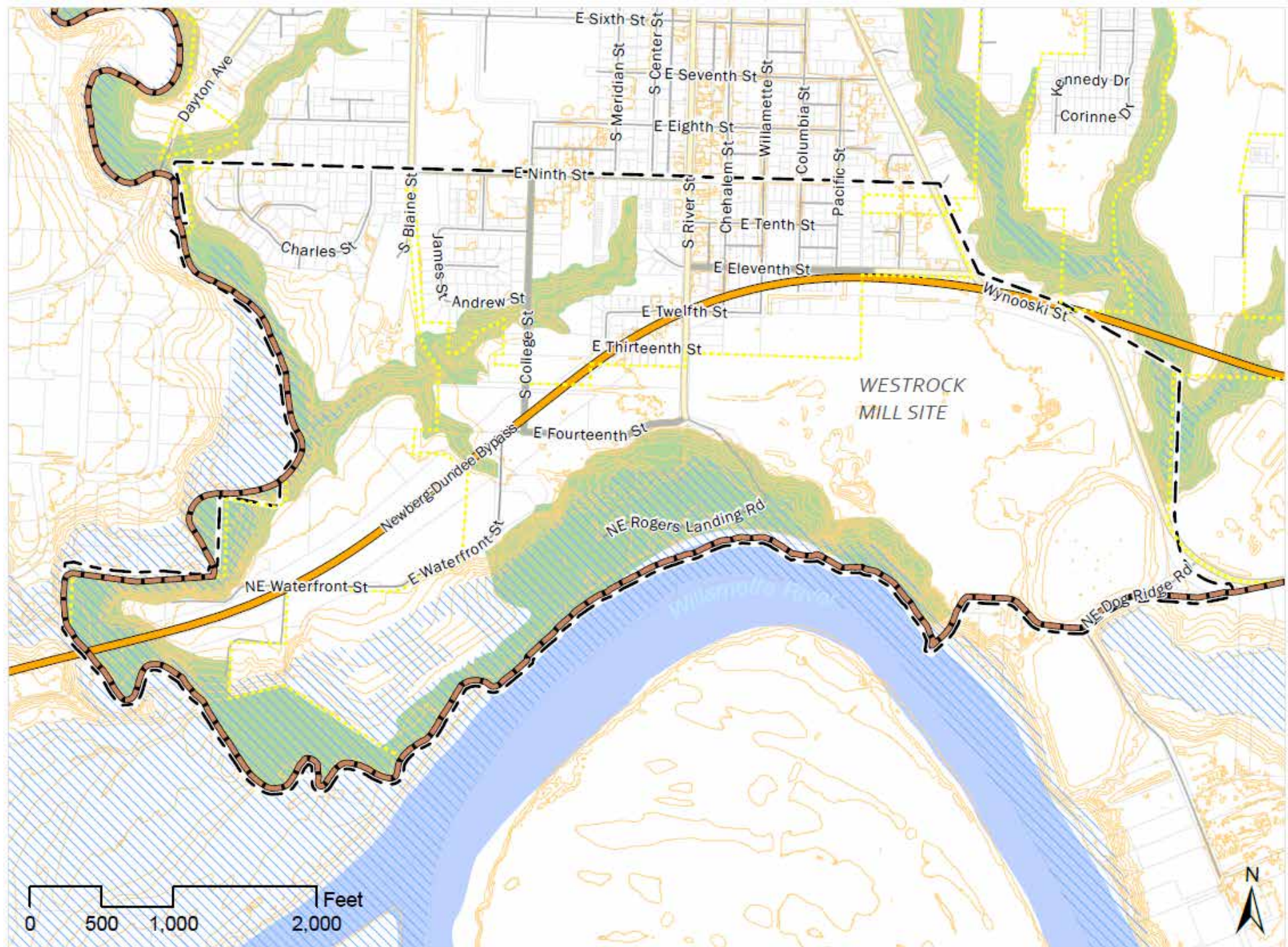
City of Newberg

## Physical Constraints

 Flood Hazard Overlay

 Stream Corridor

 10' Contours



# RIVERFRONT MASTER PLAN

City of Newberg

## Existing Comprehensive Plan

### Comprehensive Plan

#### Designation

- COM
- COM/RD
- COM/SP
- HDR
- HDR/SP
- IND
- IND/RD
- IND/SP
- LDR
- LDR-6.6
- LDR/1A
- LDR/SP
- MDR
- MDR/RD
- MDR/SP
- MIX
- MIX/SP
- P
- P/RD
- PQ
- SD/E
- SD/H
- SD/LDR
- SD/MRR
- SD/NC
- SD/V



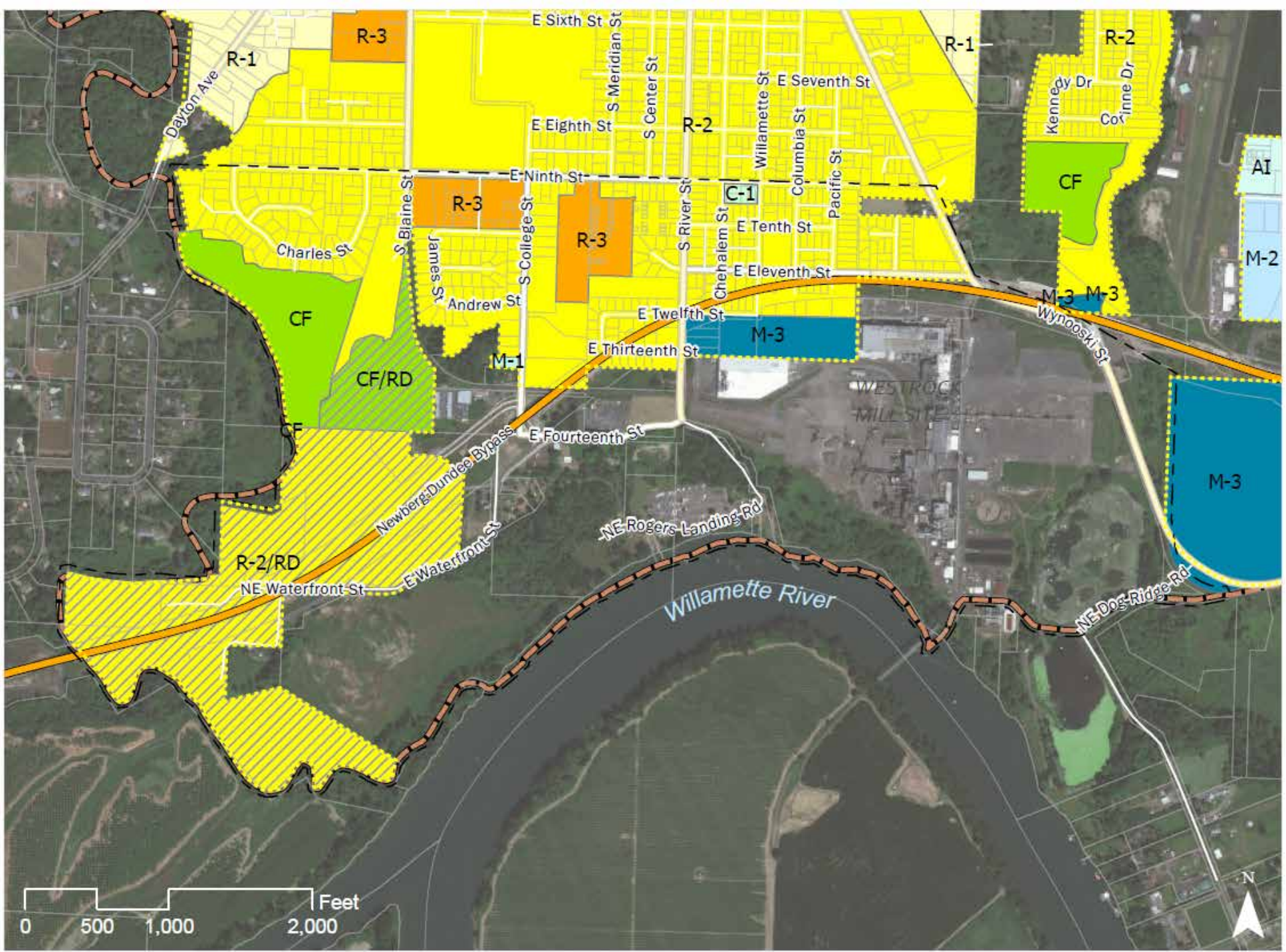
# RIVERFRONT MASTER PLAN

City of Newberg

## Existing Newberg Zoning

### Zoning Designations

- AI
- C-1
- CF
- CF/RD
- M-1
- M-2
- M-3
- R-1
- R-2
- R-2/RD
- R-3



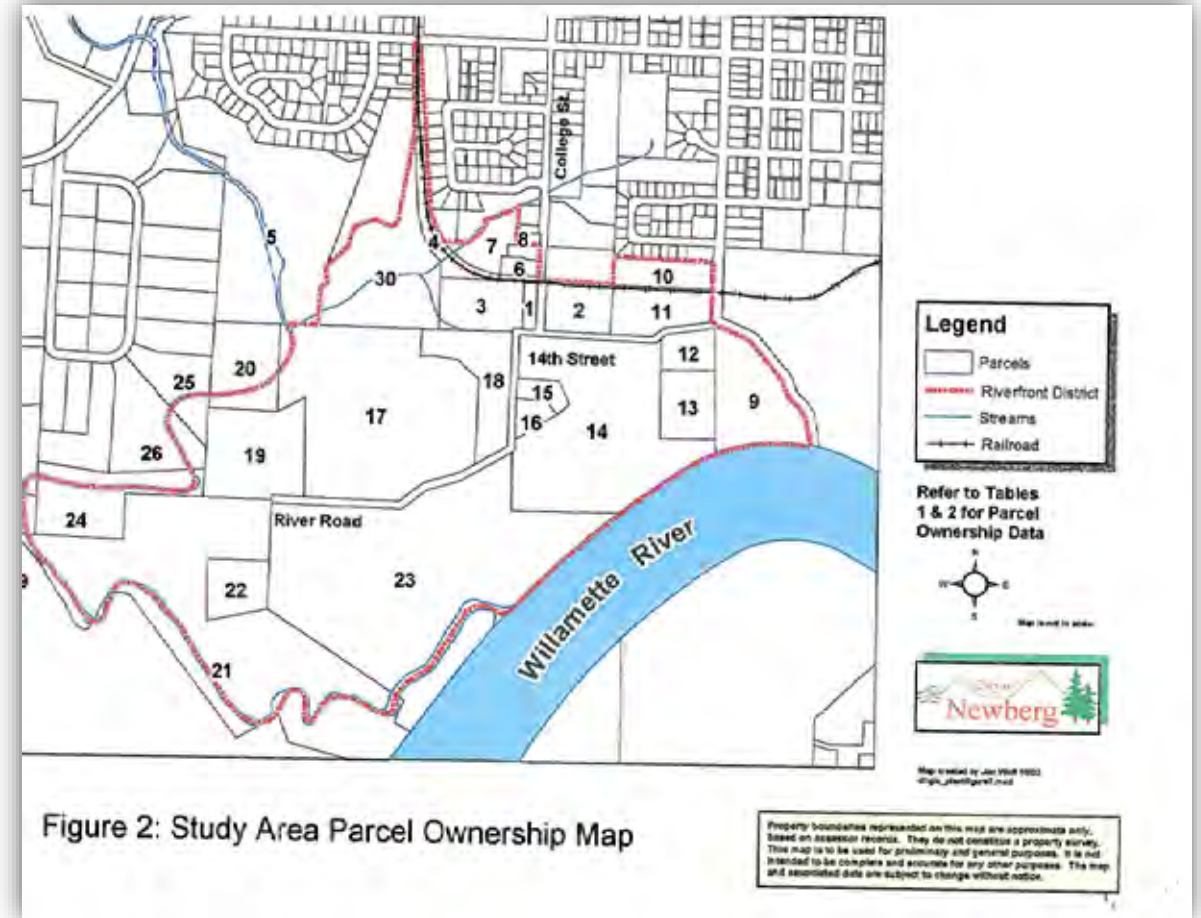
# Willamette River Greenway (Goal 15)



- Newberg Comprehensive Plan policies in G-5
    - Protection, conservation, enhancement, and maintenance of greenway
    - Some follow from State law, others from the 2001 riverfront plan
    - Encouragement of:
      - Recreational Activities
      - Open Space Preservation
      - Pedestrian and Water Access
      - Flood Hazard and Stream Corridor Protection
      - Commercial/Economic Uses
    - Screening of Extractive Processes & Reuse of Extraction sites
-

# Riverfront (RF) Subdistrict

- References the 2001 Riverfront Master Plan
- Protects view corridors and tree groves
- Provides buffers between industrial and other uses.
- Standards for commercial and residential design to support walkability
- Will be evaluated in the implementation phase of this process to see what are appropriate, given the new Master Plan concepts












# RIVERFRONT MASTER PLAN







City of Newberg


## Land Uses

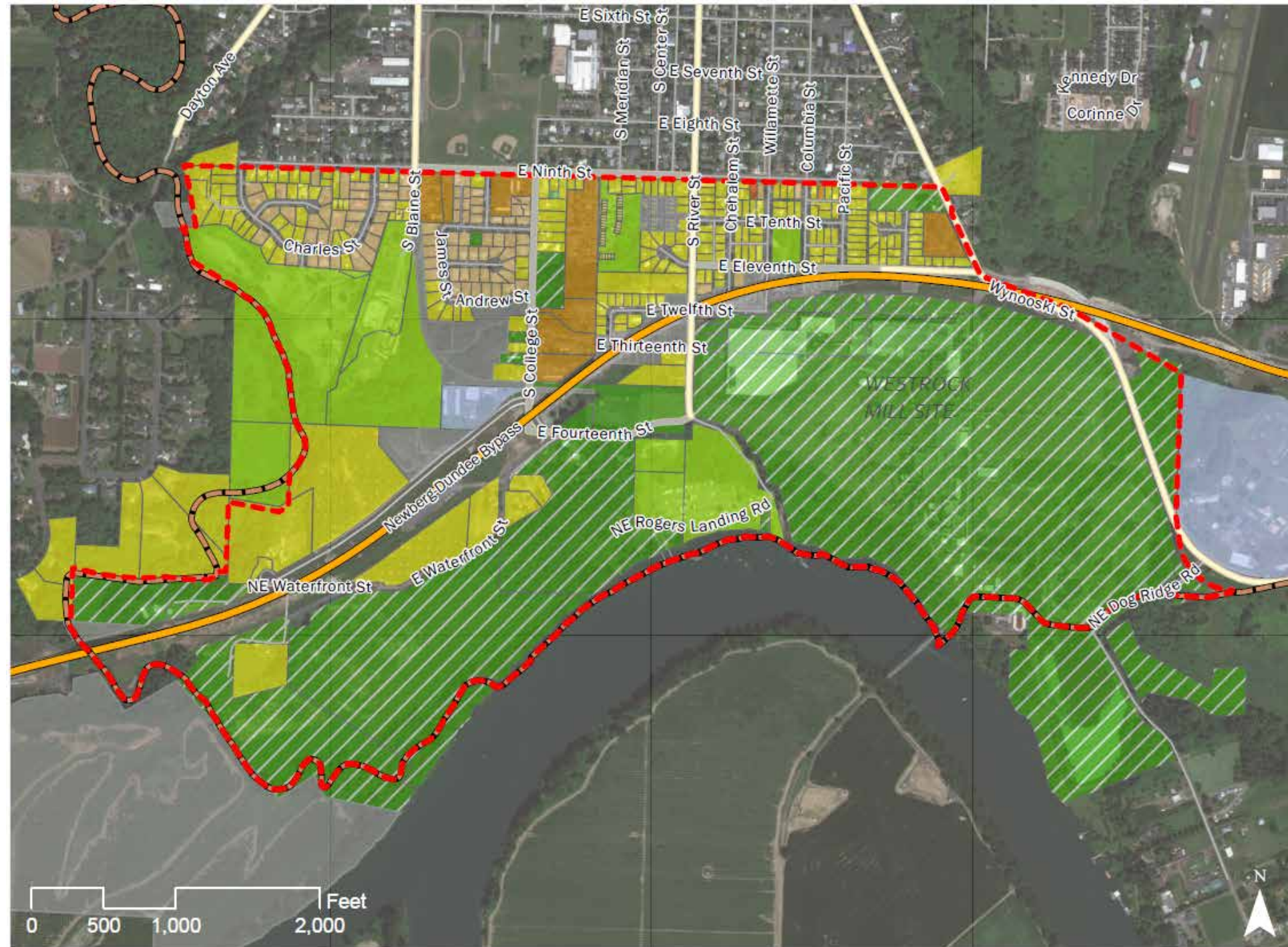
### Taxlots

-  Commercial
-  Park / Open Space
-  Industrial
-  Residential 2/3/4plex
-  Residential MultiFamily
-  Partially Vacant
-  Residential SFD and SFA
-  Vacant
-  Undevelopable

### Transportation

-  Major Arterial
-  Major Collector
-  Minor Arterial
-  Minor Collector
-  Local Street
-  Urban Growth Boundary (UGB)

 Study Area



# Existing Land Uses (Parcels)


- Commercial: 1
  - Park / Open Space: 10
  - Industrial: 1 (plus mill site)
  - Residential Single Family: 258
  - Residential 2/3/4 plex: 86
  - Residential Multifamily: 9
  - Vacant Parcels: 5
  - Partially Vacant Parcels: 25
- 




# RIVERFRONT MASTER PLAN


City of Newberg


## Proposed Development


 Study Area


 Urban Growth Boundary (UGB)


### Transportation Functional Class

 Major Arterial


 Major Collector

 Minor Arterial


 Minor Collector

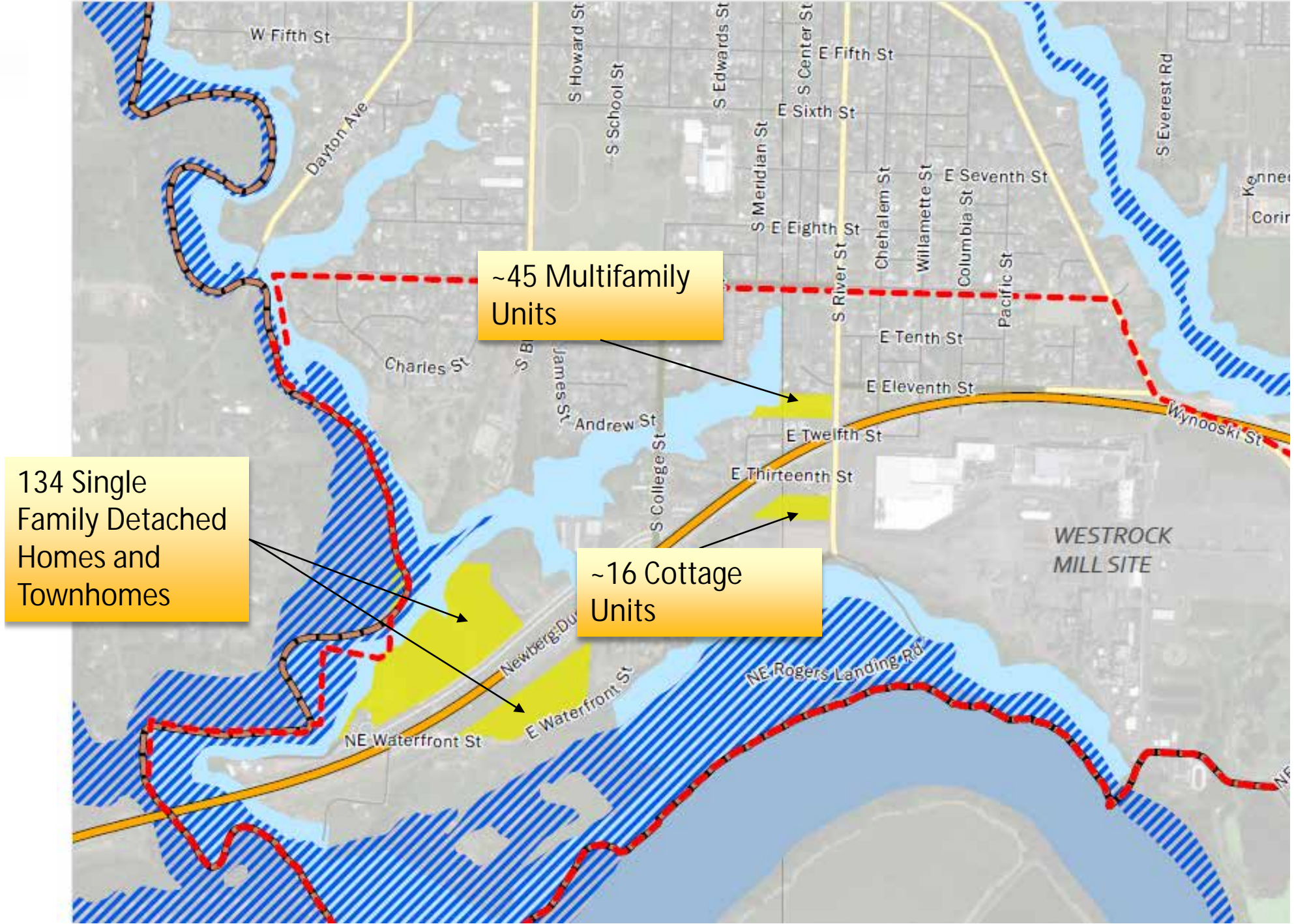
 Local Street

### Natural Resources

 Willamette River

 Floodplain

 Stream Corridor

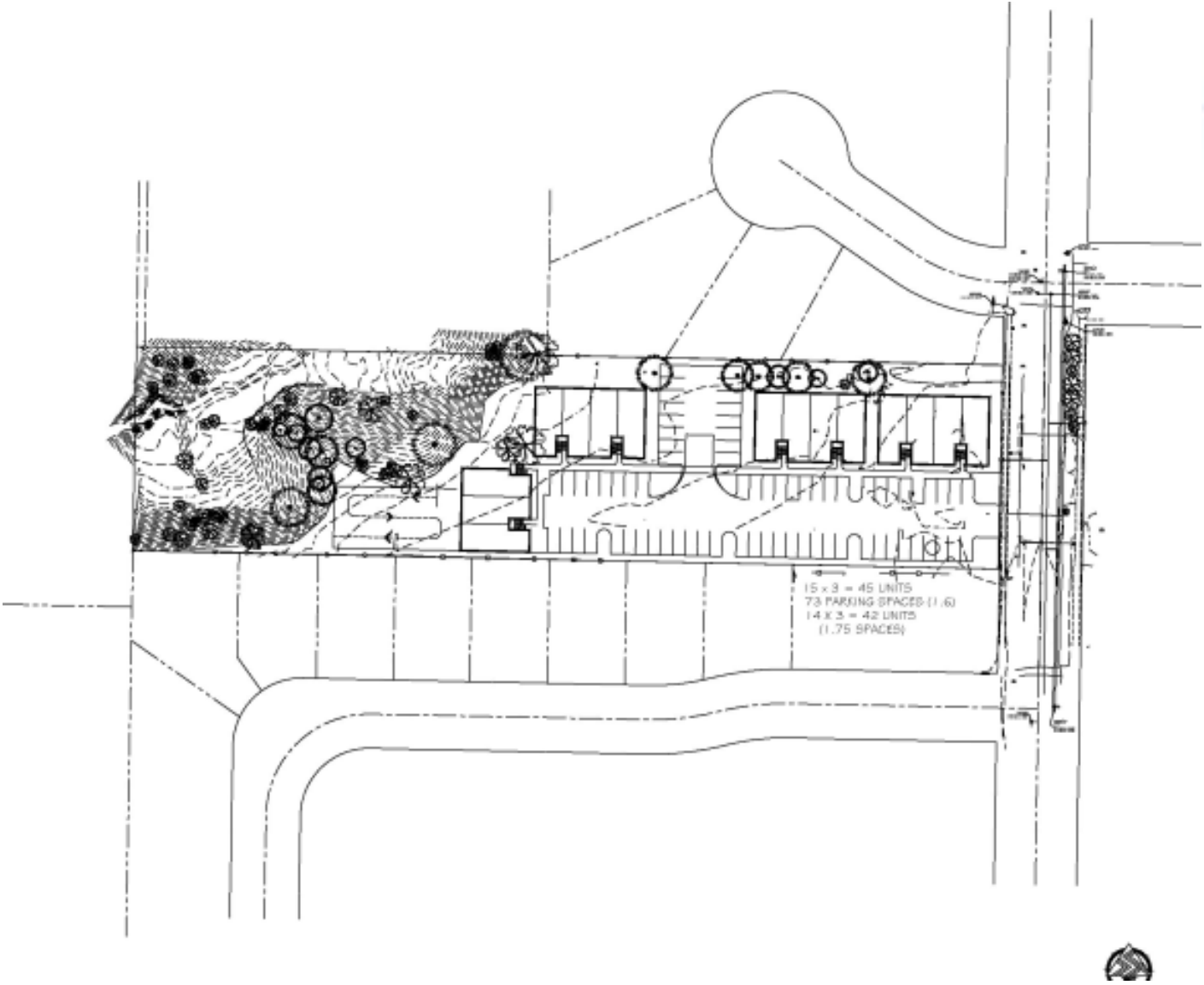




# Proposed Riverrun Development Western Edge of Study Area



# Proposed S. River St. Development



# RIVERFRONT MASTER PLAN

City of Newberg

## Vacant Area

### Taxlots

- Vacant
- Partially Vacant
- Proposed Residential
- Developed or Undevelopable

### Transportation

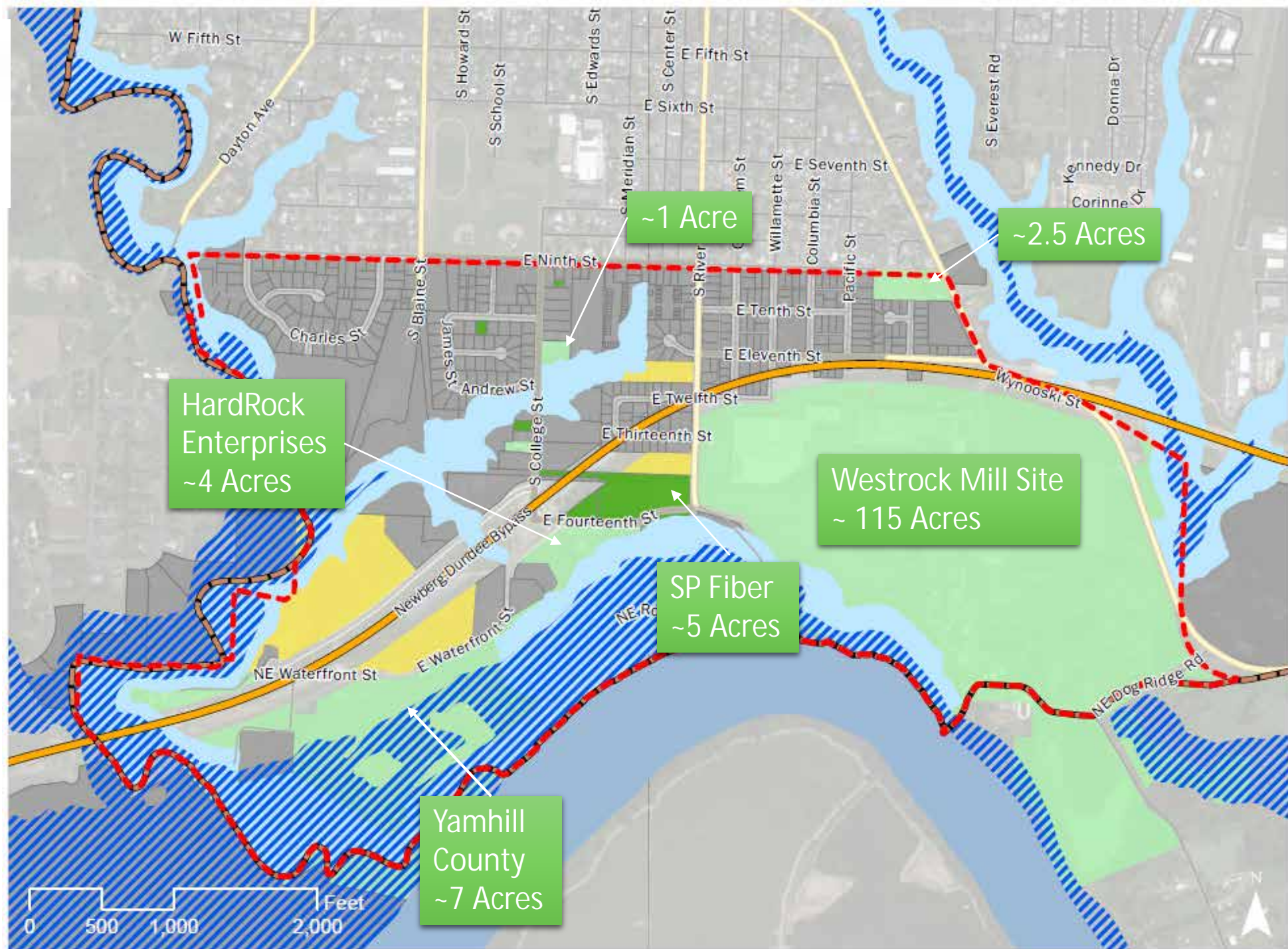
- Major Arterial
- Major Collector
- Minor Arterial
- Minor Collector
- Local Street

Urban Growth Boundary (UGB)

Study Area

### Natural Resources

- Willamette River
- Stream Corridor
- Floodplain



# Residential Zones in the Study Area



Zone	Uses Permitted Outright	Uses Permitted Conditionally	Uses Not Permitted / Prohibited
<b>All Residential Zones</b>	<ul style="list-style-type: none"> <li>• Single-family detached dwelling</li> <li>• Two-family (duplex) dwelling</li> <li>• Horticulture and home gardening</li> <li>• Family child care home, day care, or small residential care home</li> <li>• Religious institution or place of worship</li> <li>• Schools and colleges</li> <li>• Parks and open spaces (including golf courses)</li> </ul>	<ul style="list-style-type: none"> <li>• Single-family attached dwelling</li> <li>• Manufactured home on an individual lot</li> <li>• Accessory dwelling</li> <li>• Home Occupation</li> <li>• Community services (i.e. nonprofit, community center)</li> <li>• Vacation rental home or bed and breakfast</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed-use dwelling</li> <li>• Caretaker dwelling</li> <li>• Transit center</li> <li>• Commercial offices, sales, services, or recreation</li> <li>• Eating and drinking establishments</li> <li>• Personal or commercial services</li> <li>• Hotel, motel, or recreational vehicle park</li> <li>• Industrial uses</li> </ul>
<b>R-1</b>		<ul style="list-style-type: none"> <li>• Multifamily dwelling</li> </ul>	<ul style="list-style-type: none"> <li>• Manufactured dwelling or mobile home park</li> <li>• Manufactured home subdivision</li> <li>• Dormitory</li> <li>• Private club, lodge, or meeting hall</li> </ul>
<b>R-2</b>	<ul style="list-style-type: none"> <li>• Multifamily dwelling</li> </ul>	<ul style="list-style-type: none"> <li>• Manufactured dwelling or mobile home park</li> <li>• Manufactured home subdivision</li> <li>• Dormitory</li> </ul>	<ul style="list-style-type: none"> <li>• Private club, lodge, or meeting hall</li> </ul>
<b>R-3</b>	<ul style="list-style-type: none"> <li>• Multifamily dwelling</li> <li>• Dormitory</li> </ul>	<ul style="list-style-type: none"> <li>• Manufactured dwelling or mobile home park</li> <li>• Private club, lodge, or meeting hall</li> </ul>	<ul style="list-style-type: none"> <li>• Manufactured home subdivision</li> </ul>

# Industrial Zones in the Study Area



Zone	Uses Permitted Outright	Uses Permitted Conditionally	Uses Not Permitted / Prohibited
<b>All Industrial Zones</b>	<ul style="list-style-type: none"> <li>• Caretaker dwelling</li> <li>• Open spaces</li> <li>• Transit centers or parking facilities</li> <li>• Industrial uses, except waste-related</li> </ul>	<ul style="list-style-type: none"> <li>• Home occupation</li> <li>• Day care</li> <li>• Prison</li> </ul>	<ul style="list-style-type: none"> <li>• Most residential dwellings</li> <li>• Most institutional and home care uses</li> <li>• Schools or colleges</li> <li>• Parks or golf courses</li> <li>• Commercial offices</li> <li>• Temporary merchants</li> <li>• Retail food and beverage production</li> <li>• Alcohol-related eating and drinking establishments</li> <li>• Commercial lodging (except recreational vehicle park)</li> </ul>
<b>M-1</b>	<ul style="list-style-type: none"> <li>• Non-alcohol-related eating and drinking establishments</li> <li>• Commercial vehicle service</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed-use dwelling</li> </ul>	<ul style="list-style-type: none"> <li>• Retail sales</li> <li>• Heavy manufacturing</li> </ul>
<b>M-2</b>	<ul style="list-style-type: none"> <li>• Religious institution or place of worship</li> <li>• Commercial vehicle service</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed-use dwelling</li> <li>• Retail sales</li> </ul>	<ul style="list-style-type: none"> <li>• Religious institution or place of worship</li> <li>• All eating and drinking establishments</li> </ul>
<b>M-3</b>		<ul style="list-style-type: none"> <li>• Waste-related industrial uses</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed-use dwelling</li> <li>• Religious institution or place of worship</li> <li>• Retail sales</li> <li>• All eating and drinking establishments</li> </ul>

# Other Zones in the Study Area



Zone	Uses Permitted Outright	Uses Permitted Conditionally	Uses Not Permitted / Prohibited
<b>CF (Community Facilities)</b>	<ul style="list-style-type: none"> <li>• Parks and open spaces (including golf courses)</li> <li>• Parking facility</li> </ul>	<ul style="list-style-type: none"> <li>• Religious institution or place of worship</li> <li>• Schools or colleges</li> </ul>	<ul style="list-style-type: none"> <li>• Residential uses, except home occupation</li> <li>• Institutional care or housing</li> <li>• Commercial uses</li> <li>• Eating and drinking establishments</li> <li>• Industrial uses</li> </ul>
<b>C-1 (Commercial)</b>	<ul style="list-style-type: none"> <li>• Mixed-use dwelling</li> <li>• College or commercial educational services</li> <li>• Parks and open spaces</li> <li>• Transit center or parking facility</li> <li>• Commercial offices</li> <li>• General or convenience retail</li> <li>• Non-alcohol related eating and drinking establishments</li> </ul>	<ul style="list-style-type: none"> <li>• Home occupation</li> <li>• Vacation rental home or bed and breakfast</li> </ul>	<ul style="list-style-type: none"> <li>• Residential uses, except mixed-use dwelling or home occupation</li> <li>• Hospital</li> <li>• Private club, lodge, or meeting hall</li> <li>• Schools</li> <li>• Golf course</li> <li>• Bulk outdoor retail</li> <li>• Alcohol-related eating and drinking establishments</li> <li>• Commercial recreation</li> <li>• Industrial uses</li> </ul>

# Transportation



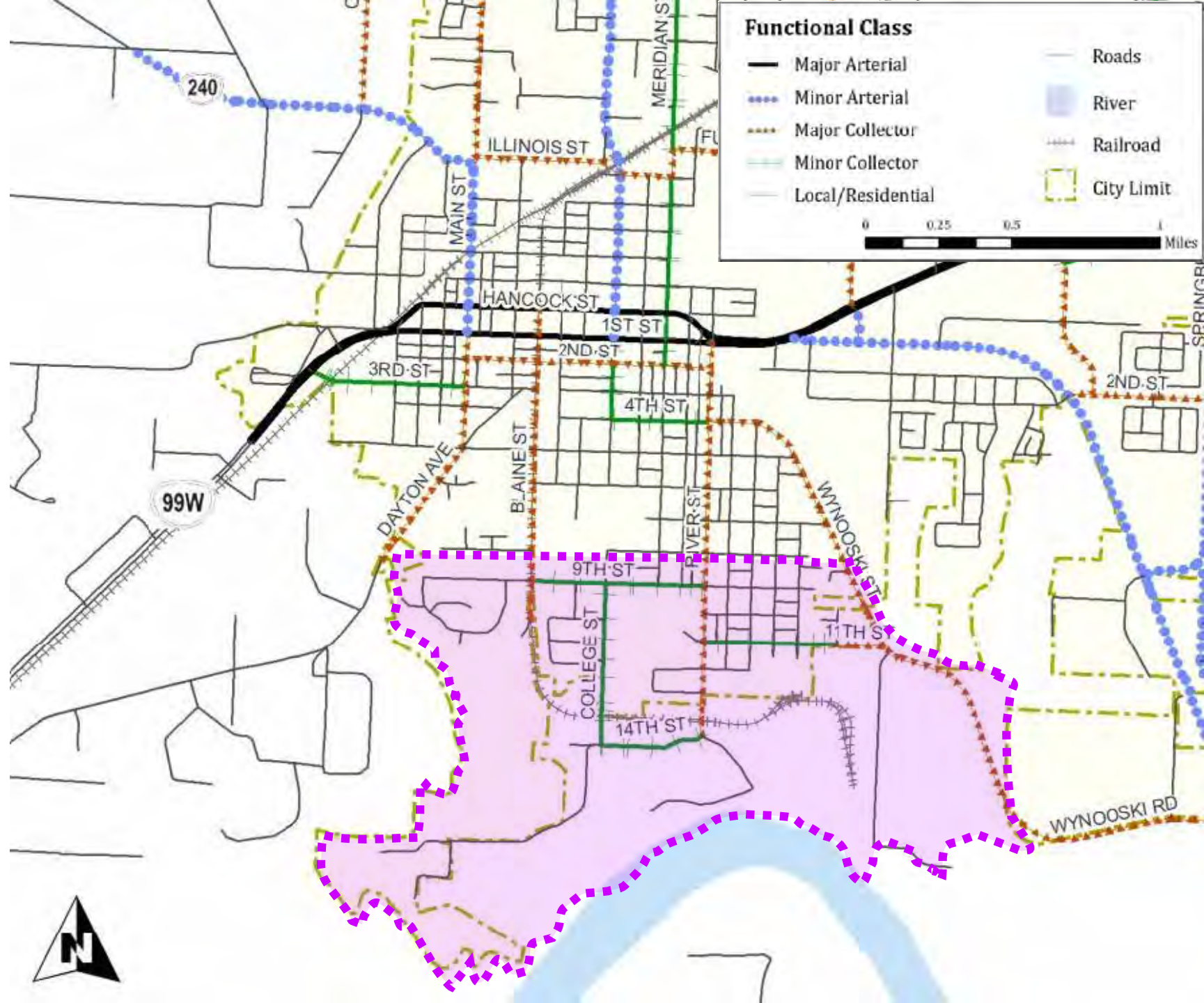
# Existing Transportation Network

## North-South Connectivity

- Downtown Connections (S. Blaine St and S. River St)
- S. Blaine St, S. River St, S. Wynooski St cross Bypass

## East-West Connectivity

- E. 9<sup>th</sup> St traverses entire study area
- E. 11<sup>th</sup> St and E. 14<sup>th</sup> St are partial connections
- NE Wynooski Rd provides connection to east





# Planned Transportation Improvements

## Roadway Expansion Projects

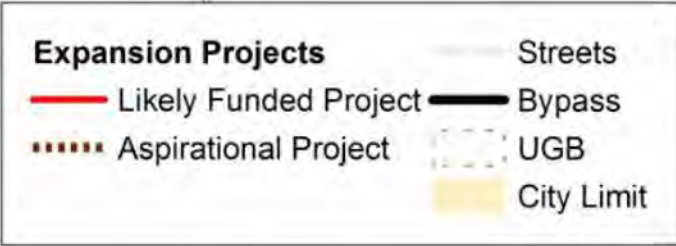
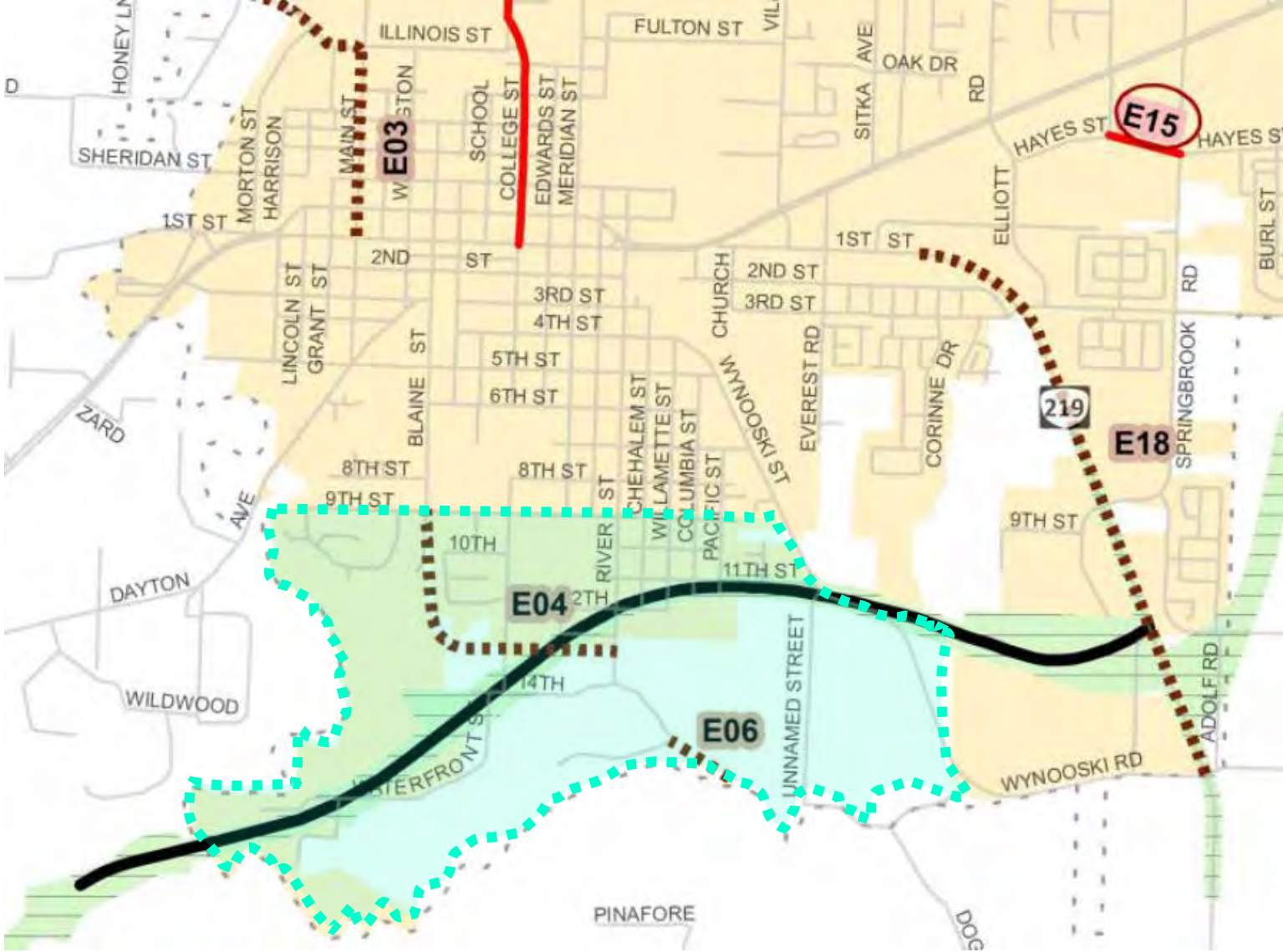
### Aspirational

#### E04: S. Blaine St. Extension

*Construct new street between 9<sup>th</sup> St and River St to major collector standards.*

#### E06: Rogers Landing Rd Extension

*Construct Rogers Landing Rd from Willamette River to UGB to major collector standards.*



# Planned Transportation Improvements

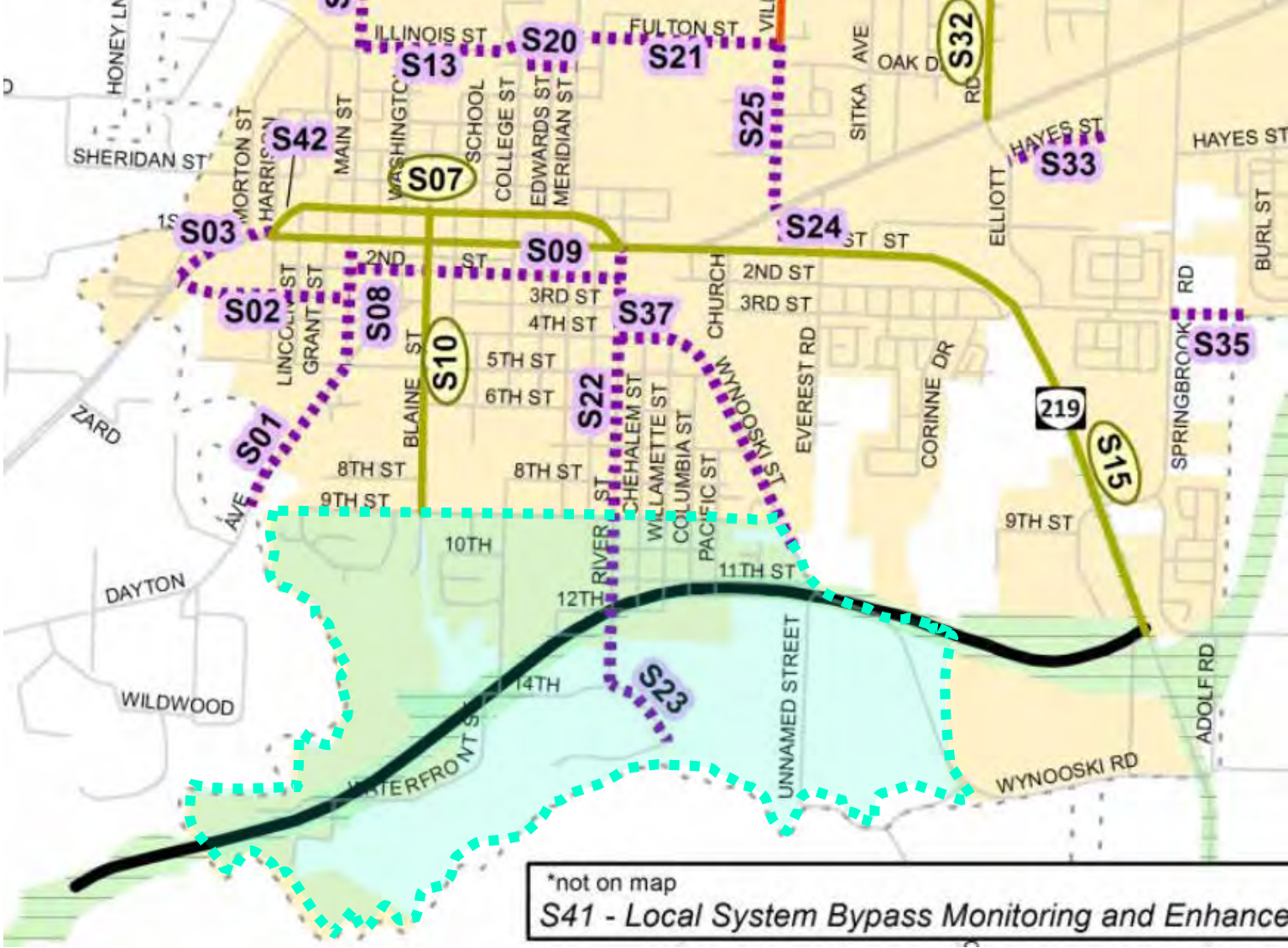
## Roadway Standards Projects

### Aspirational

S22: River St Collector Improvement  
 Reconstruct to major collector street standards between 1<sup>st</sup> St and Rogers Landing Rd to include sidewalks and bicycle lanes on each side of River St.

S23: Rogers Landing Rd Collector Improvement  
 Reconstruct Rogers Landing Rd to major collector street standards between River St and the Willamette River to include sidewalks and bicycle lanes on each side of the street

S37: Wyooski Str Collector Improvement  
 Reconstruct Wyooski Street to Major collector street standards between River Street and Bypass to include sidewalks and bicycle lanes on each side of Wyooski Street.



# Planned Transportation Improvements

## Walking Projects

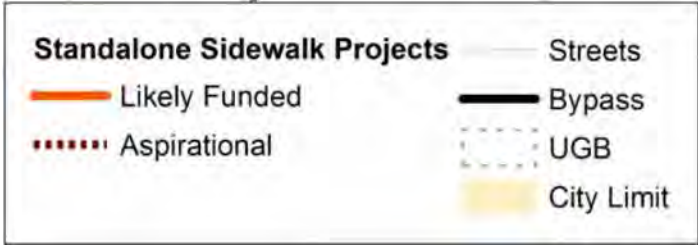
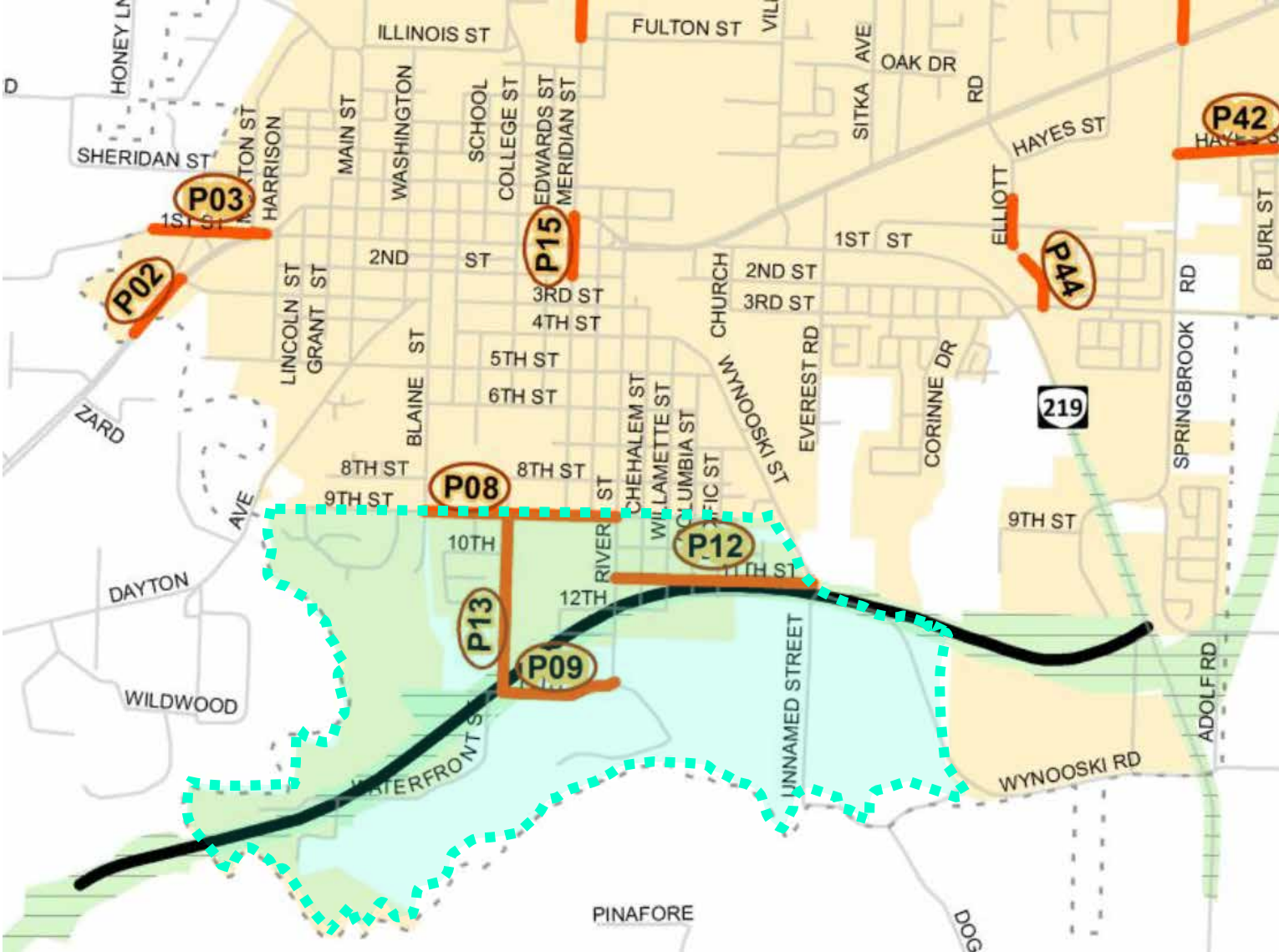
### Likely Funded

**P08:** 9<sup>th</sup> St Sidewalks  
*From Blaine St to River St*

**P09:** 14<sup>th</sup> St Sidewalks  
*From College St to River St*

**P12:** 11<sup>th</sup> St Sidewalks  
*From River St to Wynooski St*

**P13:** College St Sidewalks  
*From 9<sup>th</sup> St to 14<sup>th</sup> St*



# Planned Transportation Improvements

## Biking Projects

### Aspirational

**B20:** Hess Creek Path  
*New pedestrian/Bicycle pathway along Hess Creek can serve recreational and school bicyclist and pedestrians*

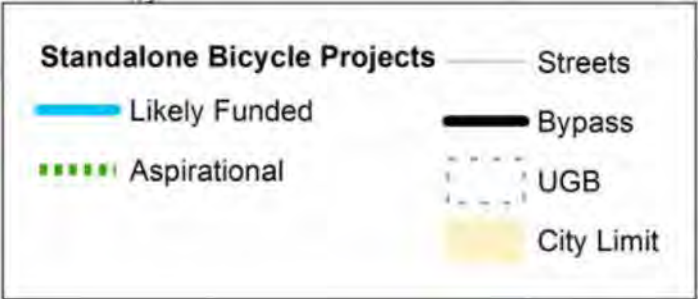
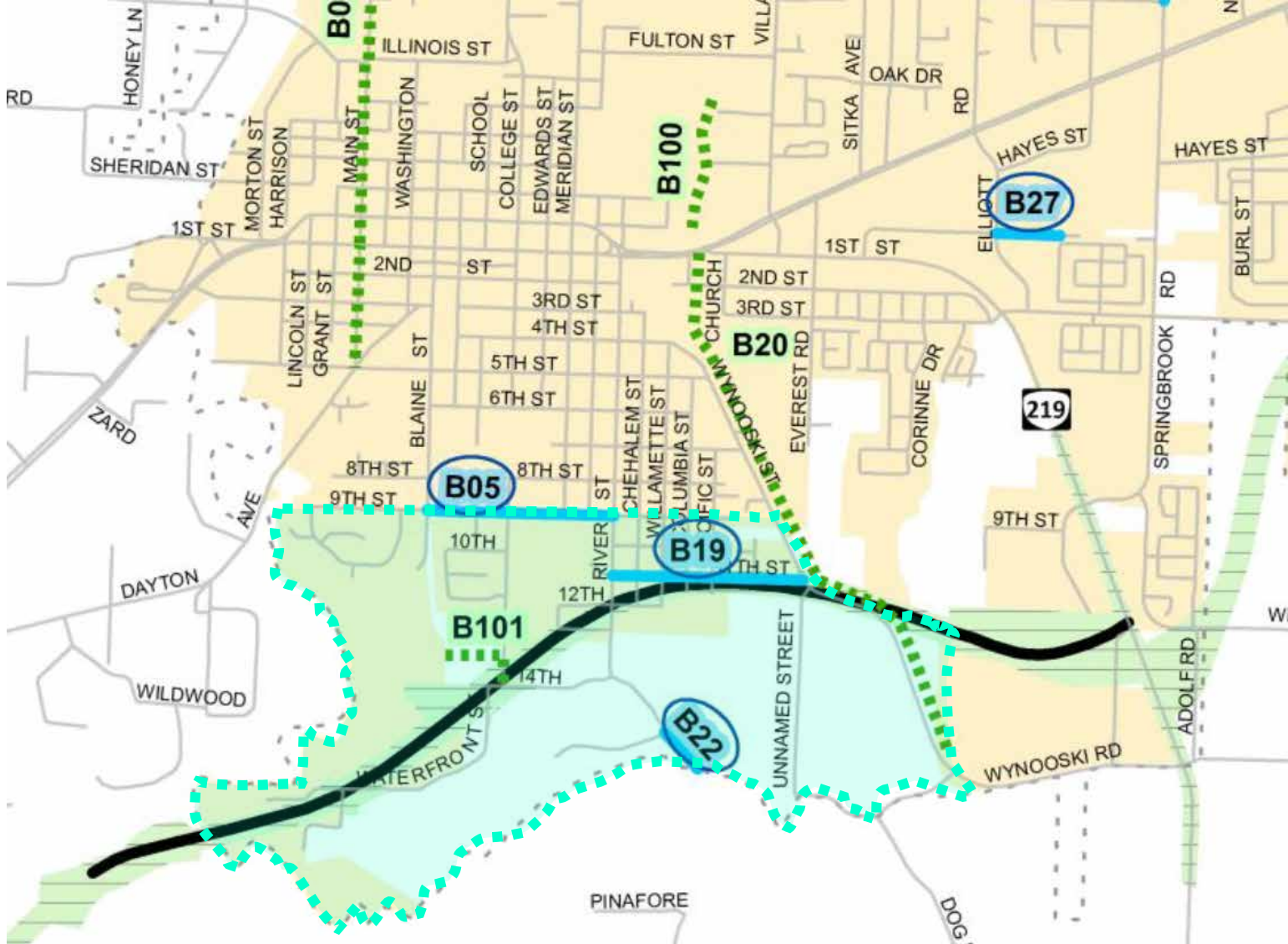
**B101:** Trail  
*Add connection from Ewing Young Park to 14<sup>th</sup> St*

### Likely Funded

**B05:** 9<sup>th</sup> St Bike Boulevard  
*From Blaine St to River St*

**B19:** 11<sup>th</sup> St Bike Boulevard  
*East of River St*

**B22:** New Willamette River Pedestrian-Bicycle Bridge  
*Extend from Rogers Landing Drive across to Champoeg Park. This new connection would link the Newberg bicycle-pedestrian system with that of Champoeg Park and Marion County*



# Planned Transportation Improvements

## Bypass Projects

Funded Segment Project

BY6: Phase 1 Bypass Crossing

BY8: Newberg-Dundee Bypass Bike Path

BY14: 14<sup>th</sup> St Realignment

BY18: College St Realignment

BY19: Frontage Road

BY20: Waterfront Rd Extension



# Walking and Biking Opportunities



*Roger's Landing County Park*



*Leavitt Park*



*Ewing Young Park*

Several locations in/near the study area provide opportunities to attract multimodal activity. In addition to the three parks shown, Edwards Elementary School (located just north of study area), Downtown Newberg (north of study area), and Renne Park (at Edwards Elementary) have the opportunity to attract multimodal activity.

# Observed Walking/Biking Activity



*Few recreational users/walkers without dogs  
(9<sup>th</sup> and Blaine )*

*Some Cyclists (9<sup>th</sup> Street Bikeway)*



*Minimal Joggers (14<sup>th</sup> Street)*



*Several people observed walking Dogs (9<sup>th</sup> Street)*

# Motor Vehicle Conditions and Needs



Poor roadway conditions along majority of routes: Cracks + Potholes (above)

*Primary vehicle routes: E 9th Street, S River Street, S Wynooski Street.*

Parking allowed on most streets except for portions of S Wynooski St. Many vehicles parked on E 9<sup>th</sup> Street as pictured (right)



Intersections primarily two-way stop control with exception of uncontrolled intersection at E 9<sup>th</sup> and S Columbia (left)



# Pedestrian Conditions and Needs



In general, streets have incomplete and scattered sidewalk system. Pedestrians must cross street to continue on sidewalk from east side to west side of S College Street (right).

No continuous pedestrian connection from downtown to the steep stairs that provide river access.



Commonly observed narrow and often disjointed sidewalks with general landscape strip. Photo above shows connection between new and old sidewalk and width difference.



Ramp existence and design varies. In some cases, sidewalks with elevation difference had no existing ramps (right).



# Bicycle Conditions and Needs



No striped bicycle lanes exist in the study area. However, streets are observed to have generally low traffic volume and speed. Sharrows (upper left) and wayfinding signs (left) are located on some facilities.

No sidewalks or bicycle facility on E 14<sup>th</sup> Street (right) which is the only connection between S River Street and E College Street, to Roger's Landing County Park Riverfront



# Bypass Conditions and Needs



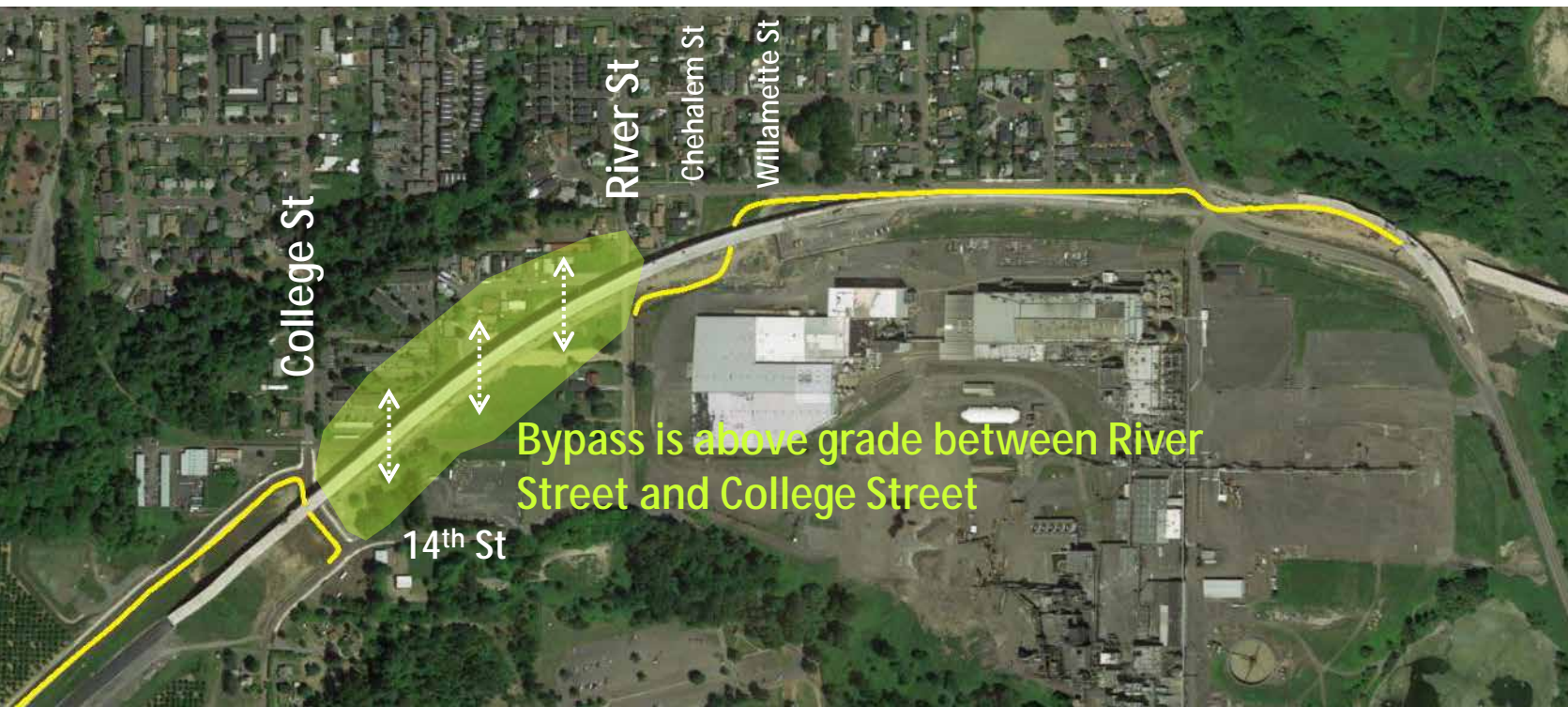
Cyclist on trail north of Bypass



Mixed-use trail passing under Bypass



College Street passing under Bypass



Three crossing points exist along the bypass: S College Street, S River Street, and the S Wynooski overcrossing.

Yellow path (left) marks the mixed-use trail built with the construction of the Bypass. A gap exists along E 14<sup>th</sup> Street.

Shaded green area (left) shows area where Bypass is above grade and where future connections could be feasible.

# Summary of Transportation Conditions and Needs



- Roads are not modernized and have cracking and potholes. This condition impacts both motor vehicles and other users (bicycles and other wheeled devices) that do not have separate facilities.
  - Sidewalk system is disjointed (gaps, width, condition) and limits pedestrian use within study area
  - Trail gap on E 14<sup>th</sup> Street between existing segments of bypass trail
  - No continuous pedestrian connection from downtown to the river.
  - Steep stairs that provide river access limit accessibility.
  - Bike access to Rogers Landing is limited to shared use of the travel lane with motor vehicles down the steep, windy slope with limited shoulders.
  - General visual observations appear to indicate that ADA accessibility in the project area is poor due to lack of lack of sidewalks, narrow sidewalks, lack of ramps, incomplete ramps, or ramps built prior to existing standards. However, no specific measurements were conducted to assess ADA compliance.
-

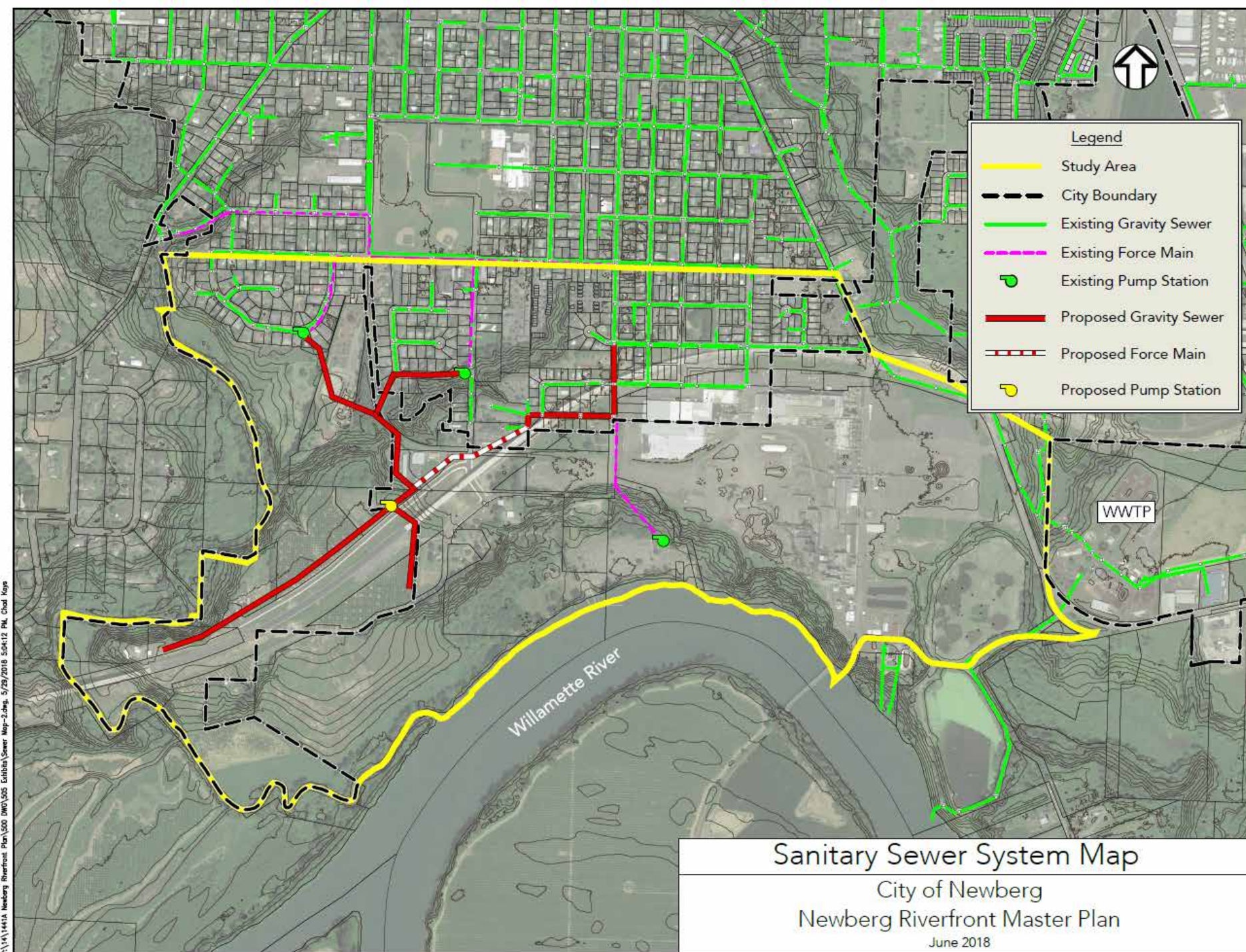
# Infrastructure



# Existing and Planned Public Utility Infrastructure



- Existing utilities within the planning area include:
    - Sanitary sewer
    - Storm sewer
    - Potable water
    - Private utilities: electricity, natural gas, and telecommunications
  - Planned improvements to utility infrastructure within current planning documents are limited
-



**Existing Sanitary Sewer Infrastructure**

- The Newberg wastewater treatment plant is located just east of the study area
- The northern portion of the study area is served by an existing system of gravity sewers
- Rogers Landing is served by a pump station which discharges into the gravity sewer system to the north
- The former WestRock mill site is served by a gravity sewer connection at the northwest corner of the site

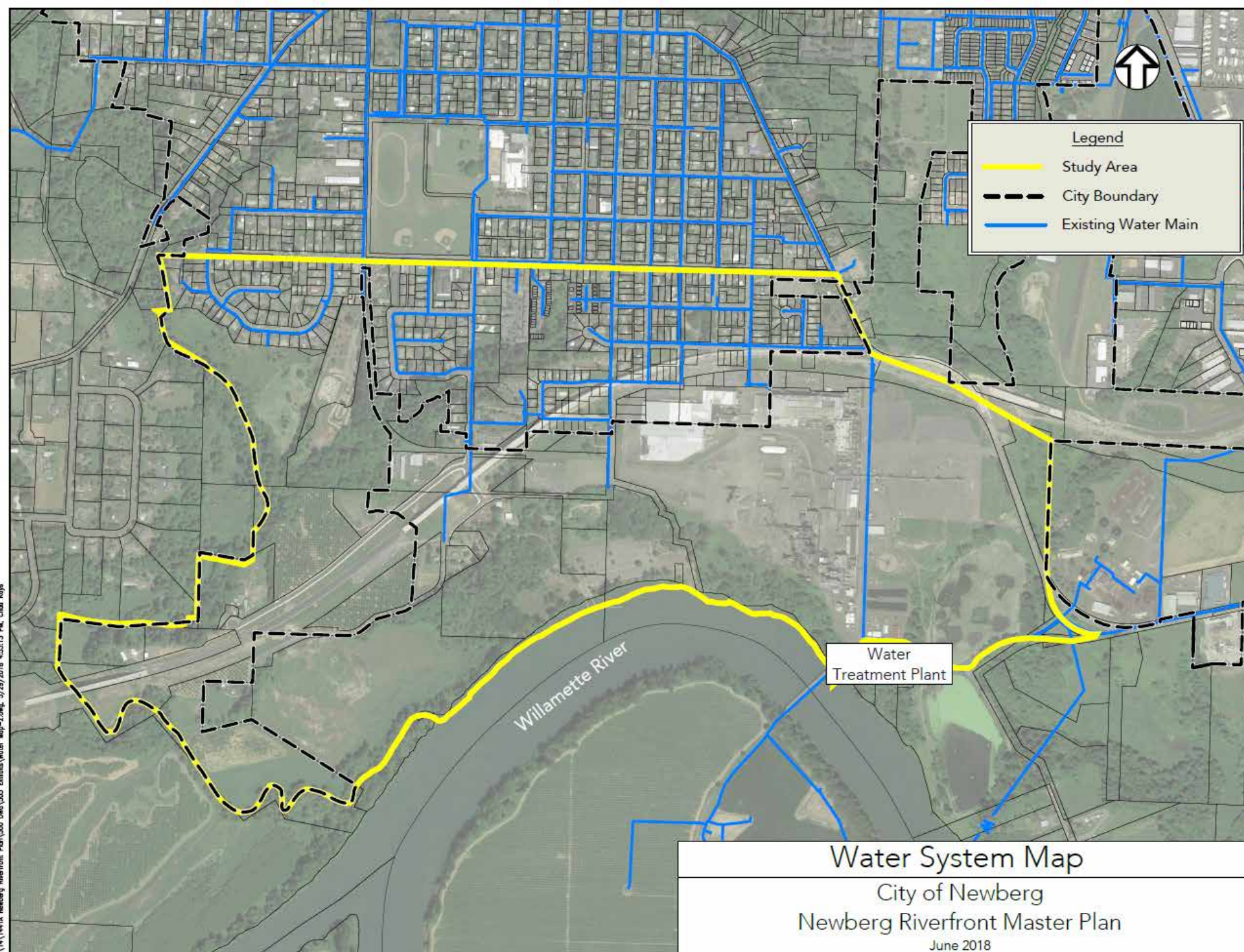
**Planned Sanitary Sewer Infrastructure**

- New gravity sewers and pump station are proposed in the 2018 Sanitary Sewer Master Plan to serve the western portion of the study area

**Sanitary Sewer System Map**

City of Newberg  
 Newberg Riverfront Master Plan

June 2018



### Existing Water Infrastructure

- The Newberg water treatment plant is located on the southeast corner of the study area
- The northern portion of the study area is served by an existing water main network

### Planned Water Infrastructure

- No water main extensions proposed for study area in 2017 Water Master Plan

**Water System Map**  
 City of Newberg  
 Newberg Riverfront Master Plan  
 June 2018





**Legend**

- Study Area
- City Boundary
- Existing Storm Drain Line
- Stream

**Existing Drainage System and Stormwater Infrastructure**

- Study area is drained by a system of natural drainages, open channels, and storm drain lines
- Study area drains in three directions: west to Chehalem Creek, south to the Willamette River, and east to Hess Creek
- Southern portion of site lies within the 100-year flood plain of the Willamette River and Chehalem Creek.

**Planned Stormwater Infrastructure**

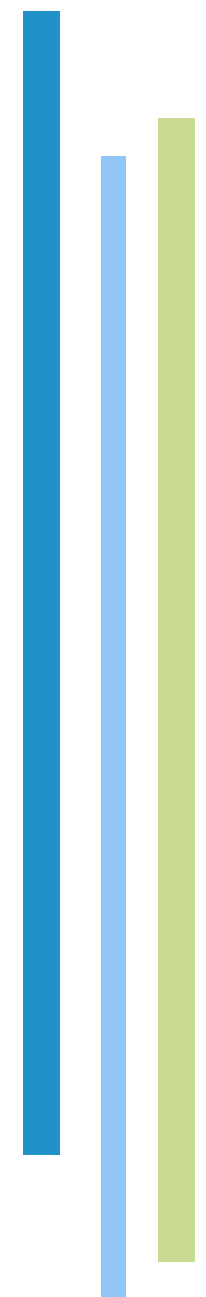
- No stormwater improvements proposed for study area in 2014 Stormwater Master Plan

**Storm Drainage Map**  
City of Newberg  
Newberg Riverfront Master Plan  
July 2018

# Private Utility Infrastructure

- Private utilities available within the City of Newberg (extent within project area relatively unknown)
  - Electricity – Portland General Electric
  - Natural Gas – Northwest Natural
  - Telecommunications – Comcast and Frontier

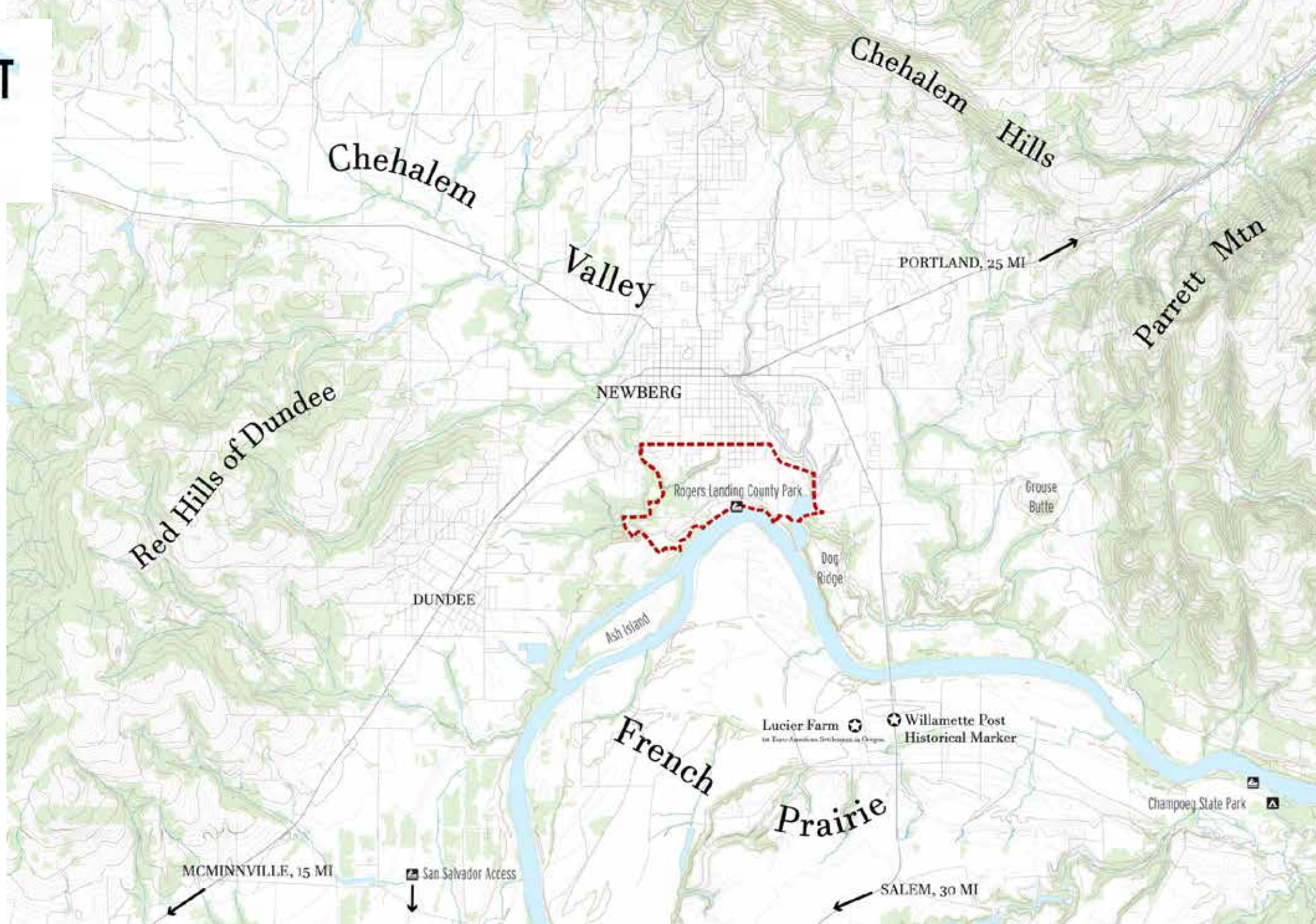
# Walkable Neighborhoods and Districts



# RIVERFRONT

## MASTER PLAN

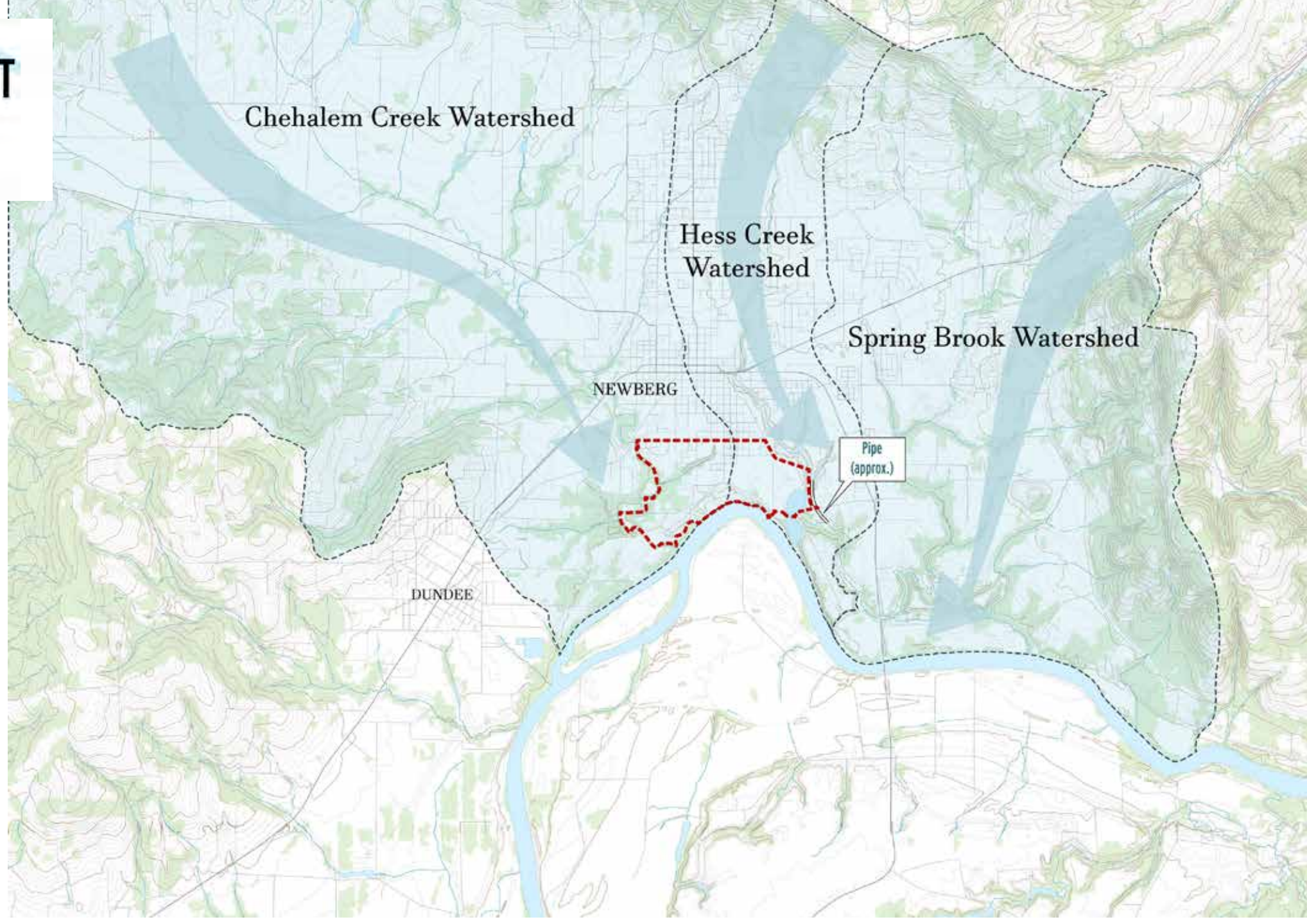
City of Newberg



# RIVERFRONT

## MASTER PLAN

City of Newberg



Chehalem Creek Watershed

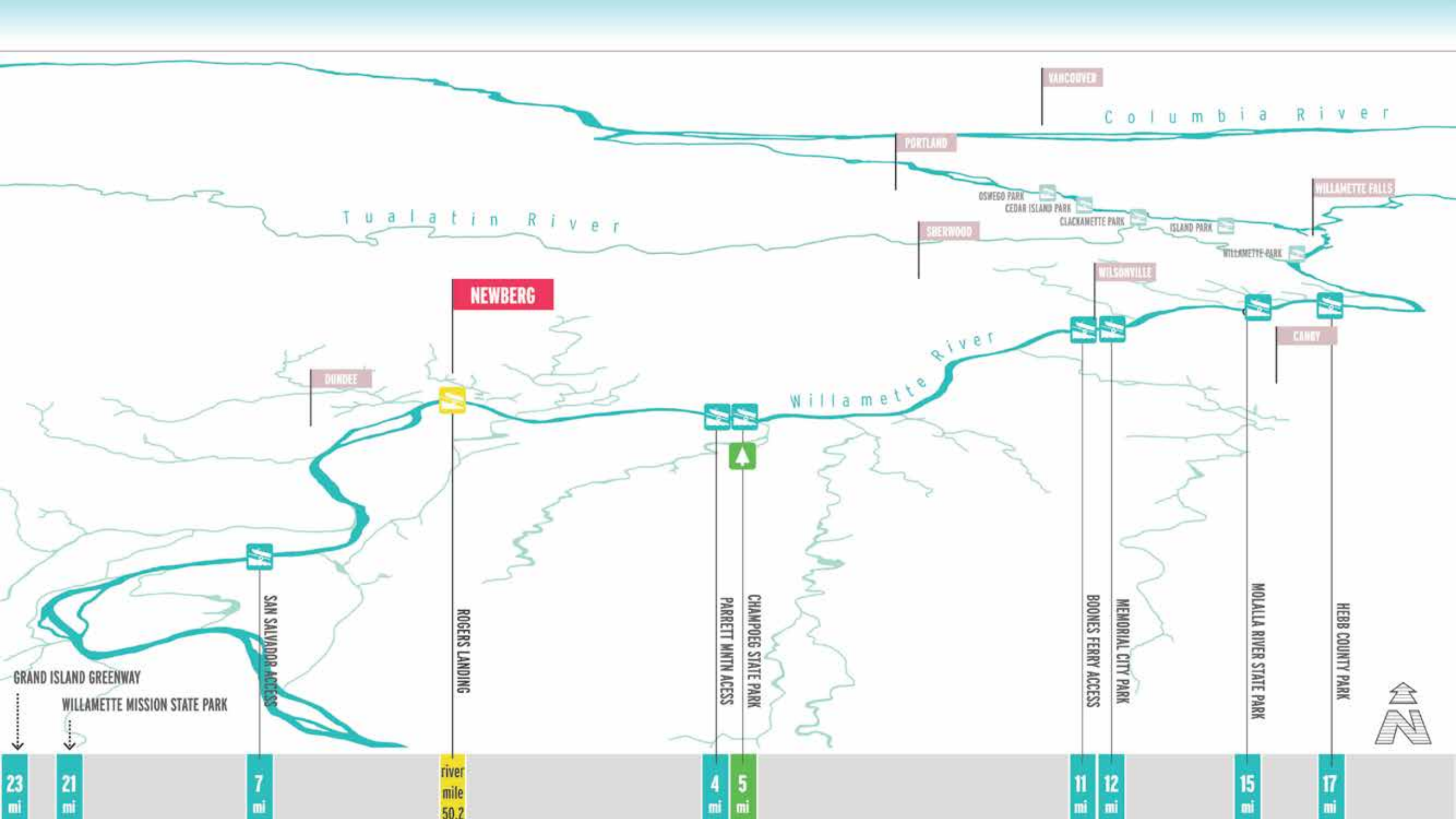
Hess Creek Watershed

Spring Brook Watershed

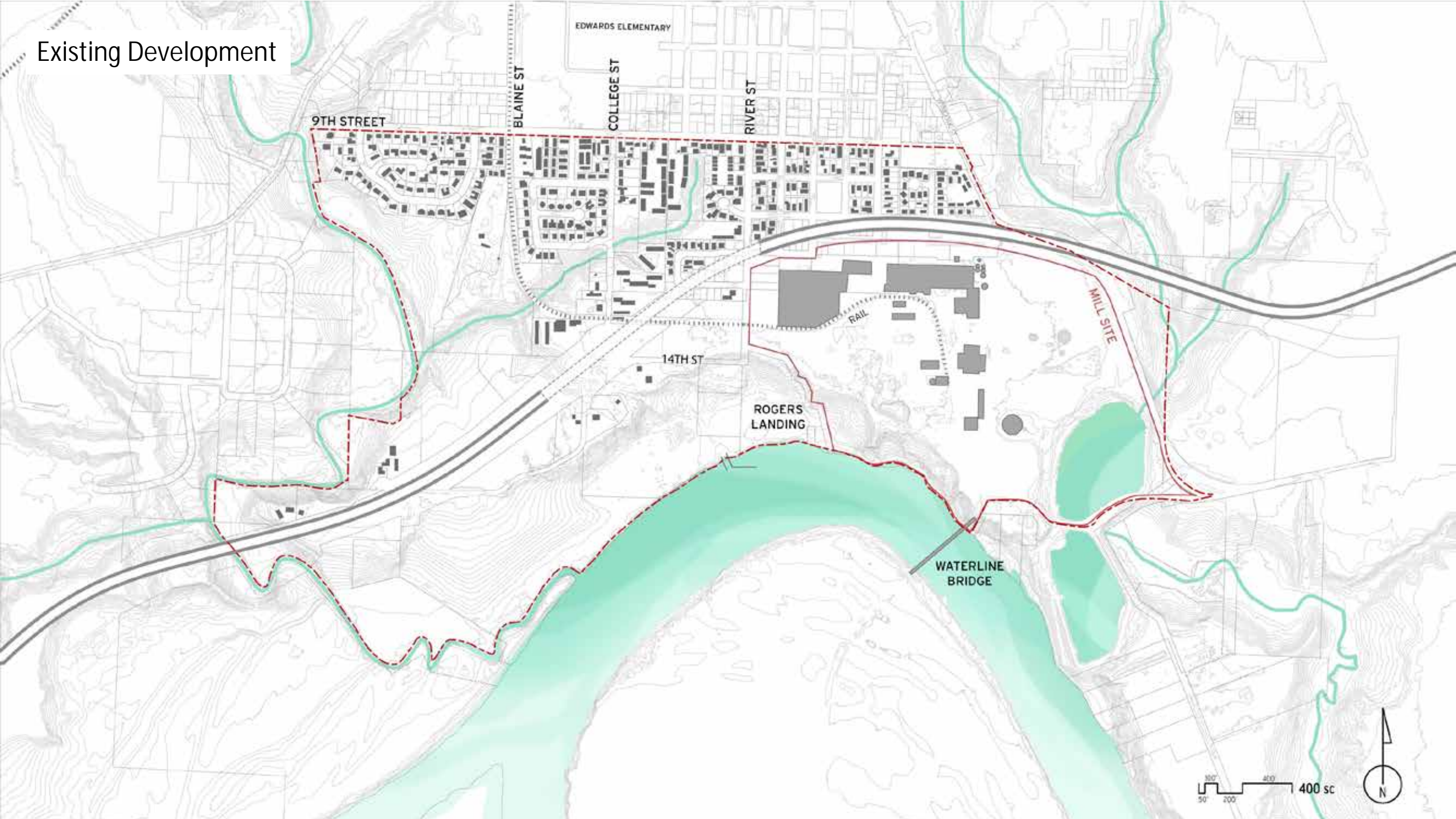
NEWBERG

DUNDEE

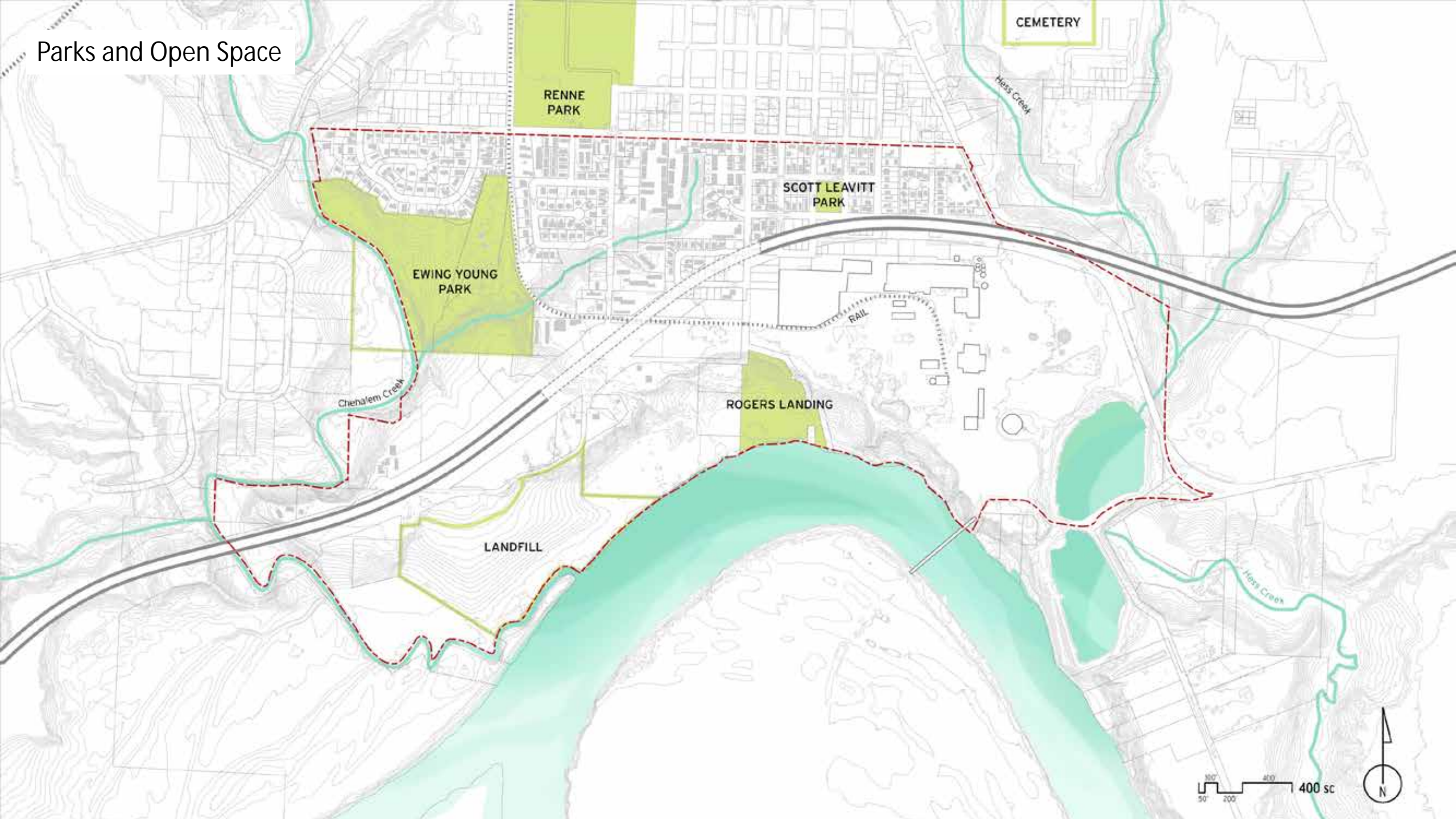
Pipe (approx.)



# Existing Development

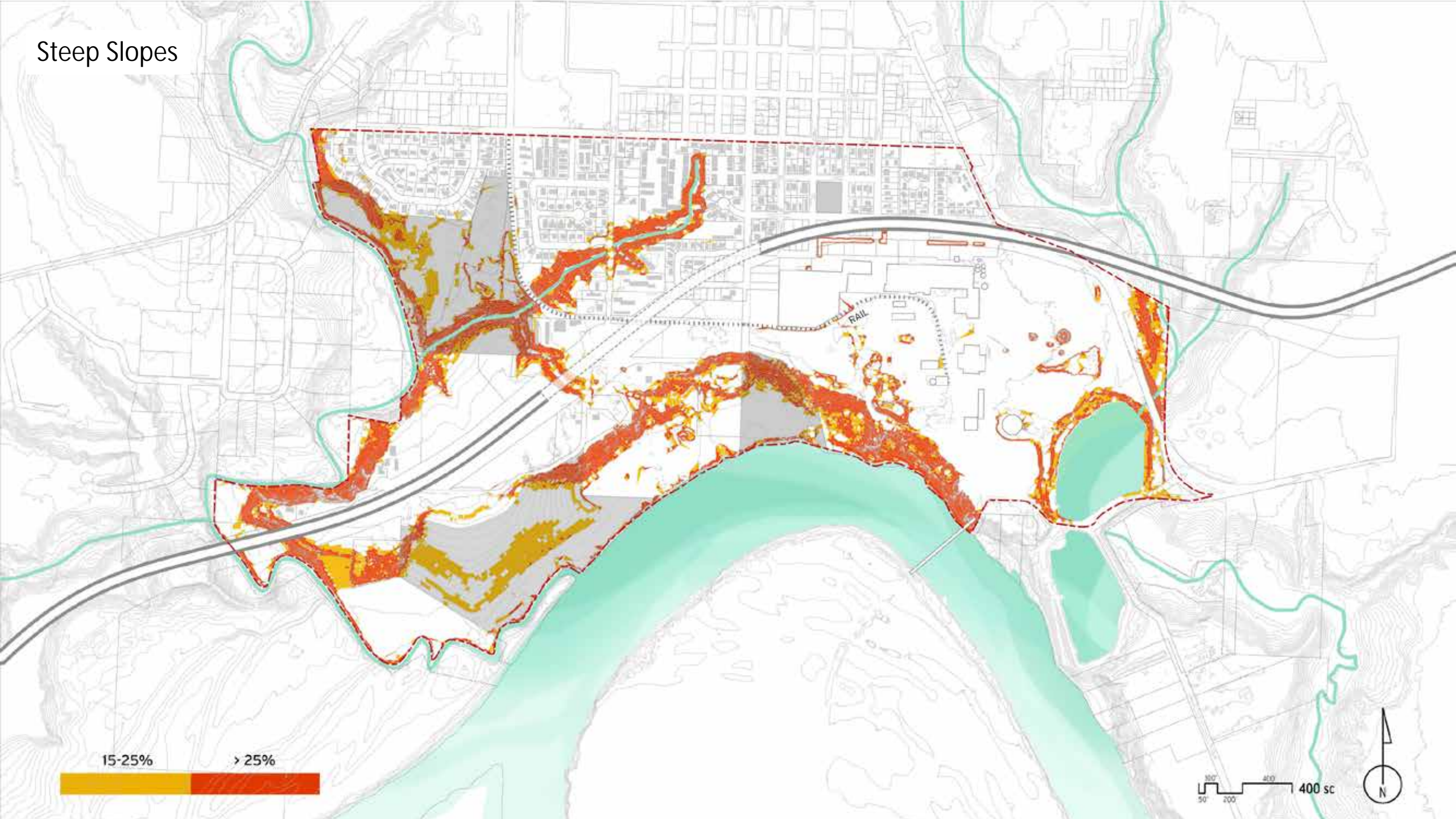


# Parks and Open Space





# Steep Slopes



15-25%

> 25%

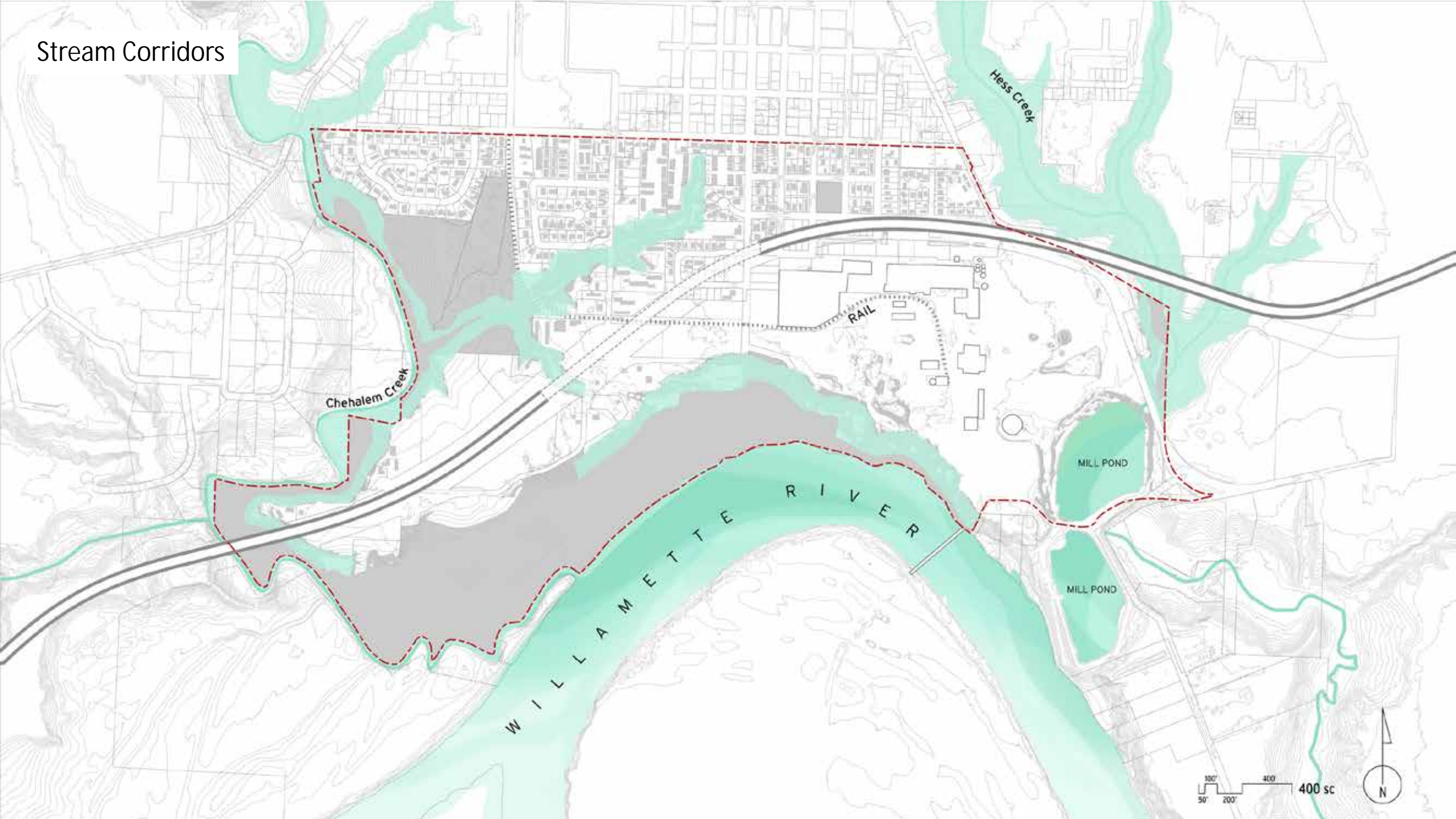
0 200 400 600 sc



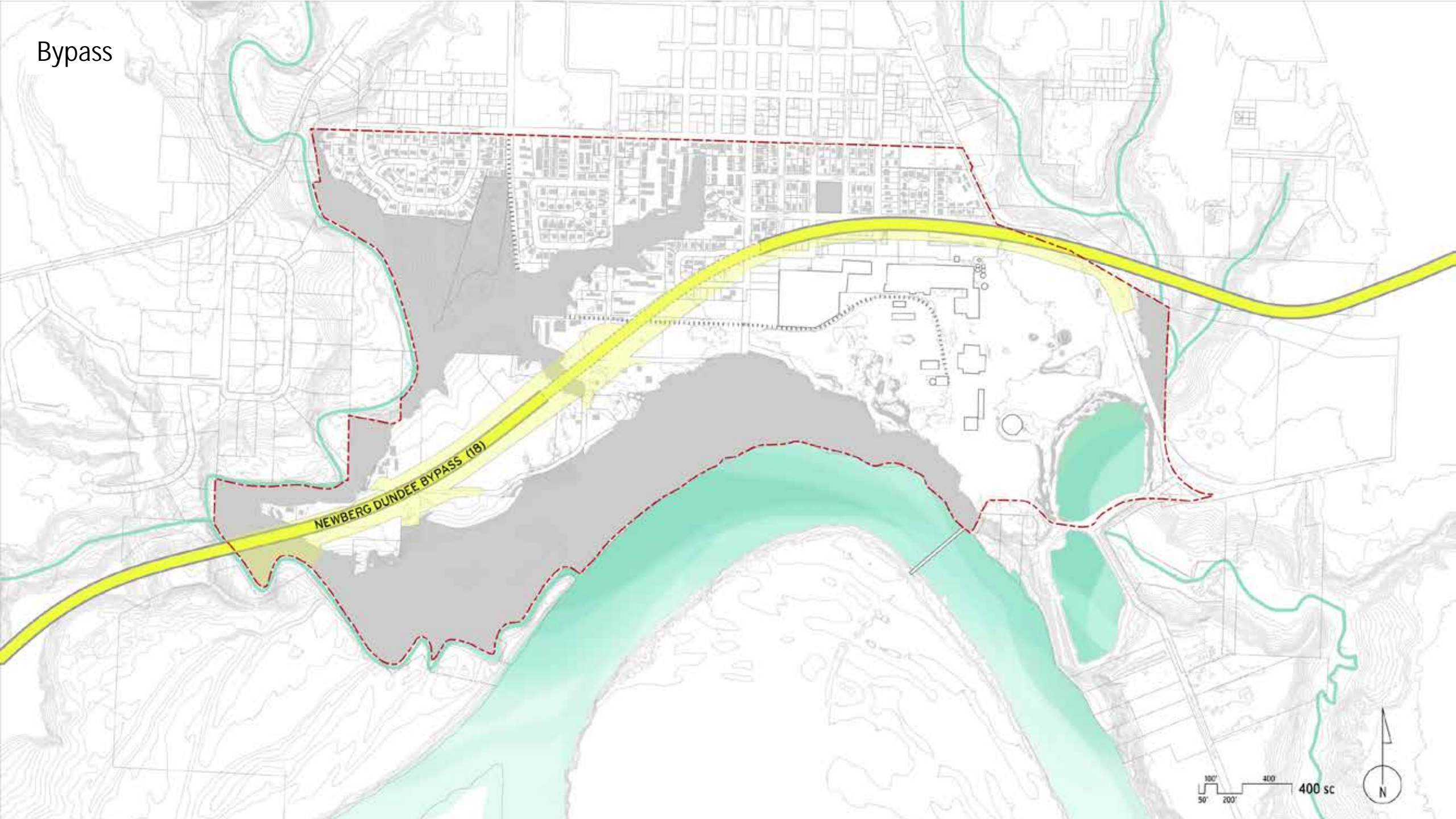
# Floodplain Conditions



# Stream Corridors



Bypass

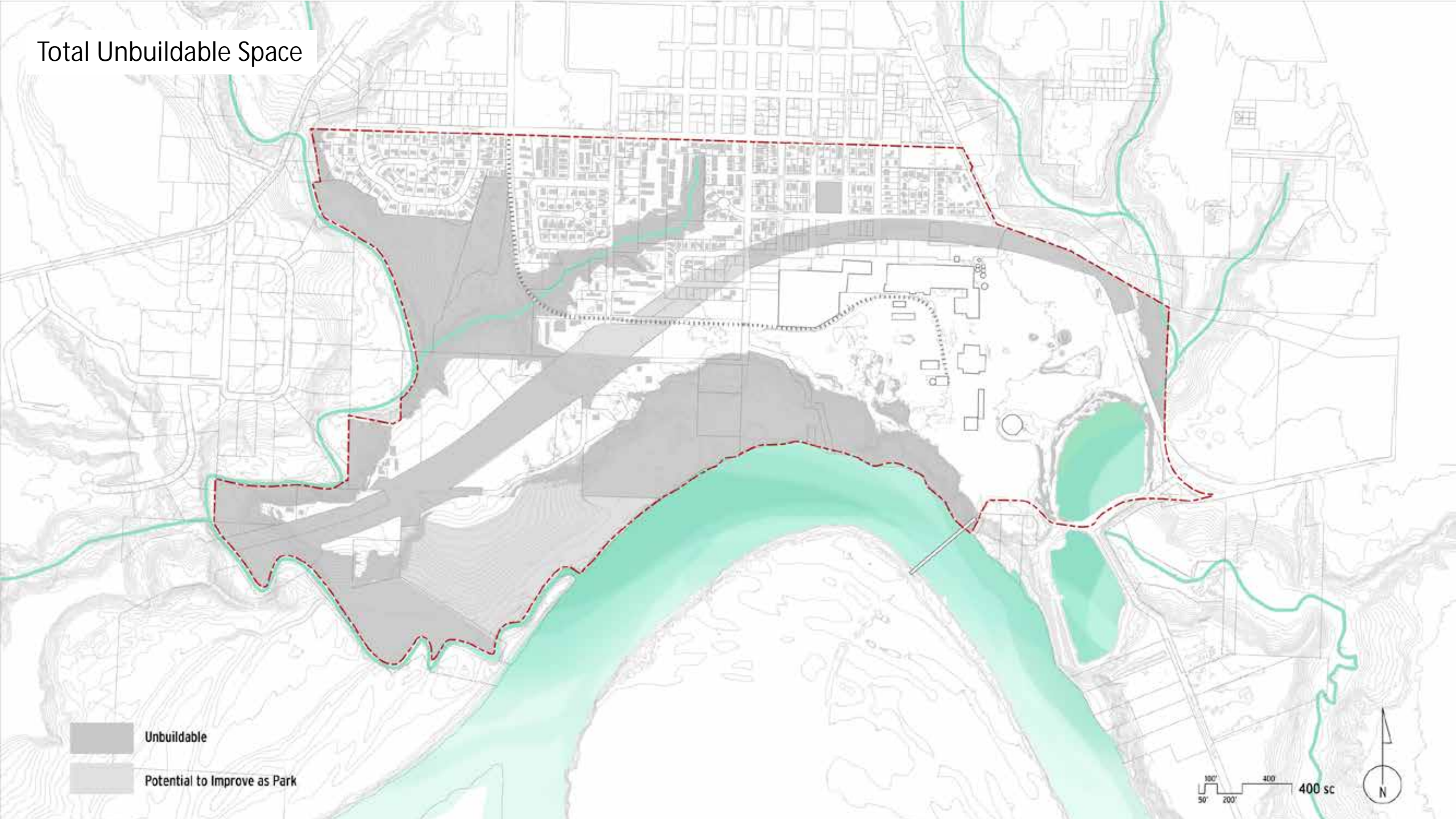


NEWBERG DUNDEE BYPASS (18)

100' 200' 400' 400 sc



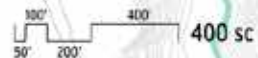
# Total Unbuildable Space



Unbuildable



Potential to Improve as Park



# Auto and Transit Circulation



# Trails and Greenspace

Adapted from Chehalis Parks and Rec District Trail Brochure



# Trails and Greenspace

Adapted from Chehalis Parks and Rec District Trail Brochure







**UPRIVER + CHEHALEM CREEK LOWLANDS**

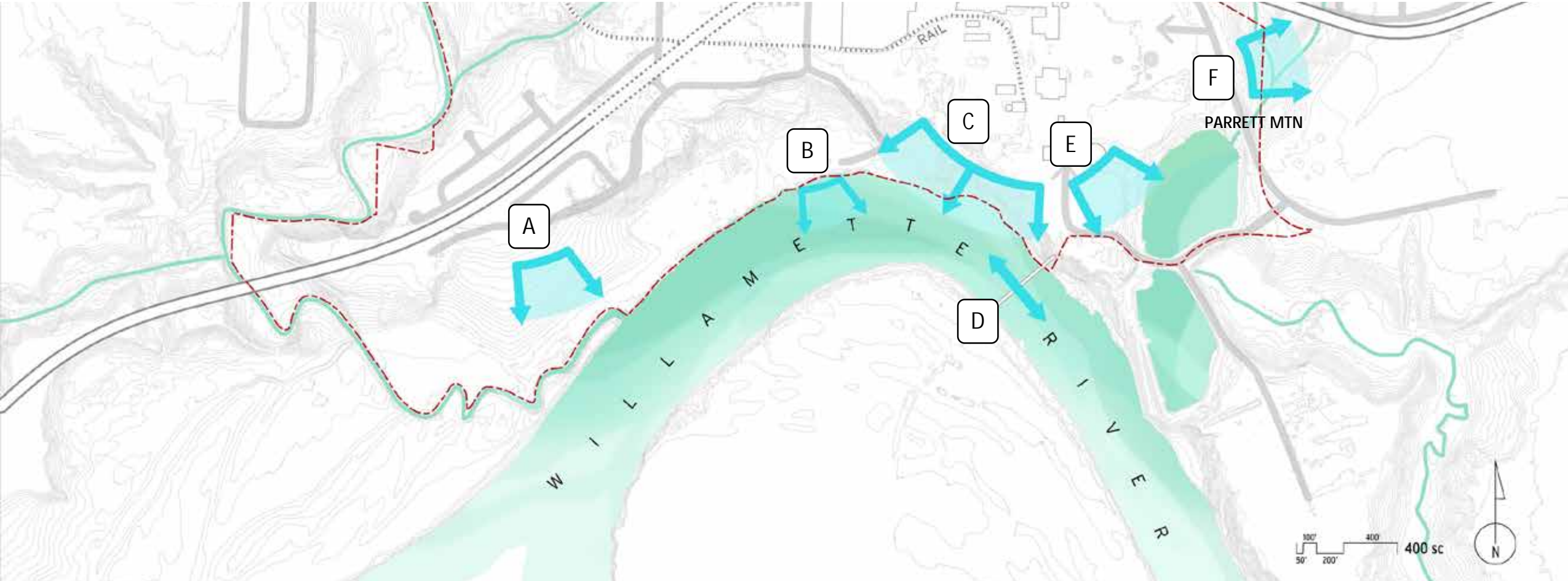
**WATERFRONT + FRENCH PRAIRIE**

**RIVER FRAMED BY TREES**  
(if brush cleared)

**WILLAMETTE + FRENCH PRAIRIE**  
(if accessible)

**PONDS**  
(if accessible and remaining)

**PARRETT MOUNTAIN**





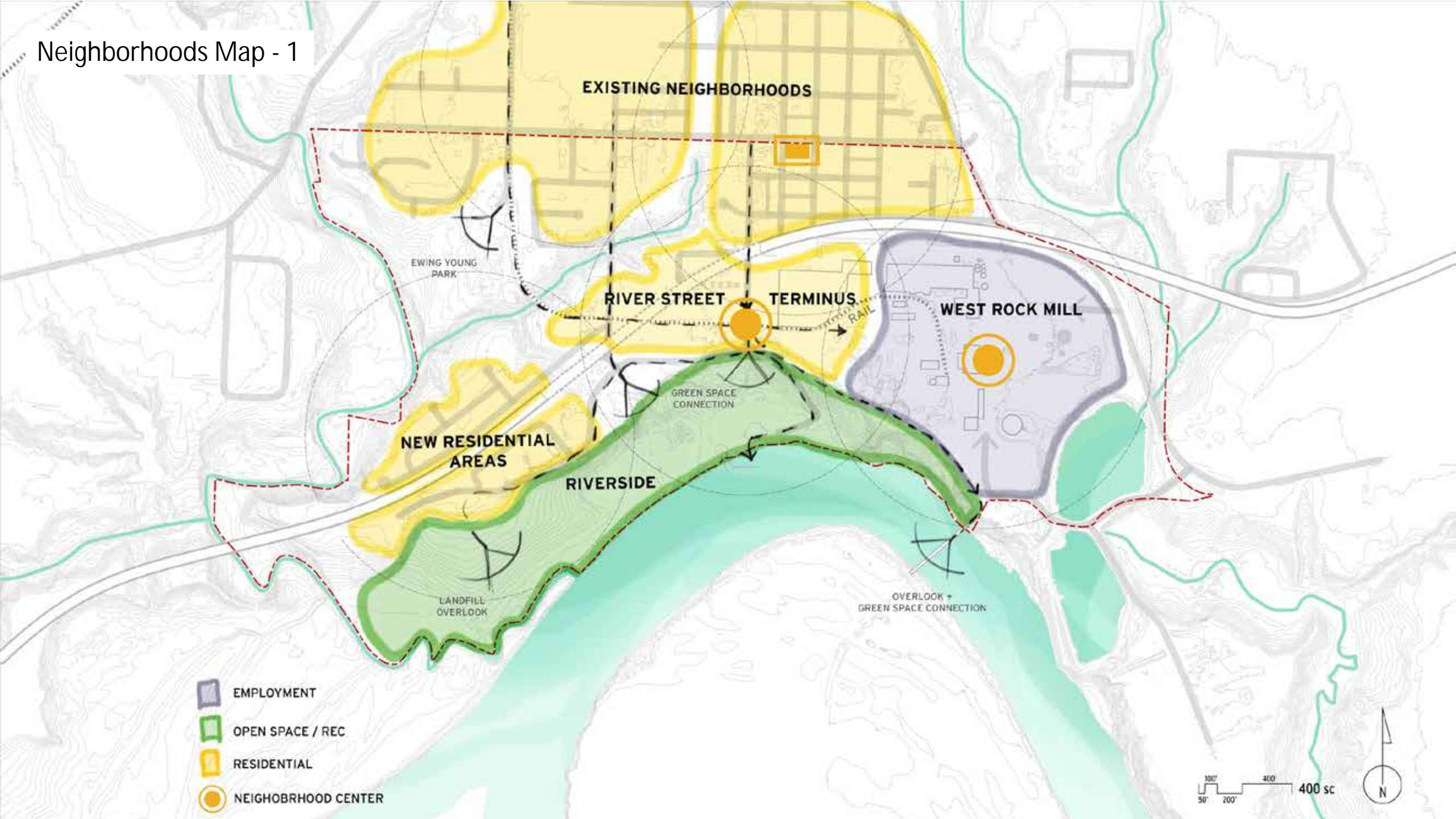
# 5-minute Walk



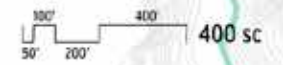
-  NEIGHBORHOOD CENTER
-  DESTINATION

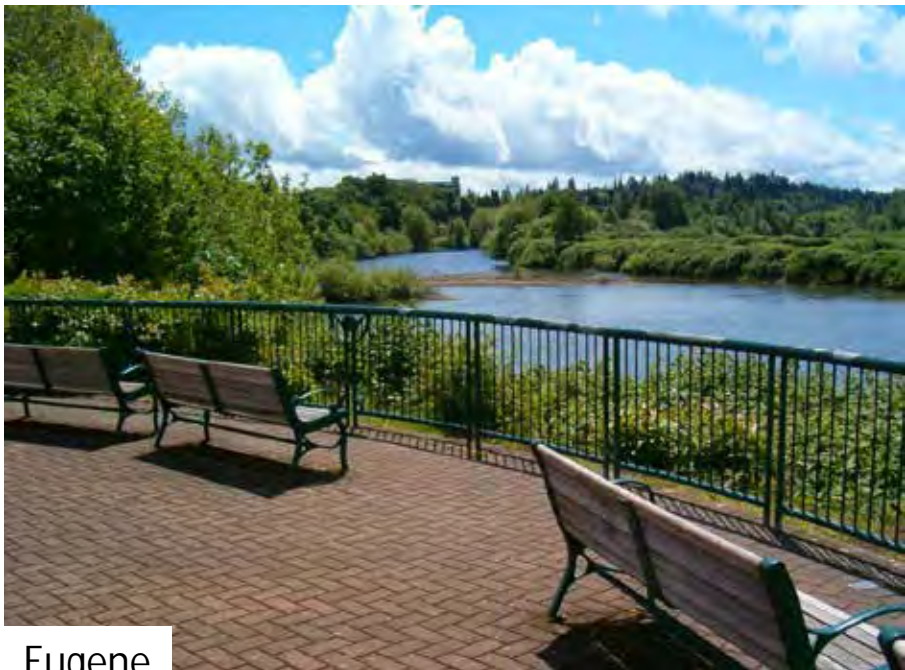


# Neighborhoods Map - 1



-  EMPLOYMENT
-  OPEN SPACE / REC
-  RESIDENTIAL
-  NEIGHBORHOOD CENTER





Eugene

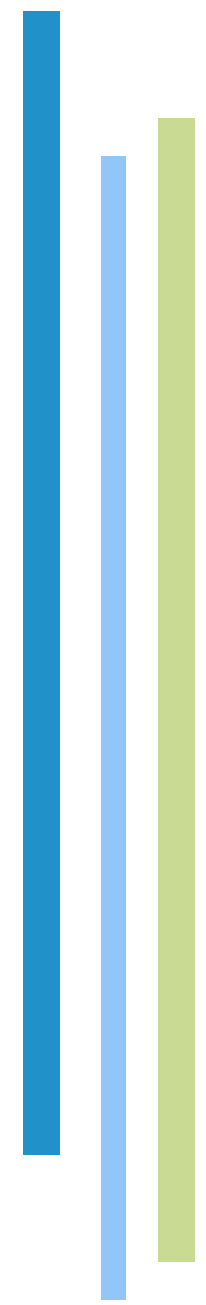


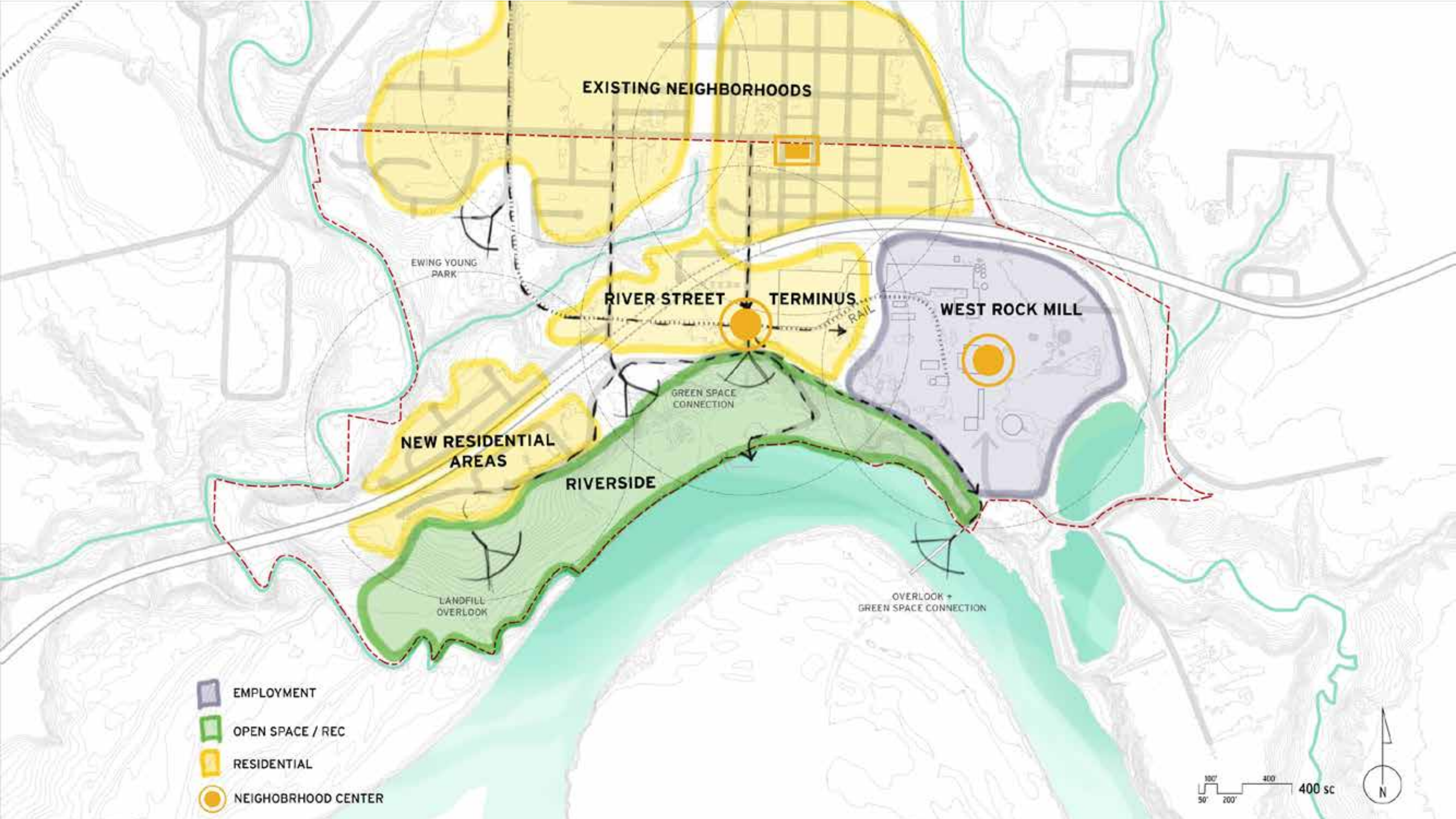
Thunder Island Brewing



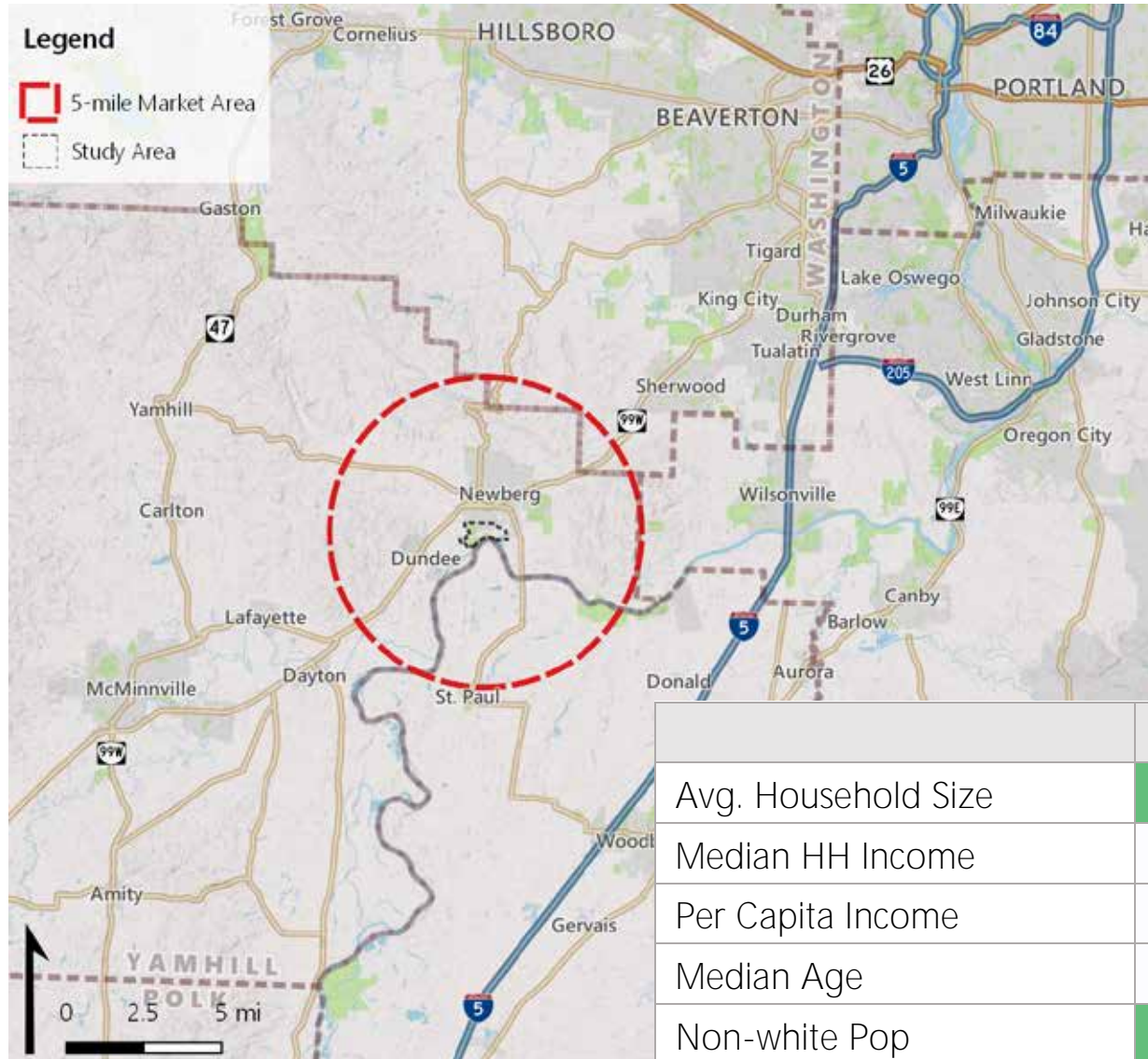
Corvallis

# Market Analysis





# The Market Area

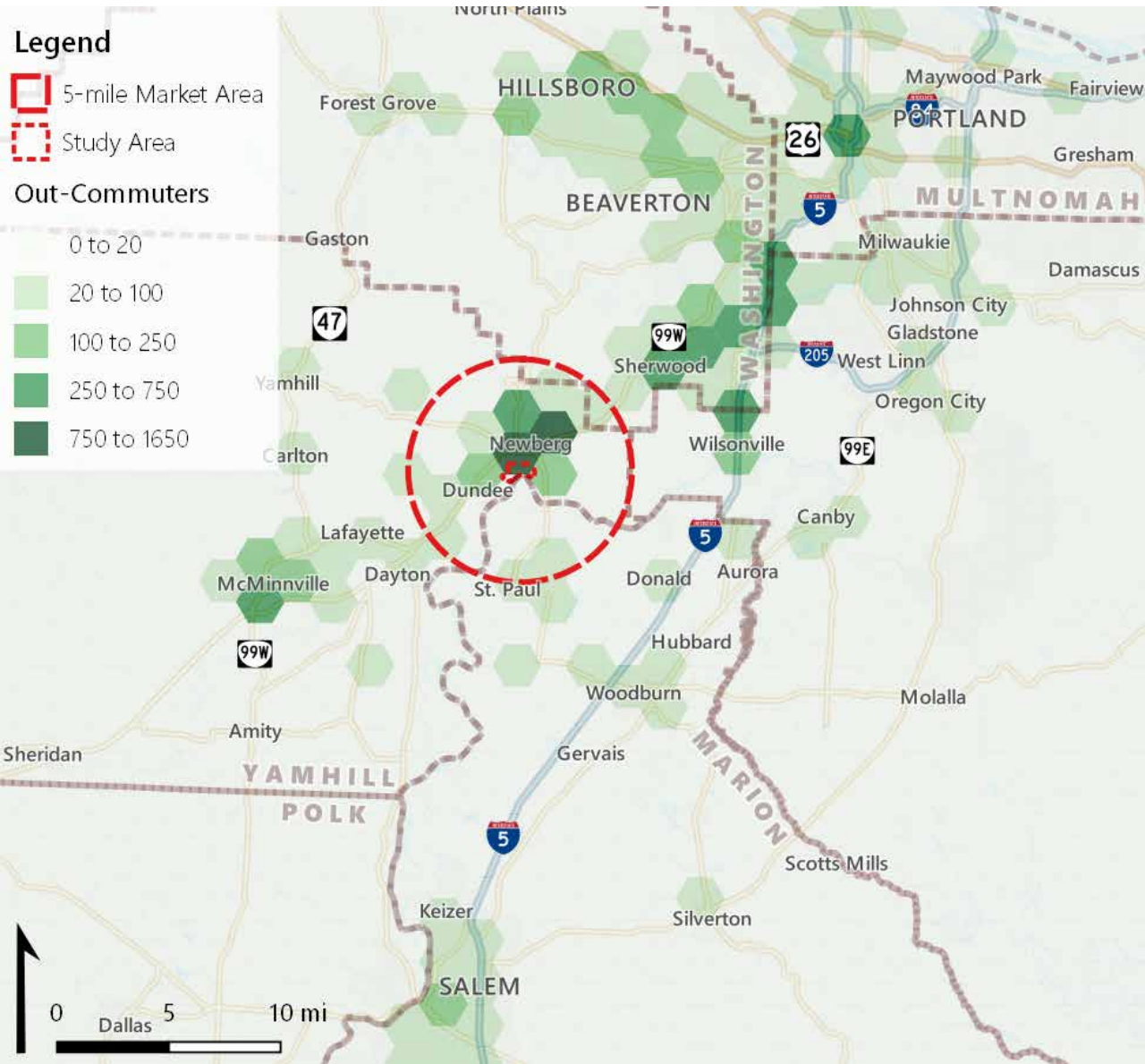


## Demographic Summary

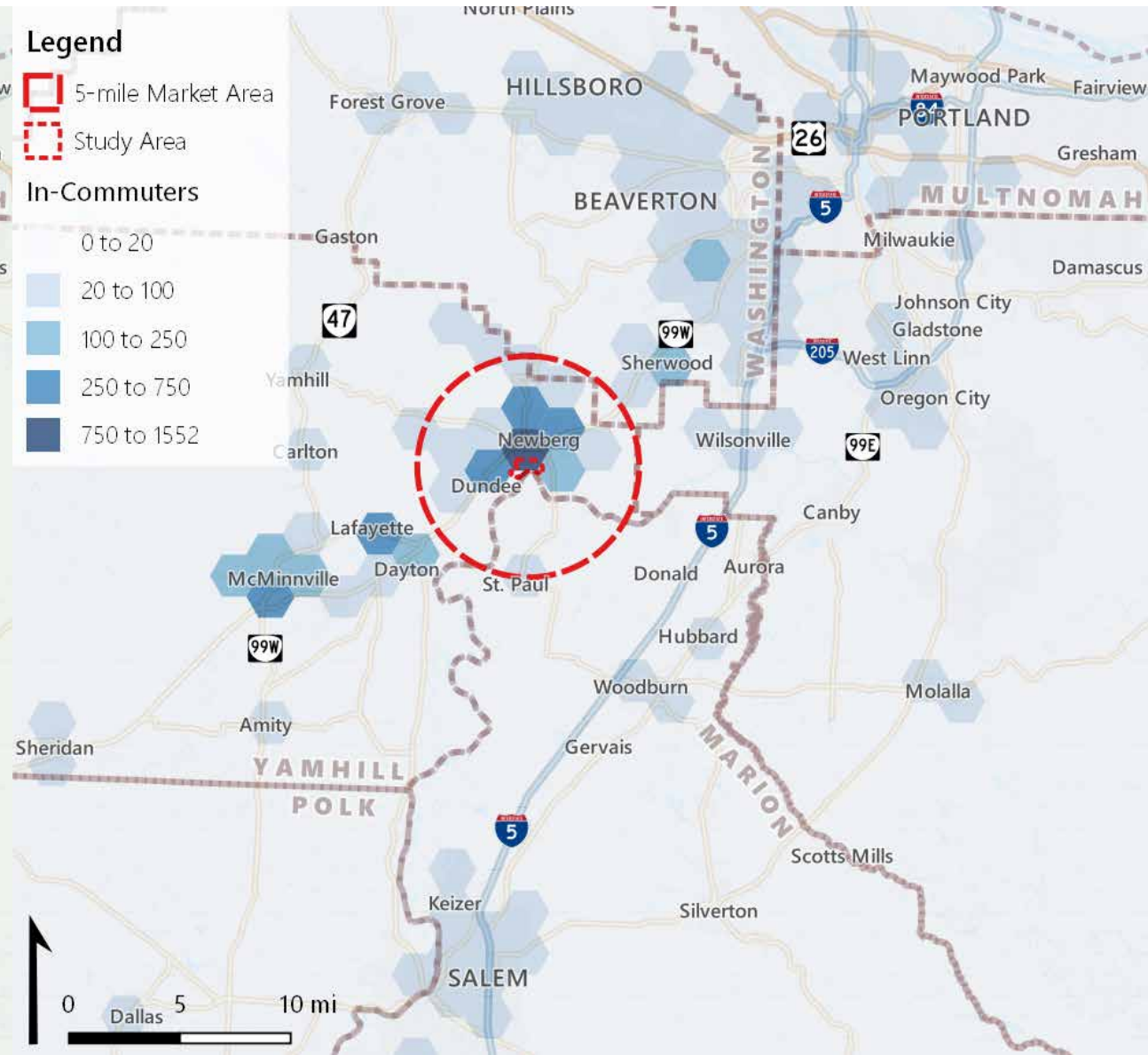
	Study Area	Newberg	Market Area	Yamhill Co.
Avg. Household Size	2.74	2.68	2.71	2.72
Median HH Income	\$46,251	\$60,383	\$66,939	\$58,446
Per Capita Income	\$19,457	\$26,136	\$29,676	\$27,372
Median Age	31.7	34.3	37.5	37.9
Non-white Pop	22%	14%	12%	15%
Bachelor's +	26%	31%	31%	25%



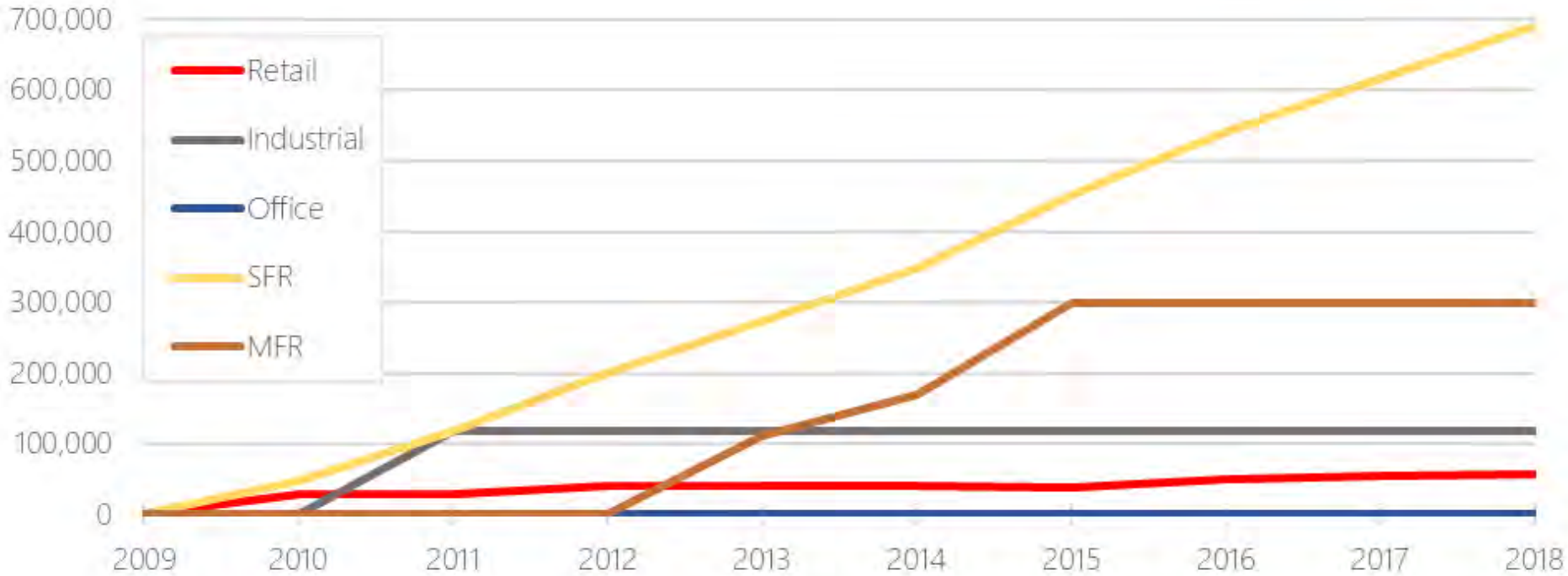
# Where Market Area Residents Commute To



# Where Market Area Residents Commute From

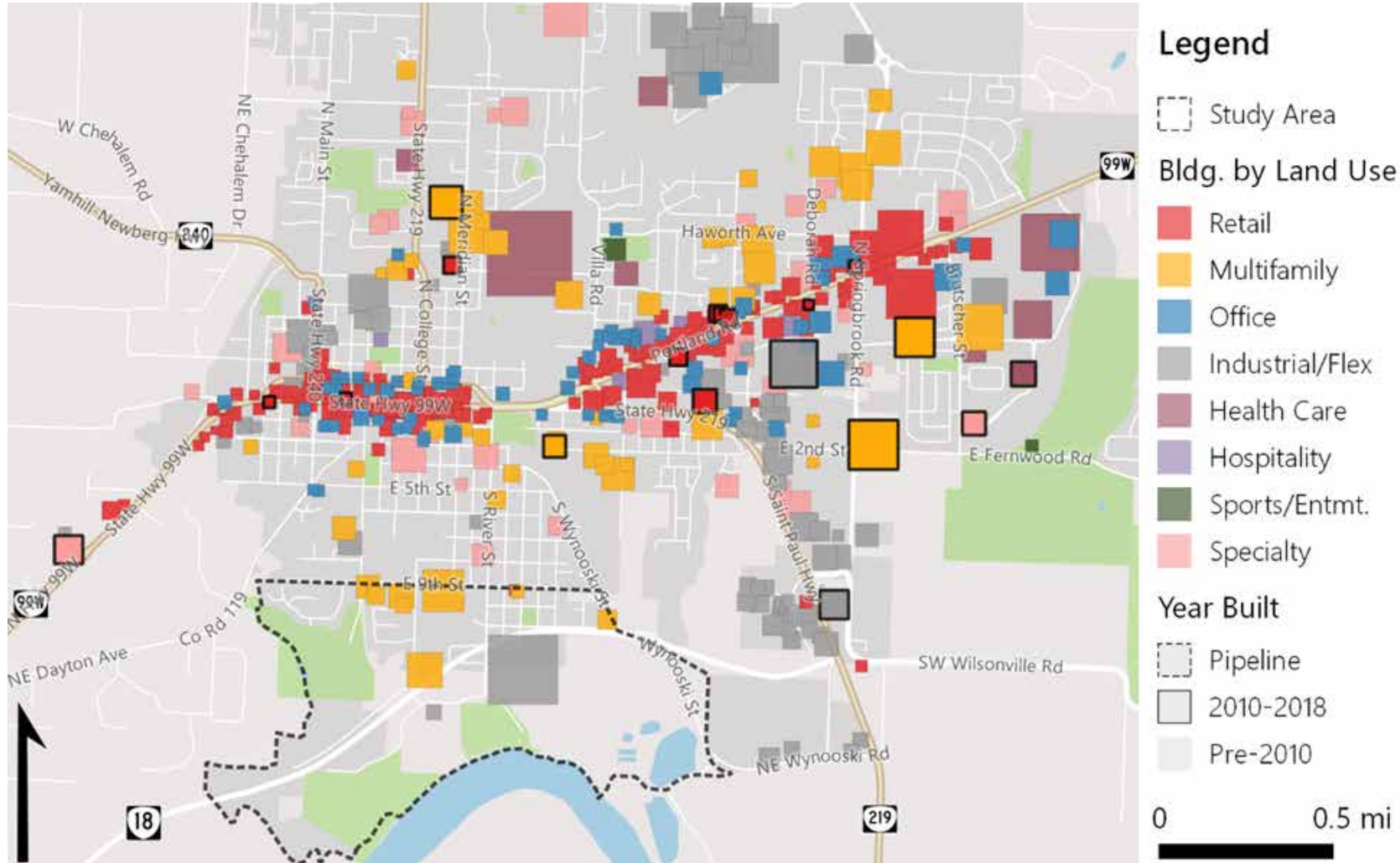


# Net New Development (SF) Newberg, 2009-2018 YTD

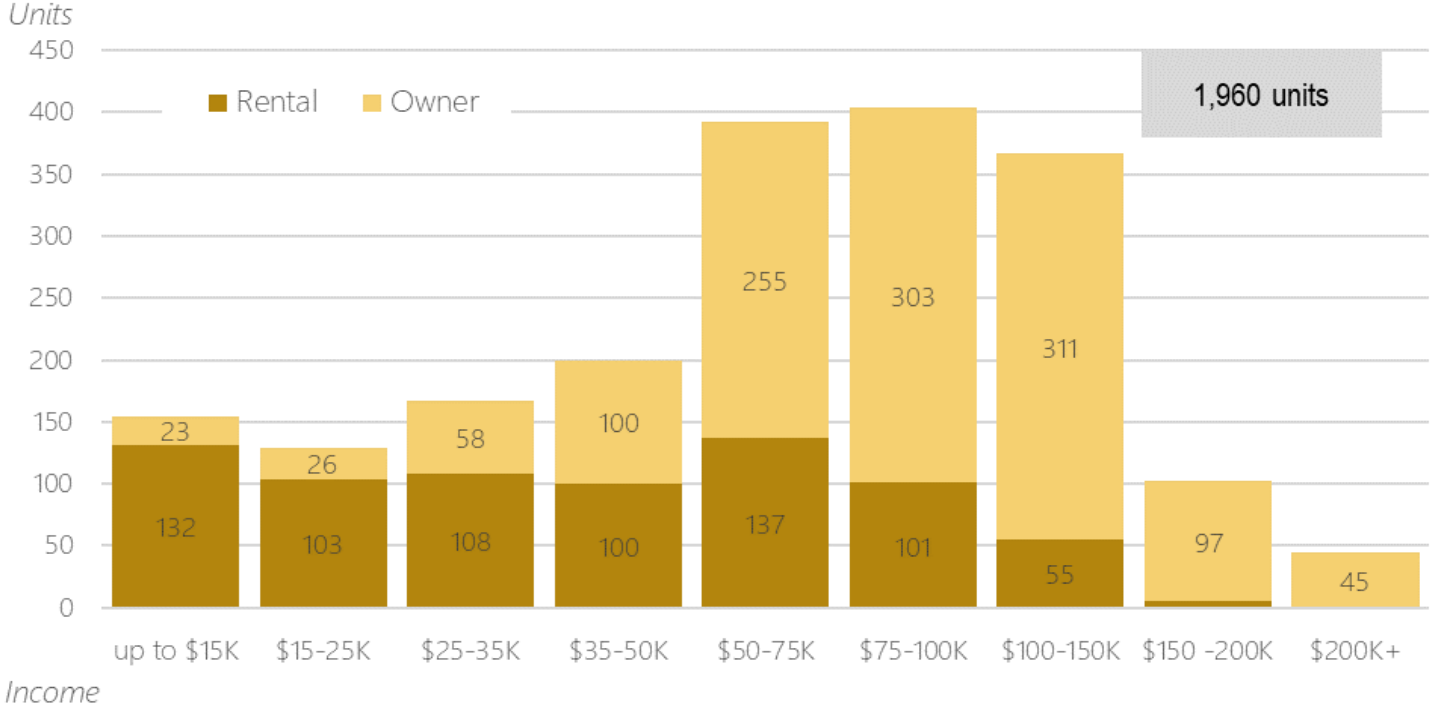


# Development by Land Use and Year Built

## City of Newberg



# Market Area Demand, 10 Years

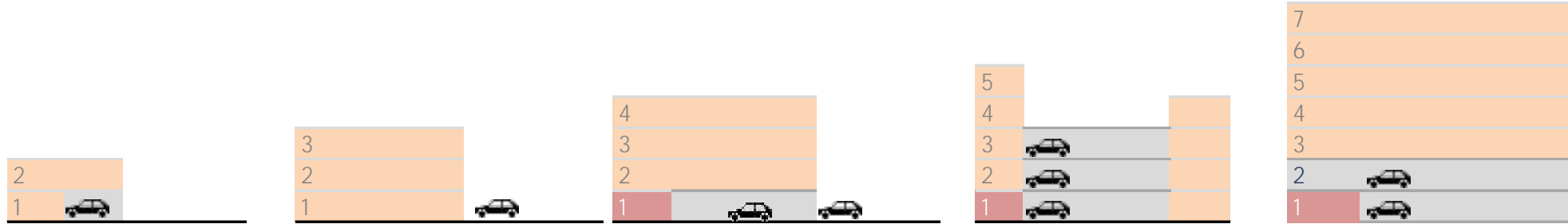


## Recent Multifamily Development



# Housing Prototypes

Name                      Townhomes                      Garden Apartments                      Urban Garden Apts.                      Wrap                      Mid-Rise / Podium



Parking                      Surface / tuck under  
 Structure                      Wood frame

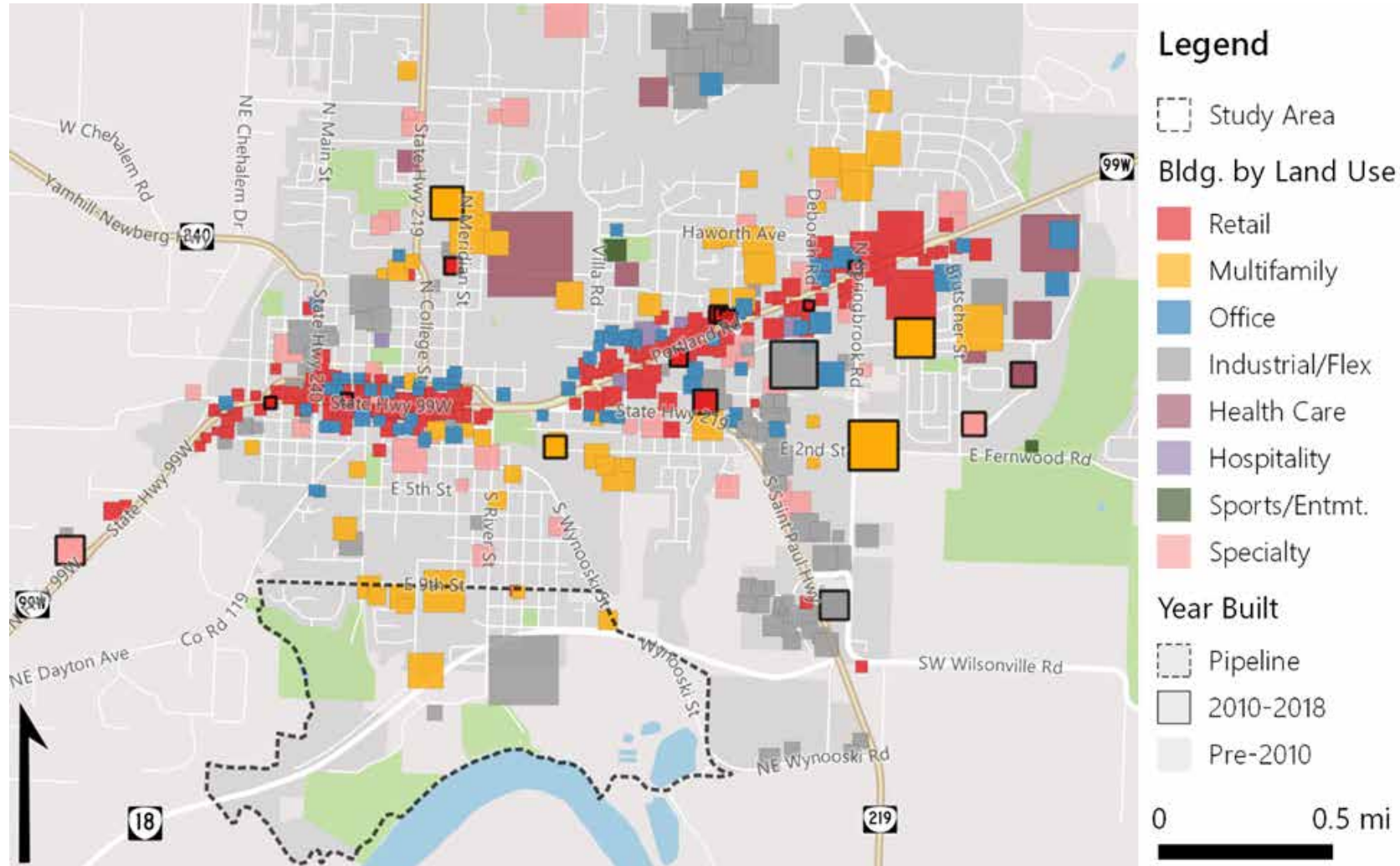
Parking                      Surface  
 Structure                      Wood frame

Parking                      Surface / tuck under  
 Structure                      Wood over concrete

Parking                      Structure  
 Structure                      Wood with concrete

Parking                      Structure  
 Structure                      Wood over concrete

# Retail/Commercial



- Riverfront:
- Limited accessibility, visibility, drive through traffic
  - “180 degree market”
  - Small nearby population today
  
  - Difficult “convenience retail” location
  
  - Destination retail is possible

# Retail

## Declining



- Commodity retail
- Food: Casual dining, weaker fast food chains
- Mid-priced apparel and shoes; children's
- Dollar Stores
- Pet supplies
- Electronics
- Office Supplies
- Bookstores
- Toy Stores
- Video stores
- Bank Branches

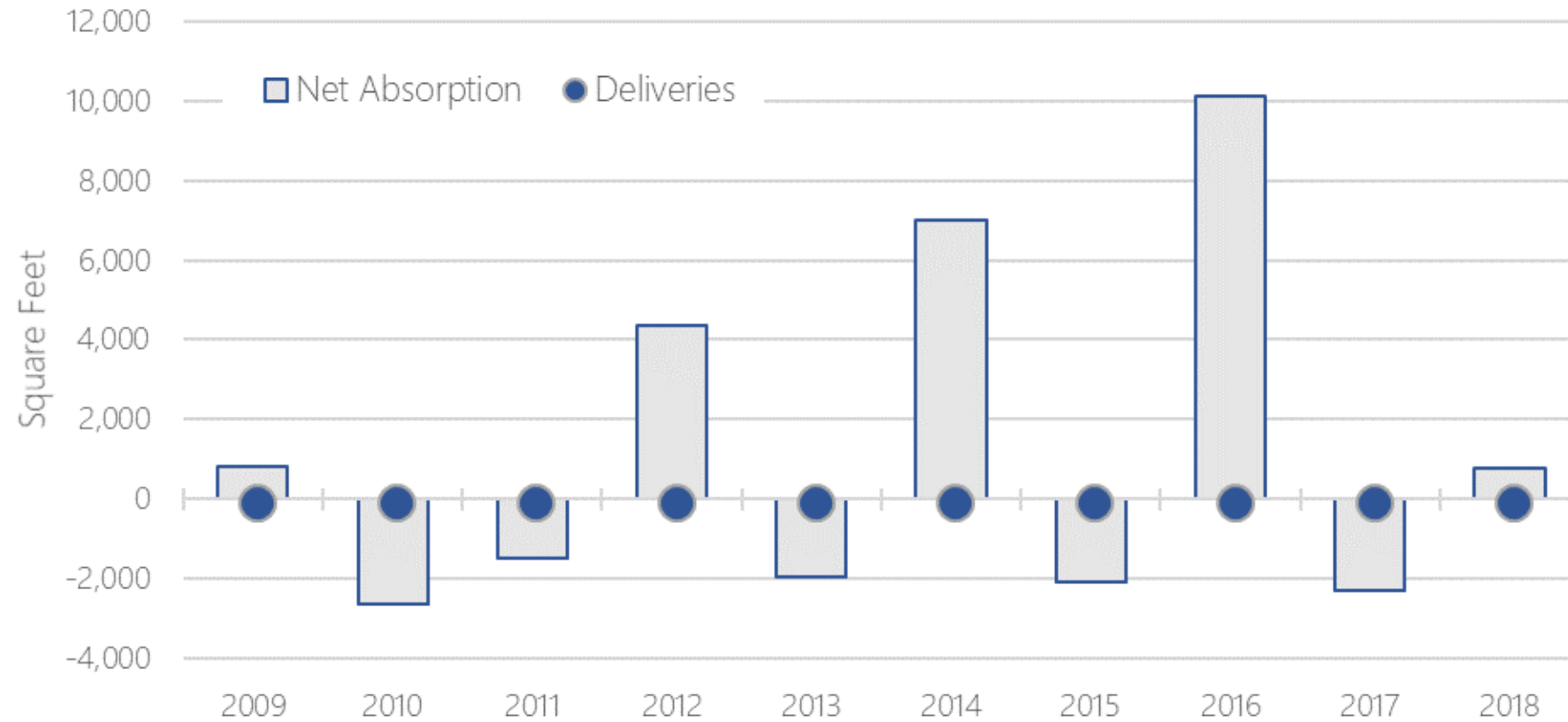
## Growing



- **Retail that offers a special experience**
- **Food!**
- "Fast Casual," i.e. Little Big Burger
- **Food Halls, artisanal markets**
- Trucks to Bricks
- Grocery: Ranging from discount, to organic, to small format, and ethnic
- Medical users, incl. [ZoomCare](#)
- Apparel: Fast fashion, off-price, active sportswear
- Sporting clubs
- Fitness/Health Clubs
- Marijuana dispensaries
- Auto repair
- Convenience stores
- Car dealerships
- Home improvement and home furnishings

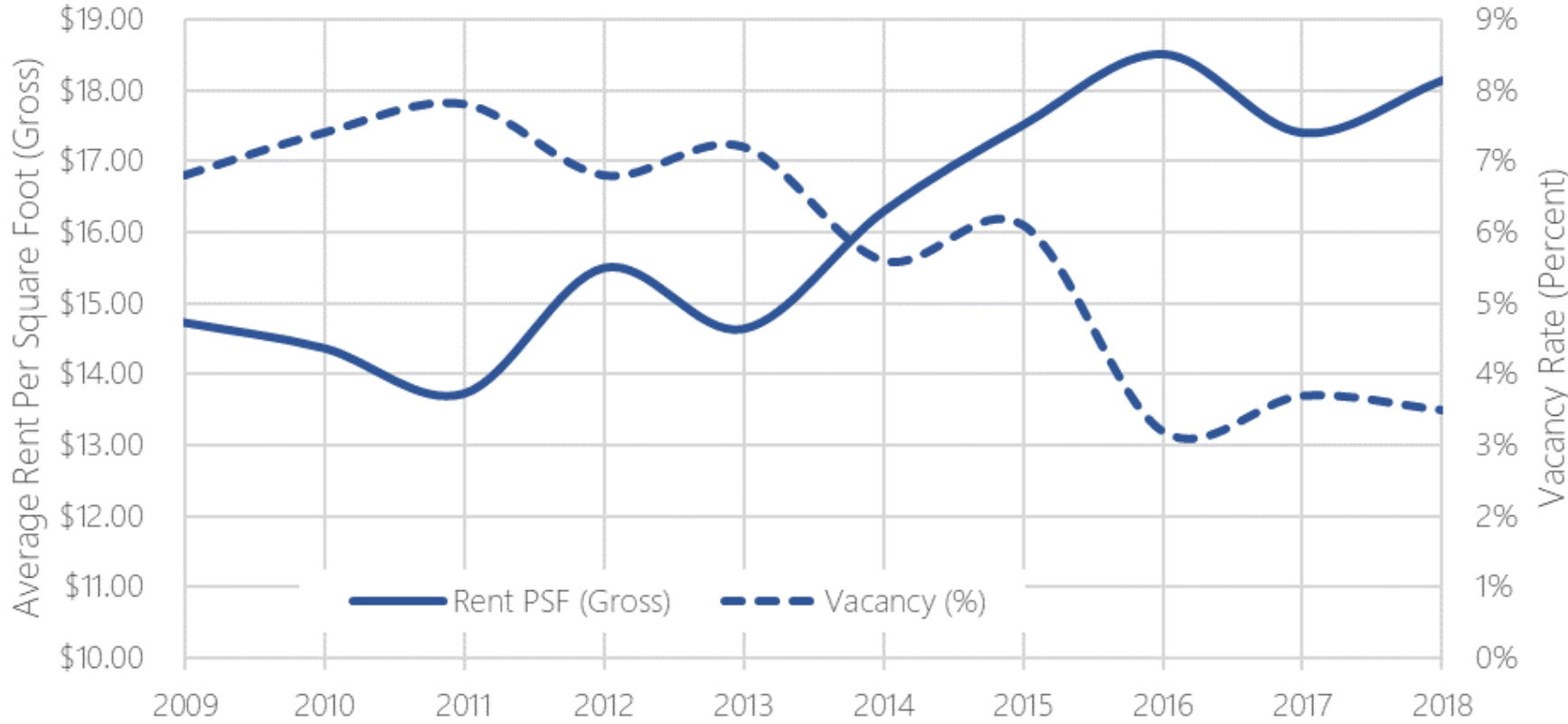


# Office Net Absorption and Deliveries (SF) Market Area, 2009-2018

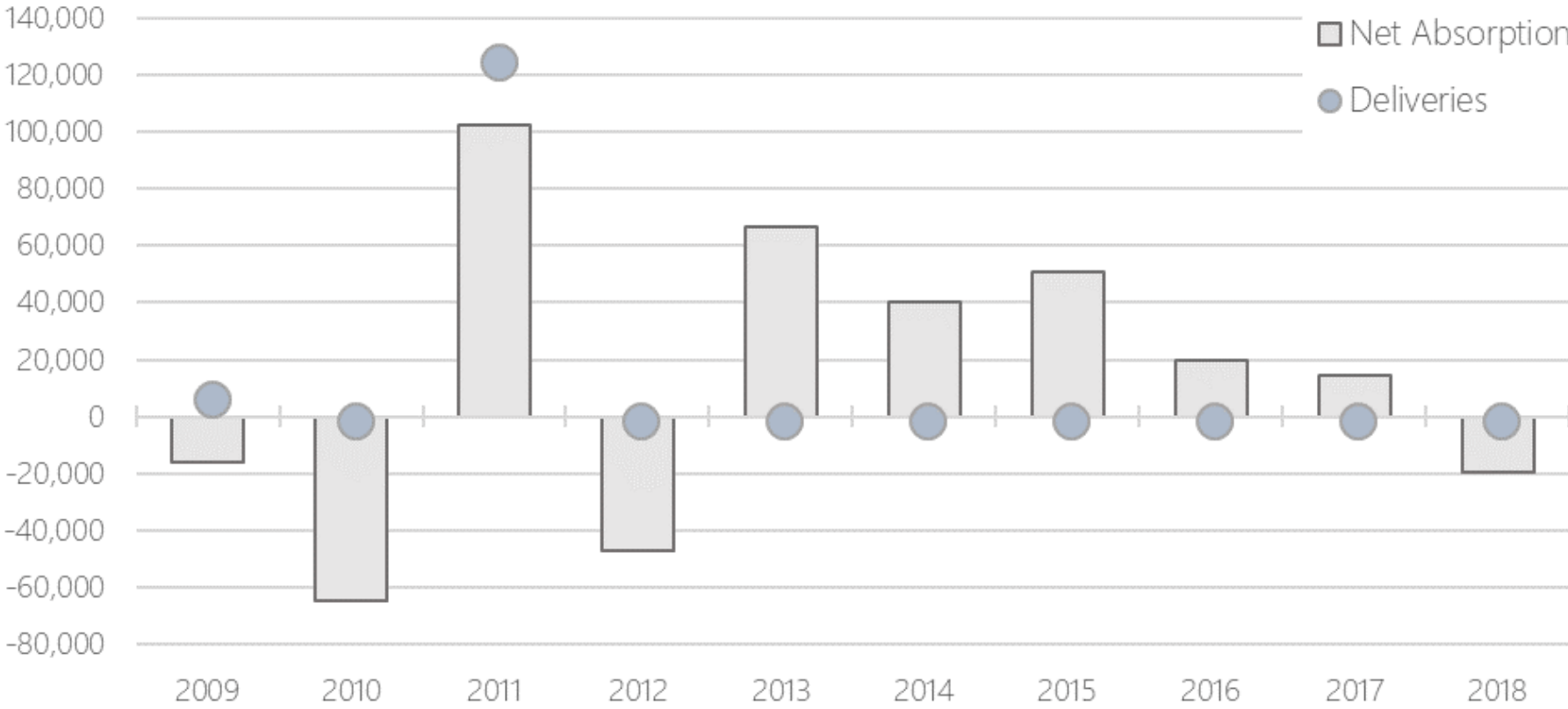




# Market Area Office Rent and Vacancy



# Industrial Absorption and Deliveries (SF) Market Area, 2009-2018



# Industrial Development



## 2800 Hayes St

Newberg, OR 97132 - Yamhill County Submarket



### BUILDING

Type:	<b>Class A Industrial</b>
Subtype:	<b>Manufacturing</b>
Tenancy:	<b>Single</b>
Year Built:	<b>2011</b>
RBA:	<b>126,069 SF</b>
Floors:	<b>2</b>
Typical Floor:	<b>71,630 SF</b>
Construction:	<b>Reinforced Concrete</b>

### LAND

Land Area:	<b>5.67 AC</b>
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## 1001 Wilsonville Rd

Newberg, OR 97132 - Yamhill County Submarket



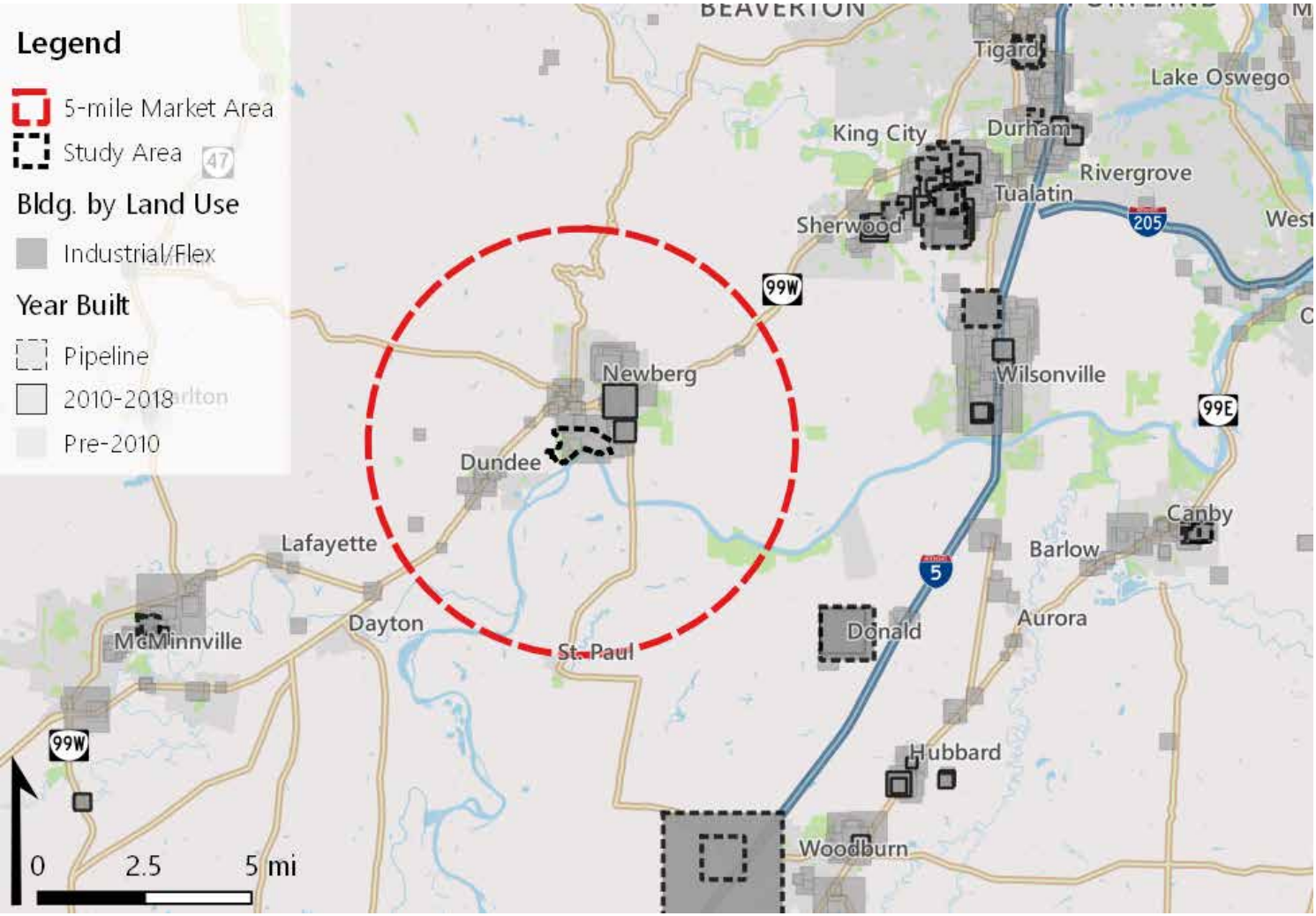
### BUILDING

Type:	<b>Class B Industrial</b>
Tenancy:	<b>Single</b>
Year Built:	<b>Under Construction</b>
RBA:	<b>41,000 SF</b>
Floors:	<b>1</b>
Typical Floor:	<b>41,000 SF</b>
Ceiling Ht:	<b>19'6"</b>
Construction:	<b>Reinforced Concrete</b>

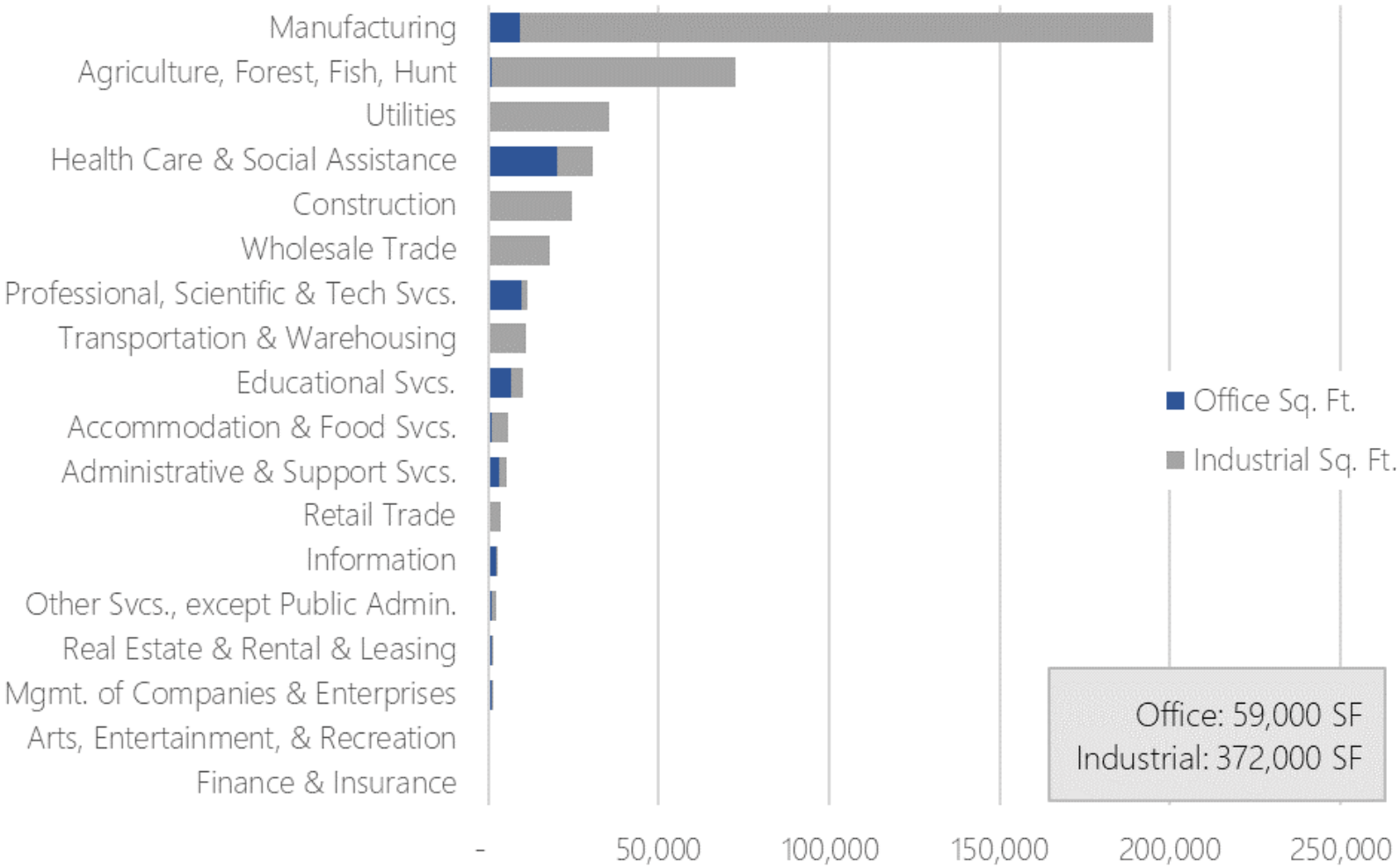
### LAND

Land Area:	<b>2.04 AC</b>
------------	----------------

# Regional Industrial/Flex Development



# Employment Demand, Market Area, 10 years



# Employment & Commercial Development Prototypes



	Industrial		Retail	Office	
Name	Adaptive Reuse Craft Industrial	New Construction	Spec or Build to Suit	Creative Office Spec or Build to Suit	Mid Rise
Parking	Surface	Surface	Surface	Surface	Structure
Structure	As built	Concrete tilt-up	Steel or concrete	Steel and concrete	Steel and concrete



# Active Transportation and Real Estate

*“A growing body of evidence exists that bicycling has a positive impact on retail sales, commercial property values, and overall economic development. In fact, a growing group of entrepreneurial innovators are discovering that bike trails and bike lanes can help modern retailers get more customers in the door and boost sales.”*

—Urban Land Institute



# CASE STUDIES

## Hood River Riverfront

- 1970s: Industrial tenants
- Port of Hood River;  
City Urban Renewal District for  
infrastructure, recreation
- Signature riverfront parks
- Key Tenants:
  - Food Processing
  - Pfriem family  
brewers; and pizza, coffee,  
and ice cream
  - DaKine sports
- Industrial, office, destination retail  
tenants co-exist
- Festivals: Gorge Games, Harvest Fest





# CASE STUDIES

## Astoria Riverfront

- 1970s: People Places Plan
- 2009: Riverfront Vision
- RiverWalk
- Trolley
- Adaptive Reuse of historic structures
- Key Tenants:
  - Fishhawk Fisheries
  - Northwest Sardines.
  - Destination  
Retail and Restaurants



# CASE STUDIES

## Independence Riverfront

- Formerly Valley Concrete
- Now being redeveloped
- Signature Riverfront Park
- New City streets and infrastructure
- Adjacent to Downtown Independence
- The Hotel at Independence Landing
- Multifamily Housing



# CASE STUDIES

## Kendall Yards, Spokane, WA

- Former railyard, brownfield, 78 acres
- Overlooking Spokane River across the river from downtown
- An overnight success, 20 years in the making
- Primarily residential: Single family and multifamily, maximum of three/four stories
- Retail, office, restaurants
- Hotel planned
- “Night Market” festival
- No structured parking to date



# CASE STUDIES

## Kendall Yards, Spokane, WA






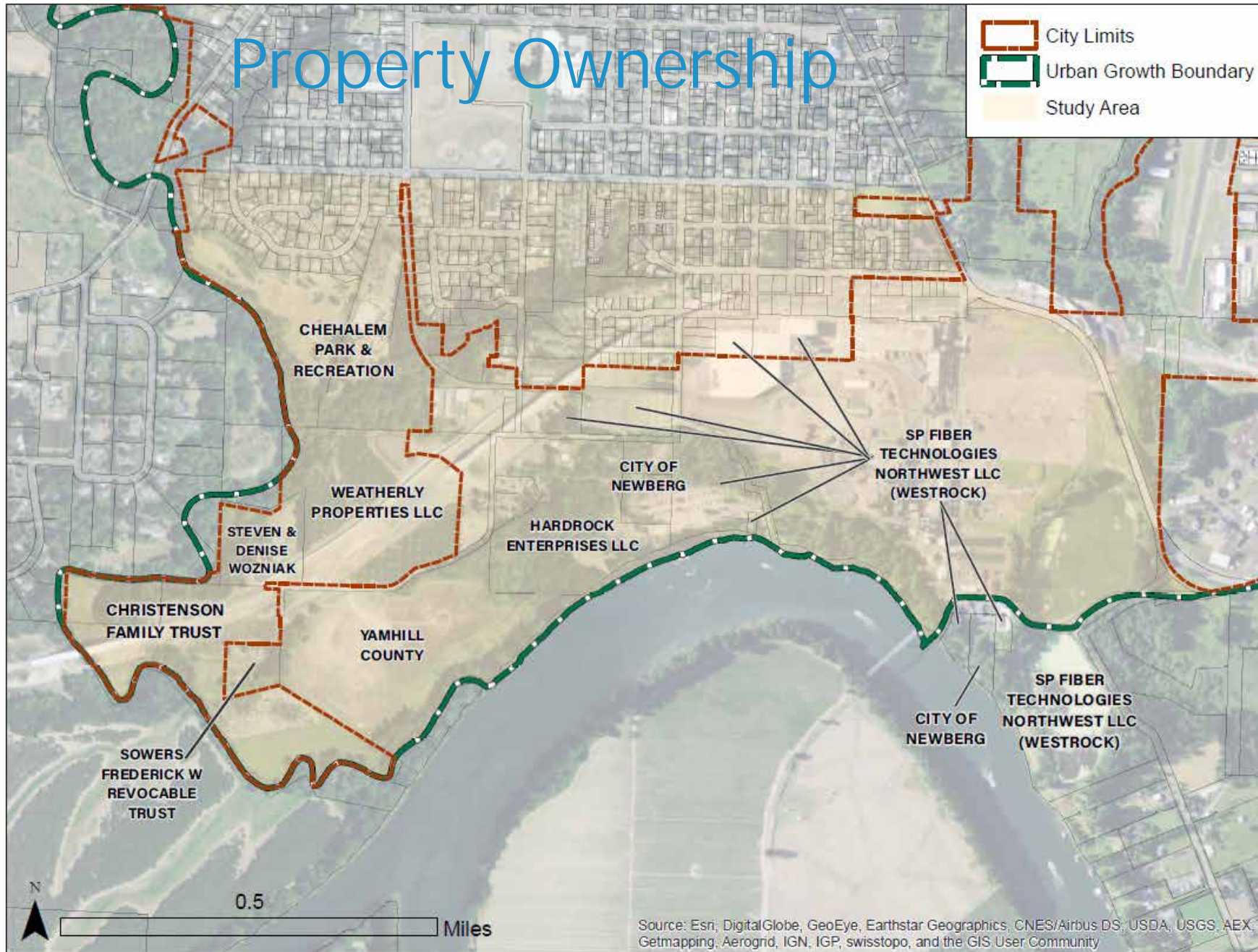
# ADDITIONAL CASE STUDIES



- Old Sawmill District, Missoula, Montana
- Willamette Falls Legacy Project, Oregon City, Oregon
- Waterfront Redevelopment Project, St. Helens, Oregon
- EWEB Riverfront, Eugene, Oregon
- Old Mill District and other riverfront areas, Bend, Oregon
- Columbia Waterfront and Terminal 1, Vancouver, Washington
- Waterfront Place, Everett, Washington
- Theater District and Downtown Revitalization, Petaluma, California
- Downtown revitalization, Oxbow Public Market, and riverfront, Napa, California

# Property Ownership

-  City Limits
-  Urban Growth Boundary
-  Study Area



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

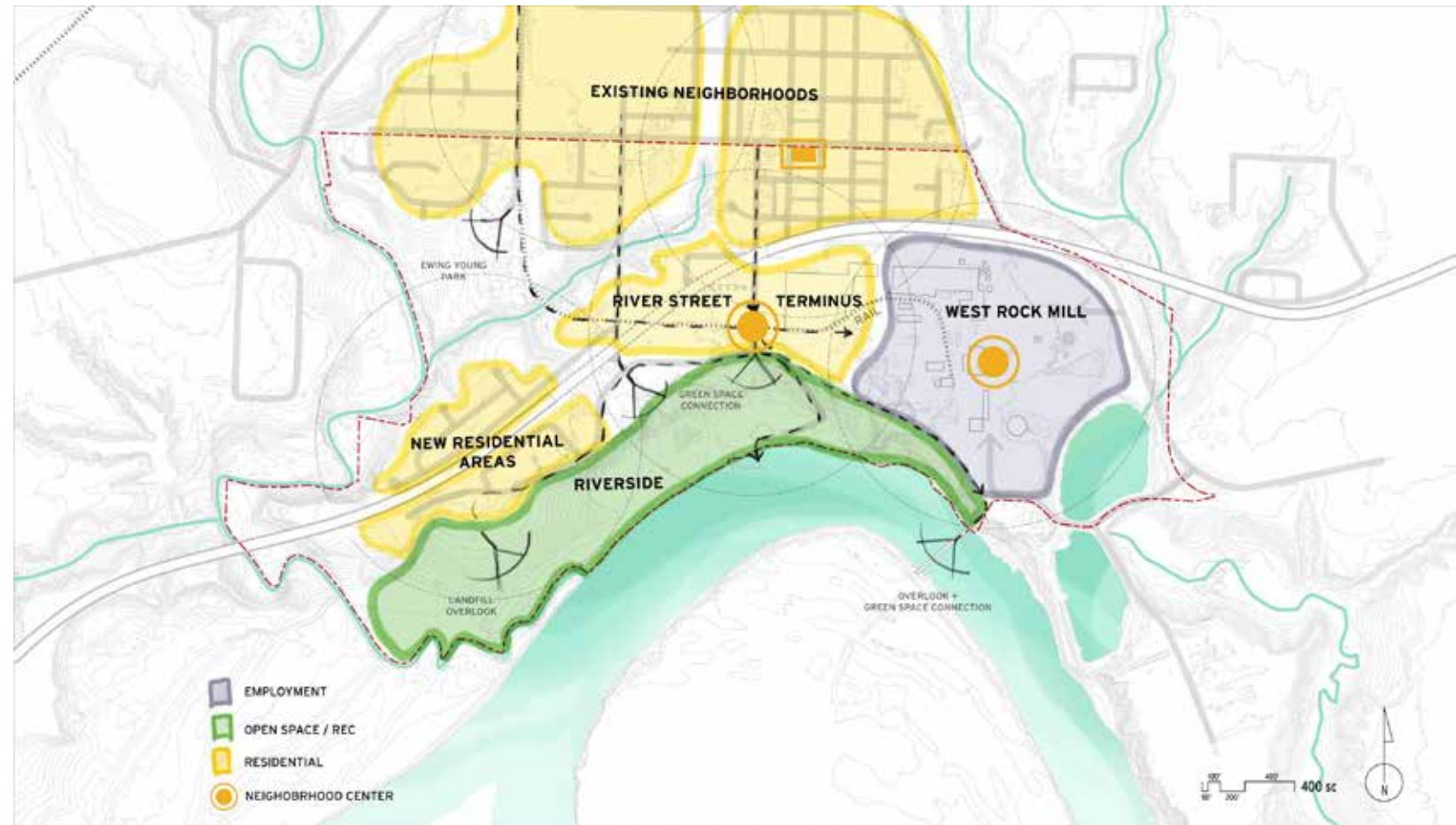
# WestRock Mill Properties

- Property actively being marketed
- Not all in study area/UGB
- High-value industrial facilities and machinery are most likely to remain:
  - Warehouse
  - Office and Co-gen area
- Adaptive reuse of Warehouse challenging
- Soil conditions unknown
- Case studies include both employment and mixed-use reuse



# Findings and Recommendations

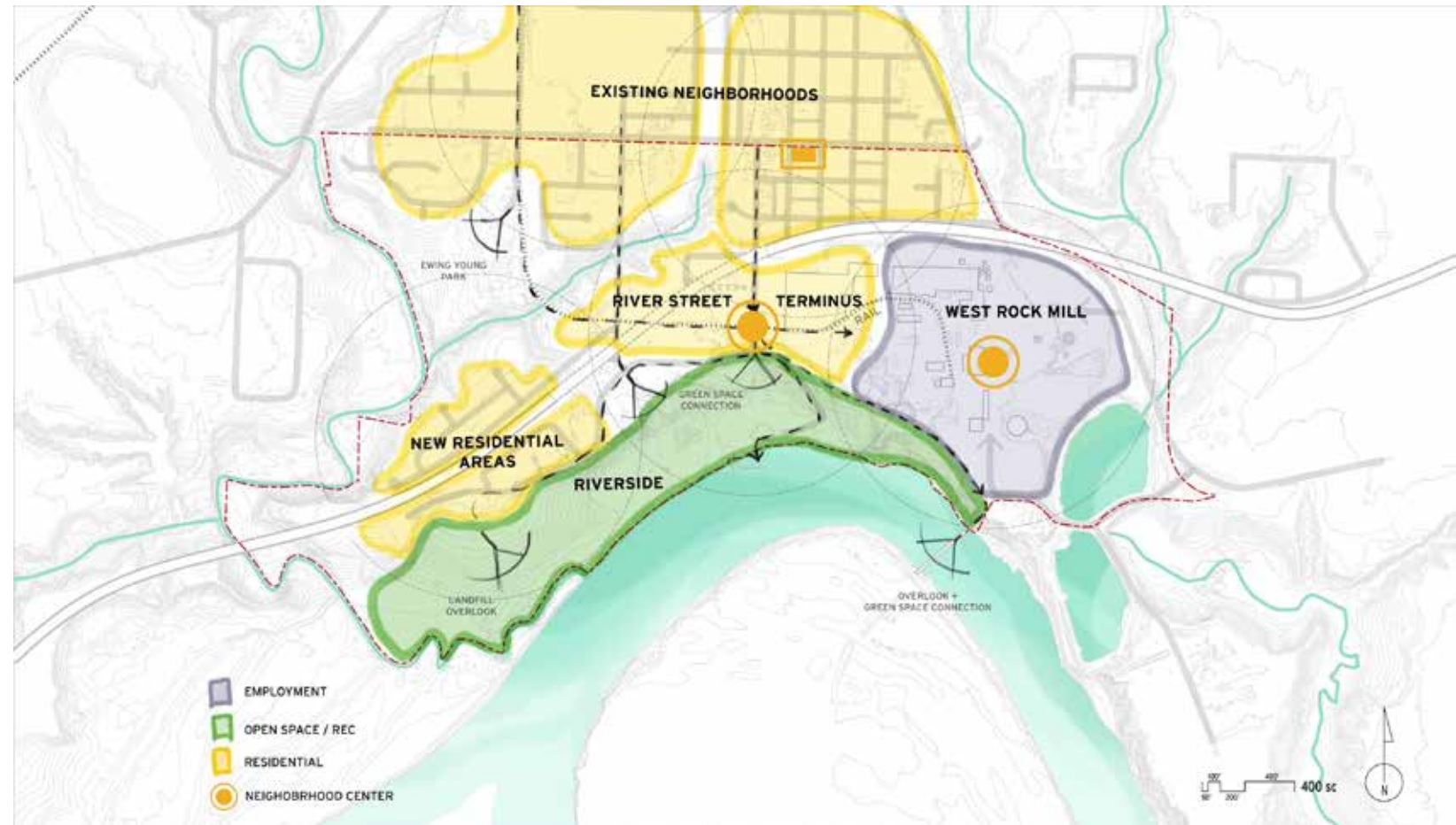
- Diverse subareas
- Connections will be critical: parks, open space, pedestrian, bicycle, in the study area and beyond
- Property owners and developers make development decisions
- Change takes time





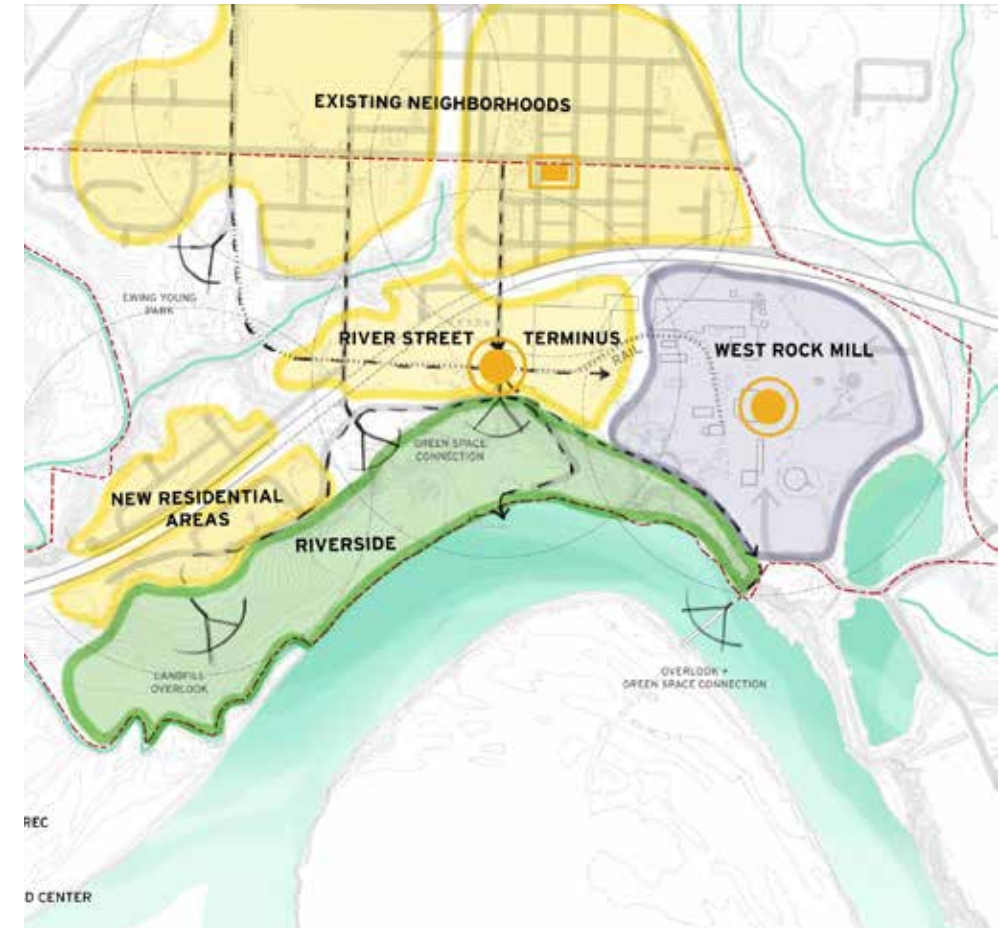
# Findings and Recommendations

- **Existing Neighborhoods:**
  - Incremental infill
  - Strengthen retail node
  - Explore anti-displacement measures
- **Riverside:**
  - Paths, trails, parks, amphitheater, festival and event space
  - Connections from Dundee to Champoege



# Findings and Recommendations

- **Retail.** Destination and experiential retail (5,000 to 20,000 SF in initial phases)
- **Employment.** Industrial/employment likely to remain on some (east side) or all of WestRock
- Craft Industrial/Commercial Industrial
- Adaptively reuse buildings where possible
- Building form: surface parked in near and medium term
- Ancillary speculative office, build to suit office possible
- Major institutional development is possible, but difficult to predict
- **Mixed-Use.** Housing—single and multifamily—would be highest and best use in greenfield condition (8 to 30 units per acre)
- Hotel in later phases





LELAND CONSULTING GROUP

People Places Prosperity

503.222.1600

[www.lelandconsulting.com](http://www.lelandconsulting.com)

Strategic Advisors to Public and Private Development

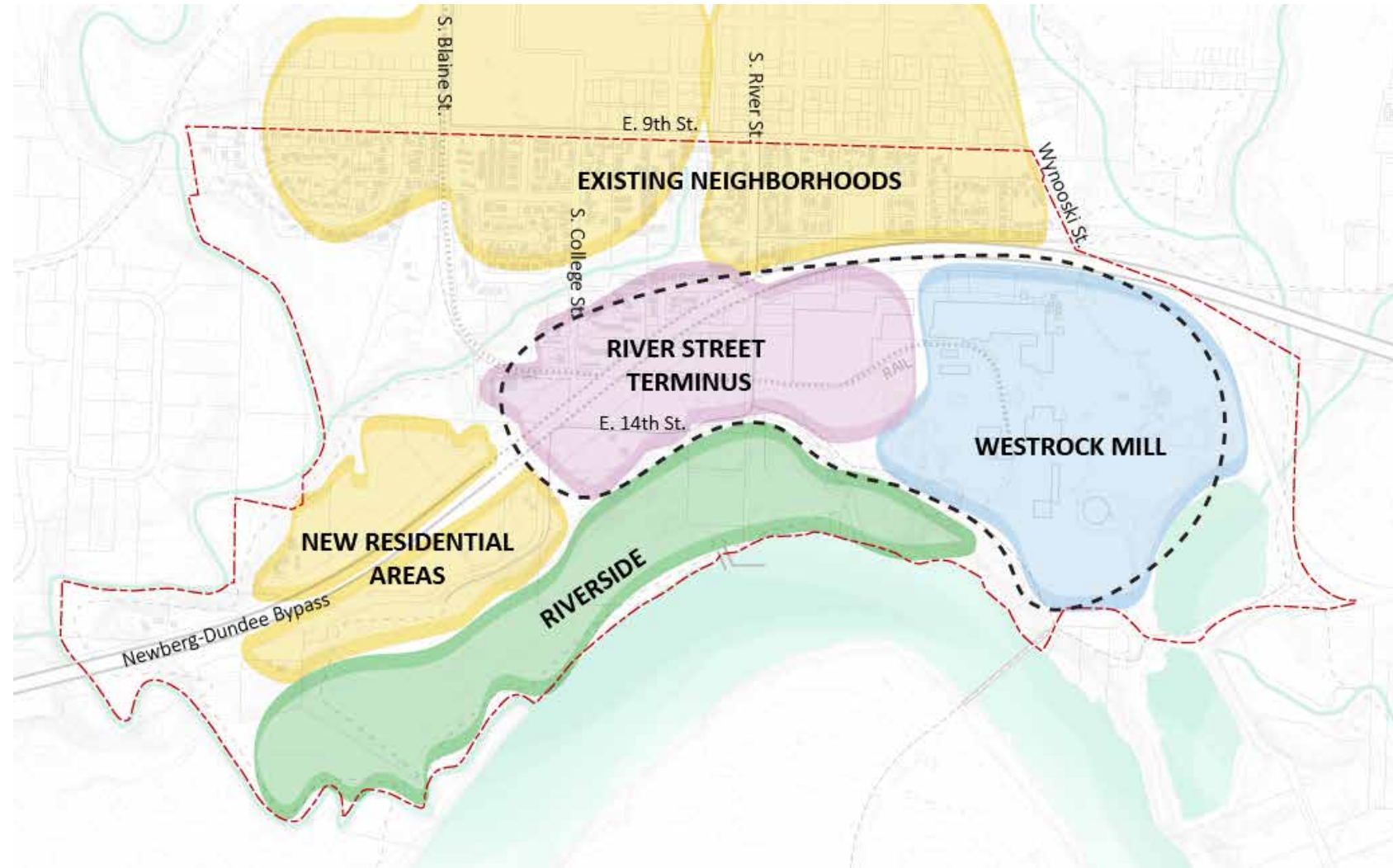
# Preliminary Development Program A

- 5 to 10 acres at River Street Terminus
- Destination retail and potentially small amount of housing at River Street Terminus
- Westrock Mill remains in industrial or employment use



# Preliminary Development Program B

- 10-30 Acres at River Street Terminus includes destination retail, craft industrial, some office/institutional, and roughly 50 units of housing.
- Eastern portions of Westrock Mill remain in industrial or employment use



# Preliminary Development Program C

- 60-130 Acres at River Street Terminus/West Rock site.
- Includes all uses in Alternative B, expanded office / campus / institutional and housing uses, and a hotel.



# Project Schedule

