

LIVABILITY & DEVELOPMENT ACTION PLAN

Goal 1: Blend the built environment with surrounding natural landscape

	Strategies	Timeline			Lead	Support	Details
		Short-term (1-5 years)	Mid-term (6- 10 years)	Long-term (11-20 years)			
1.1	Develop a community aesthetic based on history and natural environment						
Actions	1. Identify a task force	x			City	Hoover, City, CPRD, HPC, NAHS, GFU, NDC	
	2. Create a vision document and ordinances to ensure that open space community developments blend with natural landscape	x			Task Force		Exploring becoming a Tree City
	3. Use landscape aesthetic to define the downtown area	x	x	x	Task Force	Hoover, City, CPRD, HPC, NAHS, GFU, NDC	
	4. Create an urban forestry program	x	x	x	City	Hoover, City, CPRD, HPC, NAHS, GFU, NDC	
	5. Create a heritage tree program	x	x	x	City	Hoover, City, CPRD, HPC, NAHS, GFU, NDC	
	6. Explore funding options for the preservation of historic homes and architecture	x			City	Hoover, City, CPRD, HPC, NAHS, GFU, NDC	
	7. Create beautification projects along pedestrian routes connecting popular attractions		x		TSC	City, ODOT, property owners	
1.2	Create a scenic byway between Sherwood and Pacific City						
Actions	1. Learn steps to develop a scenic byway	x			City	YC, WC, Tillamook Co, 1000 friends of Oregon/YC, NSD, CPRD, Sherwood, ODOT, FHWA, Oregon Tourism Comm.	
	2. contact support partners to develop a task force	x			City	YC, WC, Tillamook Co, 1000 friends of Oregon/YC, NSD, CPRD, Sherwood, ODOT, FHWA, Oregon Tourism Comm. City	
	3. Secure project funding		x		task force	YC, WC, Tillamook Co, 1000 friends of Oregon/YC, NSD, CPRD, Sherwood, ODOT, FHWA, Oregon Tourism Comm. City	
	4. Create a Corridor Management Plan		x		task force	YC, WC, Tillamook Co, 1000 friends of Oregon/YC, NSD, CPRD, Sherwood, ODOT, FHWA, Oregon Tourism Comm. City	

Goal 2: Improve multi-modal transportation

	Strategies	Timeline			Lead	Support	Details
		Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)			
	Complete ADA Spot Improvement Program projects for Primary Critical Routes to improve walkability in accordance with the Newberg ADA/Pedestrian/Bike Route						
	2.1 Improvement Plan						
Actions	1. Prioritize projects in the ADA Spot Improvement Program		x		TSC	City, ODOT	
	2. Create implementation plan based on funding scenario		x		TSC	City, ODOT	
	3. Secure funding for and implement ADA Spot Improvement Program projects		x		TSC	City, ODOT	
	4. Explore adding pedestrian walkway at strategic locations along Highway 99W east of downtown Newberg (e.g. HAWK or RRFB pedestrian signals, painted crosswalks)		x		TSC	City, ODOT	
	5. Create a city/citizen program to fix/develop sidewalks		x	x	TSC	City, NSD, GFU, ODOT, NDC	
	6. Explore decreasing speed limit in current 25 MPH zones to 20 MPH	x			TSC	City, ODOT	
	Complete bicycle lanes and lane treatments along planned routes established by the Newberg ADA/Pedestrian/Bike Route						
	2.2 Improvement Plan						
Actions	1. Address drainage grates and other obstacles	x			City	ODOT	
	2. Decide on and implement bicycle boulevard applications, (i.e. pavement markings, intersection treatments, traffic calming, traffic diversion)		x		City	ODOT	
	3. Decide on and implement roadside treatments, such as filter strips and swales		x		City	ODOT	
	Complete the Chehalem Heritage Trails Phase 1 Master Plan						
Actions	1. Complete each segment of the trail as funding becomes available	x	x	x	CPRD	City, property owners, ODOT	Bob and Crystal Rilee Park, Central Newberg Trail, Dayton Avenue Trail, Dundee to River Trail, Willamette Riverfront Trail, Chehalem Creek Trail, Hess Creek Corridor Trail, Haworth-Springbrook Trail
	2.4 Explore regional mass transit options						
Actions	1. Amend the comprehensive plan to align with the Yamhill County Transit Authority Plan	x			City		

	2. Identify additional potential public transit routes to surrounding communities	x			YCTA	City, Assisted living, businesses	
	3. Construct bus stop shelters with seating and route maps at all stops	x			YCTA	City, Assisted living, businesses	
	4. Create an advertising program to advertise on bus stop shelters	x	x	x	YCTA	City, Assisted living, businesses	
	5. Educate business community on public transit and provide opportunity to participate in federal public transit incentive program	x			YCTA	City, Assisted living, businesses	
	Institutionalize engagement in Complete Streets practices						
Actions	1. ensure that all new develop has sidewalks, bike lanes where appropriate, drainage, planting strips and public transportation marking where appropriate	x	x	x	City	TSC	
	2. confirm locations where complete streets do not exist	x			City	TSC	
	3. establish priorities for where complete streets do not exist	x			City	TSC	
	Create a separated multimodal/bike path from Sherwood to McMinnville						
Actions	1. Create a task force	x			City	City, Lafayette, McMinnville, Dundee, YC, ODOT	
	2. Secure funding	x			Task force	City, Lafayette, McMinnville, Dundee, YC, ODOT	
	3. Create a route	x			Task force	City, Lafayette, McMinnville, Dundee, YC, ODOT, property owners	
	4. Construct path		x	x	Task force	City, Lafayette, McMinnville, Dundee, YC, ODOT, property owners	
	Increase awareness of multi-modal transportation options						
Actions	1. Safe routes to school program	x	x	x	City	ODOT, CVCC, GFU, NSD, assisted living communities	
	2. Create a multi-modal access guide providing information on how to access specific destinations with an emphasis on bicycling, walking and transit	x			City	ODOT, CVCC, GFU, NSD, assisted living communities	
	3. Tourist safe routes guide	x			City	ODOT, CVCC, GFU, NSD, assisted living communities	
	4. Explore implementing TravelSmart programming to encourage environmentally friendly ways to travel	x			City	ODOT, CVCC, GFU, NSD, assisted living communities	
Goal 4: Improve housing affordability							
			Timeline				

	Strategies	Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)	Lead	Support	Details
4.1	Evaluate zoning changes for housing						
	1. Evaluate establishing mandated maximum lot size standards	x			City		
	2. Evaluate establishing minimum density standards	x			City		
	3. Evaluate expanded cluster development standards including cottage housing ordinance	x			City		
	4. Reduced / Waived Building Permit fee, Planning fees, or SDCs	x			City		
	5. Encourage cottage/tiny homes	x			City		
4.2	Create incentives to encourage alternative housing						
Actions	1. Create a task force	x			City	AHC	
	2. Create a master plan for residential/mixed-use residential zoning	x			Task Force		Ex: evaluate expanding density bonuses; establish vertical housing tax abatement district; establish an affordable housing tax abatement; reduced/waived building permit fee, planning fees, or SDCs; collaboration /partnerships for tiny houses/affordable housing in single family zones; Create programs to incentivize ADU development; Investigate expansion of mixed-use development around the perimeter of downtown
	3. Develop a tax structure to better support multi-family and higher density housing development	x			Task Force		
4.3	Increase affordability for home preservation and maintenance						
	1. Work with Energy Trust and others to implement energy audits and weatherization in buildings	x			City	City HPC, Dep of Energy, Pacific Power, NW Nat Gas	
	2. Compile a list of resources for improving historic homes including financial resources, material sources, and contractors.	x			City HPC	City Com Dev, City Admin, CVCC	
	3. Investigate creation of city incentives for historically appropriate exterior renovations in residential buildings.	x			City HPC, SHPO	City HPC, SHPO	
Goal 5: Complete funding, administrative, and organizational actions for Newberg Downtown Improvement Plan							
		Timeline					
	Strategies	Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)	Lead	Support	Details
5.1	Create an Urban Renewal District						
Actions	1. Urban Renewal feasibility study	x			City	NDC/CVCC	

	2. Urban Renewal district and board creation	x			City		
	3. Urban Renewal plan and report	x			URA Board	NDC/CVCC	
	4. Urban Renewal district formation	x			URA Board	NDC/CVCC	
	5.2 Create an Economic or Business Improvement District						
Actions	1. Business and property owner outreach	x			City	NDC/CVCC	
	2. Establish BID or EID	x			City	NDC/CVCC	
	5.3 Create development funding tools						
Actions	1. Vertical Housing Program	x			City	NDC	
	2. Multi-Unit Housing Tax Exemption Program	x			City	NDC	
	3. New Market Tax Credits	x			City, Developer	City, NDC	
	4. EB-5 Program	x			Developer		
	5. Establish a Construction Excise Tax				City		
	5.4 Complete regulatory improvements						
Actions	1. Property owner engagement	x					
	2. Update Comprehensive Plan and policies	x			City		
	3. Update Zoning and Development Code	x			City		
	4. Prepare M-5 design guidelines	x					
	5.5 Develop downtown partnership						
Actions	1. Identify and recruit potential Partnership members	x			City		
	2. Support and guide the Downtown Partnership	x			City		
	5.6 Downtown Development Ombudsman						
Actions	1. Identify funding and host organization of position	x			NDC	City	
	2. Downtown ombudsman	x			NDC	City	
	5.7 Develop parking management plan						
Actions	1. Establish guiding principles for parking	x			City	NDC	
	2. Establish a parking working group	x			City	NDC	
	3. Amend code guidelines, shared parking	x			City	NDC	
	4. Simplify on-street stay time allowances	x			City	NDC	
	5. Upgrade on-street signage and striping	x			City	NDC	
	6. Create parking brand	x			City	NDC	
	7. Upgrade public lots		x		City	NDC	
	8. Improve private surface parking	x			City	NDC	
	9. East/West gateway communication system	x			City	NDC	
	10. Add bike parking at strategic locations	x			City	NDC	
	11. Identify off-street shared-use opportunities	x			City	NDC	
	12. Parking data collection	x			City		

	13. Business-to-business outreach and communication	x			NDC	City	
	14. Explore and develop funding options	x			City	NDC	
	15. Long-term parking asset identification and procurement		x		City	NDC	

Goal 6: Complete Newberg Downtown Improvement Plan

	Strategies	Timeline			Lead	Support	Details
		Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)			
	Implement gateway projects in accordance with the Newberg Downtown Improvement Plan						
Actions	1. Develop a Streetscape, Wayfinding, and Gateway Plan to identify types and locations for streetscape features, wayfinding markers, gateways, and other components of the pedestrian realm	x			City	NDC, CBD, GFU, ODOT, Service Organizations	
	2. Initiate West End and Northwest Gateway pilot projects in order to build momentum, interest and support for downtown improvement activities		x		City	NDC, CBD, GFU, ODOT, Service Organizations	
	Implement First Street improvement projects in accordance with the Newberg Downtown Improvement Plan						
Actions	1. Resolve policy/analysis issues	x			City	ODOT	
	2. Road diet/design agreement (EX: protected bike lanes, outdoor seating for businesses, enhanced beautification)	x			City	ODOT	
	3. Pursue OFAC and OTC approvals	x			ODOT	City, NDC	
	4. Design and programming		x		ODOT	City, NDC	
	5. Determine project limits/phasing		x		ODOT	City, NDC	
	6. Final design and construction		x		ODOT	City, NDC	
	Implement Hancock Street reinvention projects in accordance with the Newberg Downtown Improvement Plan						
Actions	1. Resolve policy/analysis issues	x			City	ODOT	
	2. Road diet/design agreement (EX: protected bike lanes, outdoor seating for businesses, enhanced beautification)	x			City	ODOT	
	3. Pursue OFAC and OTC approvals	x			ODOT	City, NDC	
	4. Design and programming		x		ODOT	City, NDC	
	5. Determine project limits/phasing		x		ODOT	City, NDC	
	6. Final design and construction		x		ODOT	City, NDC	

	Implement East End/Gateway District Project in accordance with the Newberg Downtown Improvement Plan						
6.4							
Actions	1. Property owner engagement	x			City	NDC, Property Owners	
	2. Developer engagement	x			City	NDC, Property Owners	
	3. Development opportunity study	x			City	NDC, Property Owners	
6.5	Implement West End/Mill District Project in accordance with the Newberg Downtown Improvement Plan						
Actions	1. Property owner engagement	x			City	NDC, Property Owners	
	2. Developer engagement	x			City	NDC, Property Owners	
	3. District vision and strategy	x			City	NDC, Property Owners	
	4. Action plan	x			City	NDC, Property Owners	
6.6	Implement Second Street Mixed-use District Projects in accordance with the Newberg Downtown Improvement Plan						
Actions	1. Property owner engagement	x			City	NDC, Property Owners	
	2. Infill housing demonstration project	x			City	NDC, Property Owners	
	3. Second Street improvement design/construction		x		City		
6.7	Implement Civic/Cultural Corridor Projects in accordance with the Newberg Downtown Improvement Plan						
Actions	1. Appoint task force	x			City	NDC, CBD, CPRD	
	2. Coordinate activities with other strategies	x			Task Force	City	
	3. Begin fundraising activities				Task Force	City	
	4. Howard Street festival design and construction				City	NDC, CBD, CPRD, Property Owners	
6.8	Implement Catalyst Development Projects in accordance with the Newberg Downtown Improvement Plan						
Actions	1. Engage downtown catalyst project program	x			City	NDC	
	2. Butler property activation program	x			NDC	City	
	3. Schedule Butler property program events	x			NDC	City	
	4. Butler property development	x			City	NDC	
	5. Explore post office re-use	x			City	NDC	
	6. Recruit hotel developer	x			City	Brokers, Property Owners	
6.9	Implement North-South Connections Projects in accordance with the Newberg Downtown Improvement Plan						
Actions	1. North-South refinement study	x			City	NDC	
	2. Connectivity demonstration projects	x			City	NDC	

	3. Engage in discussions with railroad owners and railroad users	x			City	NDC, ODOT, others	
	4. Trolley feasibility study	x			City	NDC, ODOT, others	
	5. Identify funding		x		City	NDC, ODOT, others	
	6. Project development		x		City	NDC, ODOT, others	
6.10 Enhance events areas/districts							
Actions	1. Create task force to lead coordination of event areas/districts				City	CPRD, NCDB, CVCC, CHCC	
	2. Determine existing adequate electrical capabilities of outdoor event locations	x			Task force	CPRD, NCDB, Chamber, CHCC	
	3. Build covered areas at outdoor event locations	x			Task force	CPRD, NCDB, CVCC, CHCC	
	4. Pursue collaborative/shared use of existing parking	x			Task force	CPRD, NCDB, Chamber, CHCC	
	5. Explore public parking options to support local events	x			Task force	CPRD, NCDB, CVCC, CHCC	
6.11 Create three temporary outdoor social interactive community spaces within the downtown area							
Actions	1. research other successful projects in comparable communities around region or state	x			NDC	Block clubs, City, NCDB, GFU, assisted living facilities	
	2. create a task force to optimize locations	x			NDC	Block clubs, City, NCDB, GFU, assisted living facilities	
	3. recruit volunteers to construct and deconstruct project	x			Task force	Block clubs, City, NCDB, GFU, assisted living facilities, NDC	
	4. review success of project and consider permanence	x			Task force	Block clubs, City, NCDB, GFU, assisted living facilities, NDC	
Goal 7: Improve infrastructure							
	Strategies	Timeline			Lead	Support	Details
		Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)			
7.1 Increase the supply of industrial and commercial/retail land							
Actions	1. Apply for grant(s) to evaluate expanding the urban growth boundary.	x			City	DLCD, RS, Legislature	
	2. Update Comprehensive Plan Policies.	x			City	DLCD, Biz OR, CVCC, FYC, 1000 Friends, Industrial Brokers	
	3. Complete Buildable Lands Inventory.	x			City	DLCD, Biz OR, CVCC, NUMAC, Newberg Community, NDC, ODOT, RS, YC, Dundee, FYC, 1000 Friends, , Industrial Brokers	
	4. Evaluate expansion land opportunities.	x			City	DLCD, Biz OR, CVCC, NUMAC, Newberg Community, NDC, ODOT, RS, YC, Dundee, FYC, 1000 Friends, Industrial Brokers	

	5. Conduct land use education campaign to increase citizen support for industrial land rezoning.	x			City	Newberg Community, Industrial Brokers, FYC	
	6. Engage the owners and neighbors of the targeted property in the effort.	x			City	DLCD, Biz OR, CVCC, NUMAC, Newberg Community, Industrial Brokers	
	7. Identify needed infrastructure	x			City	DLCD, Biz OR, CVCC, NUMAC, Newberg Community, , ODOT, RS, YC, FYC, 1000 Friends, Legislature, Industrial Brokers	
	8. Identify financing for infrastucture.	x				DLCD, Biz OR, CVCC, NUMAC, Newberg Community, , ODOT, RS, YC, FYC, 1000 Friends, Legislature, Industrial Brokers	
	9. Expand the Urban Growth Boundary.	x			City	DLCD, Biz OR, CVCC, NUMAC, Newberg Community, NDC, ODOT, RS, YC, Dundee, FYC, 1000 Friends, Legislature, Industrial Brokers	
	10. Identify shovel ready sites.	x			City	DLCD, Biz OR, ODOT, RS, YC, Industrial Brokers	
	11. Tell the story of the expansion to build community support for future expansions.	x			City	DLCD, Biz OR, CVCC, NUMAC, Newberg Community, NDC, ODOT, RS, YC, Dundee, Legislature, Industrial Brokers	
	12. Monitor land absorption to determine next horizon for urban growth boundary expansion.	x	x		City	DLCD, Biz OR, CVCC, NUMAC, Newberg Community, NDC, ODOT, RS, YC, Dundee, FYC, 1000 Friends, Legislature, Industrial Brokers	
	7.2 Ensure adequate utilities (water, sewer, storm draining, electricity, natural gas and telecommunications) to support industrial growth						
Actions	1. Coordinate with Portland General Electric, Northwest Natural, Frontier and Comcast on utility infrastructure capacities and locations. Inventory gaps or weaknesses in systems.	x	x		City	PGE, NWN, Frontier, Comcast, BPA, Industrial Brokers	
	2. Evaluate cogeneration opportunities with WestRock.	x			City	WestRock, PGE, BPA	
	3. Update necessary master plans every ten (10) years (transportation, water, sanitary sewer, storm drainage).	x	x		City	PGE, NWN, Frontier, Comcast, BPA, Industrial Brokers	
	4. Enhance accessibility to high-speed fiber.	x	x		City	Frontier, Comcast, others	
	7.3 Improve transportation access for industrial land						

Actions	1. Update the Transportation System Plan to include focus on needed improvements to existing/future industrial area access/freight routes.	x			City	ODOT, YC, MC, PWRR, CVCC, YCPC, Industrial Brokers	
	2. Support Parkway Committee to complete the Bypass.	x	x	x	City		
	3. Evaluate rail service capabilities (freight & commuter).	x			City	PWRR, YC, ODOT	
	4. Enhance transit service for industrial businesses.	x			City	Legislature, ODOT, YC, CVCC, YCTA	
	5. Coordinate with Oregon Department of Transportation and Marion County to transfer jurisdiction of Highway 219 from the McKay Road to Woodburn to Marion County and ODOT to acquire McKay-Ehlen Road to I-5.	x	x		City	ODOT, MC, YCPC	
	6. Coordinate with Oregon Department of Transportation and the Oregon congressional delegation on transportation funding sources.	x	x	x	City	ODOT, Legislature, Congress, FHWA, YC, MC, YCPC, CVCC	
	Develop infrastructure communications plan to keep community informed about project progress						
7.4							
Actions	1. Update City website to make key information more available and user-friendly	x			City	GFU, Library, NSD	
	2. Create and display infrastructure online	x			City	GFU, Library, NSD	Transportation, waste water, O-DOT, CERT, stormwater, etc.
Acronyms							
AHC - Affordable Housing Commission							
AIS - Allison Inn & Spa						NUMAC - Newberg Urban Management Area Commission	
Biz OR - Business Oregon						OBC - Oregon Business Council	
BPA - Bonneville Power Administration						ODOT - Oregon Department of Transportation	
City - City of Newberg						OED - Oregon Employment Department	
CBD - Central Business District						OEN - Oregon Entrepreneurs Network	
NCDB - Newberg Cultural District Board						ODSL - Oregon Department of State Lands	
CHCC - Chehalem Cultural Center						OMEP - Oregon Manufacturing Extension Partnership	
CLCC - Clackamas Community College						OMSP - Oregon Main Street Program	
Climb Center - Portland Community College CLIMB Center						ONAMI - Oregon Nanoscience & Microtechnologies Institute	
Comcast - Comcast Telecommunications Company						OSC - Oregon State Chamber	
Congress - US Congress						OTRADI - Oregon Translational Research Development Institute	
Corps - US Army Corps of Engineers						OWB - Oregon Wine Board	
CPRD - Chehalem Parks & Recreation District						PCC - Portland Community College	
CRRC - Citizen Rate Review Committee						PGE - Portland General Electric	

CVCC - Chahelem Valley Chamber of Commerce		PIE - Portland Incubator Experiment		
DLCD - Department of Land Conservation and Development		PNDC - Pacific Northwest Defense Coalition		
Dundee - City of Dundee		PNMC - Providence Newberg Medical Center		
EDA - Economic Development Administration		PWRR - Portland & Western Railroad		
FHWA - Federal Highway Administration		Rotary - Newberg Rotary Early Bird/Noon Rotary		
Finance - Finance Community		RS - Regional Solutions		
Frontier - Frontier Communications		SBA - Small Business Administration		
FYC - Friends of Yamhill County		SBDC - Small Business Development Center		
GFU - George Fox University		SEDCOR - Strategic Economic Development Corporation		
GPI - Greater Portland Inc.		TAO - Technology Association of Oregon		
Graphic - Newberg Graphic		TO - Travel Oregon		
Hoover - Hoover Minthorn House Museum		TSC - Traffic Safety Commission		
HPC - Historic Preservation Committee		USCS - US Commercial Service		
Incite - Incite, Inc		VN - Visit Newberg		
JASO - Japan American Society of Oregon		WC - Washington County		
Kiwanis - Newberg Kiwanis		WVWA - Willamette Valley Wineries Association		
Library - Newberg Public Library		YC - Yamhill County		
Legislature - Oregon Legislature		YCPC - Yamhill County Parkway Committee		
MC - Marion County		YCTA - Yamhill County Transit Area		
MCM Chamber - McMinnville Chamber of Commerce		1000 Friends - 1000 Friends of Oregon		
MWVCOG - Mid-Willamette Valley Council of Governments				
NAHS - Newberg Area Historical Society				
NDC - Newberg Downtown Coalition				
NSD - Newberg School District				