



RIVERFRONT MASTER PLAN

City of Newberg

Planificación de la zona del río en Newberg

Community Meeting | #1 | Evento Público

August | 23 | agosto

2018

Welcome!

- Project Introduction
- Riverfront Area Vision and Goals
- Existing Conditions
- Walkable Neighborhoods
- Market Analysis and Development Programs
- What is your vision for the Riverfront Master Plan?

¡Bienvenidos!

- Introducción del proyecto
- Metas y visión de la zona
- Condiciones existentes
- Zonas transitables para peatones
- Análisis de la zona
- ¿Cuál es tu visión para la zona?

RIVERFRONT MASTER PLAN

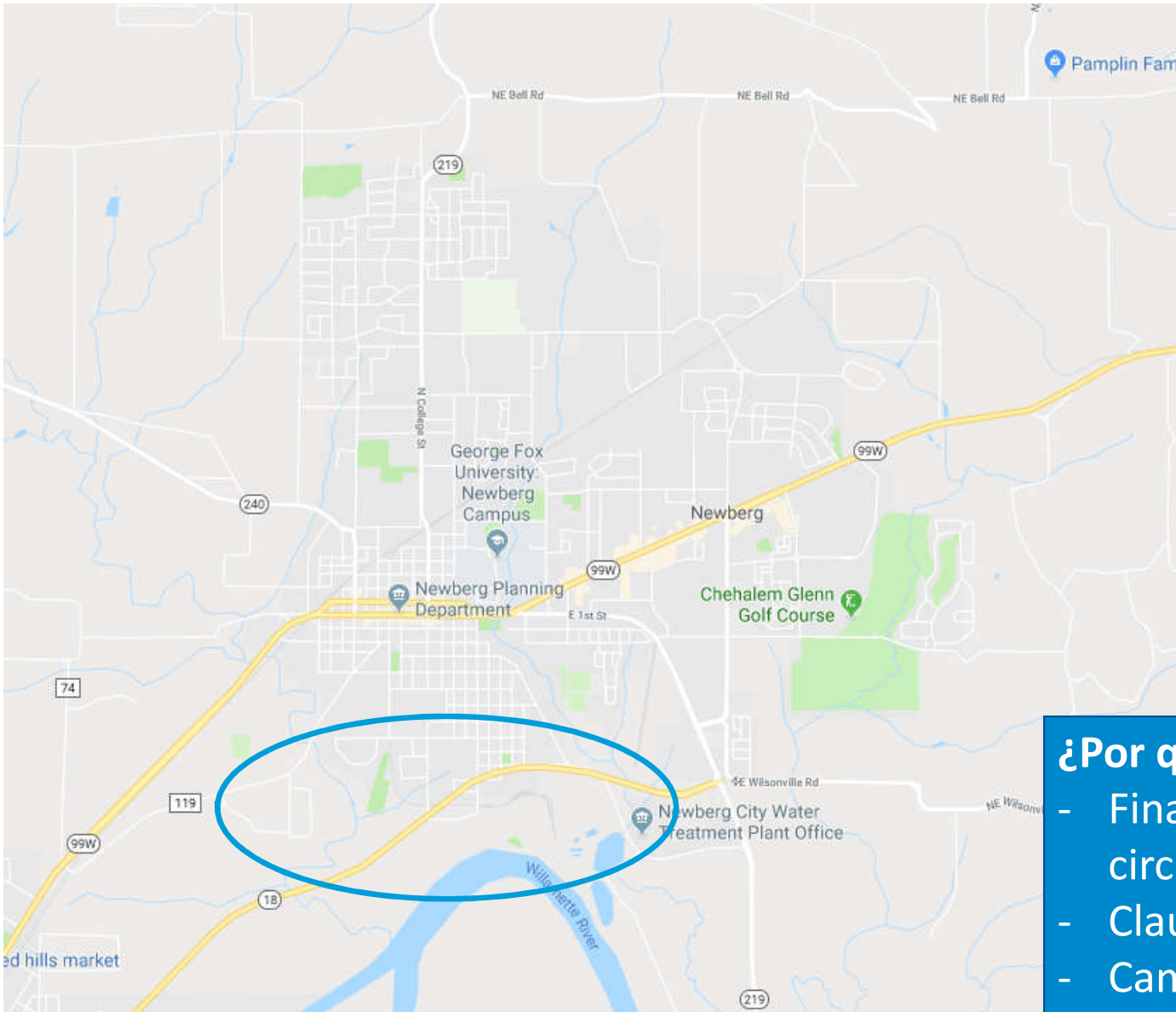
City of Newberg

Why a new plan?

- Bypass constructed
- WestRock Mill Closure
- Continued growth and change in Newberg

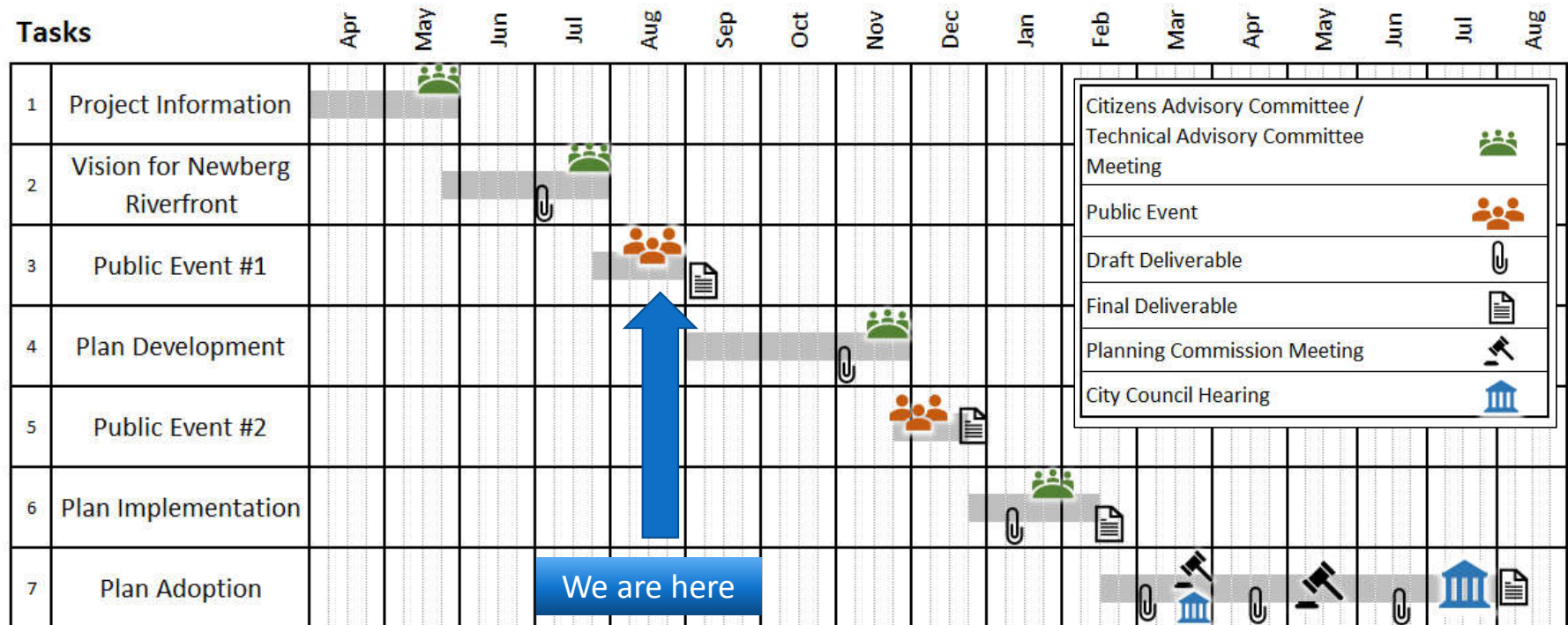
¿Por qué el nuevo plan?

- Finalización de la carretera de circunvalación
- Clausura de la fábrica de papel
- Cambio y crecimiento en Newberg





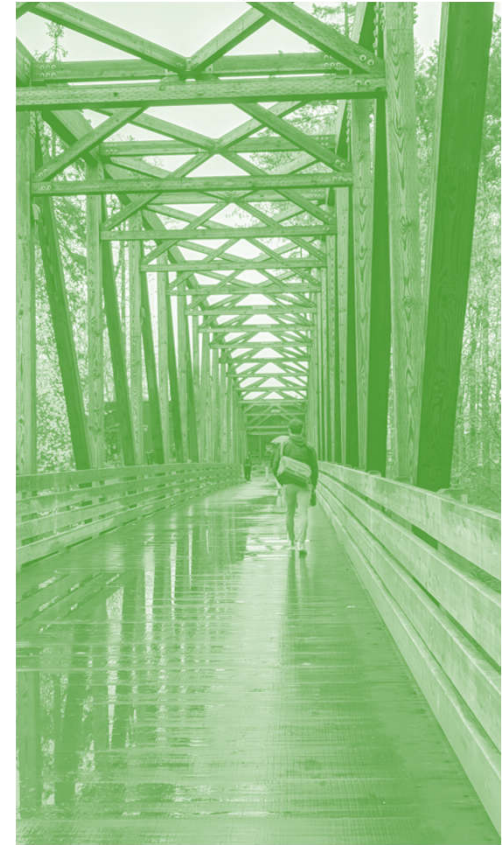
Project Schedule | Plan de trabajo



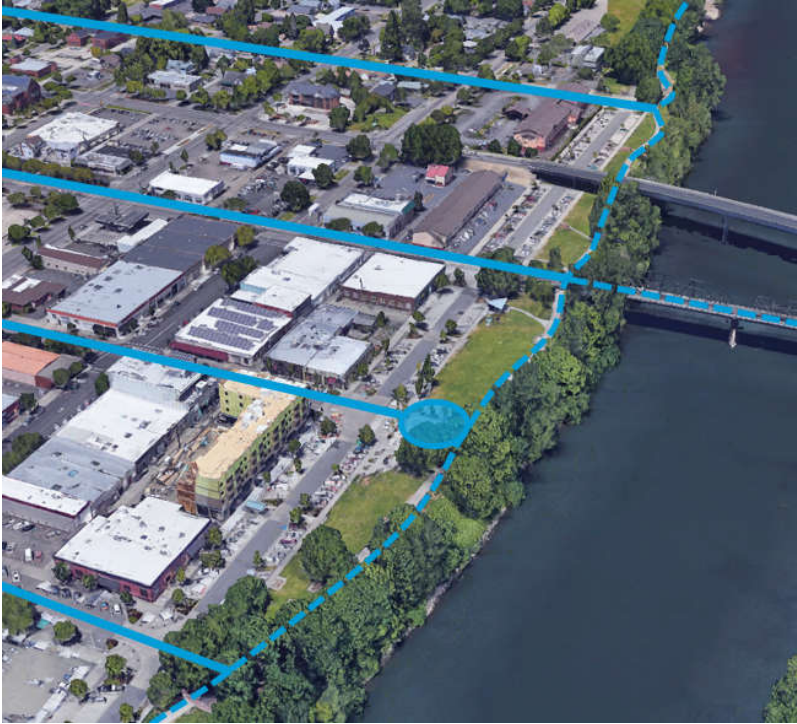
Envisioning a Great Riverfront

| Visualizando una gran ribera

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Connections | Conectividad



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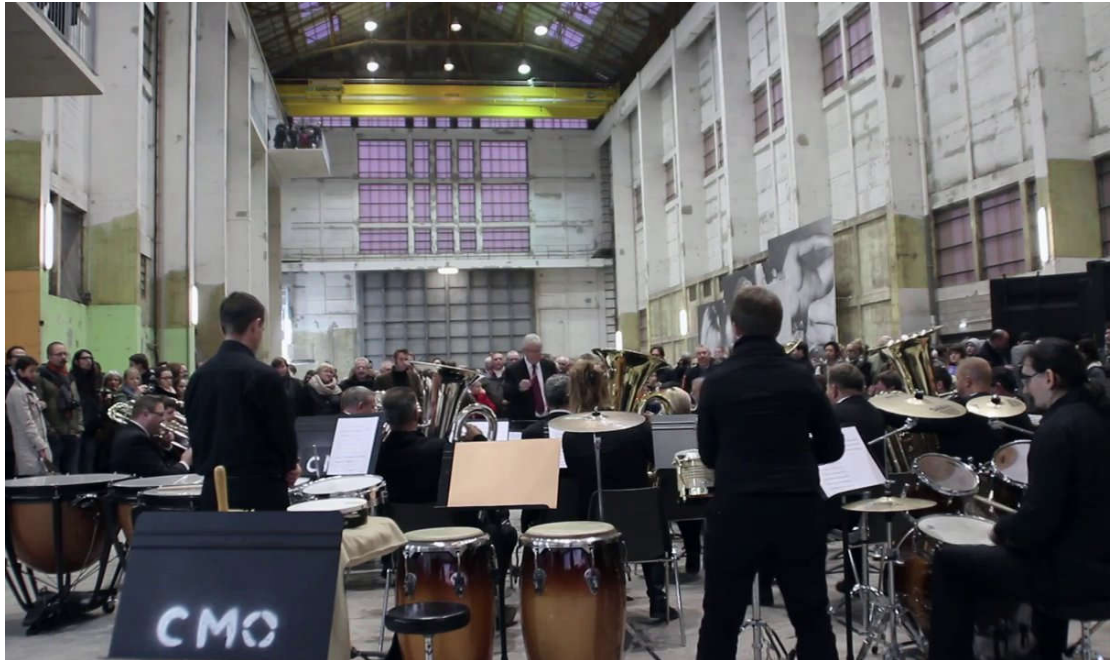
History | Historia

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Arts and Innovation

| Arte e innovación



Employment | Empleo



Diverse Housing

| Viviendas diversas



Mixed Uses | Usos mixtos urbanos

RIVERFRONT
MASTED PLAN



A Walkable Waterfront | Ribera transitable



CHARLOTTE, NC



BEND, OR



BOISE, ID

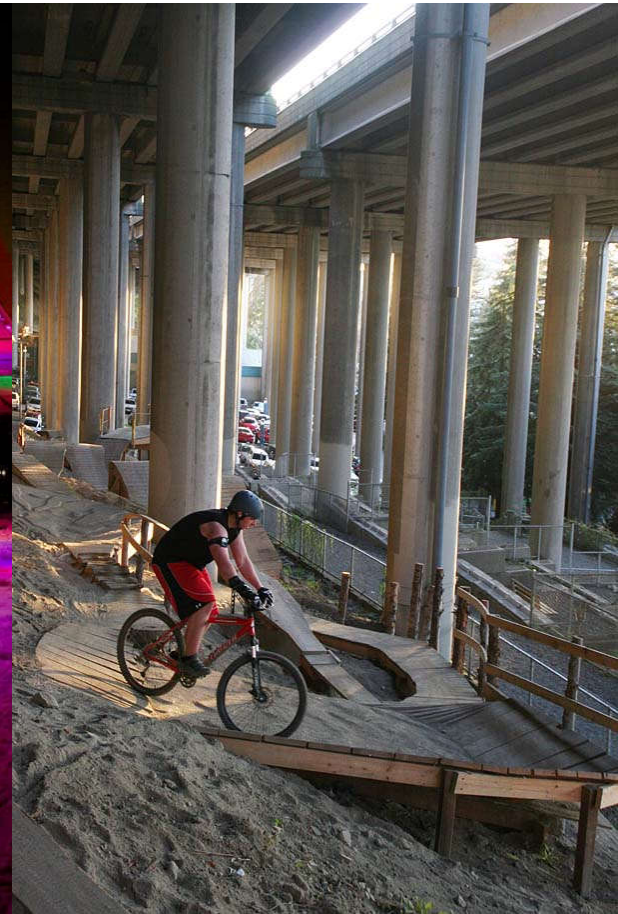
Natural Amenities | Zonas naturales



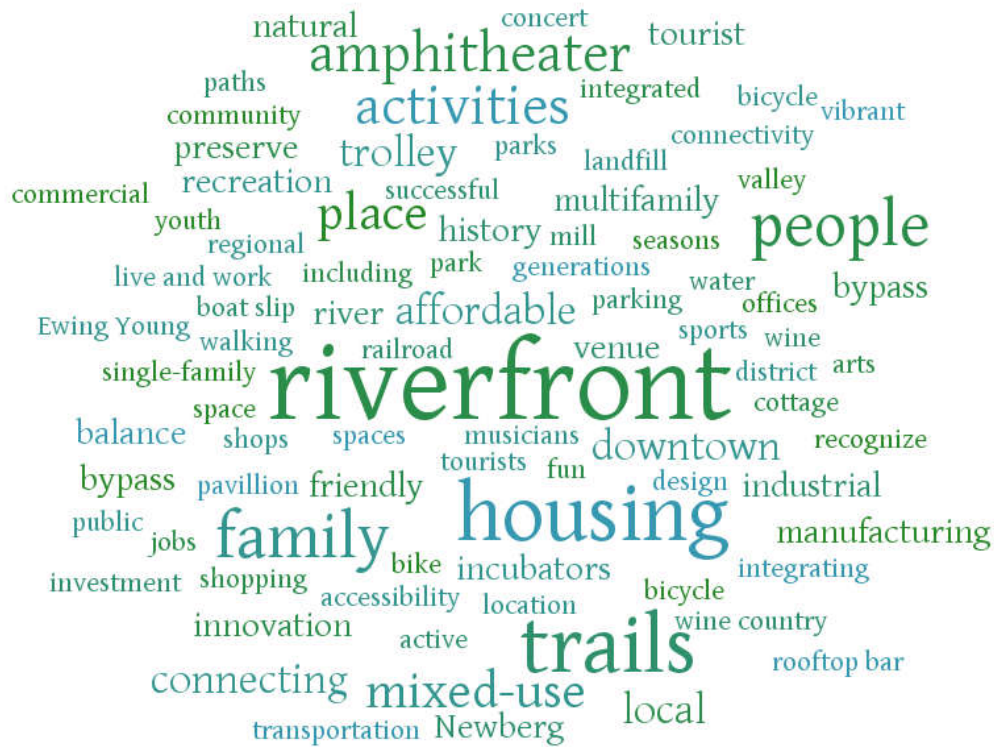
Waterfront Recreation | Recreación



Human Scale | Escala humana



Visioning Exercise | Visualización



Word Cloud of CAC Input



Word Cloud of TAC Input

Vision Statement

| Declaración de visión



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.

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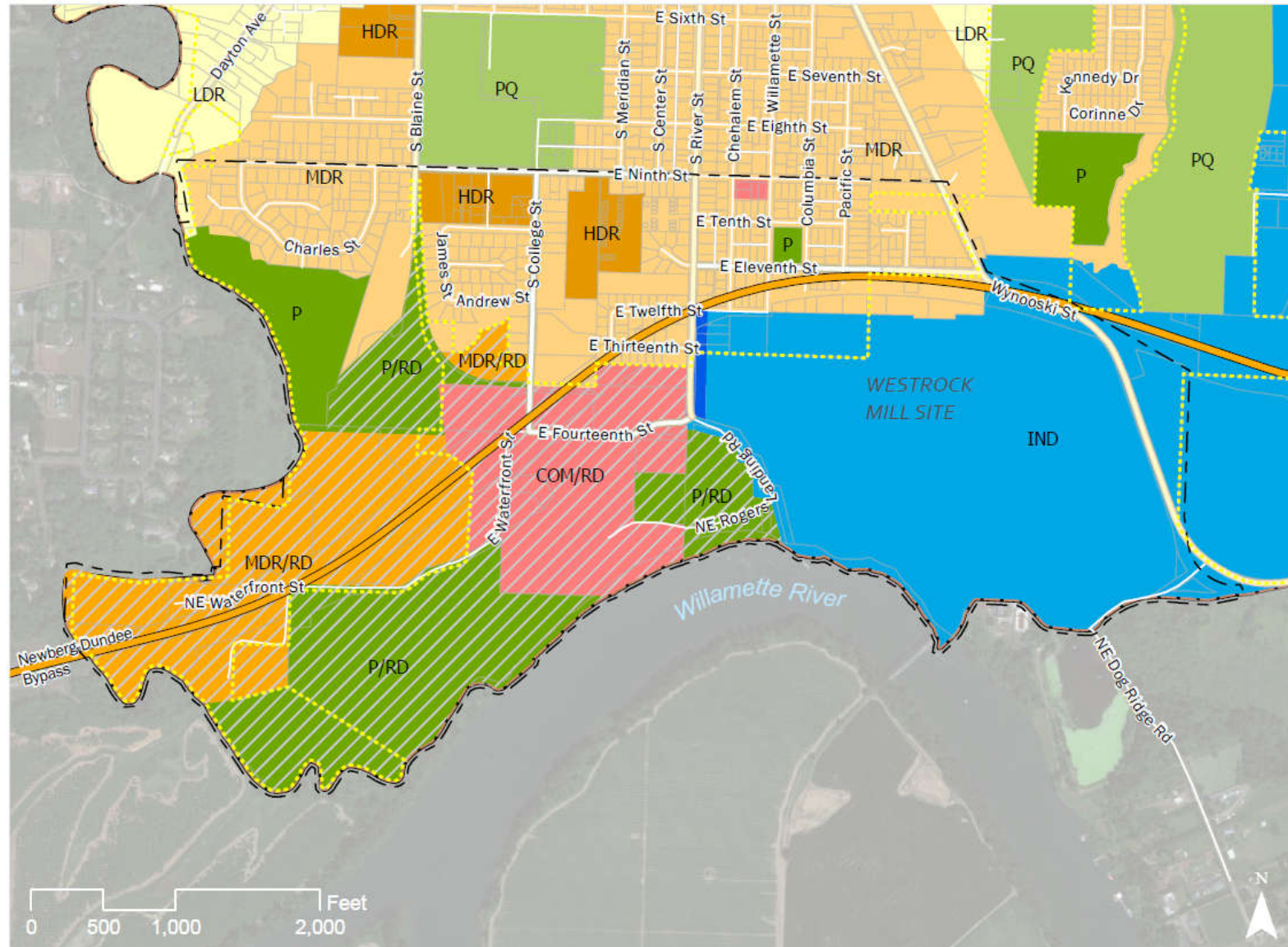
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Existing Comprehensive Plan | Plan general existente

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



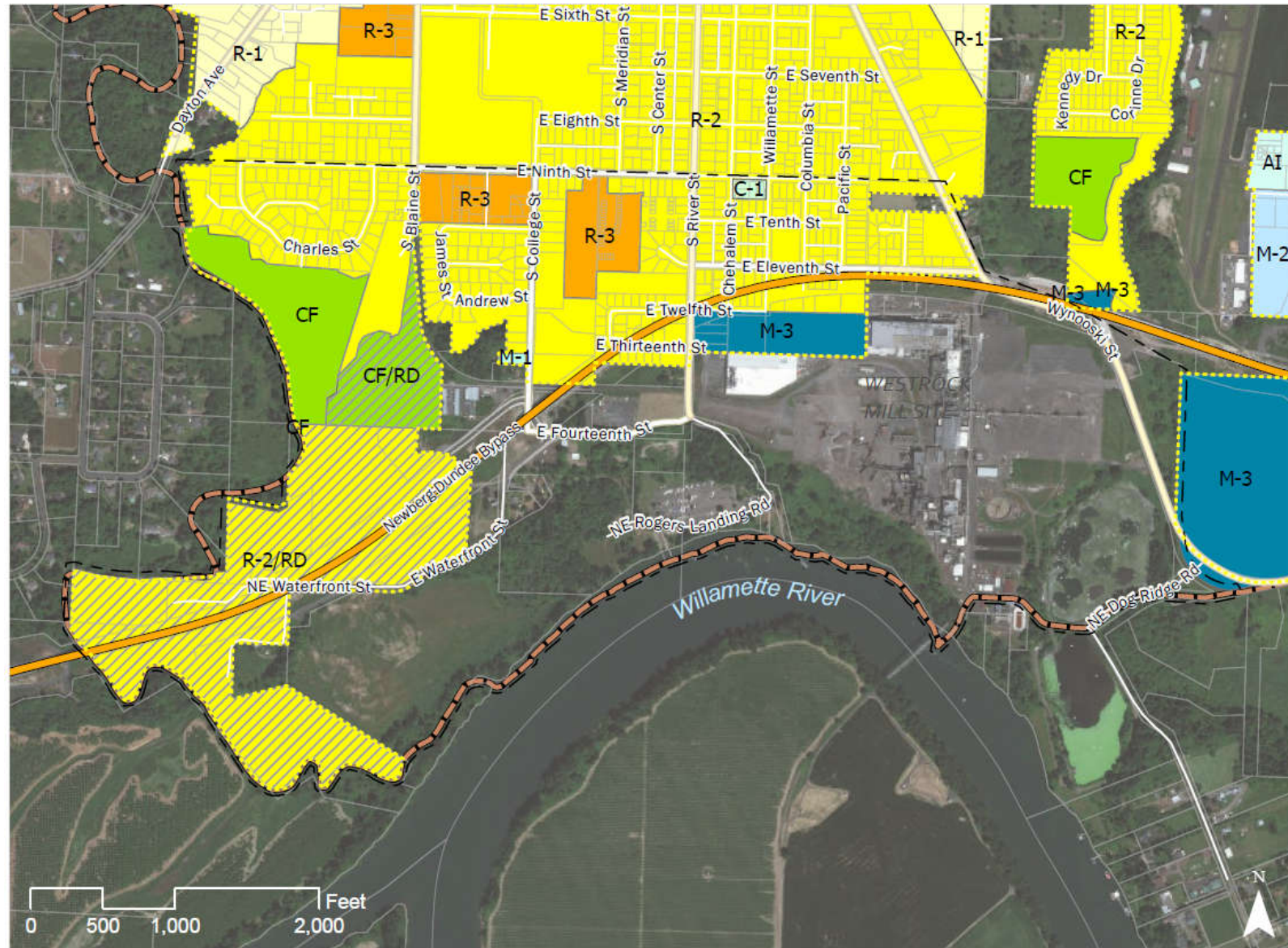
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Existing Newberg Zoning | Zonificación existente

Zoning Designations

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



Existing Land Uses

| Uso de terrenos existentes

- Small commercial area
- Parks and Open Space, former landfill
- Industrial Uses and Mill Site
- A mix of single family, 2/3/4 plex, and multifamily housing
- Few vacant parcels

- Áreas comerciales limitadas
- Parques y espacios libres
- Uso industrial y fábrica de papel
- Residencias, conjunto residencial, multifamiliares | Parcelas vacías





RIVERFRONT MASTER PLAN

City of Newberg

Proposed Development


| Propuesta


 Study Area


 Urban Growth Boundary (UGB)


Transportation


Functional Class

 Major Arterial

 Major Collector

 Minor Arterial


 Minor Collector

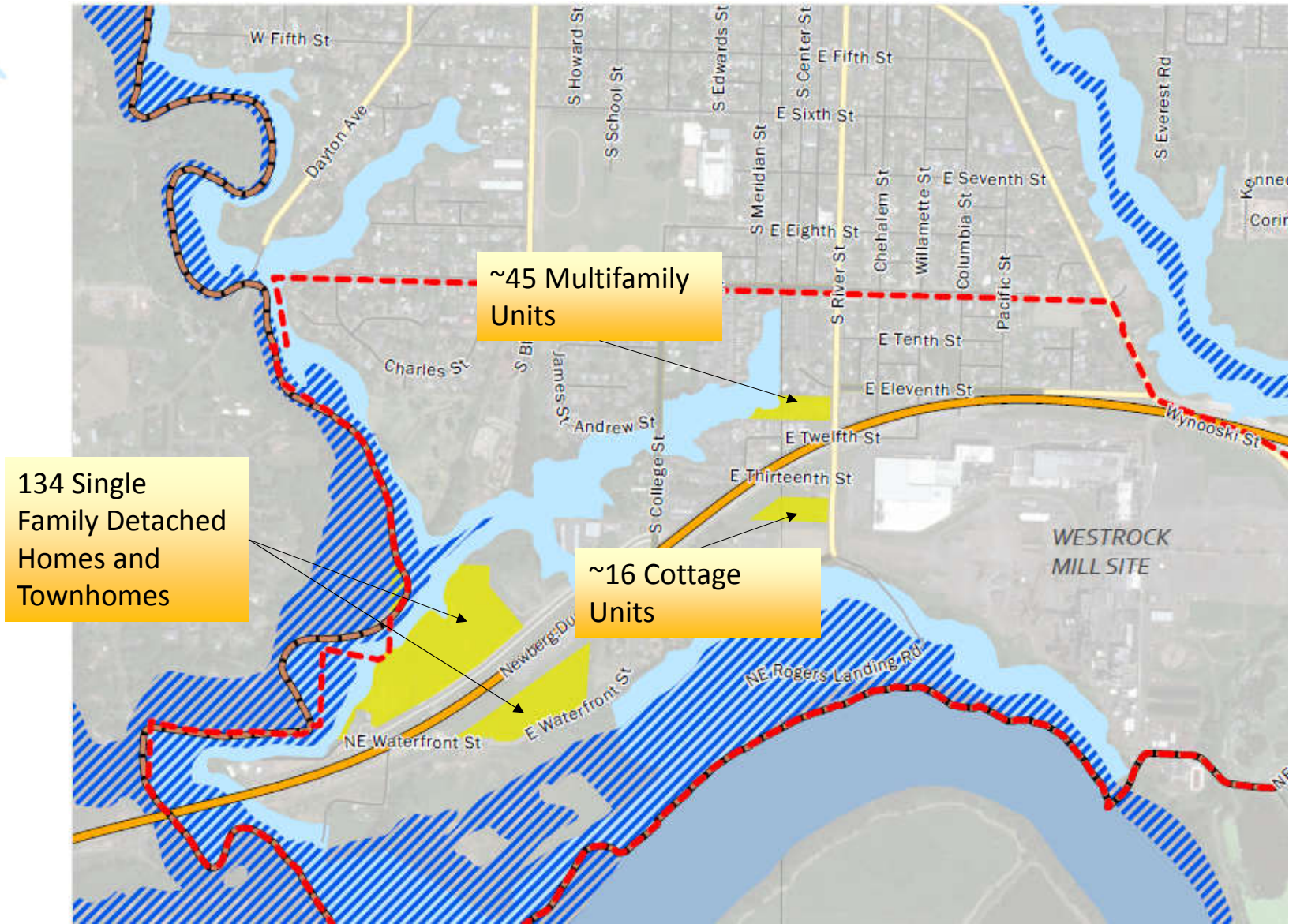
 Local Street

Natural Resources

 Willamette River

 Floodplain

 Stream Corridor





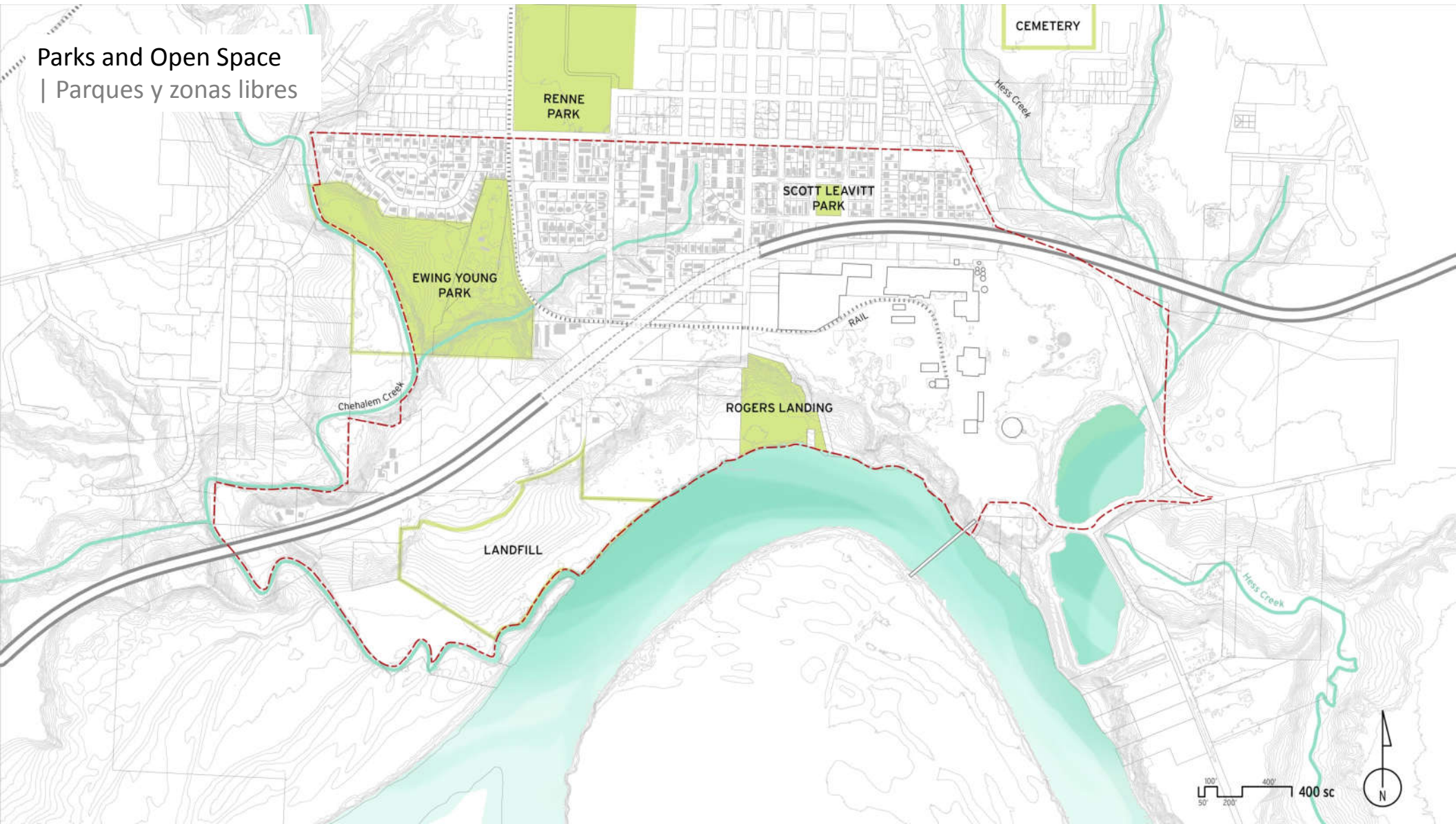
Walkable Neighborhoods and Districts

| Zonas transitables para peatones

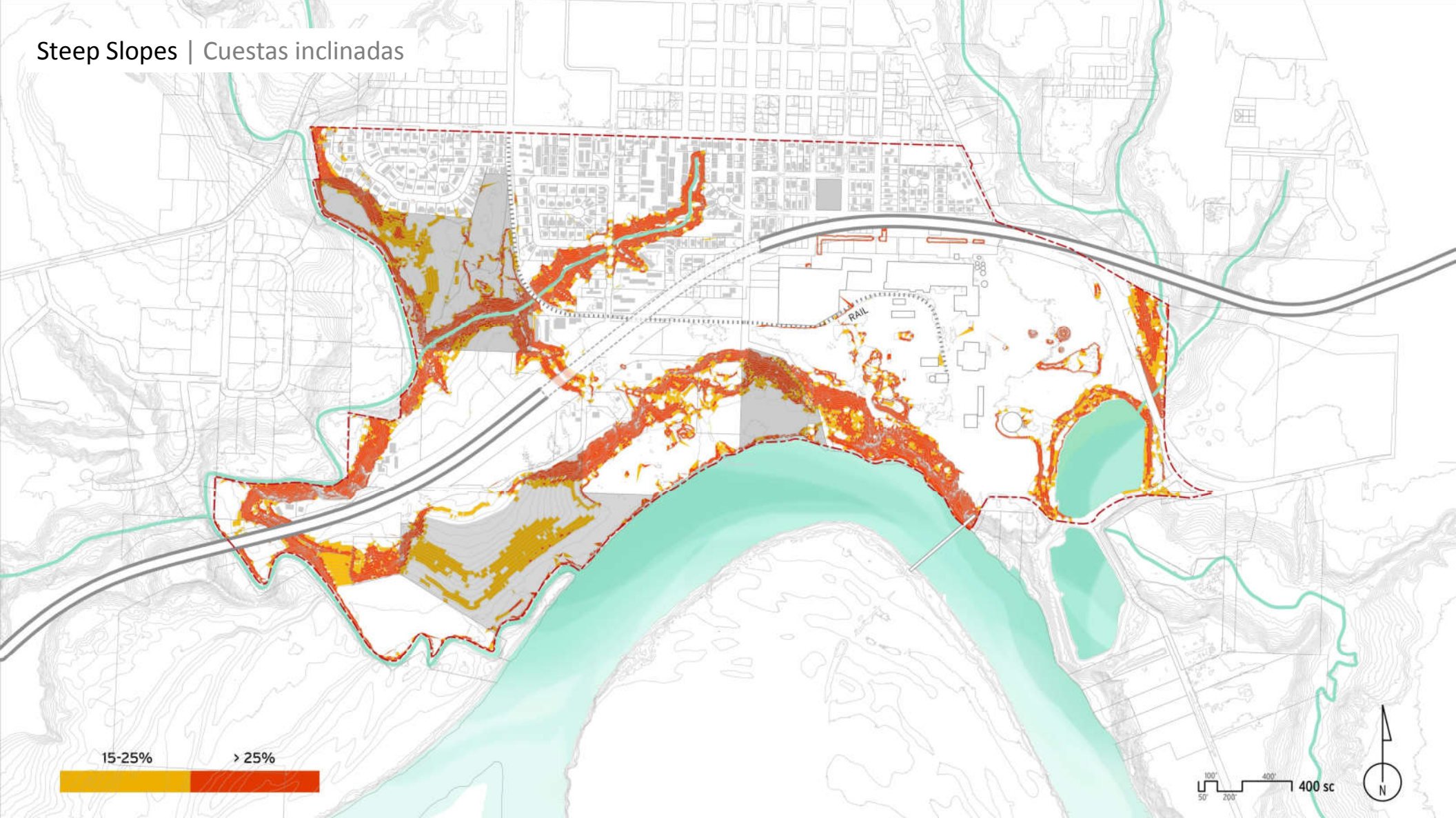
Existing Development | Urbanización existente



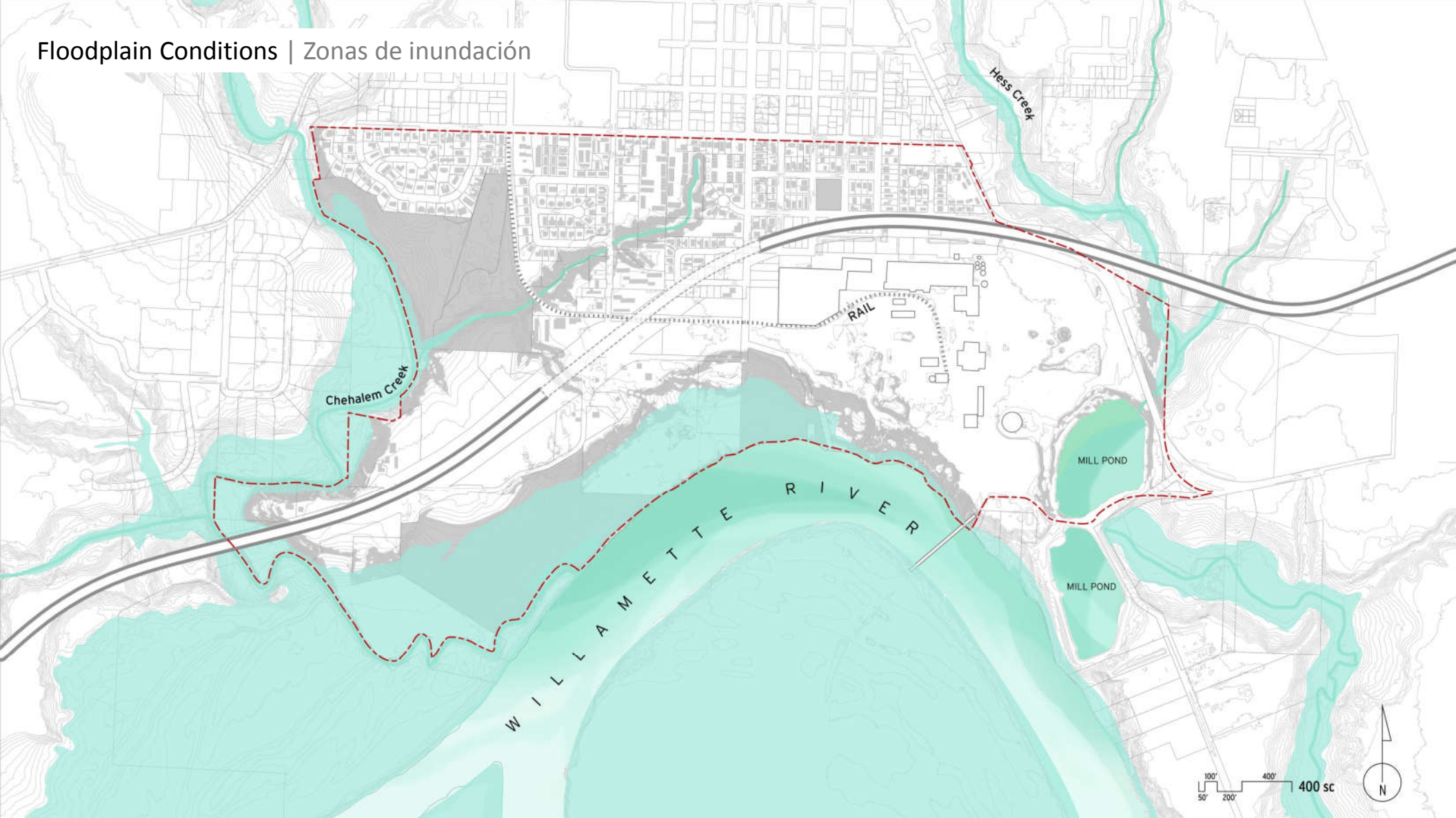
Parks and Open Space
| Parques y zonas libres



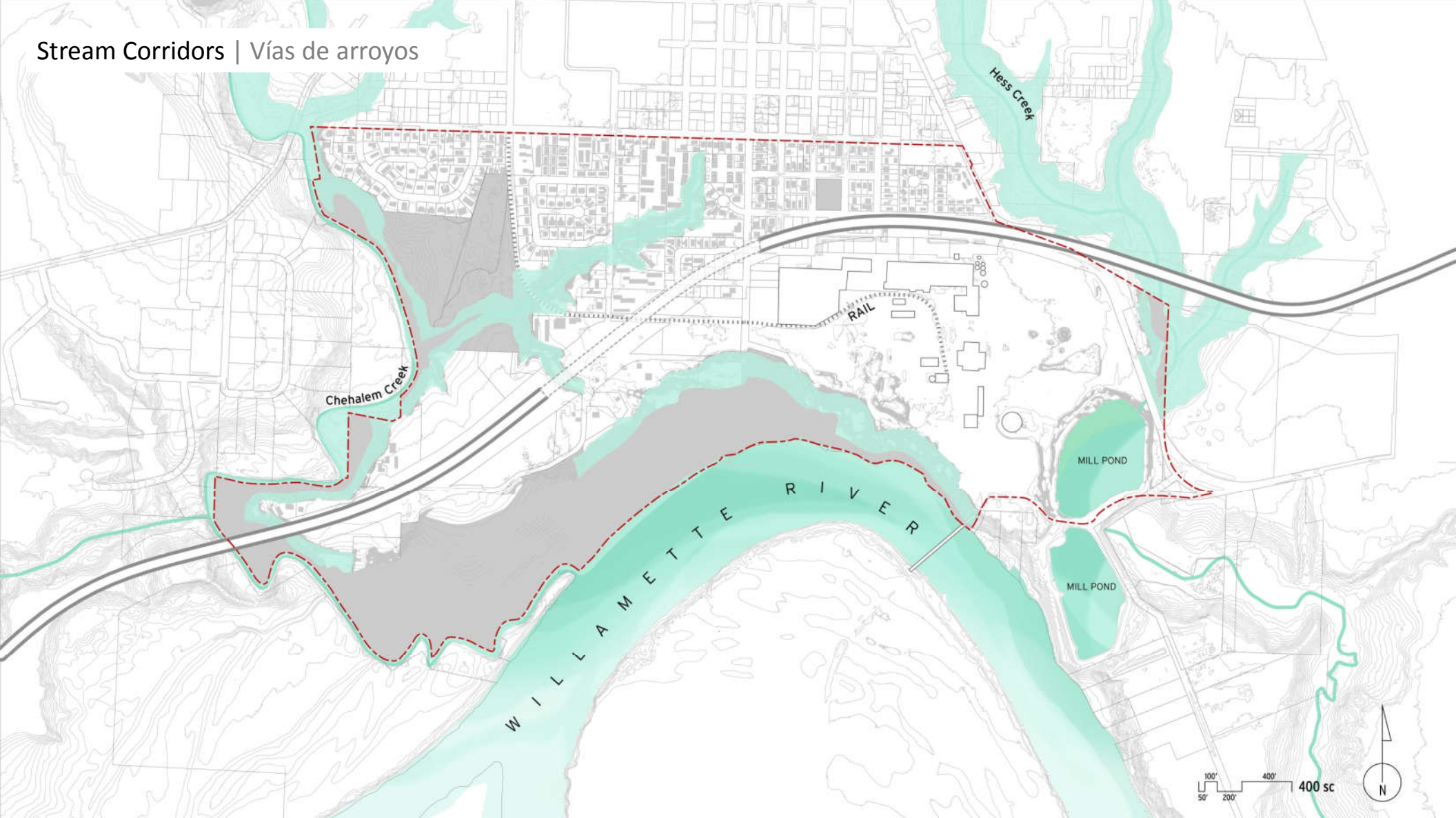
Steep Slopes | Cuestas inclinadas



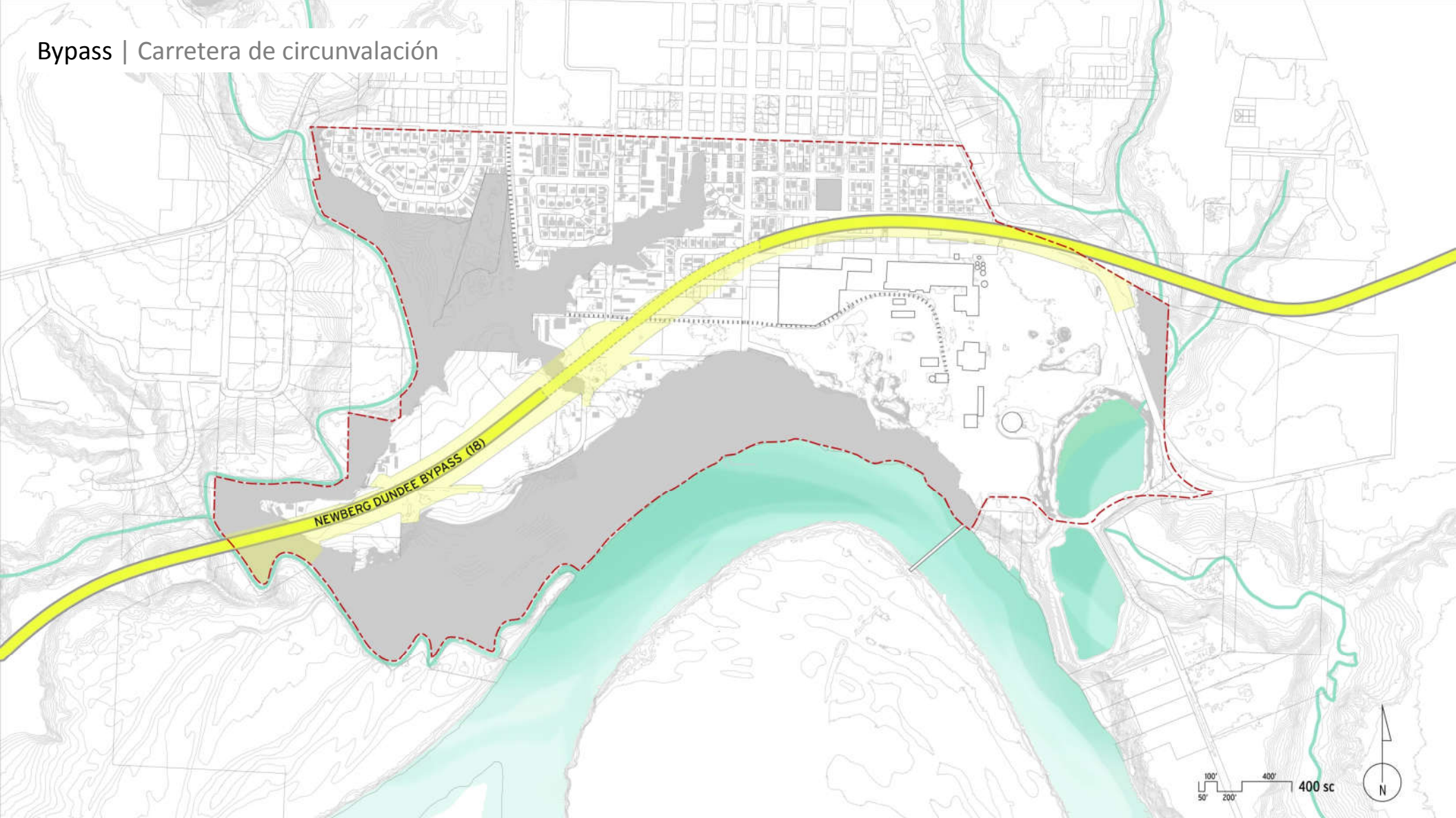
Floodplain Conditions | Zonas de inundación



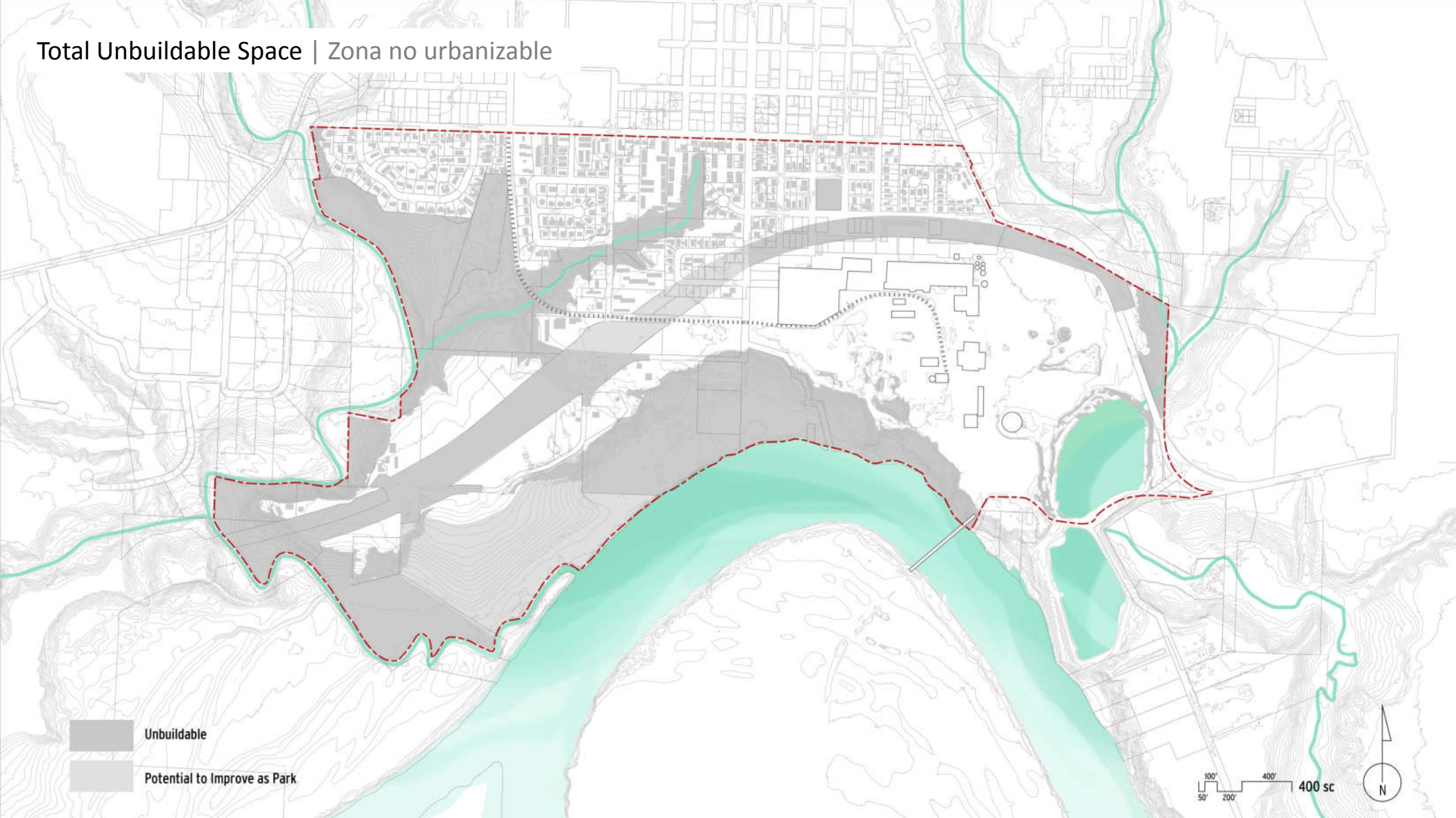
Stream Corridors | Vías de arroyos



Bypass | Carretera de circunvalación



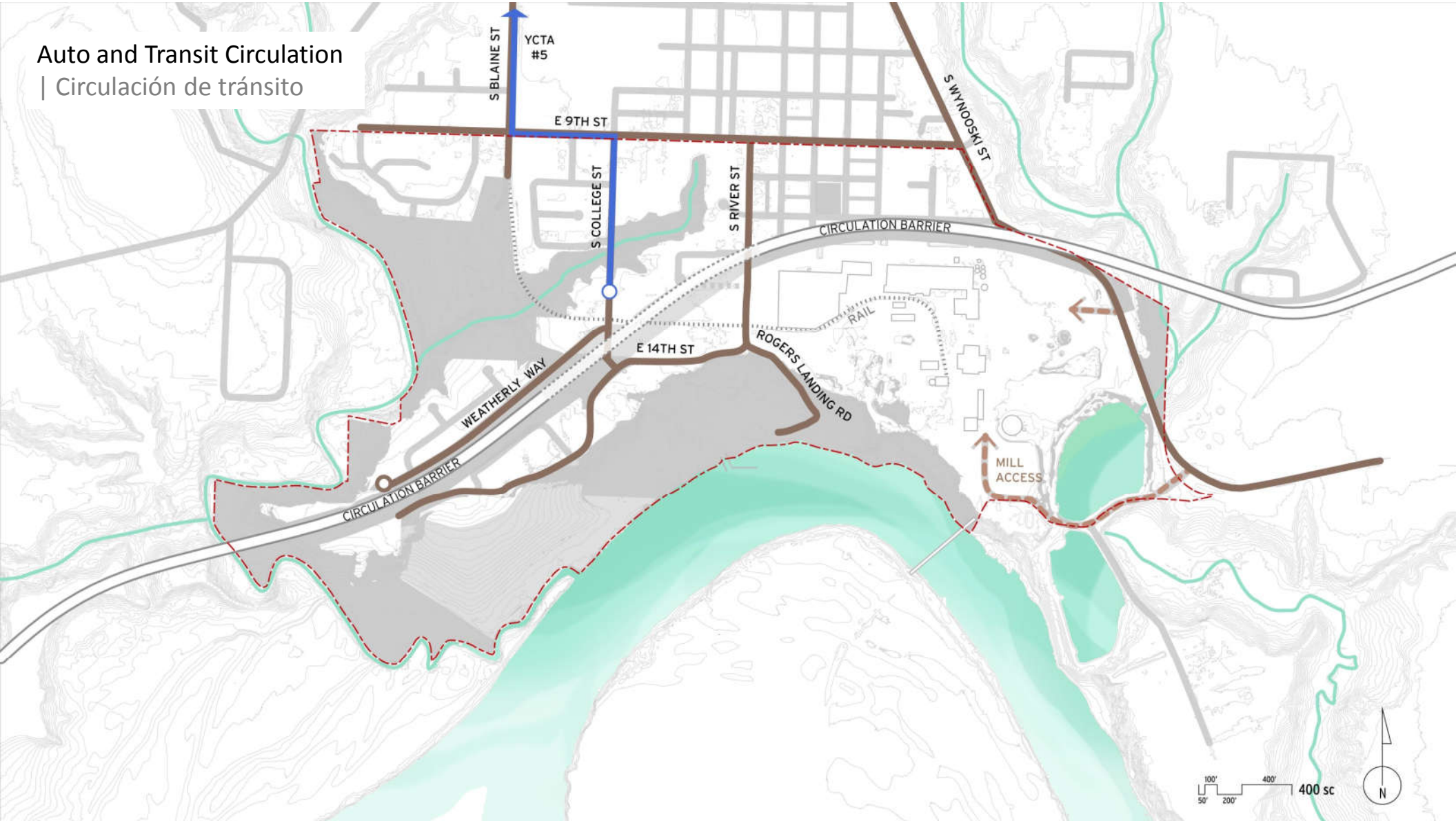
Total Unbuildable Space | Zona no urbanizable



- Unbuildable
- Potential to Improve as Park



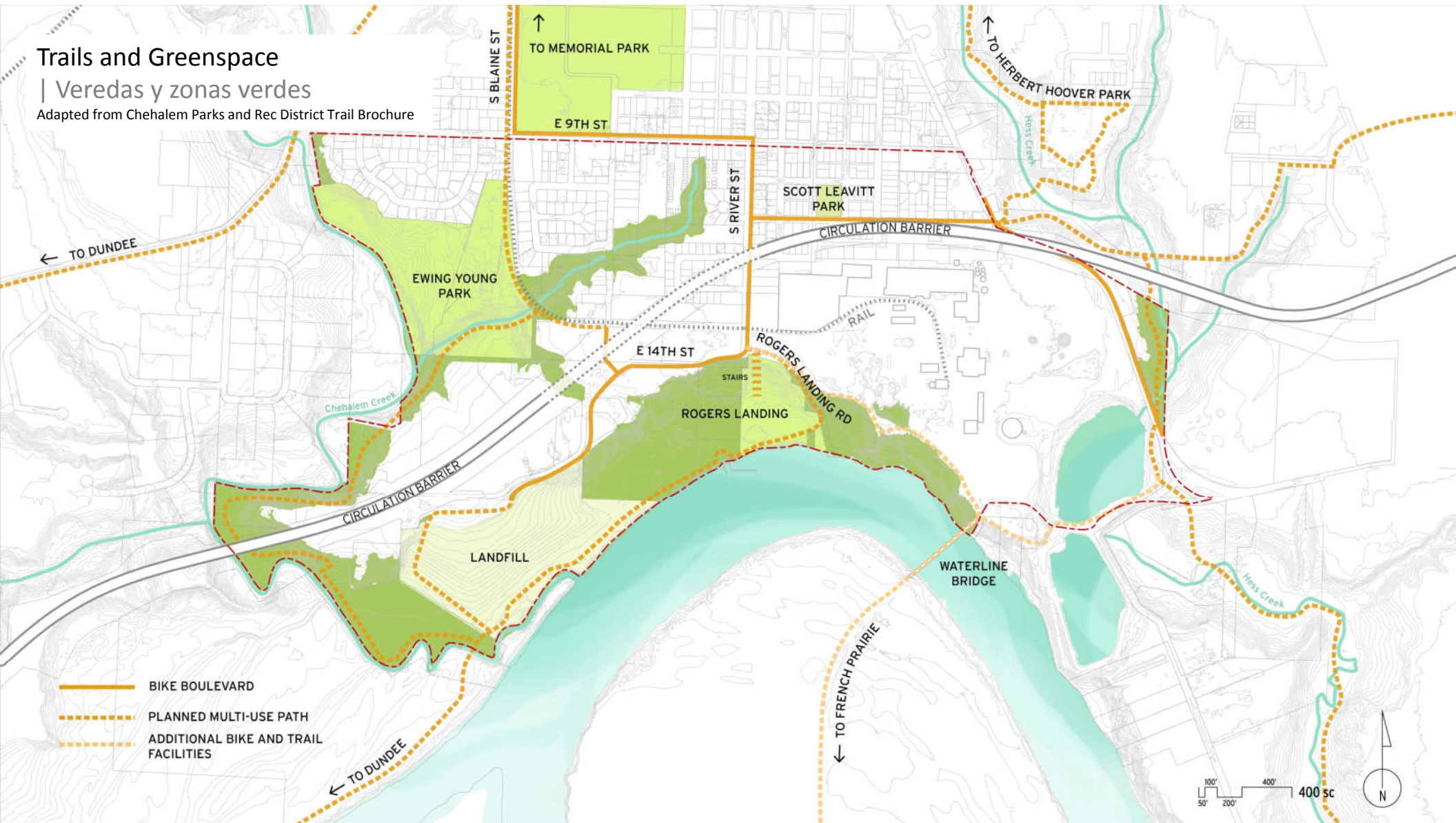
Auto and Transit Circulation
| Circulación de tránsito



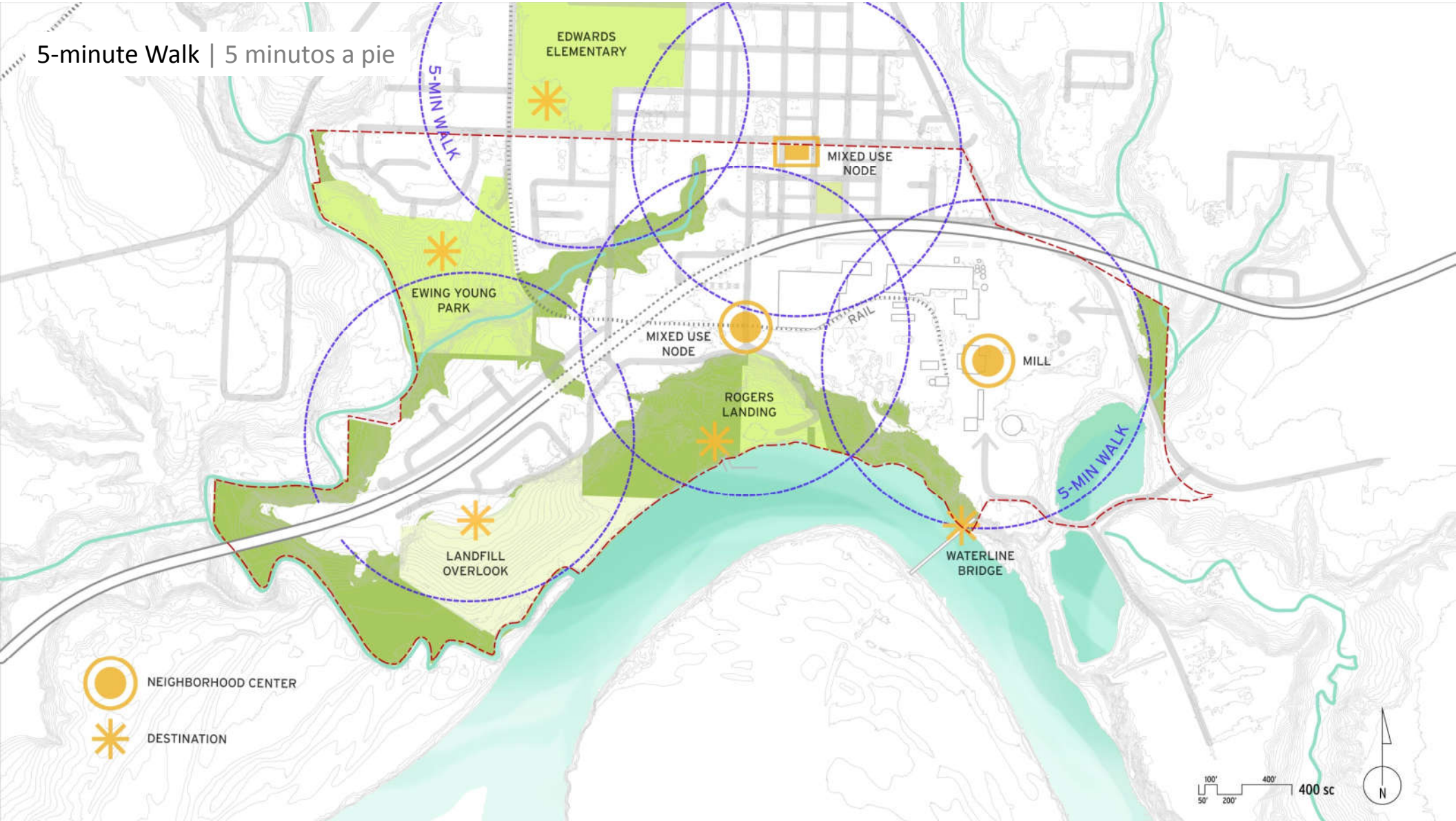
Trails and Greenspace

| Veredas y zonas verdes

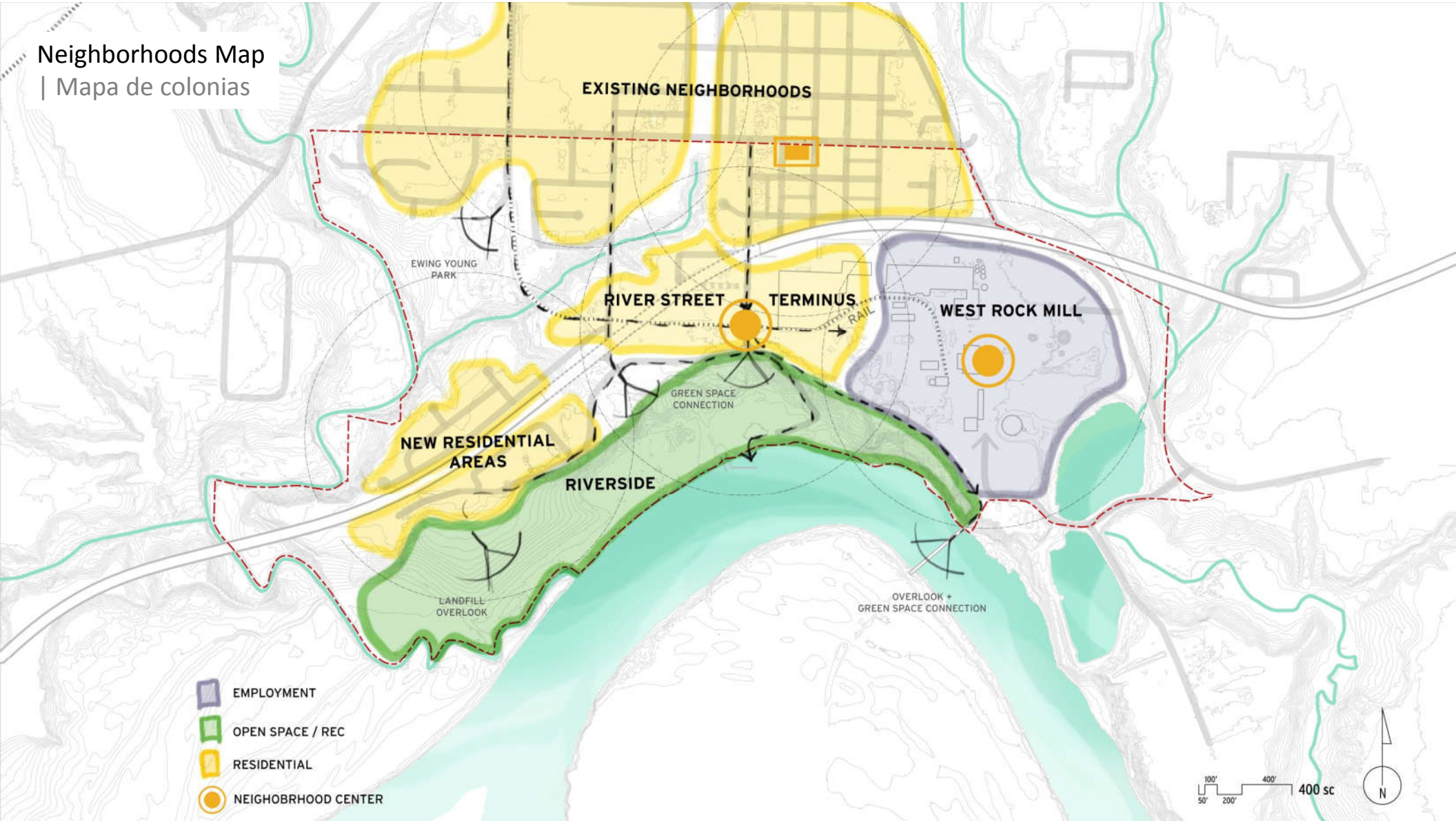
Adapted from Chehalem Parks and Rec District Trail Brochure



5-minute Walk | 5 minutos a pie



Neighborhoods Map
| Mapa de colonias





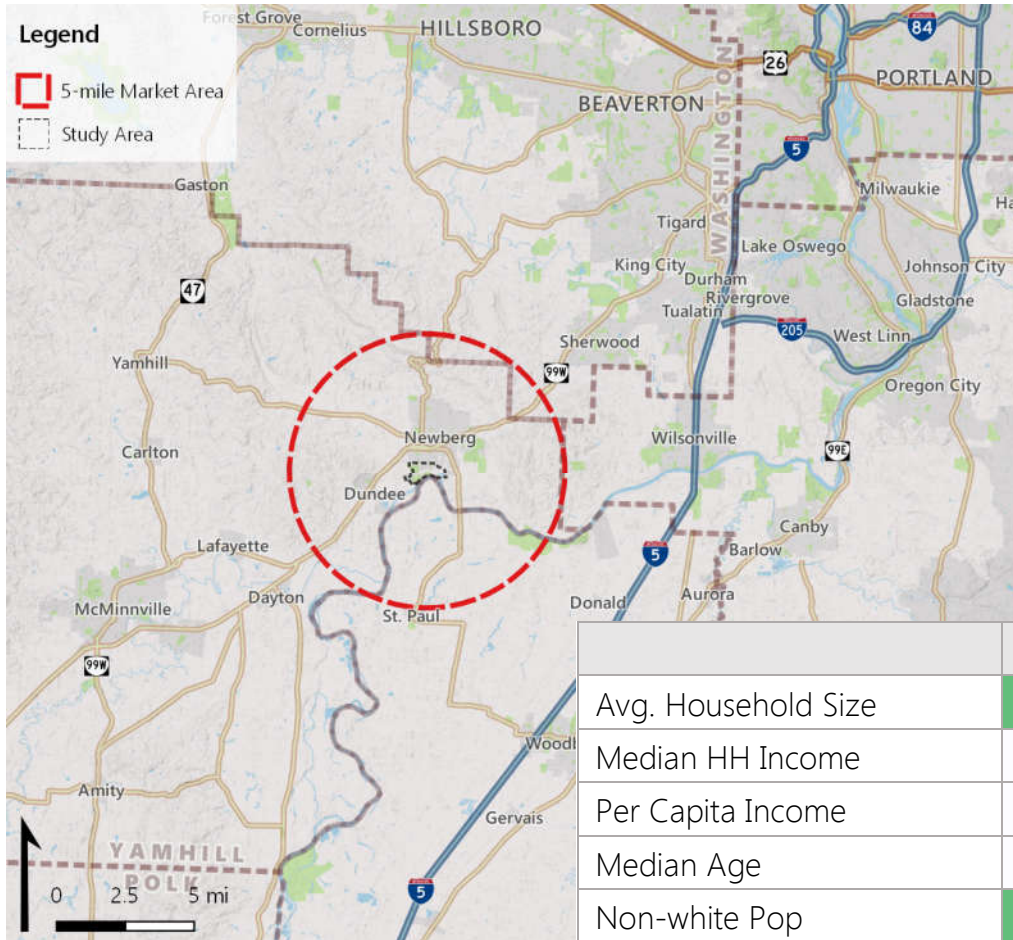
Market Analysis

| Análisis de la zona

9/7/2018

Advisory Committee Meeting #2

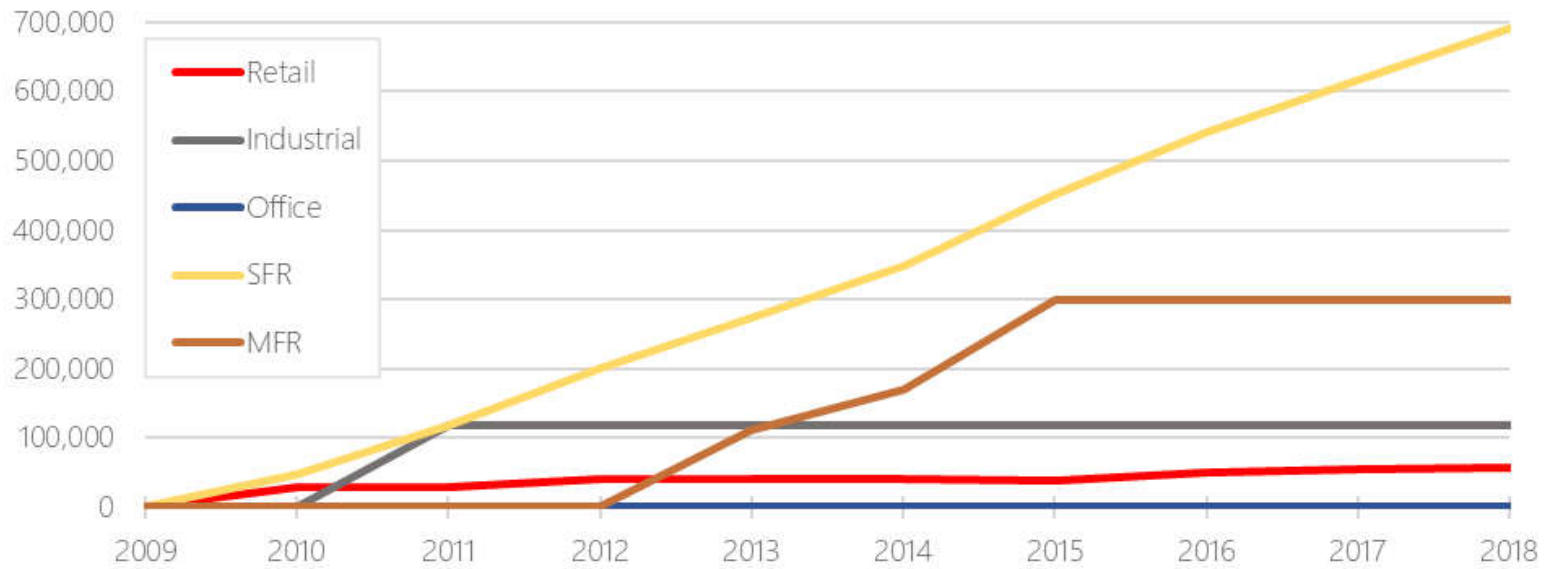
The Market Area | Área de análisis



Demographic Summary | Resumen demográfico

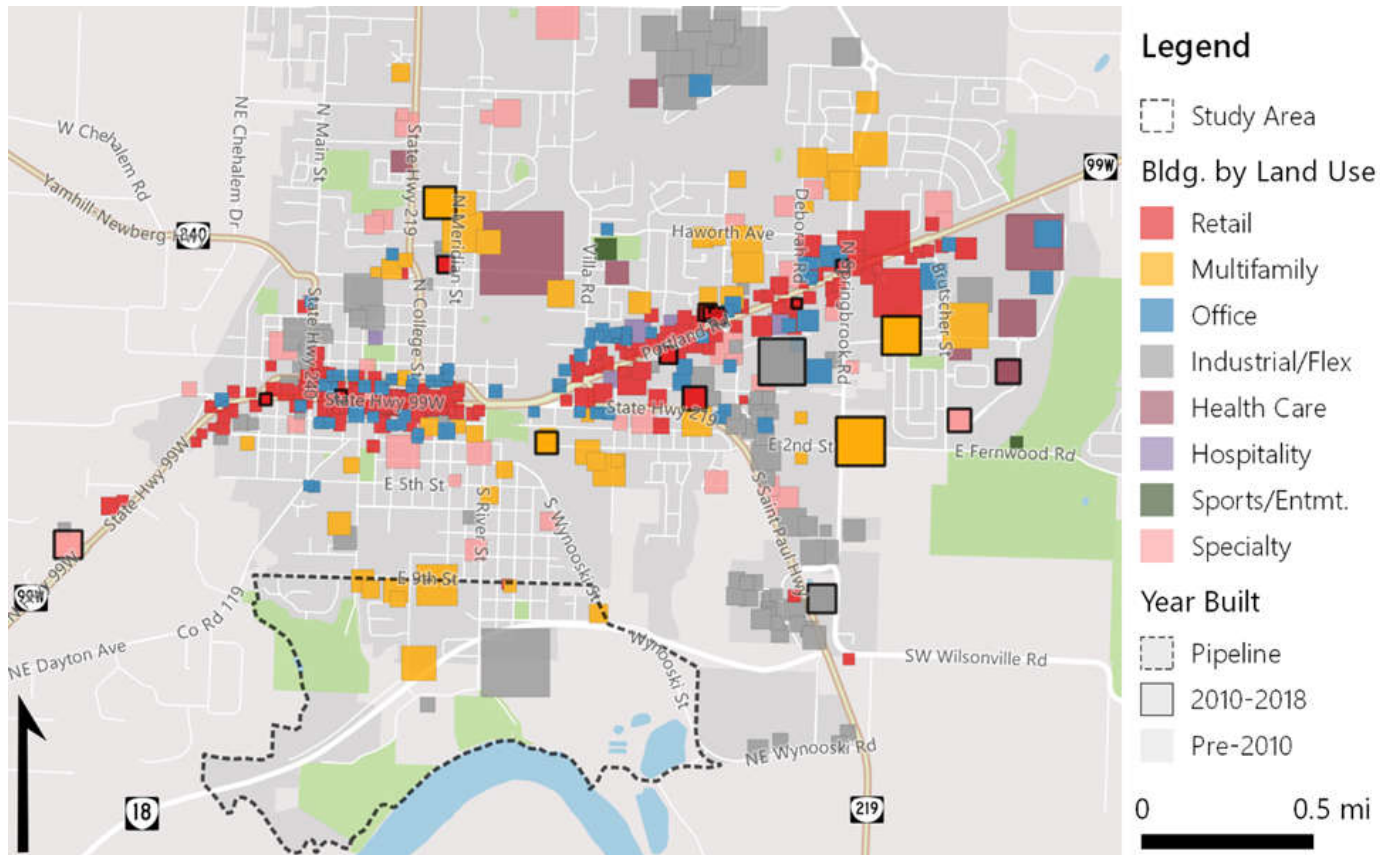
	Study Area	Newberg	Market Area	Yamhill Co.
Avg. Household Size	2.74	2.68	2.71	2.72
Median HH Income	\$46,251	\$60,383	\$66,939	\$58,446
Per Capita Income	\$19,457	\$26,136	\$29,676	\$27,372
Median Age	31.7	34.3	37.5	37.9
Non-white Pop	22%	14%	12%	15%
Bachelor's +	26%	31%	31%	25%

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



| Nueva construcción

Retail/Commercial | Zona comercial

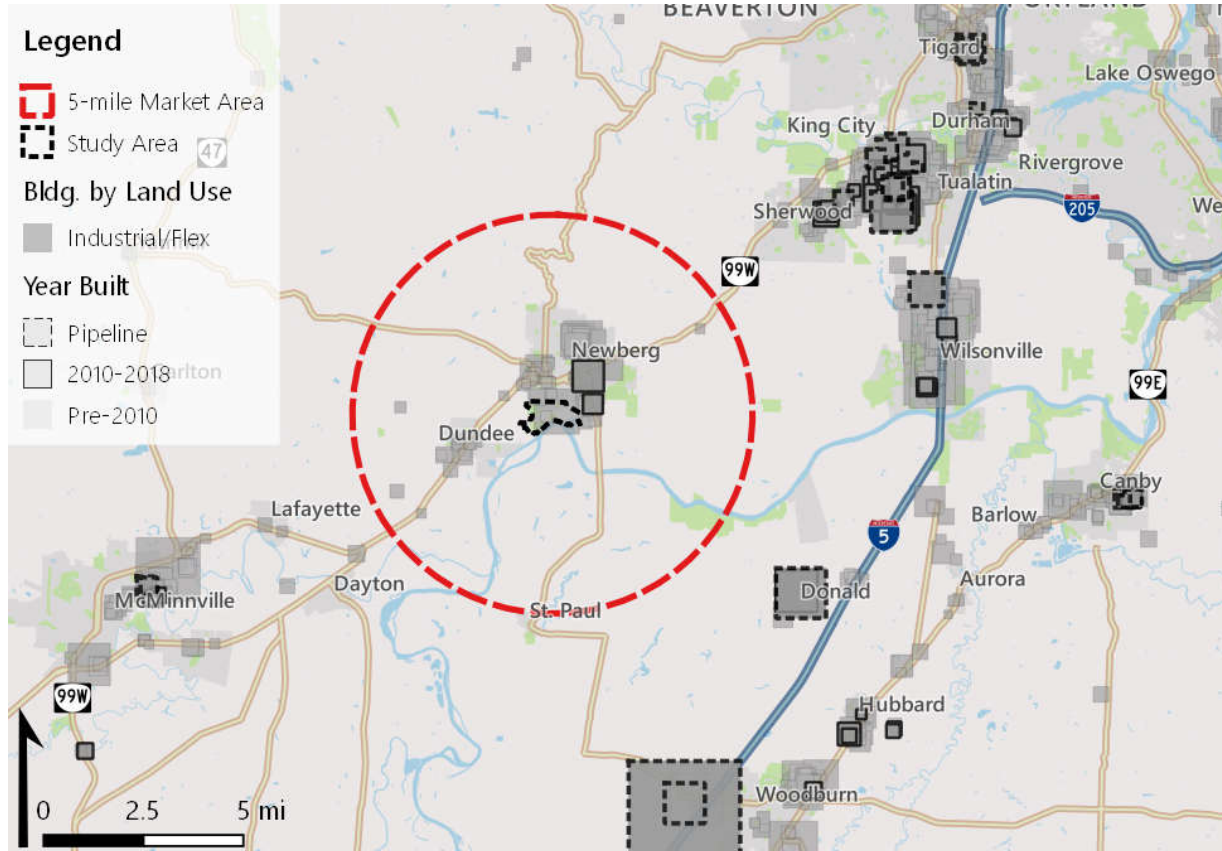


Riverfront:

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

Regional Industrial/Flex Development

| Región industrial y urbanización flexible



CASE STUDIES | Estudio de casos

Hood River Riverfront

Astoria Riverfront



CASE STUDIES | Estudio de casos

Independence Riverfront



Kendall Yards, Spokane, WA



Preliminary Development Programs



| Programas de urbanización preliminar



WHAT SHOULD WE BUILD? | ¿QUÉ CONSTRUIR?

IMPROVED CONNECTIONS TO DOWNTOWN FOR WALKERS, BIKERS, AND DRIVERS



Many sidewalks and roadways need improvement in the project area. Especially under the bypass, creating active, welcoming space will improve mobility between the riverfront and downtown.

SPACE FOR MUSIC / ARTS



A reused oil drum becomes the setting for a play at Chelsea, Massachusetts' waterfront park, which shares space with an industrial salt packing facility.

HOUSING



New housing in the Riverfront Area is most likely to take the form of single family homes, townhouses, and garden apartments.

ACTIVE RECREATION



People place a high value on places with beautiful views, open space, trail systems, and riverfronts. Investing in them improves quality of life for residents and draws private investment.

REUSE OF EXISTING INDUSTRIAL BUILDINGS



Plybus Market in Wenatchee, Washington. The WestRock site has several buildings that lend themselves to reuse.

EMPLOYMENT



Hood River, Oregon. An economic development analysis suggests that there is significant local industrial demand.

SERVICES AND PLACES TO SHOP



Destination retail would likely do well in the Newberg waterfront area.

PROTECTED NATURAL AREAS



Protecting watersheds and surrounding riparian zones brings biodiversity and beauty to riverfront, which can improve quality of life and incentivize private investment nearby.

WHAT WATERFRONT ACTIVITIES WOULD YOU LIKE TO SEE MORE OF?

| ¿QUÉ OTRAS ACTIVIDADES LE GUSTARÍA VER?

MOTORIZED BOATING



NON-MOTORIZED BOATING



TRAILS



LARGE EVENTS (CONCERTS / PARTIES)



SWIMMING



FISHING



PICNIC AREAS AND PLAYGROUNDS



COMMUNITY GARDEN



I want to... / Yo quiero...

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City of Newberg

SWIM!

¡nadar!

DANCE!

¡bailar!

PLAY!

¡jugar!

...at the Newberg Riverfront
... en la ribera de Newberg