

# NEWS OF NEWBERG'S FUTURE

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*For more information about the Economic Opportunities Analysis, contact Jessica Nunley at 503-554-7744*

## PLANNING FOR NEWBERG'S ECONOMIC FUTURE

How many people will live in Newberg in 2030? Projections show that our population will be approximately 42,870 in 20 years. Where will people live and work? These are the questions that the City tries to answer and be prepared for. Future planning for the City considers how many people we should expect to live in Newberg over the next 20-30 years, and how we will be able to provide adequate jobs and land for those people. One thing we hear often from citizens is that they want Newberg to be a "live here, work here, shop here" kind of place - in other words, a complete community. We strive to implement those principles in our future planning for the city.

Newberg has a document called the Economic Opportunities Analysis that has population and employment projections, demographic information for city residents, and buildable lands inventories for commercial and industrial land. We are currently in the process of updating the Economic Opportunities Analysis with more current data. Having the Economic Opportunities Analysis updated from time to time with the best available data helps decision makers make more informed decisions about land use and helps the City stay in compliance with State law.

### Summary of Changes to the Economic Opportunities Analysis (EOA):

- Updated population, demographic, economic and employment statistics.
- An economic trends analysis section that looks at national, state and regional trends, regional economic development industry clusters and target industries, Yamhill County agribusiness, and regional industrial land availability.
- A new section that covers an assessment of our community economic development potential. This section includes updated employment projections, a discussion of Newberg's comparative advantages and disadvantages relative to similar regional markets, and Newberg's special opportunities to capitalize on its unique geographic niche in the regional marketplace.
- A more robust discussion of Newberg's economic development strategy. The current EOA focuses largely on regional targeted industry clusters; the revised version of the EOA focuses more on our local targeted industry clusters as the foundation of our economic development efforts. This section also includes actions to capitalize on Newberg's comparative advantages and to address the comparative disadvantages, and actions to implement the overall economic development strategy.
- Updated buildable land inventories and the addition of maps that illustrate the available industrial and commercial buildable land by area.

**The City Council will consider the revised EOA at their February 1, 2010 meeting. The Council meeting will be held at the Newberg Public Safety Building, 401 E Third Street, at 7 p.m.**

For more information, see the City's website at:

<http://www.newbergoregon.gov/economicdevelopment/draft-revised-economic-opportunities-analysis-january-2010>

## AFFORDABLE HOUSING UPDATE

*For more information about the Affordable Housing Action Plan, contact David Beam at 503-537-1213*

The Affordable Housing Action Committee has been formed and is now meeting to develop some recommended implementation measures for the tasks laid out in Newberg's Affordable Housing Action Plan. As with the committee that created the Action Plan, members of the Action Committee were appointed by Mayor Andrews and consist of representatives of a broad range of interests in affordable housing within the community. Committee members have been assigned to subcommittees to develop some task implementation ideas that will be considered by the full Committee. The subcommittees will address the following affordable housing issues:

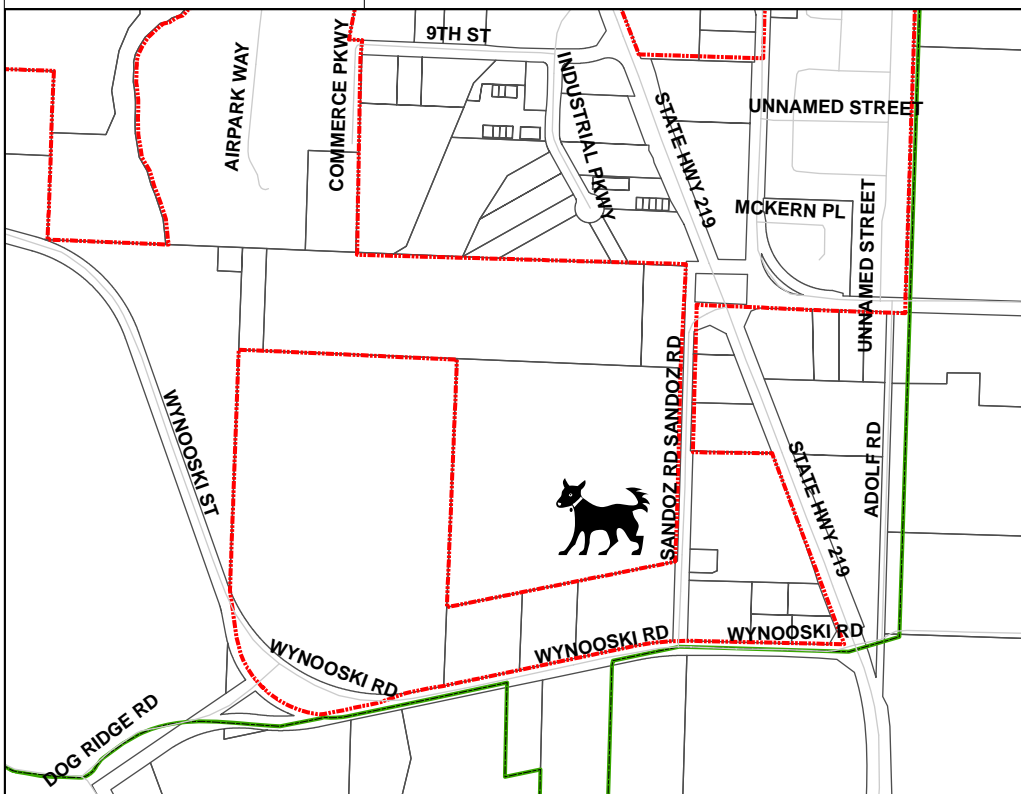
- development fees/financing
- city housing program
- legislation
- education/outreach efforts

The Planning Commission has been in the process of hearing proposed development code changes as outlined in the Affordable Housing Action Plan. The next things on the agenda for their review include changes to the driveway access standards and affordable housing design standards, as well as an update to the housing land supply and need elements of the Comprehensive Plan. The next hearing will be on **February 11, 2010** at 7 p.m. at the Newberg Public Safety Building, 401 E Third Street.

*For more information about the Animal Shelter project, contact Steve Olson at 503-537-1215*

## ANIMAL SHELTER UPDATE

The Newberg Animal Shelter is moving! The City recently purchased a property at 1409 Sandoz Road, adjacent to the City's current wastewater treatment plant. A future expansion of the wastewater treatment plant is planned to go onto this property; however, there was enough land to locate the new Animal Shelter on the southeast corner of the property as well.



The property is currently located outside the city limits, and will be on the ballot in May for potential annexation. In the meantime, Yamhill County has approved our conditional use permit application to construct the Animal Shelter on the site. The next steps will be to select a contractor and get building permits submitted for review. If the annexation passes, the Animal Shelter could be constructed and connected to City water and sewer facilities.

## FEMA FLOODPLAIN STUDY & MAP UPDATE

Our flood maps are being updated! The Federal Emergency Management Agency (FEMA), in cooperation with the Department of Homeland Security, has recently updated the floodplain study for Yamhill County, and converted the associated flood insurance rate maps from the existing paper format to a digital format. Until this update, we had been using paper copies of floodplain maps from the 1980's, which were outdated and difficult to use accurately.

The National Flood Insurance Program is a federal program enabling property owners in participating communities to purchase insurance as a protection against flood losses in exchange for state and community floodplain management regulations that reduce flood damages. Approximately 100 property owners are within flood hazard areas within Newberg. However, almost no development has occurred within the flood hazard areas due to existing land use policies – primarily the Stream Corridor Sub-District zoning overlay. The new development standards will help to:

- minimize public and private financial losses
- minimize expenditure of public money and costly flood control projects
- minimize damage to public facilities
- maintain a stable tax base by providing for the sound use and development of areas of special flood hazard

On January 19, 2010 the Newberg City Council will consider initiating an amendment to the comprehensive plan and development code regarding flood hazard policies and standards. **If initiated, the Planning Commission will consider proposed amendments and make a recommendation to Council on February 11, 2010.** On March 1, the City Council will consider the Planning Commission recommendation and make a final decision on the matter. Note that these dates are tentative and subject to change, so if you are interested in this matter, contact Luke Pelz at [luke.pelz@newbergoregon.gov](mailto:luke.pelz@newbergoregon.gov) or by the phone number on the right.



# FEMA

*For more information  
about the FEMA  
floodplain study & map  
update, contact  
Luke Pelz at  
503-554-7728*

## CENSUS NEW CONSTRUCTION PROGRAM

It's time again to gather Census data, and the Census Bureau asked for our help to accurately capture new development in the City. The Census Bureau sends out workers to do nationwide address canvassing - looking for living quarters and adding, deleting, and/or correcting addresses on the census list to ensure its completeness. The address canvassing was completed in our area during the spring & summer of 2009. Since we have had new construction happen since that time, the Census Bureau needed our help to report addresses for housing units not yet built at the time of the address canvassing. They are calling this program the 2010 Decennial Census New Construction Program, and the City completed its part in January 2010 by providing the Census Bureau with approximately 100 new addresses.

Our assistance provides the Census Bureau a more accurate count for the 2010 Census. An accurate population count is important for population forecasting, apportionment for the House of Representatives, and federal funding.

*For more information  
about the Census  
Update, contact  
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*It is with sadness that we inform you of the passing of Elaine Taylor. Elaine passed away peacefully on December 15 after a bout with cancer. Elaine worked as an Associate Planner for the City of Newberg starting in 2004, and she was the former author of this newsletter. She retired in 2009. Her work touched the lives of many and we will miss her lively presence.*

**Upcoming Public Meetings**

<b>1/19/10</b>	City Council
<b>1/20/10</b>	Newberg Downtown Revitalization Committee
<b>2/1/10</b>	City Council
<b>2/11/10</b>	Planning Commission
<b>2/16/10</b>	City Council

Note: Meeting schedule is subject to change

**DOWNTOWN SIGNS UPDATE**

**Breezeway Signs:** New signs will identify the breezeway path between First Street and the public parking lot off of Second Street behind the First Street businesses. Both the breezeway path and the public parking lot are often underutilized, and this is a way to call attention to them both. The sign on First Street will be a fin type sign, hanging from the brick wall above the breezeway path. The sign on the parking lot side will be a flat wall sign located above the entrance to the breezeway. The finished signs promise to be an attractive addition to the downtown as they will be a carved wood style with painted engraved lettering. The contractor has obtained building permits for the new breezeway signs, and the signs will be up soon.

**Downtown Welcome Sign:** Newberg's historic business district now has a new welcome sign at the eastern entrance to the downtown (intersection of Highway 99W and River Street.) The beautiful new addition to our community is the result of many long hours of hard work and collaboration by many citizens that share an interest in the vitality of this important part of our community. Special recognition goes to the Newberg Earlybird Rotary Foundation, George Fox University, and the City of Newberg for putting forth the funds necessary to make this project a reality. The sign design, which consists primarily of red and crème colored bricks, is intended to complement

the style of some of the more significant buildings in the downtown. This project has been great community effort and is a significant contribution to our revitalization efforts for downtown!

