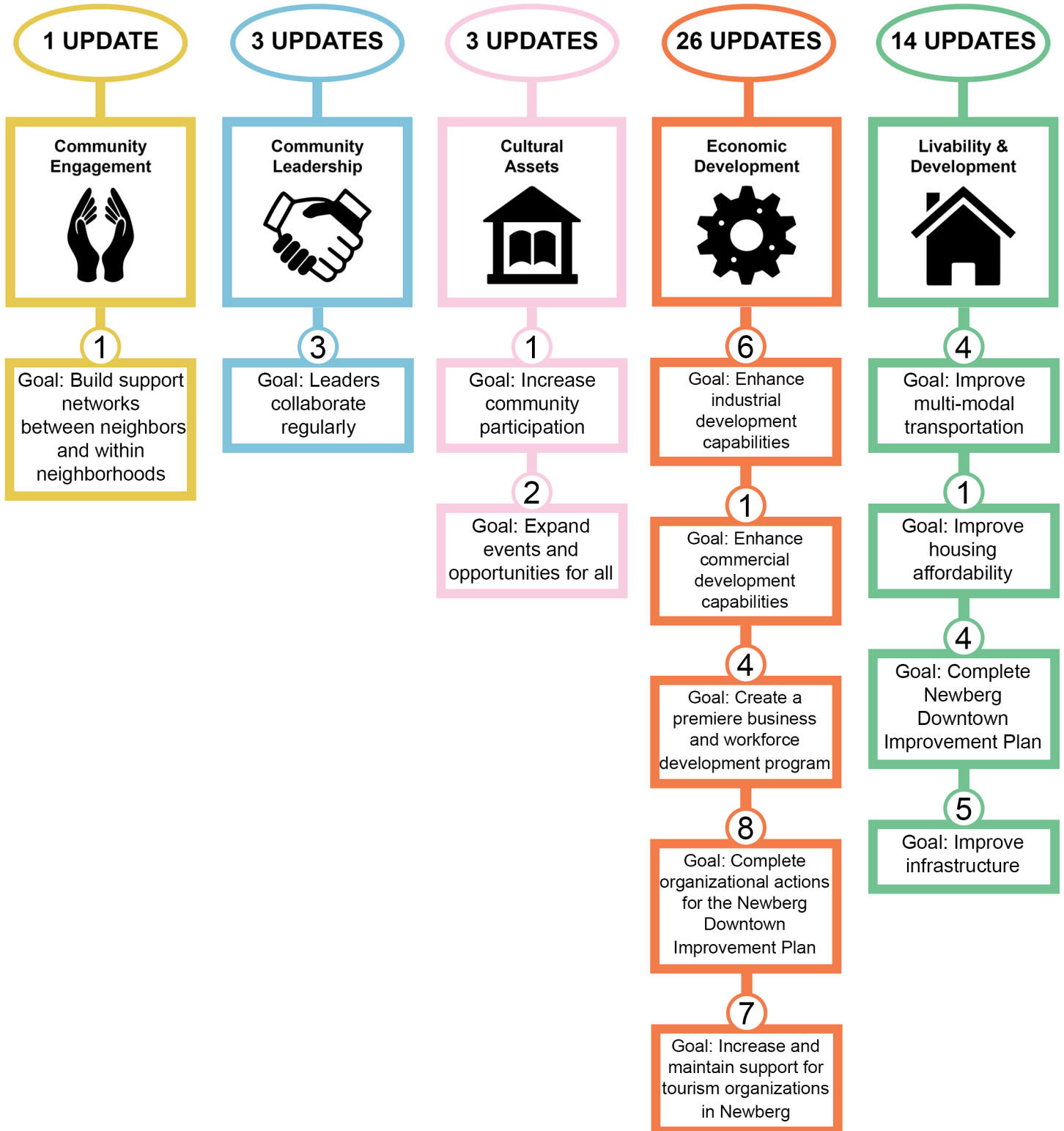




PROUD PAST, FLOURISHING FUTURE

# COMMUNITY VISION FOR 2040 1 YEAR PROJECT UPDATE (AUG 2019 - AUG 2020)





## Community Engagement

**Goal: Build support networks between neighbors and within neighborhoods**

Action: Engage with local service organizations and governments to create a comprehensive directory.

**UPDATE:** The Community Wellness Collective engages with the community by providing services and partnering with community stakeholders on mental health and other wellness services.



## Community Leadership

**Goal: Leaders collaborate regularly**

Action: Televisе public meetings and create a way to remotely participate in meetings.

**UPDATE:** City Council, Board, Commission, and Committee meetings are taking place on Zoom due to COVID-19. All meetings are recorded and posted on YouTube

Action: Divide meeting recordings (i.e. video, audio) into sections according to topic.

**UPDATE:** Audio recordings and videos of all meetings are available on the City's web site for public meetings. Recordings are sorted by meeting type and topic.

Action: Update all public agency websites to improve user experience and access to staff contact information and common community inquiries

**UPDATE:** The City's website is updated regularly and organized by department.



## Cultural Assets

### Goal: Increase community participation

Action: Contact Visit Newberg to determine the feasibility of marketing Newberg as the Camellia City and its arts, culture, heritage, and tourism opportunities.

**UPDATE:** The City contacted Visit Newberg on their branding and marketing to include the Camellia City concept. Additional discussions need to occur.



## Cultural Assets

### Goal: Expand events and opportunities for all

Action: Form an ad hoc committee to develop a public art policy that results in more public art.

**UPDATE:** The City Council endorsed a public art program that includes a coalition of the Newberg Downtown Coalition, the Chehalem Cultural Center, the Newberg Area Historical Society, and George Fox University.

Action: Explore using an urban renewal district for public art

**UPDATE:** An urban renewal feasibility study was completed and accepted by the City Council on July 20, 2020. Within the list of potential projects are gateways signs in the downtown area as well as the Riverfront area.



## Economic Development

### Goal: Enhance industrial development capabilities and opportunities

Action: Engage the Oregon Employment Department (OED) in an analysis of the traded sector industries and targeted industries in Newberg.

**UPDATE:** Strategic Economic Development Corporation (SEDCOR) and the City are coordinating on supply chain issues. Data from OED supports this effort.

Action: Leverage the Chehalem Valley Innovation Accelerator (CVIA) to increase the number of new businesses here in Newberg

**UPDATE:** The CVIA is full of tenants and has provided assistance to a variety of start-ups through mentoring.

Action: The City will conduct retention visits in coordination with partner organizations including Business Oregon, SEDCOR, the Chehalem Valley Chamber of Commerce (CVCC), and others.

**UPDATE:** SEDCOR and CVCC have conducted a variety of retention visits.

Action: Coordinate with partners to recruit new traded sector companies to Newberg.

**UPDATE:** Coordination and recruitment efforts have occurred. Newberg is challenged by a lack of industrial buildings.

Action: Develop relationships and frequent communications with industrial brokerage community in the greater Portland area.

**UPDATE:** Multiple discussions have occurred with local brokers and brokerage firms out of Portland. Many of the discussions over the year were focused on the mill site.

Action: Promote the Newberg Enterprise Zone program through marketing material and face-to-face discussions.

**UPDATE:** The City shared information with local companies on the Enterprise program as well as brokers inquiring about the mill site.



## Economic Development

**Goal: Enhance commercial development capabilities and opportunities**

Action: Meet with property owners on development and redevelopment opportunities.

**UPDATE:** Meetings are continuing to take place with property owners in the downtown area for redevelopment opportunities



## Economic Development

**Goal: Create a premier business and workforce development program**

Action: Establish the Chehalem Valley Entrepreneurs Network

**UPDATE:** In coordination with Launch Mid-Valley and the Oregon Entrepreneurs Network, angel funding activities took place within the Mid-Valley region.

Action: Coordinate with Launch Mid-Valley

**UPDATE:** Activities like meet-ups, a start-up weekend, and more were coordinated. Angel funding occurred in the region.

Action: Recruit, vet, and select tenants for the Chehalem Valley Innovation Accelerator (CVIA)

**UPDATE:** Tenant space is full at CVIA. A CVIA Board member, Showalter, also participated in the Launch Mid-Valley Angel funding program.

Action: Help CVIA tenants achieve projects-to-products-to-market successes

**UPDATE:** Businesses were mentored, developed products, and were assisted with business plan development.



## Economic Development

**Goal: Complete funding, administrative, and organizational actions for the Newberg Downtown Improvement Plan.**

Action: Conduct an Urban Renewal Feasibility Study.

**UPDATE:** The City Council accepted the completed Urban Renewal Feasibility Study on July 20, 2020.

Action: Create an Urban Renewal District and board

**UPDATE:** The City established an urban renewal board on August 17, 2020.

Action: Create an Urban Renewal District Plan and Report.

**UPDATE:** An urban renewal plan and report are under development.

Action: Create a Vertical Housing Program.

**UPDATE:** The Vertical Housing Development Zone program is under development and will be presented to the City Council soon.

Action: Establish a Construction Excise Tax.

**UPDATE:** The developed Construction Excise Tax program is up for consideration by the City Council.

Action: Prepare M-5 (craft industrial) design guidelines.

**UPDATE:** The M-5 zone and guidelines are being developed in partnership with the Newberg Downtown Coalition.

Action: Establish a parking working group.

**UPDATE:** The Newberg Downtown Coalition is meeting with businesses in the downtown area to discuss parking.

Action: Upgrade on-street signage and striping.

**UPDATE:** On-street parking spaces were re-striped in the summer of 2020 in the downtown area.



## Economic Development

### **Goal: Increase and maintain support for tourism organizations in Newberg.**

Action: Create and expand a regional, national, and international marketing campaign that promotes Newberg and the valley as a tourist destination.

**UPDATE:** Visit Newberg (Taste Newberg) developed a website, the Taste Newberg brand, and a digital and social media campaign which was refocused due to COVID-19.

Action: Continuing providing Visitor Center functions; continue quarterly and annual reporting per contract with the City.

**UPDATE:** The Chehalem Valley Chamber of Commerce (CVCC) provides visitor center function and. The City contracted to continue this function for the next fiscal year. Quarterly reports and an annual report were given.

Action: Increase advertising and public relations dollars.

**UPDATE:** Due to COVID-19, Visit Newberg focused on public relations and messaging about safe visitation and outdoor recreation opportunities.

Action: Work with major businesses, George Fox University, Sportsman Airpark, AIS, local major wineries, and other national/international sources of potential visitors to increase out-of-region destination traffic.

**UPDATE:** Taste Newberg held meetings with various organizations to encourage more overnight stays in Newberg.

Action: Recruit a mid-tier hotel to the valley

**UPDATE:** Discussions are on hold due to COVID-19.

Action: Establish annual reporting on tourism activities.

**UPDATE:** Visit Newberg presented their annual report in July 2020.

Action: Coordinate with Visit Newberg on tourism marketing and promotion activities.

**UPDATE:** The City coordinates with Visit Newberg monthly on tourism marketing and promotion.



## Livability & Development

### Goal: Improve multi-modal transportation

Action: Prioritize projects in the ADA Spot Improvement Program.

**UPDATE:** The City's capital improvements projects include ADA improvements.

Action: Create a city/citizen program to fix/develop sidewalks.

**UPDATE:** We conducted and promoted the Project Sidewalk program. We also developed a web site on sidewalks located at [newbergoregon.gov/sidewalks](http://newbergoregon.gov/sidewalks) that includes a grant and loan program for residents.

Action: Amend the Comprehensive Plan to align with the Yamhill County Transit Authority (YCTA) plan.

**UPDATE:** We amended the Newberg Comprehensive Plan and Development Code to incorporate the YCTA plan.

Action: Create a Safe Routes to School (SRTS) program

**UPDATE:** The engineering department prepared a SRTS plan in June of 2020 for Edwards Elementary.



## Livability & Development

### Goal: Improve housing affordability

Action: Evaluate expanded cluster development standards including a cottage housing ordinance

**UPDATE:** The City was awarded a Department of Land Conservation and Development grant to establish standards for cluster housing development. A proposal will go in front of City Council in the fall of 2021.





## Livability & Development

### Goal: Improve infrastructure

Action: Apply for grant(s) to evaluate expanding the Urban Growth Boundary (UGB).

**UPDATE:** Efforts are underway to expand the UGB including three foundational studies: the Housing Needs Analysis, the Economic Opportunities Analysis, and the Public/Semi-Public Land Analysis.

Action: Complete the Buildable Lands Inventory.

**UPDATE:** The Housing Needs Analysis and Economic Opportunities Analysis are both underway and have a Buildable Lands Inventory component.

Action: Coordinate with Portland General Electric (PGE), Comcast, Northwest Natural, and Frontier on utility infrastructure capacities and locations. Inventory gaps or weaknesses in systems.

**UPDATE:** Ongoing efforts with utility infrastructure providers is occurring. This includes industrial development projects and future activities for redevelopment.

Action: Update the Transportation System Plan to include focus on needed improvements to existing/future industrial area access/freight routes.

**UPDATE:** The City is currently updating the Transportation Systems Plan to reflect future industrial activities within the Riverfront Master Plan area.

Action: Support the Parkway Committee to complete the Newberg-Dundee Bypass

**UPDATE:** The City participates in Parkway Committee meetings for Phase 2 and 3 of the bypass.



## Livability & Development

### Goal: Complete Newberg Downtown Improvement Plan

Action: Engage downtown property owners

**UPDATE:** The M-5 zone and guidelines are under development through a partnership between the City and the Newberg Downtown Coalition (NDC). We are conducting outreach activities.

Action: Create downtown district vision and strategy.

**UPDATE:** The M-5 zone and guidelines are under development with a partnership between the City and NDC.

Action: Conduct Butler property development.

**UPDATE:** The City and a developer entered into an Exclusive Negotiating Agreement on potential development.

Action: Recruit hotel developer

**UPDATE:** Discussions were taking place until the COVID-19 pandemic hit.