

Newberg Riverfront Master Plan Summary

The Newberg Riverfront Master Plan establishes an exciting vision for this city's Willamette River waterfront. The plan sets the stage for the development of a vibrant new neighborhood consisting of a complementary mix of commercial, residential and open space/recreational land uses. The plan re-establishes the historically important connection between the river and the greater community.

To begin, a new Riverfront Commercial district has been established that will provide the basis for a pedestrian-friendly, river-oriented commercial development. The type of development in this area will be different in scale and character from downtown and other commercial areas in Newberg. Businesses permitted here will be ones that will highly benefit from their riverfront location and will enhance the livability of the area. The buildings will be small-scale commercial or mixed-use in nature. There will be one or two-story buildings facing River Street that will complement but not emulate the historic feeling of downtown Newberg. Buildings will be developed facing onto Fourteenth Street, with businesses appropriate to the Riverfront Commercial district such as restaurants, river-sports shops, and artist galleries. A small park will be created from an existing grove of mature oak trees. Special development design standards have been put in place to ensure the realization of area's vision. Provisions for the placement of visual/noise barriers will insulate this commercial area from the industrial activity located to the east. The sidewalks will be wide, providing for safe pedestrian movement, and furnished with benches, trash receptacles, and plantings along with parking for the convenience and comfort of the local business customers. The design of the buildings will provide for outdoor public spaces and dining terraces, where appropriate.

The core of this commercial area sits on top of a bluff with expansive views of the Willamette River. The elevated location of this area will assure a unique user experience and will provide for development that will take advantage of the visual and physical access to the river that the citizens of Newberg have never previously enjoyed. A signature facility of the commercial area will be an esplanade on the steep bluff overlooking the Willamette River, where people can dine, shop, stroll or just sit and take in the area's beauty. In addition, three key viewpoints are highlighted.

Low and medium-density residential areas are included in the western portion of the plan area. Mixed-use residential opportunities are also provided for within the Riverfront Commercial district of the plan. Here too, special design standards have been created, so that development will be attractive and pedestrian-friendly.

Most of the lower portions of the riverfront plan area have been designated for open space/recreational uses. Rogers Landing, a public boat launch and docking facility, already has been established here for many years and has been the recent recipient of many major improvements. A former landfill site, currently owned by Yamhill County, has been designated for open space and could be developed in the future to satisfy a variety of recreational/historical/educational pursuits. The remainder of this area has been designated as Riverfront Commercial use. However, since most of this section of the planning area lies within the 100-year flood plain, any proposed development here would be carefully reviewed and likely experience many restrictions and conditions. Much of the land located along Chehalem Creek and the Willamette River also lies within the City's Stream Corridor Overlay, which strictly

limits development to prevent property losses during floods as well as to protect water quality and natural habitats.

Pedestrian connections are a major component of the Newberg Riverfront Master Plan.

A regional trail connection is envisioned along the riverbank, connecting Dundee to the southwest and to Champoeg State Park to the southeast, via the old St. Paul Bridge. Specific trail route recommendations are made to protect valuable wildlife habitats. Local trail connections throughout the project area link elements within the master plan area and provide connections to sites outside the project area, such as Ewing Young Park and downtown Newberg. An important part of the trail system is the pedestrian esplanade along the southern edge of the Riverfront Commercial District. The esplanade will be an integral link between the core commercial uses and the designated open space, and will provide an elevated vantage point for the best views of the Willamette River in the project area. The plan also calls for improved pedestrian facilities at Rogers Landing and strengthened connections between downtown and the riverfront. All of the residential areas will be connected to the Riverfront Commercial area, and other adjacent sites, by the trail connections. Many of these trails will be located separate from vehicular circulation providing a higher level of safety for pedestrians. Finally, important pedestrian connections will be from the riverfront area to downtown in conjunction with the vehicular connections.

The Master Plan recommends improvements along the River and College Street connections to the riverfront. These streets would be widened to allow for two way traffic with street parking and sidewalks. Streetscape enhancements would include plantings, furnishings, and lighting where and when deemed appropriate. A potential new vehicular access to the heart of the Riverfront Commercial District exists through an extension of Blaine Street to River Road, alongside the existing railroad tracks that currently support a newsprint plant operation. The plan also describes a possible trolley line using the existing railroad facility for commuters and tourists. Together, these improvements will provide better vehicular connections between the riverfront area to Highway 99W and Newberg's historic downtown.

Moreover, the creators of the Newberg Riverfront Master Plan recognized the possible future construction of a Newberg/Dundee bypass near or through the riverfront plan area. If such a large transportation facility were built in the area, it would certainly have major impacts upon the riverfront. As a precautionary measure, the plan lays out a series of recommended design guidelines to help mitigate negative impacts of such a facility.

No specific timeline has been established as to when implementation of the Master Plan will begin or how long it will take to complete the plan. Development of the riverfront area will occur as sufficient market demands arise to warrant private investments and the requisite public funds become available.

The Newberg Riverfront Master Plan is a community vision that will ensure that the development of a valuable local resource will enhance the area's quality of life for the citizen's of today and the generations to come.