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MEMORANDUM

To: Angela Carnahan, Grant Manager, DLCD

From: Jessica Pelz, AICP

Date: December 30, 2016

RE: Newberg 2030 Project – Task 1 Closeout

This memo is meant to closeout Task 1 for the Newberg 2030 grant project. Task 1 is defined as "goals and objectives, public process", and is intended to use existing city documents and a collaborative public process to help establish a vision for the community related to future growth. Task 1 includes four deliverables:

- Technical memorandum containing a review of existing economic goals, policies, and documents
- Technical memorandum containing a summary of public input and draft comprehensive plan amendments
- PAC meeting materials (e.g., agenda, summary, handouts)
- TAC meeting materials (e.g., agenda, summary, handouts)

Task 1 work kicked off with a meeting of the Technical Advisory Committee on April 22, 2016, and of the Citizen Planning Committee (CPC, formerly called PAC) on May 17, 2016.

Task 1 included a robust public input component with the following activities:

- "Community Values Questions" - this included asking one question per week, both in physical form on posters at five locations around town where citizens can write directly on the posters, and electronically on social media platforms.
- Focus Groups – 26 people attended one of two focus groups held on November 3, 2016. The focus groups discussed a number of issues related to density, future growth, employment, and livability.
- Internet Survey – The survey was sent out to all invitees of the focus groups, promoted on Facebook on both the Newberg 2030 page and the Newberg-Dundee Citizens Info Group page, and forwarded by City Councilors and others, and garnered 102 responses over a period of three weeks.

The Citizen Planning Committee (CPC) and Technical Advisory Committee met on December 19, 2016 to review the public input results, discuss the draft Comprehensive Plan amendments, and get an overview of the Task 2 buildable land inventory process.

ATTACHMENTS

1. Background Report
2. Draft Comprehensive Plan Amendments
3. Survey Results Summary
4. Focus Groups – Responses
5. Buildable Lands Inventory Powerpoint
6. CPC & TAC Meeting Agendas & Summaries – 12/19/16 Meeting

PREVIOUSLY SUBMITTED (With 10/20/16 Memo)

1. Community Values Questions – Common Themes
2. Community Values Questions – All Responses
3. CPC Meeting Agenda & Summary, 9/29/16
4. City Council Staff Report, Newberg 2030, 10/3/16
5. CPC & TAC Kickoff Meeting Agendas & Summaries, Kickoff Meetings

Newberg 2030 Report: Background Conditions

This report includes a summary of several Newberg Master Plans, past Newberg expansion efforts, past Newberg visioning efforts, current and past Oregon Administrative Rules governing urban growth boundary expansions, the current Newberg Comprehensive Plan Economy section, and the recently endorsed Newberg economic development strategy. All of these things combine to provide a rich history and guide for future planning efforts.

Master Plans: South Industrial Area Master Plan, Riverfront Master Plan, Springbrook Master Plan

Newberg has been doing future planning for a number of years, including a variety of master plans for areas within and outside the city. These plans are important to consider for future planning as they all included a certain amount of public input on the direction the city should take, detailed information on transportation and utility infrastructure, and next steps for future growth and development of the areas.

South Industrial Area Master Plan (2009)

The South Industrial Area Master Plan process was sparked by recommendations from the Ad Hoc Committee on Newberg's Future in their 2005 *Report to City Council*. The Newberg City Council had created the Ad Hoc Committee in 2004 to provide a forum for citizen involvement in planning for Newberg's future land use patterns and to make recommendations to the City Council for future land use amendments. Analysis by the City's consultants, staff, and the Ad Hoc Committee on Newberg's Future (2005 Report to City Council) identified an area south of Newberg, on either side of Hwy 219, as the area best suited to meet the City's needs for large site (20 acres+) industrial development. The South Industrial Area Master Plan specifically looked at this area and created a detailed plan, including: a transportation system providing for local circulation before and after bypass construction, non-motorized trail connections to existing and planned trails in the area, a utility plan providing a clear path to development, a small commercial core area to serve the needs of the industrial area, and landscape and design standards to ensure that the overall look of the industrial area is an attractive gateway to the city. In addition, the South Industrial Area Master Plan promotes sustainable policies and infrastructure, a principle that citizens at the community visioning meeting named as being important.

The Newberg City Council adopted Resolution No. 2009-2872, accepting the South Industrial Area Master Plan as a vision for the area south of Newberg, on either side of Highway 219.

Springbrook Master Plan (2007)

The Springbrook Master Plan is the result of efforts to realize the personal vision of Joan Austin, and members of the Austin family, to revive the spirit of the historic Springbrook community and to create a special place within the City of Newberg. This plan has been developed for Springbrook Properties, owned by Joan and Ken Austin, with members of the Austin family, a team of expert consultants and in close coordination with the City of Newberg and its citizens. The 450-acre Springbrook site is located in northern Newberg, generally north of Crestview Drive, east of College Street and west of Putnam Road. The entire site is located within the Urban Growth Boundary and City limits of Newberg.

A variety of residential neighborhoods are located throughout the site, providing a total of over 1,200 homes, townhouses and condominiums. Almost 50-acres of active and passive use parks are provided throughout the property. A network of pedestrian routes and trails connect neighborhoods and parks with the village center and other destination points within the site and on surrounding properties. A Village Center will be surrounded by higher density housing which will provide an intensity and vibrancy suitable for the community's core. The Allison Inn and Spa has already been built within the Springbrook area, providing luxury accommodations, dining and spa facilities, and provides a draw for visitors exploring the region's special attractions. Employment areas have been designated west of the village and east of A-dec. The area adjacent to the Village Center is envisioned to include office employment with support retail, while the area adjacent to A-dec is anticipated for A-dec expansion. There is also a 10-acre Mixed-Use site which may contain retail, residential and/or employment uses. It has been designed with flexibility in order to meet the needs of this area as it develops and the ability to adapt to evolving market conditions.

The Newberg City Council adopted Ordinance No. 2007-2678, adopting the Springbrook Master Plan, including a development agreement, a comprehensive plan amendment to the "Springbrook District" section, a development code amendment to the "Springbrook District" section, a comprehensive plan map amendment to change the designation of the property to "Springbrook District", a zone map amendment to change the property to the "Springbrook District" zone, preliminary plat approval for a subdivision, and a stream corridor impact review.

Newberg Riverfront Master Plan (2002)

The City developed the Riverfront Master Plan through grant funding from the Department of Land Conservation and Development (DLCD) and private funding assistance from SP Newsprint and Baker Rock Resources. The Riverfront boundaries generally included land outside the Newberg city limits but within the urban growth boundary, bounded by Roger's Landing Road, 14th Street, Chehalem Creek, and the Willamette River. The Plan includes a discussion of existing conditions, including infrastructure, transportation, and natural resources, then goes through the alternatives and a thorough discussion of the final plan elements. The Plan overview says:

> *"The Riverfront Master Plan…puts a new focus on Newberg's riverfront and sets the stage for development of a vibrant neighborhood combining small scale commercial, housing of various types, and open space oriented toward the river. The proposed plan includes a new Riverfront Commercial District that provides for pedestrian-friendly, river-oriented commercial development. Low and medium density residential areas are included in the western portion of the project area. The former landfill site and the rest of the Willamette floodplain are designated for open space."*

The Newberg City Council adopted Ordinance No. 2002-2564, adopting the Newberg Riverfront Master Plan, which includes the following: 1. Amendments to the comprehensive plan map designations of the properties within the riverfront map; 2. Amendments to the comprehensive plan; and 3. Amendments to the development code. The City has recently been awarded a Transportation and Growth Management program grant to complete an update of the Riverfront Master Plan, primarily as conditions relative to the Bypass and the paper mill have significantly changed. The grant work will begin in 2017.

Past Newberg Efforts: South Industrial UGB, 2007 URA Applications

South Industrial UGB Effort (2009-2015)

The City underwent a multi-year effort to expand the urban growth boundary (UGB) to add industrial land in the southeastern portion of the city, based on direction from the Ad Hoc Committee on Newberg's Future and the South Industrial Area Master Plan. The Land Conservation and Development Commission (LCDC) considered the application and encouraged the city to enter into mediation with objectors prior to issuing an official remand order. The process was ultimately unsuccessful and ended after an attempt at mediation with objectors in the spring of 2015, at which point the city withdrew their application from LCDC consideration. The City's UGB application had also included an updated Economic Opportunities Analysis, which was also repealed with the rest of the UGB Ordinance by Ordinance No. 2015-2786. These actions result in the city having an outdated Economic Opportunities Analysis and continuing to have a deficit of employment land.

Urban Reserve Expansion Effort (2007)

In 2008, the City applied to DLCD to expand the urban reserve area (URA). The DLCD director remanded the city's application, which was subsequently appealed to the Land Conservation and Development Commission (LCDC). LCDC remanded the application in 2009 for the city to address the following issues:

- The City's decision designating URAs is remanded to remove identification of specific industrial, commercial, institutional, and livability needs.
- The City's decision designating URAs is remanded to adopt findings based on the overall acreage of land needed for the planning period.
- The City's decision designating URAs is remanded to make new determinations regarding inclusion or exclusion of specific study areas, consistent with this order.

The city was given until the end of 2011 to address the remand order, and then given two subsequent extensions of the remand period to the end of December 2015. The city ultimately chose to not follow up on the remand order and withdrew their application from consideration at the end of 2015.

Past Newberg Visioning Efforts: Beyond the Vision, Ad Hoc Committee on Newberg's Future

The past community visioning efforts are particularly important to consider with future planning, as they contain a wealth of information about community values and priorities on a range of topics, and have been endorsed by the Newberg City Council.

Beyond the Vision – The Chehalem Valley in 2020

Beyond the Vision was a cooperative governmental effort by the City of Dundee, City of Newberg, Chehalem Park and Recreation District, Newberg Public Schools, and Yamhill County to create a strategic plan for the Chehalem Valley, which started in 2001 and was completed in 2004. The Beyond the Vision document created "A Vision of the Chehalem Valley in 2020" that included details for the following elements: community identity, governance and civic involvement, education, economy and employment, health and social services, public safety, housing, culture and the arts, diversity, transportation, downtown development, parks, greenways, riverfront development and open space. The plan established a strategic plan with a mission and goals and an action plan addressing all of the vision elements and adding sustainability and communications. The intent of the plan was that the governmental entities would continue working on the identified actions and have regular check-ins about the plan. The groups have recently begun to meet again to check-in and discuss next steps.

Newberg 2030

The Newberg City Council adopted Resolution No. 2005-2555, endorsing "Beyond the Vision: A Strategic Plan for the Chehalem Valley.

Ad Hoc Committee on Newberg's Future (2005)

The Newberg City Council created the Ad Hoc Committee on Newberg's Future (the Committee) to provide a forum for citizen involvement in planning for Newberg's future land use patterns. The Committee was asked to make recommendations that would help the City Council make future amendments to the Comprehensive Plan. The Committee was to consider Newberg's future land use needs for at least the next 20 years (2025) and preferably longer (out to 2040).

The Committee met from April 2004 to June 2005. During that time, the Committee considered future population and housing needs, and the land requirements for residential, industrial, commercial, and industrial development. They reviewed the supply of buildable land within the existing Urban Growth Boundary (UGB), and evaluated the land in the Urban Reserve Areas (URAs) and surrounding areas to determine which areas would be most suitable to meet the requirements of each type of land use. The Committee received support from City staff and consultants. The Committee also sought the input from the general public. The Committee held two open houses, conducted two surveys, received comments at each of their meetings, and received several letters.

With this report, the Committee gave feedback to Council in three main areas, discussed below. The report contains detailed analysis and recommendations for all categories of land need, on urban growth boundary and urban reserve area expansions, population forecast rates, and preferred residential densities.

1. **How should the City provide for its future land needs, including land needs for housing, commercial and industrial development, institutional development, and recreation?** The City should provide for a reasonable and well-planned level of growth that encourages community excellence and preserves our uniqueness. Land use plans should be innovative and creative and provide for flexibility down the road. The City should create a balanced, complete community with a sense of small, local neighborhoods, while also providing for commerce and industry.
2. **Should the City change its existing boundaries, including the Urban Growth Boundary (UGB) and the Urban Reserve Area and, if so, what general areas should receive the highest consideration for change?** The Committee has tried to provide general direction for the City's growth, rather than a parcel specific recommendation. The proposed additions to the UGB total 795 acres, which is slightly more than the identified land needs for 2025. While some of this need can be met within the existing UGB, additional land will be needed to meet the siting requirements for industrial and institutional development, and to meet the residential housing needs.
3. **Should the City consider changing the comprehensive plan/zoning district designations within the existing UGB to accommodate different growth patterns?** The Committee recommends that the City consider:
    - Changing some comprehensive plan/zoning district designations within the UGB. The Committee felt several areas in the UGB could be appropriate to meet needs for high density and medium density residential development. These include an area near Illinois and College Street, areas west of the Sportsman's Airpark, some areas along Springbrook Road, and some areas within Springbrook Oaks.
    - Modifying the City's residential zoning standards to encourage development near planned densities through positive incentives, such as lot size averaging.

The Committee also did a lot of work around community visioning. From April through August 2004, the Committee spent considerable time at each meeting brainstorming and reviewing "value statements" related to the recommendations that the Newberg City Council had requested, and the land that would be needed for various uses. Their draft value statements were on display at the open house held on August 6, 2004, and visitors were invited to comment on them, propose revisions, and add their own statements to the list. The Committee considered the comments that they had received, made a few changes, and agreed on the following list.

- **Considering Newberg's anticipated growth over the next 36 years, our land use recommendations to the Newberg City Council should:**
    - allow for flexibility down the road
    - encompass our goals and provide opportunity for improvement
    - consider the input of the community
    - be innovative and creative -- reflect our unique community
    - encourage excellence
- **The map that we recommend to the City Council should:**
    - provide for a reasonable and well-planned level of growth that encourages community excellence and preserves our uniqueness
    - take into account accessibility (major arterials) to commercial and industrial parks
    - provide for a sense of small, local neighborhoods, while also providing for commercial and industry.
- **Newberg should have a long-term future land use pattern that:**
    - is flexible (can change if industry does/does not locate) and diversified (mixed, walking, commercial nodes).
    - allows easy flow of traffic
    - has mixture of housing types
    - preserves history of community
    - maintains Newberg's individuality as a rural community with a proud agricultural heritage
    - moves away from industrial and warehousing uses to high value commercial functions
    - diverts through traffic around the downtown core
    - encourages the visions and objectives shown in the residential, commercial, industrial, and public/institutional vision and policy statements.
- **Land for residential uses should:**
    - match projections developed and accepted by Committee
    - be allocated in manner consistent with vision statement
    - be allocated in a way that keeps cost of infrastructure and utilities at a reasonable level
    - have matching transportation plans and adequate funds for transportation projects
    - encourage housing of all types and levels of affordability
    - encourage creative housing solutions - allow for mixed use (i.e. shops with living areas above) in downtown areas
    - require a wide range of parcel sizes
    - reflect changing family structures and life styles
- **Land for industrial uses should:**
    - reflect access to major highways
    - have minor impact on residential areas

  - be adequate to support reasonable and well-planned growth, and encourage excellence
  - be located with access to the bypass interchange with Hwy 219 or Hwy 99W at the edges of town
  - be located near current industry clusters/utilities/transportation
- **Land for commercial uses should:**
  - be consistent with projected need and vision statement
  - be located along major traffic routes or, provide adequate access to major routes
  - allow for adequate business growth, encourage all levels (sizes) of business
  - allow for various size business
  - be mixed with residential, plus one or two large development areas
- **Land for Newberg's parks should:**
  - reflect areas of residential growth
  - allow for excellence in recreation and green space
  - be scattered throughout Newberg and surrounding areas so as to be easily accessible to all communities
  - exceed industry standards
  - consider safety
  - anticipate and incorporate innovative and unexpected recreational possibilities
  - support multi-users -- pedestrians, bikes, horses, etc.
  - be connected where possible
  - consider Riverfront Master Plan and enhance access and use of the river
- **Land for Newberg's utilities should:**
  - provide for underground, ecologically sound installation
  - be safely located away from vulnerable community functions and activities
  - be compatible with surrounding community
  - be adequate to meet reasonable growth and be affordably developed
  - allow for future expansion
  - be supportive of economic development
- **Land for Newberg's water storage/distribution facilities should:**
  - be located at elevations that can serve planned residential/commercial/industrial
- **Land for Newberg's schools should:**
  - reflect new pedagogies -- small learning communities
  - be located near existing and future demand for schools
  - allow for educational excellence
  - follow school district recommendation
  - consider community "personality"
- **Land for Newberg's institutions should:**
  - allow for access by all citizens
  - provide opportunity for new institutions
  - be easily accessible to the public
  - be compatible with the surrounding community

The Newberg City Council adopted Resolution No. 2005-2590, directing the City staff to undertake activities needed to implement the recommendations of the Ad-hoc Committee on Newberg's Future.

Oregon Administrative Rules – OAR 660-038 & OAR 660-024

OAR 660 Division 38 – the "new" "streamlined" method. This method is intended to significantly streamline the land need, buildable land inventory, and study area portions of the process by building in methodology and data tables. This method provides for a 14-year UGB, rather than a 20-year UGB per the "old" process.

1) Determine Need – This is calculated by methodology built into the rule for residential and employment need. Formulas are based on the coordinated population forecast, or for employment, need can be based on either population or employment forecast. The land need accounts for all categories of land, and cities must amend the UGB for all categories (i.e. cannot amend solely for residential or employment land).
    a. Residential: Determine the mix of dwelling units needed & determine amount of land needed for each housing type. These calculations use Census data and data tables built into the rule.
    b. Employment: Translate employment forecast to employment land need. This is based on specific methodology spelled out in the rule.
2) Determine Supply – Simplified buildable lands inventory. Calculate vacant and partially vacant land, account for redevelopment and increased density, and adjust for constrained land.
3) Determine if UGB expansion is necessary – Compare need vs supply; consider surplus land of other designations to meet the need.
4) Establish study area – One mile from current UGB, and all exception areas that are within 1 ½ miles from UGB.
    a. Exclude lands based on the following:
        i. "impracticable" to provide public facilities and services (slope, requires significant transportation investment, physical and topographic constraints)
        ii. Subject to significant development hazards (landslides, flooding, tsunamis)
        iii. Consists of significant scenic, natural, cultural or recreational resource (habitat land, scenic waterways, designated natural areas, wellhead protection area, protected under goals 16, 17, 18, or owned by the federal government)
5) Priority Analysis
    a. First priority = urban reserve, exception land, nonresource land
    b. Second priority = marginal land
    c. Third priority = farm or forest land that is not high-value land and/or does not have prime soils
    d. Fourth priority = high-value farmland
6) Serviceability – Cities must determine that land included within the UGB can all be serviceable over the 14 year period. This section is new for the UGB process. DLCD has pledged to provide guidance to cities for preparing findings to this new section.

OAR 660 Division 24 – the "old" method. This method provides for a 20-year UGB, rather than a 14-year UGB per the "new" process.

1) Determine land need – No specific formulas or methodologies are specified. Cities may amend the UGB for one category of land without needing to account for or include other land categories. Requires compliance with Goal 9 (EOA) and Goal 10 (HNA), but does allow for safe harbor analysis for population and employment forecasts.

2) Buildable lands inventory – inventory land to determine amount of vacant and redevelopable land (for employment land, inventory "suitable" vacant and developed land – this terminology has been the subject of some debate). Includes safe harbor assumptions for calculations.
3) Determine if UGB expansion is necessary – Compare need vs supply; consider surplus land of other designations to meet the need.
4) Establish study area – the same language from the new Division 38 has been added here to specify the study area parameters.
5) Priority Analysis
    a. First priority = urban reserve, exception land, nonresource land
    b. Second priority = marginal land
    c. Third priority = farm or forest land that is not high-value land and/or does not have prime soils
    d. Fourth priority = high-value farmland
6) Serviceability – this is not explicitly addressed with its own section of the law as in Division 38; however, there is a subsection in the priority analysis section that says the city must compare "relative costs, advantages and disadvantages of alternative UGB expansion areas" for provision of public services. The downside to this approach is that it is relatively subjective, and there is room for argument about what is serviceable.

Newberg Comprehensive Plan – Section H. Economy

This is the existing Section H of the Newberg Comprehensive Plan. Section H will be updated through the Newberg 2030 process.

H. THE ECONOMY

GOAL: To develop a diverse and stable economic base.

POLICIES:

1. General Policies
   a. In order to increase the percentage of persons who live in Newberg and work in Newberg, the City shall encourage a diverse and stable economic base. Potential methods may include, but are not limited to, land use controls and capital improvement programs. (Ordinance 2006-2634, January 3, 2006)

   b. The City shall encourage economic expansion consistent with local needs.

   c. The City will encourage the creation of a diversified employment base, the strengthening of trade centers and the attraction of both capital and labor intensive enterprises.

   d. Newberg will encourage the development of industries which represent the most efficient use of existing resources including land, air, water, energy and labor.

   e. Economic expansion shall not exceed the carrying capacity of the air, water or land resource quality of the planning area.

   f. The City shall participate with local and regional groups to coordinate economic planning.

   g. The City shall encourage business and industry to locate within the Newberg City limits.

   h. Yamhill County history, products and activities should be promoted.

   i. The City shall encourage tourist-related activities and services such as motor inns, restaurants, parks and recreation facilities, a visitor center, conference and seminar activities.

   j. A mixed-use river-oriented commercial area should be encouraged to be developed near the Willamette River. (Ordinance 2002-2564, April 15 2002)

   k. The City shall promote Newberg as a tourist destination location.

   l. The City shall promote the expansion of local viticulture and wine production as a method for increasing tourism.

2. Industrial Areas Policies

   a. Industrial expansion shall be located and designed to minimize impacts on surrounding land uses.

b. The City shall encourage industrial development, preferring firms that:

    a. Meet or exceed state or local environmental standards;
    b. Utilize the existing labor force and help to reduce seasonal unemployment fluctuations; and
    c. Are efficient consumers of energy.

c. Newberg shall actively pursue the inclusion of large industrial sites within the urban growth boundary.

d. The City shall undertake specific activities to encourage the growth of existing businesses, to encourage a diversity of businesses, and to attract new businesses to the community in industries that will provide local employment opportunities consistent with community needs and goals. (Ordinance 2006-2634, January 3, 2006)

e. Established industrial areas may be extended and new industrial areas designated by plan amendment where development trends warrant such extension or designation. Full urban services will be extended into the area if appropriate, if the extension of land use and services is consistent with all other goals and policies of the plan.

f. Concerted community efforts should be made to see that industrial development expands outward from existing areas rather than occurring in haphazard patterns.

g. The City shall identify land that will provide for expansion of existing businesses and/or attract new businesses and shall reserve that land for future industrial development that is consistent with community needs and goals.

h. Where areas have been planned for large industrial sites, zoning regulations shall be developed and maintained to keep those sites intact. Such sites shall not be further divided except to create planned industrial parks that support a specific industry. (Ordinance 2006-2634, January 3, 2006)

i. Industrial land shall be reserved for industrial uses.

3. Commercial Areas Policies

a. The City shall encourage the retention of the downtown core as a shopping, service and financial center for the Newberg area. New commercial developments shall be encouraged to locate there.

b. Adequate neighborhood commercial areas will be provided to serve localized needs.

c. Commercial development will be encouraged to be clustered and to develop off-street parking facilities in conjunction with other nearby developments.

d. To maintain the integrity and function of the highway system, new commercial development shall be discouraged along the route of any limited access highway.

{e. Deleted by Ordinance 2004-2602, September 29, 2004}

4. Riverfront District Policies

    a. The City will enhance commercial diversity and activity in the Riverfront area by encouraging a business mix that provides goods and services to satisfy neighborhood and visitor needs and that also draws people from the greater region.

    b. The City will encourage development of the Riverfront District as a distinct river-oriented center that can help support a variety of local businesses.

    c. The City will encourage the development of commercial and retail uses that have a strong reason for locating near the Riverfront and support the vision of the Riverfront District as a walkable and bikeable mixed-use area. (Ordinance 2002-2564, April 15, 2002)

Newberg Economic Development Strategy – March 2016

In April 2016, the Newberg City Council adopted the Newberg Economic Development Strategy as the economic development strategy document for the City of Newberg. The Newberg Economic Development Strategy is based on four pillars of activity: Industrial Sector; Commercial Sector; Business Development and Workforce; and Tourism and Hospitality. Under each pillar there are identified strategies. The Economic Development Strategy also includes a vision, a mission, and an overarching goal:

> **Vision:** *Newberg will build on its advantageous geographic location and the capacities of its business, education, government, and community partners to become a national leader for cross industry innovation in viticulture, wine production, and high-tech manufacturing. The City's business, educational, and built environment will support growing entrepreneurship for existing and new businesses of all types.*
>
> **Mission:** *Promote economic health, a higher standard of living, and quality of life through partnerships, facilitation, collaboration and community. Ensure a qualified and educated workforce; an environment of openness to business investment; programs for retention, expansion and recruitment of businesses; public investment in critical infrastructure, education, recreation and cultural capacities; metrics to measure economic activity; sustainability. Embrace diversity of all types. Leverage our location to connect Portland and Salem with North Willamette Valley's riches.*
>
> **Goal:** *Having a qualified and educated workforce; an environment of openness to business investment; programs for retention, expansion and recruitment of businesses; public investment in critical infrastructure; metrics to measure economic activity; all while being sustainable.*

DRAFT Comprehensive Plan amendments – Section H. Economy and N. Urbanization

H. THE ECONOMY

GOAL: To develop a diverse and stable economic base.

POLICIES:

1. General Policies

   a. ~~In order to increase the percentage of persons who live in Newberg and work in Newberg, the City shall encourage a diverse and stable economic base. Potential methods may include, but are not limited to, land use controls and capital improvement programs. (Ordinance 2006-2634, January 3, 2006)~~The City should actively encourage a diverse and stable economic base in order to provide adequate employment opportunities for residents of Newberg. Potential methods may include, but are not limited to, land use controls, capital improvement programs, and participation in a variety of economic development activities.

   b. The City should actively work to promote retention of existing businesses and industries within Newberg.

   ~~b.~~c. Along with business retention efforts, ~~T~~the City ~~shall encourage economic expansion consistent with local needs.~~should encourage expansion of employment areas to move toward a balanced jobs-housing ratio.

   ~~c.~~d. The City ~~will~~ should encourage the creation of a diversified employment base~~, the strengthening of trade centers and the attraction of both capital and labor intensive enterprises~~.

   ~~d.~~ Newberg will encourage ~~the development of industries which represent the most efficient use of existing resources including land, air, water, energy and labor.~~the development of environmentally sustainable industries or those industries using best management practices for pollution control and other environmental considerations.

   e. Economic expansion shall not exceed the carrying capacity of the air, water or land resource quality of the planning area, as defined by adopted Goal 11 and Goal 12 plans or other applicable adopted master plans.

   f. The City ~~shall~~should participate ~~with local and regional groups to coordinate economic planning~~and partner with local, regional, state, and federal organizations on economic development efforts.

g. The City ~~shall~~should encourage business and industry to locate within the Newberg City limits.

h. Yamhill County history, products and activities should be promoted.

i. The City ~~shall~~should encourage tourist-related activities and services such as ~~motor inns~~hotels, restaurants, parks and recreation facilities, a visitor center, and conference and seminar activities.

j. A mixed-use river-oriented commercial area should be encouraged to be developed near the Willamette River. (Ordinance 2002-2564, April 15 2002)

k. The City ~~shall~~should promote Newberg as a tourist destination location.

l. The City ~~shall~~should promote the expansion of local viticulture and wine production as a method for increasing tourism.

2. Industrial Areas Policies

a. Industrial expansion ~~shall~~should be located and designed to minimize impacts on surrounding land uses.

b. The City ~~shall~~should encourage industrial development, preferring firms that:

    a. Meet or exceed state or local environmental standards;
    b. Utilize the existing labor force and help to reduce seasonal unemployment fluctuations; and
    c. Are efficient consumers of energy.

c. The City should actively work to ensure there is an adequate supply of industrial land in accordance with the adopted buildable land inventory

~~c.~~d. Newberg ~~shall~~should actively pursue the inclusion of large industrial sites within the urban growth boundary.

~~d.~~e. The City ~~shall~~should undertake specific activities to encourage the growth of existing businesses, to encourage a diversity of businesses, and to attract new businesses to the community in industries that will provide local employment opportunities consistent with community needs and goals. (Ordinance 2006-2634, January 3, 2006)

~~e.~~f. Established industrial areas may be extended and new industrial areas designated by plan amendment where development trends warrant such extension or designation. Full urban services will be extended into the area if appropriate, if the extension of land use and services is consistent with all other goals and policies of the plan.

~~f.~~g. ~~Concerted community efforts should be made to see that industrial development expands outward from existing areas rather than occurring in haphazard patterns.~~Industrial

development should be located in proximity to existing industrial activities to provide continuity and compatibility of land use activities.

~~g.~~h. The City ~~shall~~should identify land that will provide for expansion of existing businesses and/or attract new businesses and ~~shall~~should reserve that land for future industrial development that is consistent with community needs and goals.

~~h.~~i. Where areas have been planned for large industrial sites, zoning regulations ~~shall~~should be developed and maintained to keep those sites intact. Such sites ~~shall~~should not be further divided except to create planned industrial parks that support a specific industry. (Ordinance 2006-2634, January 3, 2006)

~~i.~~j. Industrial land ~~shall~~ should be reserved for industrial uses, unless findings of fact can be made to determine that either the specific industrial land site is better suited for a different category of use or that there is a demonstrated significant need for a higher density category of needed housing. Industrial land meeting the suitability characteristics identified in the Economic Opportunities Analysis, state law, or other locally adopted document, should be reserved solely for industrial uses.

3. Commercial Areas Policies

   a. The City ~~shall~~should encourage the retention of the downtown core as a shopping, service and financial center for the Newberg area. New commercial developments ~~shall~~should be encouraged to locate ~~there~~in the downtown.

   b. Adequate neighborhood commercial areas ~~will~~ should be provided to serve localized needs.

   c. Commercial development ~~will~~ should be encouraged to be clustered and to develop off-street parking facilities in conjunction with other nearby developments.

   d. To maintain the integrity and function of the highway system, new commercial development ~~shall~~should be discouraged along the route of any limited access highway.

   ~~d.~~e. The City should actively work to ensure there is an adequate supply of commercial land in accordance with the adopted buildable land inventory.

   {e. Deleted by Ordinance 2004-2602, September 29, 2004}

4. Riverfront District Policies

   a. The City will enhance commercial diversity and activity in the Riverfront area by encouraging a business mix that provides goods and services to satisfy neighborhood and visitor needs and that also draws people from the greater region.

   b. The City will encourage development of the Riverfront District as a distinct river-oriented center that can help support a variety of local businesses.

c. The City will encourage the development of commercial and retail uses that have a strong reason for locating near the Riverfront and support the vision of the Riverfront District as a walkable and bikeable mixed-use area. (Ordinance 2002-2564, April 15, 2002)

N. URBANIZATION

GOALS:

1. To provide for the orderly and efficient transition from rural to urban land uses.

2. To maintain Newberg's identity as a community which is separate from the Portland Metropolitan area.

3. To create a quality living environment through a balanced growth of urban and cultural activities.

POLICIES:

1. Urban Growth Boundary and Urban Reserve Area Policies

   a. The conversion of lands from rural to urban uses within the Urban Growth Boundary should be based on a specific plan for the extension of urban services.

   b. The City should oppose urban development outside the City limits but within the Newberg Area Influence.

   c. The City ~~shall~~should encourage urban development within the City limits.

   d. The Urban Growth Boundary ~~shall~~is intended to designate urbanizable land.

   e. The City will support development within the areas outside the City limits but within the Newberg Urban Growth Boundary or Urban Reserve Area ~~based on the following standards or restrictions:~~taking into consideration the following:
      - Residential development will be allowed on the basis of one house per 10 acres, or any lot of record created prior to January 1, 1989.
      - New commercial and industrial uses will generally be discouraged ~~within the UGB and Urban Reserve Area~~.
      - Agricultural uses will be in accordance with the Yamhill County Comprehensive Plan.
      - The City and County ~~shall~~should coordinate plans for interim rural residential development within the designated Urban Reserve Area. After street and utility corridor plans are adopted, overall rural residential densities ~~shall~~should be limited to one dwelling per five acres. The following strategies ~~will~~ should be used to ensure that interim rural development does not inhibit long-term urbanization of lands within the Newberg UGB and Urban Reserve Area (these include but are not limited to):
        - shadow plats
        - cluster development

    - redevelopment plans
    - non-remonstrance agreements for annexation and provision of urban facilities
  - Development not meeting these standards may be opposed by the City.

f. In expanding or otherwise altering the Urban Growth Boundary, the Boundary ~~shall~~should follow road rights-of-way, lot lines, or natural features, and should extend to the opposite side of adjacent rights-of-way to provide for future infrastructure improvements and to provide adjacency for properties across the right-of-way.

g. The City and County ~~shall~~should coordinate action regarding partitions and subdivisions of land within the urban growth boundary. The City ~~shall~~should seek revisions to the Urban Growth Boundary Management Agreement to require City consent for such partitions and subdivisions.

h. The designated Urban Reserve Area identifies the priority lands to include within the Newberg Urban Growth Boundary to meet projected growth needs to provide a thirty (30) to fifty (50) year land supply. Designated Urban Reserve Area lands ~~will~~ may be included within the Urban Growth Boundary on a phased basis at periodic review, based on the Goal 14 analysis. Property owners will also have the opportunity to request that land within the designated Urban Reserve Area be included within the Newberg Urban Growth Boundary, based on the criteria outlined in LCDC Goal 14 and the Urban Growth Management.

~~i. The City of Newberg will initiate transportation and utility corridor planning for the Urban Reserve Area in coordination with Yamhill County and property owners. The corridor plans shall provide the framework to guide interim rural development and long-range urban development within the Urban Reserve Area.~~

2. Annexation Policies

a. The City ~~shall~~should amend the annexation ordinance to streamline the procedures used for annexations.

~~b. If it appears that a proposed annexation would create excessive public costs or impacts on the surrounding area, an analysis of costs and/or impacts will be required.~~

~~c.~~b. Property outside the Urban Growth Boundary may be annexed only upon inclusion of such property into the Urban Growth Boundary.

3. General Policies

a. In new development areas all utility lines ~~shall~~should be placed underground. In existing areas an effort will be made to locate power, telephone, cable television and other utility cables underground over a period of time.

b. The City ~~shall~~should coordinate planning activities with the county in order that lands suitable for industrial use but not needed within the planning period are zoned in a manner which retains these lands for future industrial use.

c. The City may use the following or similar implementation measures to promote and encourage the establishment and expansion of industry in the planning area: tax incentives, land use controls and ordinances, preferential assessments, capital improvement programming, fee and less than fee acquisition techniques, and available state and federal programs or grants.

d. Transfer of development rights may be used as a tool to aid in the preservation of historic sites, natural resources and open space areas.

Survey Results Summary

The survey was shared via email to focus group invitees and shared informally on Facebook via the Newberg 2030 and Newberg-Dundee Information Group pages. The survey link could also be forwarded on and shared by anyone with the link. The survey generated 102 responses, which have been summarized in this report. Note that this is not a statistically valid survey, but was rather used as a tool to gather additional input.

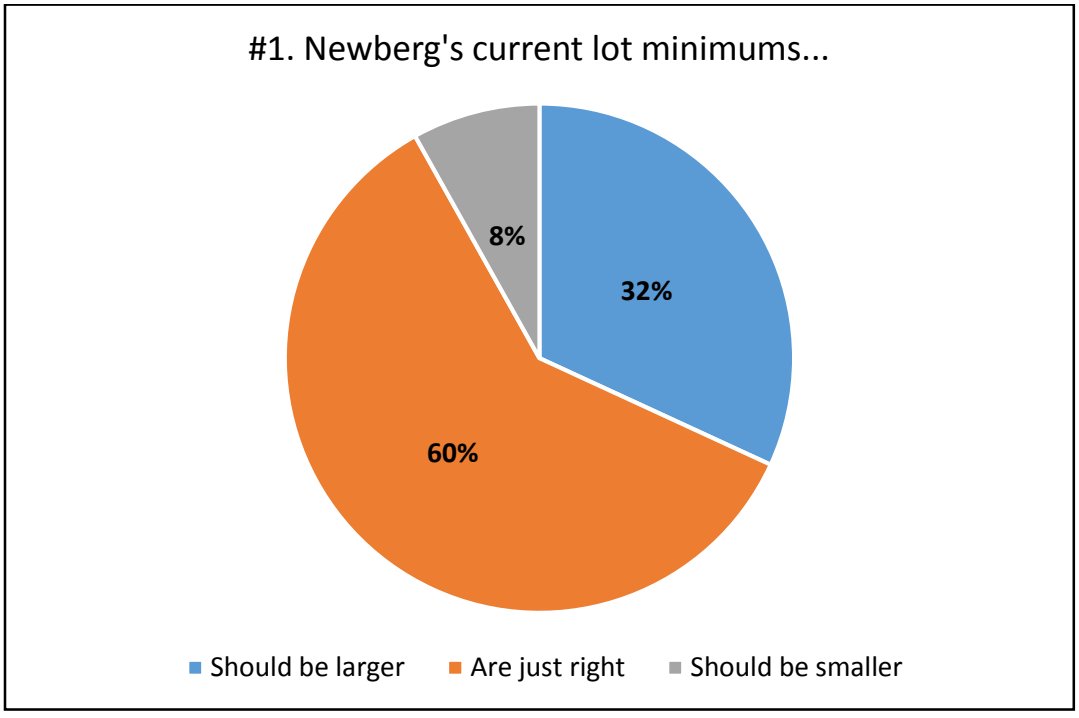
Housing

The city should consider the best ways to accommodate a growing residential population – through opportunities for higher density residential housing such as accessory dwelling units, "missing middle housing" such as duplexes, triplexes, and four-plexes; through expanding the city boundaries to provide more land for development; or through some combination. What do you think about these ideas?

1. *This table shows Newberg's current minimum lot sizes.*

Zone/Comp Plan	***R-1/LDR***	***R-2/MDR***	***R-3/HDR***
Minimum Lot Size	*5,000*	*3,000*	*3,000*
Minimum Lot Area Per Unit	*5,000*	*3,000*	*1,500*

Do you think Newberg's current minimum lot sizes…



The majority (60%) of respondents thought Newberg's current lot sizes "are just right", and 32% thought the current lots sizes "should be larger".

2. *The graphic below shows a variety of housing types known as "missing middle housing", which have a similar size, scope, and scale to regular single-family dwellings.*

Should we allow a mix of housing densities throughout each residential zoning district to include more of the "missing middle housing" types? Why or why not?

The responses came out as 59% yes, the city should allow a mix of housing types, and 41% no, the city should not. Here are the main themes derived from the answers:

- Issues of compatibility and livability with existing neighborhoods, particularly concerns about privacy w/ taller units
- Concerns about decreased property values, parking availability
- People seemed to like the idea of the smaller scale "missing middle housing" type – similar footprint to existing neighborhood
- Respondents noted the need for this type of housing throughout Newberg, and noted this has the opportunity to create more diverse neighborhoods

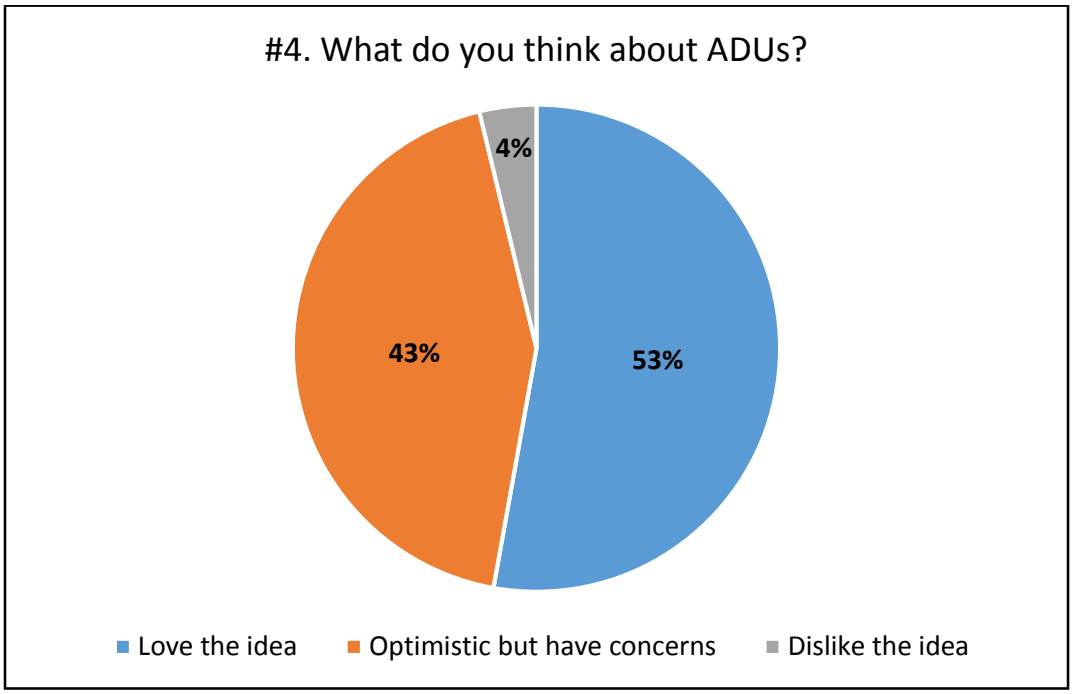
3. *If the idea of higher density dwellings is scary, what features seem the most scary or unknown?*

The main issues raised in the responses include the following:

- Appearance of high density dwellings – ugly architecture, and the (potential) lack of long term maintenance
- Noise
- Traffic increase
- Parking problems
- Decrease in property values
- Increase in crime
- Lack of available public resources for population (schools, police, fire)
- Low income population
- Loss of privacy to neighboring properties

Let's talk about accessory dwelling units (ADUs)…ADUs are an old idea: having a second small dwelling on the same grounds (or attached to) your regular single-family house, such as an apartment over the garage, a tiny house in the backyard, or a basement apartment. Planners call these ADUs, but they're also known as granny flats, in-law units, laneway houses, secondary dwelling units, and bunch of other names. An ADU is part of the same property as the main home and cannot be bought or sold separately from the main house.

4. *What do you think about accessory dwelling units?*



53% of respondents "love the idea" of accessory dwelling units, while 43% are "optimistic but have concerns".

5. *Should accessory dwelling units be allowed outright in every zone? Why or why not?*

76% of respondents said yes, they should be allowed in every zone, while 24% said no, they should not be allowed in every zone. The main concerns raised by respondents include the following:

- Parking issues
- Traffic increase
- Long term maintenance
- Questions about the size of the lot required for an ADU
- Concerns about rentals (i.e. several comments that ADUs should be for family use only)

6. *Should the city focus on removing or reducing regulations for accessory dwelling units as a way to try to provide more affordable housing options (parking spaces, system development charges, permit fees)? Why or why not?*

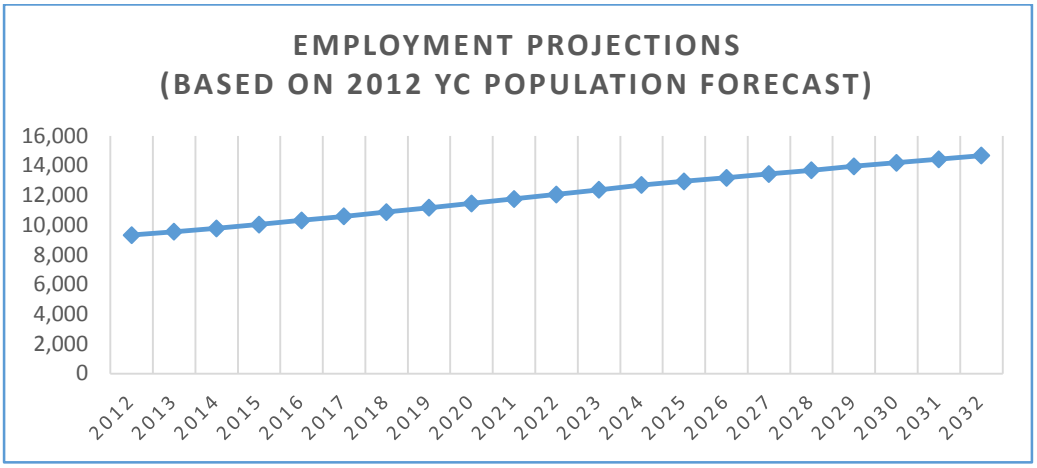
64% of respondents said that regulations for ADUs should be removed, and 36% said they should not. The two primary issues raised with ADU regulations included parking (i.e. don't remove parking requirements) and structure height (i.e. ADU must be shorter than existing structure). There were several comments about Newberg permit fees being too high.

7. *The city currently requires one off-street parking space per ADU, but this can preclude most lots from being able to build an ADU (because most lots have a primary dwelling with a garage and no extra space to provide additional parking) - should the city remove parking requirements for ADUs? Why or why not?*

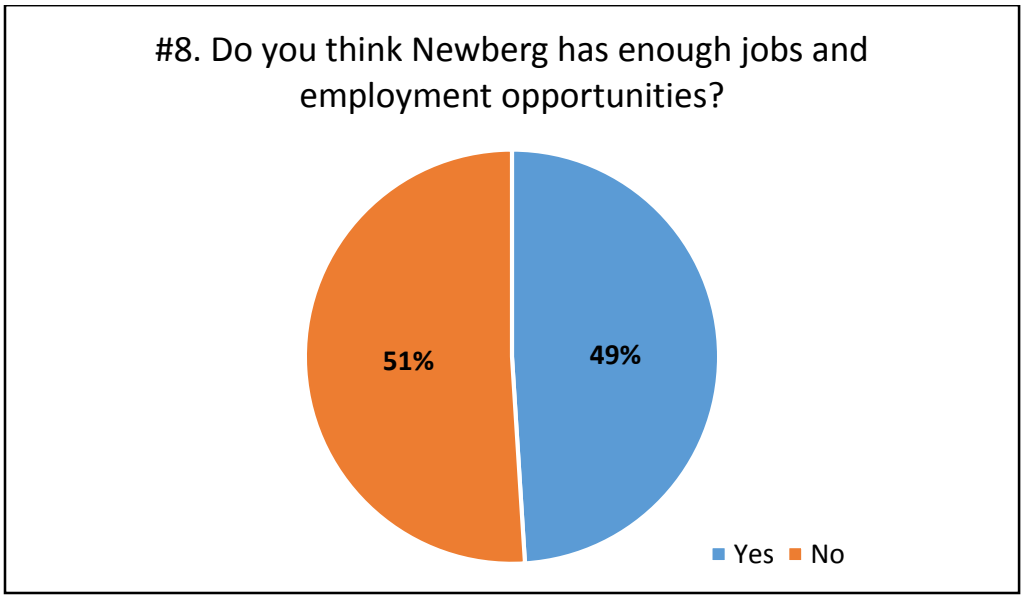
46% of respondents said yes to remove ADU parking requirements, and 54% said no to removing parking requirements. Issues raised with this question include the belief that on-street parking is already an issue, and that there is not adequate public transportation that people can rely upon to be carless.

Economy/Investment

Previous visioning and long range planning efforts made it clear that Newberg shouldn't be a bedroom community – is this still the case? If so, the city should consider how to provide adequate employment opportunities for its residents.



8. *Do you think Newberg has enough jobs and employment opportunities?*



Responses were evenly mixed between believing Newberg does or does not have enough jobs and employment opportunities.

9. *What should Newberg be doing to bring more jobs and investment to the city?*

   Respondents thought Newberg could do a variety of things to bring more jobs and investment to the community, including the following:
   - Provide more housing
   - Provide retention incentives to manufacturers and other industry, and facilitate reuse of existing employment spaces
   - Provide land for employment
   - Redevelop downtown
   - Provide better internet infrastructure

10. *What type of jobs should the city focus on attracting to Newberg?*

    This question generated a whole range of responses that boiled down to "provide a mix of job opportunities". Some specific examples include:
    - Banking, business parks, call center
    - Mid to high end restaurants, groceries
    - Manufacturing, industrial, trade-based
    - Commercial/tech, knowledge industry
    - Small businesses
    - Living wage
    - Tourism, hospitality, food/beverage

11. *Should the city focus efforts to ensure that Newberg is not a bedroom community (i.e. efforts to provide adequate employment opportunities for current and future residents)? Does this matter?*

    61% of respondents said that it <u>does</u> matter that Newberg is not a bedroom community, while 39% said that it <u>does not</u> matter. Some comments noted that Newberg is already a bedroom community, and some people liked it that way. Other opinions noted that a lot of traffic and congestion come along with being a bedroom community, so Newberg should try to provide jobs for residents.

12. *If you live in Newberg but don't work in Newberg, why don't you work in Newberg?*

    The number one answer here was that the pay is not high enough for local jobs. Other common answers include that there are not local jobs meeting residents' skill sets or career paths, and that Newberg is halfway between partners' jobs.

13. *Would you want to work in Newberg if you had the opportunity? Why or why not?*

    82% of respondents said "yes", they would like to work in Newberg if they had the opportunity, primarily because people don't like to commute out to other locations for work.

14. *What are the barriers to you finding work in Newberg?*

    The primary response to this question was that there is a lack of appropriate jobs with good wages.

15. *If you work in Newberg but don't live in Newberg, why don't you live in Newberg?*

    The two main responses here include lack of affordable housing options and the traffic within the city.

16. *Would you want to live in Newberg if you had the opportunity? Why or why not?*

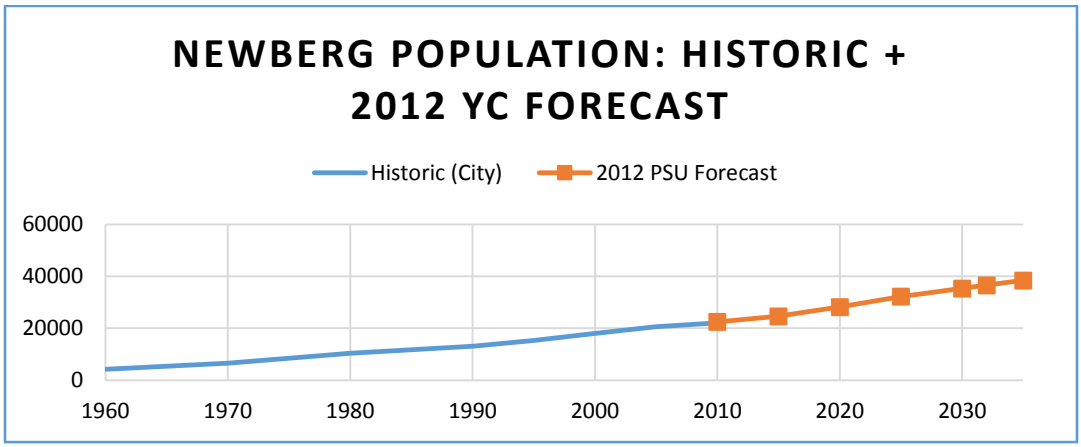
    A majority of respondents said "yes" because they like the small community feel of Newberg with friendly people and a family oriented nature.

17. *What are the barriers to you living in Newberg?*

    The common themes to this question include the high cost of housing and utilities, lack of public transportation, lack of shopping options, and traffic congestion to get to outlying areas.

Future Growth

The city should consider a range of policies as it prepares for future population growth. What are your thoughts on the following issues?



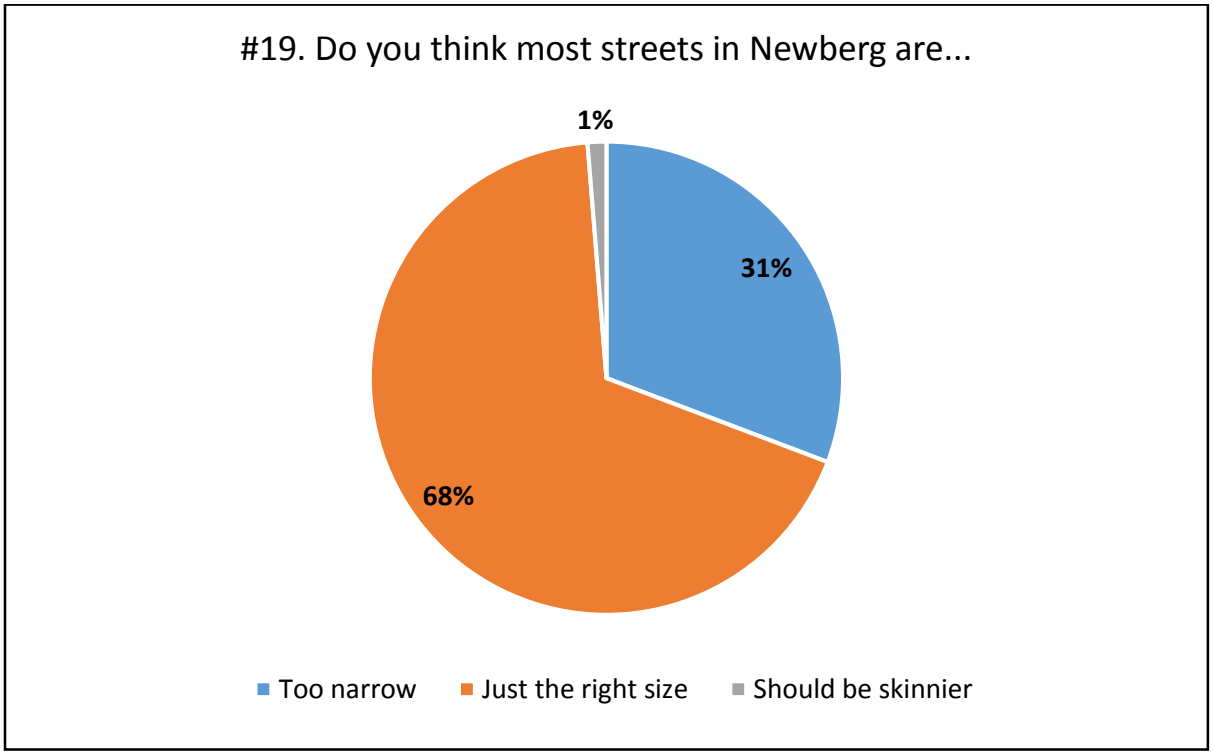
18. *If we know the city will grow over the next 10-20 years, should we accommodate the population growth by becoming more dense (through more infill development, smaller lot sizes, accessory dwelling units, multi-family dwellings) or by expanding our boundaries (expanding the urban growth boundary to create more land that could be annexed into the city for development)? Or should there be some combination of the two?*

    Responses were relatively evenly mixed for this question. Most people (52%) favored some combination of density and expansion, while 14% favored density over expansion and 20% favored expansion over density. Some people noted Newberg should minimize both options. A few noteworthy comments include:

    - "Definitely favor increased density PROVIDED there is a parallel and comprehensive plan for transportation and clustered amenities to support that density."
    - "More density. NO MORE SPRAWL! If we need sprawl, let it be manufacturing. We need a higher level of density in residential and commercial to create a vital core downtown."
    - "I like the idea of infilling where possible. A variety of housing options should be available and it is very likely that an expansion of our boundaries will be required."

- "Nobody likes infill, especially with high density, it ruins the neighborhood look and feel. Expanding boundaries would be fine, Newberg needs to keep building medium to low density.
- "Combination. While I'm a big fan of density, there is not enough room to infill our growth. Not without a lot of demolition and really changing the scale of buildings in town."

19. *Do you think most streets in Newberg are...*



Most (68%) respondents believe that Newberg's streets are just the right size, while 31% of respondents think Newberg's streets are too narrow.

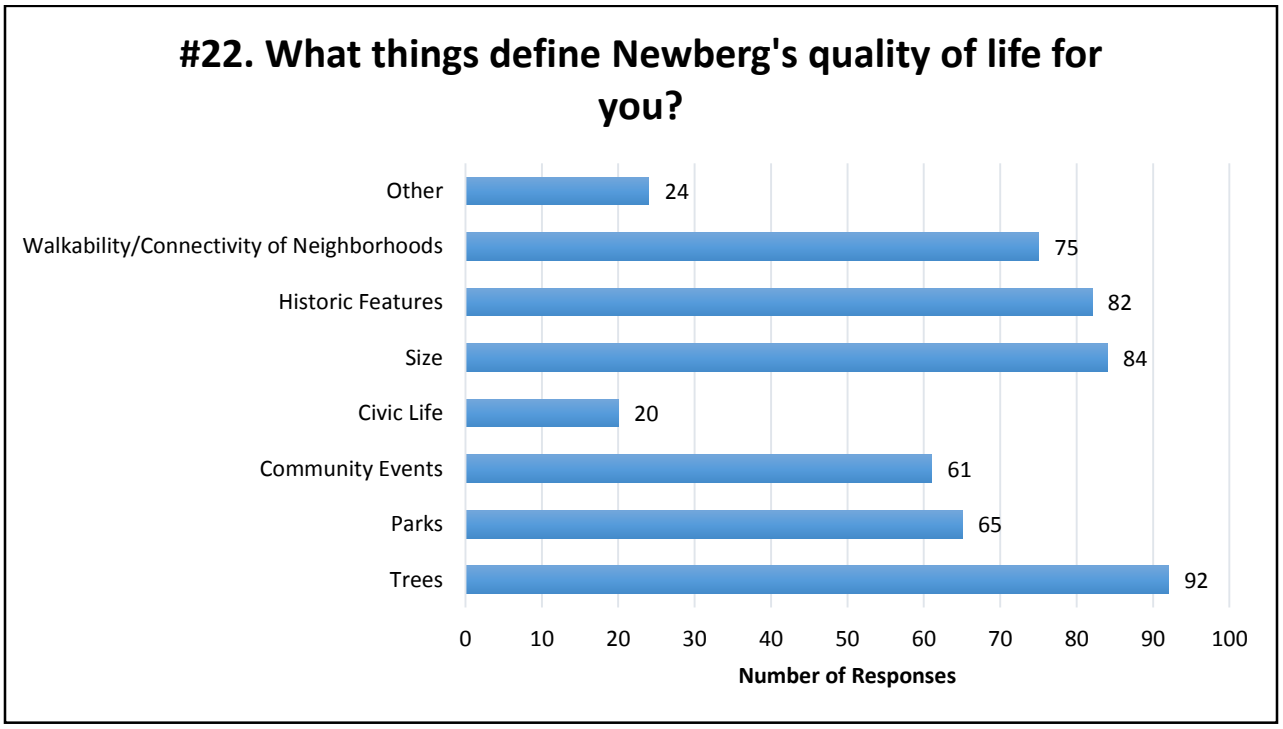
20. *How would you change Newberg's street standards?*

Many answers focused on maintenance needs and the need for sidewalks throughout town. Many respondents commented about on-street parking issues, and many people called for widening the streets to allow for more/better on-street parking, to reduce the need for queuing to pass oncoming cars, and to address congestion.

21. *Should the city plan for the future of the Newberg-Dundee corridor? If yes, what types of uses would you like to see in that corridor? If no, why not?*

42% of respondents said "yes" the city should engage in some level of planning efforts, while 14% said "no". The other half of respondents did not definitively answer with "yes" or "no", but did include many ideas for what should happen in the corridor. Ideas for the corridor ran the gamut from housing to commercial uses, although there were several responses indicating a preference to keep the area as green space between the two cities.

22. *What things define Newberg's quality of life for you? Choose three (3) from the option below, or write in options under "other":*



23. *Are there things not on the list above that define Newberg's quality of life for you?*

Common themes to this question include the following:

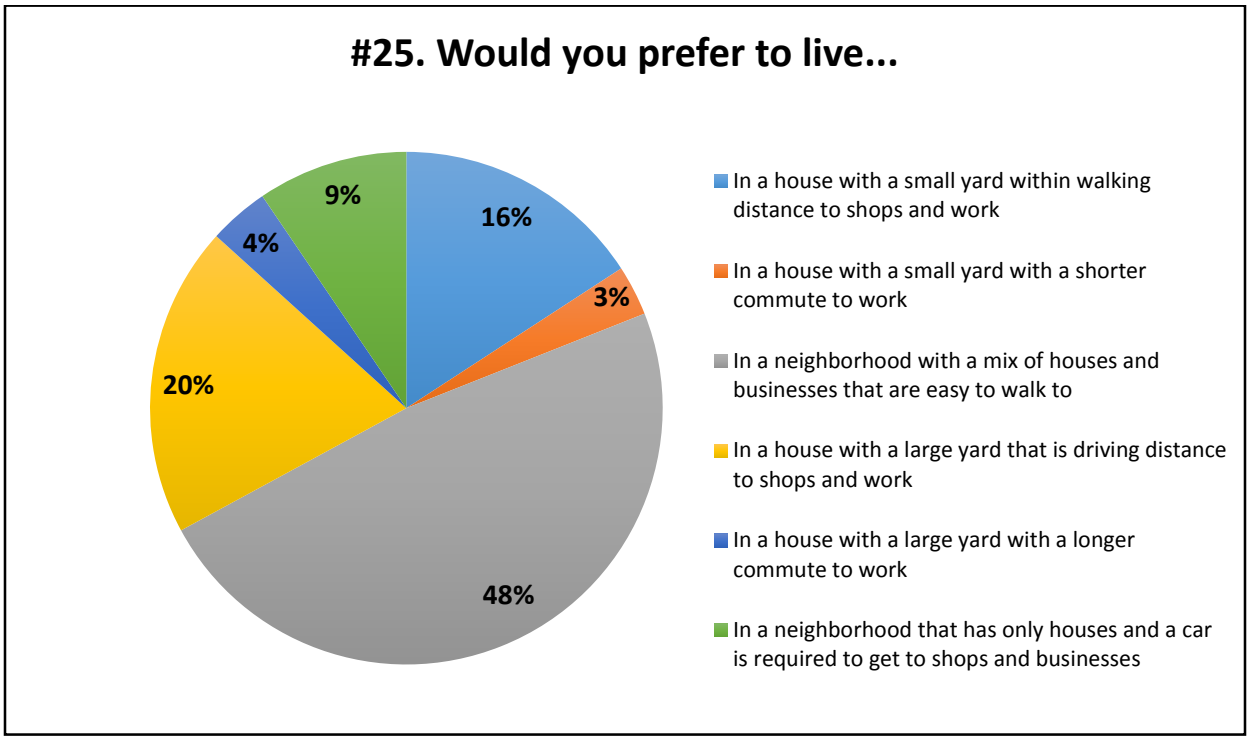
- Small town feel, sense of place, sense of community
- Livability
- GFU
- Location and accessibility to other areas

24. *As the city's population grows over the next 10-20 years, what sorts of amenities or design standards are important to provide to keep the community "look and feel"?*

Common themes include:

- Outdoor recreation, such as parks, bike paths, pedestrian amenities, green spaces
- A redeveloped downtown, possibly with a cohesive design theme
- View of Chehalem Mountains (without a lot of houses)
- Limits on building heights
- ADA improvements throughout town
- Retention of small businesses

25. Would you prefer to live… (choose one (1))



48% of respondents would prefer to live “in a neighborhood with a mix of houses and businesses that are easy to walk to”. Respondents were split among the remaining options, with the next most popular option being “in a house with a large yard that is driving distance to shops and work” and the least popular option being “in a house with a large yard with a longer commute to work”.

Focus Group - Responses

The two focus groups held on November 3, 2016 discussed the following questions. In general, the discussion commonly went beyond the questions at hand, and the responses below illustrate the range of ideas.

1. Newberg's current minimum lot sizes (see handout):

Zone/Comp Plan	R-1/LDR	R-2/MDR	R-3/HDR
Minimum Lot Size	5,000	3,000	3,000
Minimum Lot Area Per Unit	5,000	3,000	1,500

Do you think Newberg's current minimum lot sizes…

☐ Should be larger ☐ Are just right ☐ Should be smaller

Why?

Responses:

- Neighboring communities have larger lot sizes
- Don't go below what's on the matrix
- Closer to downtown/within Riverfront area are appropriate for higher density
- Parking should not be required in downtown for residential
- Building height limits in residential/commercial
- Create a new zone for residential – allow higher density close to downtown
- Lacking R-3 land
- Reduce lot sizes in R-2 to get more density
- More dense community equals more stress
- Density equals more traffic
- More people equals more services for police/fire/etc – has this been calculated?
- Infrastructure costs should be spread out among everyone
- Limitations on development: constricting wetland problem; lot coverage ratios; street widths; sidewalks (whether they can be curbside or have to be setback); Newberg requirements make it difficult to build
- Multi-family structure height limits next to residential zones is a constraint
- To get more affordable, have a smaller lot size per unit
- Would a reduction in size mean increased building heights?
- Should have a diversity in lot sizes per zone?
- Reduced lot sizes have caused a parking issue
- Mix to serve income needs/working classes
- Sustainability important – market conditions need to sustain what we have
- Planning department should set the goal
- Cost of infrastructure significant
- Why have density standards? Should change the system

2. Map exercise – Which areas, if any, should the city consider rezoning to allow more higher density residential uses?

   Participants generally identified areas around downtown, the Riverfront area, areas by the hospital, and then outlying areas outside the city limits (along Chehalem Drive). There was also discussion about changing the standards so that all zoning districts could have a mix of housing densities.

3. If the idea of higher density dwellings is scary, what features seem the most scary or unknown?

   Responses:

   - Height
   - Stress
   - Traffic
   - Compatibility
   - Neighborhood opposition
   - Stormwater requirements – more stringent here than in other communities
   - Perception of the decrease in property value
   - Don't decrease lot sizes – instead create a new zone above R-3
   - GFU influences the housing market
   - If densities go higher we need to have the services to support it (fire, schools, etc)
   - Denser housing does not necessarily correlate to affordable housing
   - Visual preference survey was done in Newberg in the past
   - Parking
   - Property values
   - Congestion
   - Parking
   - Unreliable transit
   - Conflicts caused from people too close together
   - Economics – lot cost + construction costs
   - Utility costs are too high
   - Need connectivity – walkable, trails connecting neighborhoods
   - Increase building height – maybe outlying areas could be taller
   - Privacy – building units looking into the backyards of single-family
   - Need a different land use system – the mix is currently locked into single-family
   - Have mixed-use residential/commercial
   - Need a Newberg Transit Authority to encompass entire community and connect Newberg points
   - Tie the transit system into tourism
   - Without transit, further burden on households
   - Transportation is an issue for youth
   - Current transit system does not work for employers (job times, travel time to work)
   - Streets are too wide, people can't interact

4. Should the city focus on removing or reducing regulations for accessory dwelling units as a way to try to provide more affordable housing options (parking spaces, system development charges, permit fees) ? Why or why not?

   Responses:

   - Yes, change the regulations to allow
   - Parking requirements should be different for new construction (but not necessarily in established neighborhoods)
   - We don't have transit (for those with no cars)
   - We don't have parking regulations that make sense
   - Need to address parking if we go denser
   - Depends on if there is on-street parking available or not
   - See demand for ADUs from baby boomers
   - ADUs help mortgage costs on primary house
   - New developments should allow ADUs outright
   - Don't depend too much on ADUs to meet the affordable housing need, it's a small part
   - Allow ADUs outright in every zone
   - Look at the lot coverage ratios – may need to be modified to allow
   - Concerns about ADUs turning into VRBOs
   - Should be permitted outright
   - Make objectors pay – reverse the current process
   - Don't require off-street parking
   - Some locations don't have on-street parking available
   - Multi-family has assigned parking, so extra cars park on street
   - 50% of population is single, so why do we build so many units for families
   - ADU = affordable student housing and additional income for property owner

5. Should the city focus efforts to ensure that Newberg is not a bedroom community (i.e. efforts to provide adequate employment opportunities for current and future residents)? Does this matter?

   Responses:

   - Valid goal to not be a bedroom community
   - Not enough jobs here
   - People who live here don't necessarily want to work here
   - People choose their living and work locations for a variety of reasons
   - We need industrial jobs/land
   - A 25-30 minute commute is okay
   - We have a lack of housing and housing affordability
   - Need this type of jobs: entrepreneurial, corporations, industrial, etc
   - Will there be more jobs from the wine industry?
   - Viticulture often means lower wage entry level jobs (farmworkers, etc)
   - Climate change – changes land values
   - California influence
   - Capitalize on ag crops for future jobs
   - Be creative on a regional level

- No shovel ready land in Newberg
- Industrial land is only in a few hands
- Industrial does not want to be a neighbor to residential
- Industrial needs flat land
- Industrial makes noise
- Need an engaging community environment
- Newberg too expensive for first-time homebuyers
- Youth need work opportunities
- Need micro-enterprise/incubators
- Industry should work with existing businesses to grow
- Would like to see residential condos
- Need virtual office complex/small companies
- For condos, the size, scope, rent rates all play into the financing capability
- Need a diversity within the schools
- Need farmworker housing

6. Should the city plan for the future of the Newberg-Dundee corridor? If yes, what types of uses would you like to see in that corridor? If no, why not?

Responses:

- Build a wall
- Yes, and there should be a mix of residential and commercial uses
- Yes, be creative, have parks and open land
- Have a garden of green space between the cities
- Might be the place for high density residential
- Choice/trade-off – farmland vs. corridor
- We already have 500 acres of undeveloped land (Springbrook)
- There's already ugly storage development in the corridor
- Traffic will get worse in the corridor
- Bowling
- Dissolve NUAMC (Newberg Urban Area Management Commission)
- Newberg/Dundee should sit down and determine
- Opportunity for commercial development
- Green space
- Green space – allow walking to commercial areas
- Tie wine/vineyards into concept - connect

Focus Group RSVP List

Afternoon (1-2:30)	Sign-In	Evening (5:30-7)	Sign-In
Phil Smith		Brian Doyle	
Sally Rice		Lisa Rogers	
Brian Doyle		Rick Rogers	(early)
Sid Friedman		Rosa Olivares	
Lynn Weygandt		Patrick Johnson	
Cathy Stuhr		Alvin Elbert	
Ed Christie		Leonard Rydell	
Esther Frank		Ron Wolfe	
Gary Bliss		Don Clements	
Charlie Harris		Hayley Delle	
Dennis Lewis		Casey Sonnier	
Sheryl Kelsh		Denise Bacon	
Joe Hannan		Allyn Edwards	
Colin Staub			
Mike Goucher			
Francisco Stoller			
Anna Lee			
Claudia Stewart			
Larry Hampton			
12			

Newberg Buildable Lands Inventory: Preliminary Results

ECONorthwest
ECONOMICS • FINANCE • PLANNING

December 19, 2016

Overview

- Context
- Division 38 requirements
- Study Area definition
- Preliminary findings
- Discussion

2

Context

Background

- Unsuccessful multi-year attempt at a UGB expansion for industrial land
- The need to accommodate future population and employment growth
- OAR 660 Division 38
- DLCD grant for UGB prep work

3

Context

Project goal: Prepare for UGB review using Division 38 rule

- Develop a community vision, goals and policies
- Prepare a BLI that can be updated
- Define UGB study area consistent with Div. 38 requirements
- Inventory land within UGB study area
- Develop an action and implementation plan

4

Division 38: Simplified UGB Process

- Become the methods that are used by most cities
- Encourage livable communities and "land use efficiency"
- Encourage the conservation of farm and forest lands
- Encourage cities to increase the development capacity within their UGBs
- Encourage provision of an adequate supply of serviceable residential and employment land
- Assist residents in understanding the major local government decisions that are likely to determine the form of a city's growth

5

Division 38: Major provisions

- Builds from PSU population forecast (available July 2017)
- Uses a 14-year period
- Land can be serviced
- Outlines when cities can apply for additional UGB amendments

6

Study Area Context

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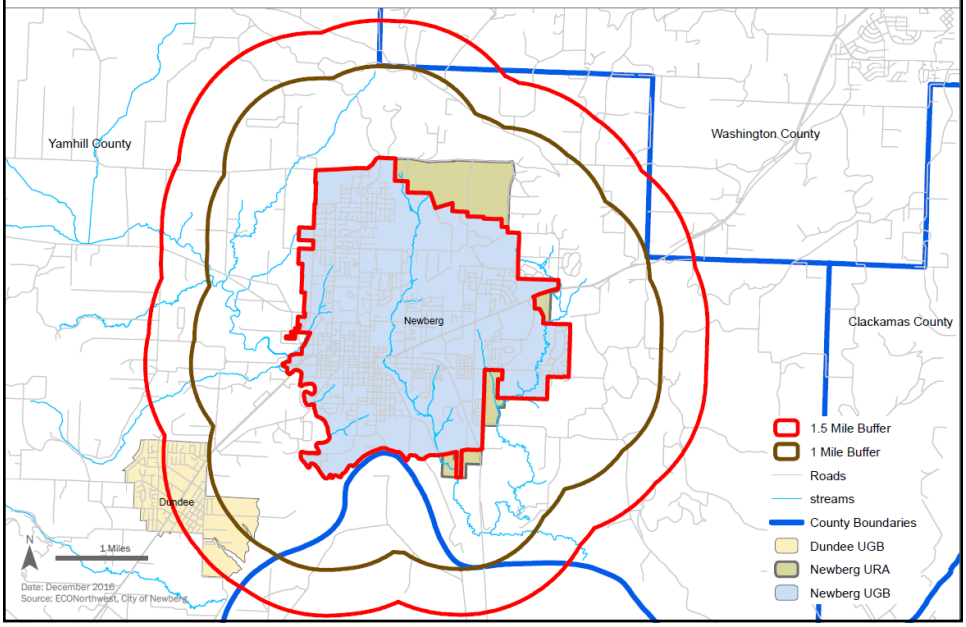
7

NEWBERG BLI 2016
Newberg UGB, URA, and Study Area Buffers



General Characteristics

- Four key geographies
  - Newberg UGB
  - Newberg URA
  - All lands within 1-mile buffer
  - Exceptions lands within 1.5 mile buffer

Location/Attribute	Acres
UGB	**4,476**
Area in Private Tax Lots	3,111
Public Land	677
Roads	687
Area in Water	
URA	**551**
Area in Private Tax Lots	527
Area in Roads	24
Buffer (outside UGB and URA)	
1-mile	4,700
1.5-mile	10,756

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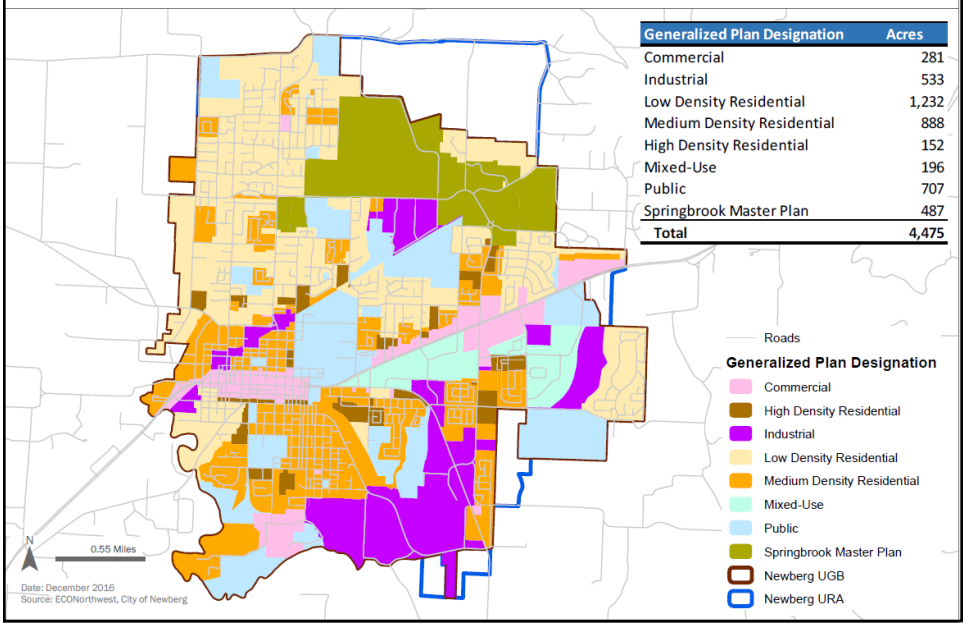
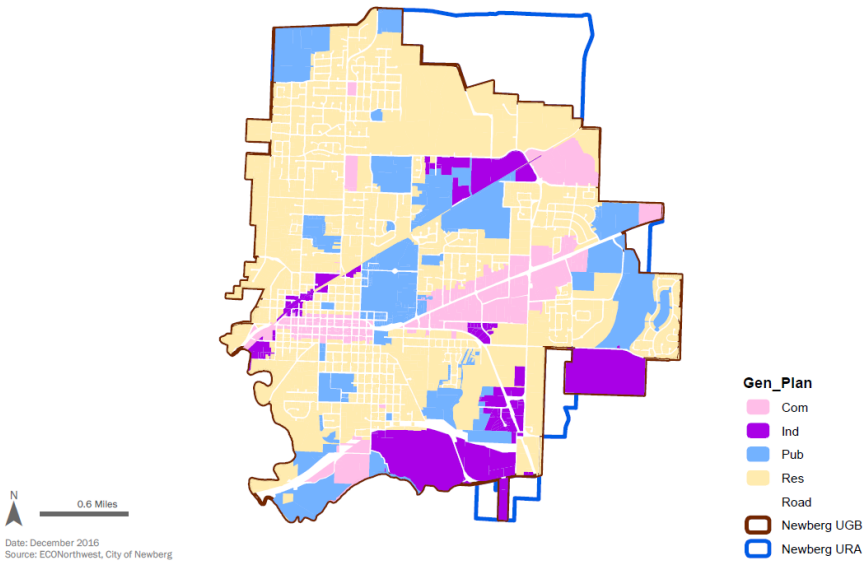
NEWBERG BLI 2016

Newberg Generalized Plan Designation



NEWBERG BLI 2016
Newberg Generalized Land Use



Residential BLI

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Residential BLI: Steps

- Classify plan designations/zones by allowed density
  - Low density - <=8 du/ac
  - Medium density - >8 and <= 16du/ac
  - High density - >16 du/ac
- Classify land
  - Vacant: > 3000 sf; imp val <$10,000
  - Partially vacant:
    - >=1/2 acre with 1 du – area – 0.25 acre
    - >=1/2 ac with 2+ du – use orthophotos
- Identify
  - All "developed" lands
  - All "vacant" and "partially vacant" lands
  - Total of developed, vacant, and partially vacant

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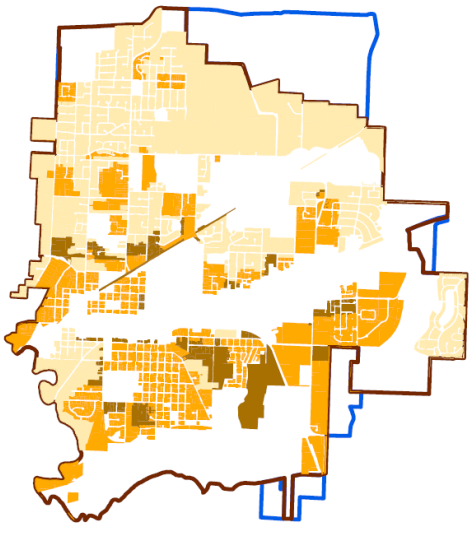
NEWBERG BLI 2016
Division 38 - Residential Density Class



Plan Designation	Density Class
LDR	LDR
LDR/1A	LDR
LDR/SP	LDR
LDR-6.6	LDR
SD/LDR	LDR
MDR	MDR
MDR/RD	MDR
MDR/SP	MDR
MIX/SP	MDR
SD/MRR	MDR
HDR	HDR
HDR/SP	HDR

Residential Land – Preliminary Results

Total Acres by Status and Density

Status	LDR	MDR	HDR	Total
Developed	521	357	54	932
Partially Vacant	449	264	127	840
Vacant	226	149	19	394
Total	1,196	770	200	2,166

2009 Residential BLI

Plan Designation	Buildable Acres in UGB* 1/1/2009
LDR	601
MDR	125
HDR	45
Total	771

Vacant Acres by Density (no constraint deduction)

Density	Tax Lots	Total Acres	Vacant Acres
LDR	3,124	1,196	618
MDR	2,779	770	231
HDR	476	200	95
Tota	6,379	2,166	944

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Residential BLI: Constraints

- Floodways and water bodies (100%)
- Lands in "special flood hazard area" (100%)
- Contiguous lands of at least one acre with slopes greater than 25 percent (on
- Land subject to development restrictions due to Goal 5, 6, or 7

- Constraints analysis – in process

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Issues/Questions

- Public Lands
  - The city must identify all vacant lots and parcels with a residential comprehensive plan designation. A city shall assume that a lot or parcel is **vacant if it is at least 3,000 square feet with a real market improvement value of less than $10,000.**
- 58.3 acres owned by public entities (school/parks district, government entities)

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Employment BLI

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Employment BLI: Steps

- **Classify existing employment districts as "commercial" or "industrial"**
  - **Based on predominate NAICS codes specified in OAR 660-038-0005(2) and (3)**
- **Classify lands**
  - **Vacant: imp val <=$5,000 or I/L ratio <.05**
  - **Partially vacant:**
    - **I/L ratio between 5% and 40% (assume 50% vacant), OR**
    - **>1 ac and at least ½ ac is developed**
  - **Developed: Lots not vacant or partially vacant**

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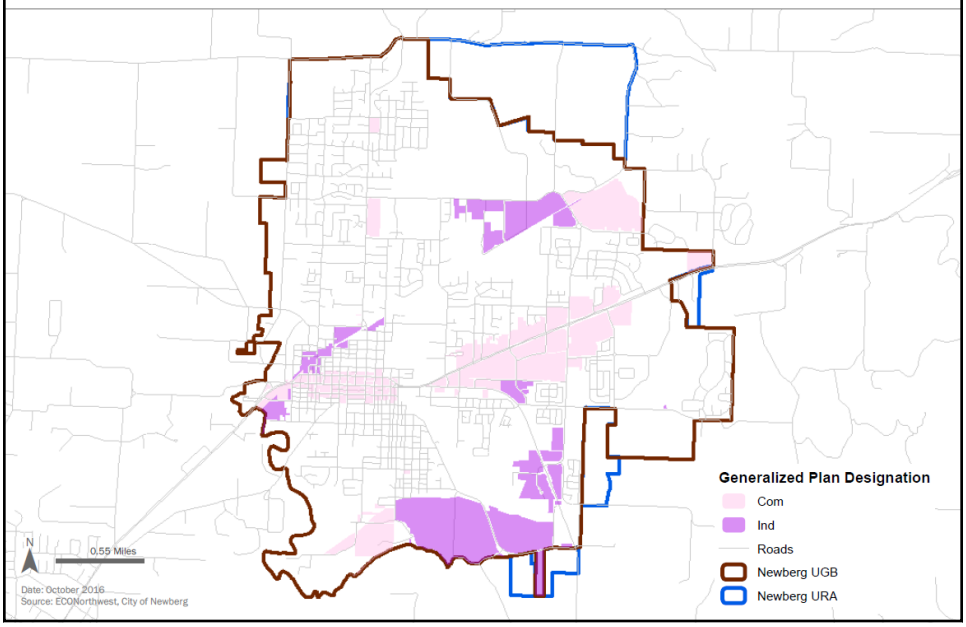
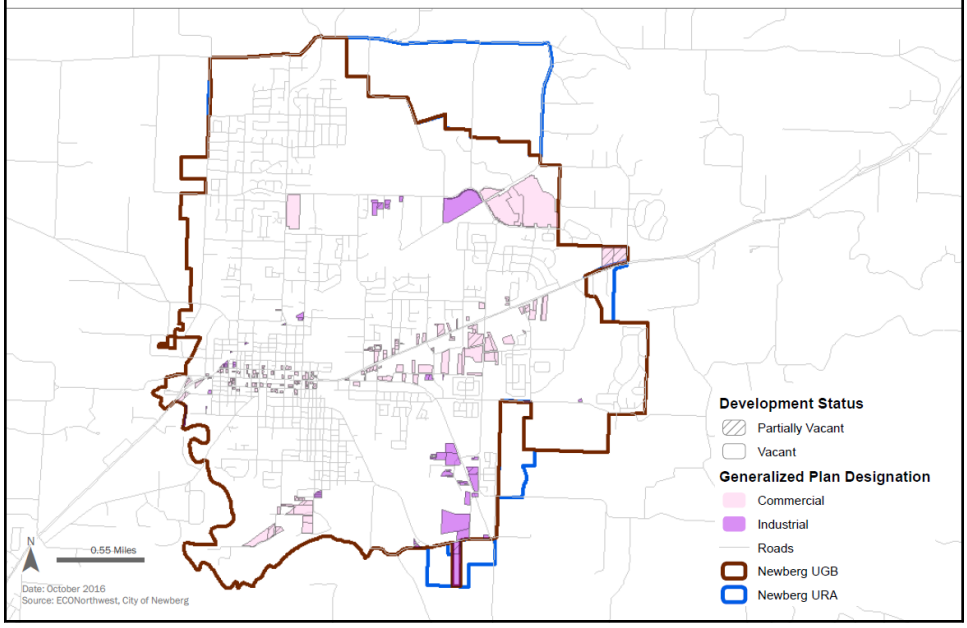
NEWBERG BLI 2016
Commercial and Industrial Lands



NEWBERG BLI 2016

Vacant and Partially Vacant Commercial and Industrial Lands



Employment BLI: Preliminary Results

Total Acres by Status and Plan Designation

Development Status	Commercial	Industrial	Total
Developed	207	270	477
Partially Vacant	37	8	45
Vacant	143	72	215
Total	**388**	**350**	**737**

Vacant Acres by Plan Designation (no constraint deduction)

Generalized Plan Designation	Tax Lots	Total Acres	Vacant Acres
Commercial	160	181	170
Industrial	77	80	77
Total	**237**	**260**	**247**

2013 EOA found
- 120 acres commercial
- 60 acres industrial

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Employment BLI: Constraints

- Floodways and water bodies (100%)
- Lands in "special flood hazard area" (50% or level allowed by plan)
- Contiguous commercial lands of at least one acre with slopes greater than 25 percent (only constrained portions)
- Contiguous commercial lands of at least one acre with slopes greater than 10 percent (only constrained portions)
- Land subject to development restrictions due to Goal 5, 6, or 7

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UGB Study Area Determination

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Study Area: Steps

- OAR 660-038-0160(1) – Preliminary Study Area
  - All lands in the city's acknowledged urban reserve
  - All lands within one mile of the UGB
  - Exceptions areas within 1.5 miles of the UGB

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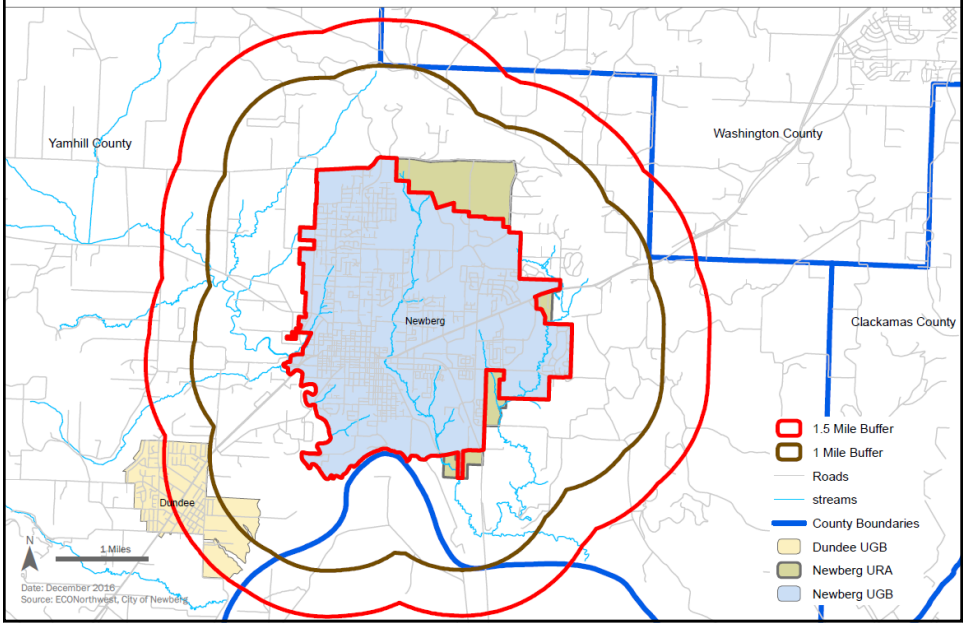
NEWBERG BLI 2016
Newberg UGB, URA, and Study Area Buffers



Study Area: Exclusions

- Areas in Marion County - impracticable service (OAR 660-038-0160(7)(b))
- Landslide areas – identified in DOGAMI "SLIDO" 4.3 database (OAR 660-038-0160(2)(b)(A))
- Flood areas – areas in FEMA Special Flood Hazard Area (OAR 660-038-0160(2)(b)(B))
- Dundee UGB – Shall not include areas within another UGB (660-038-0160(1))

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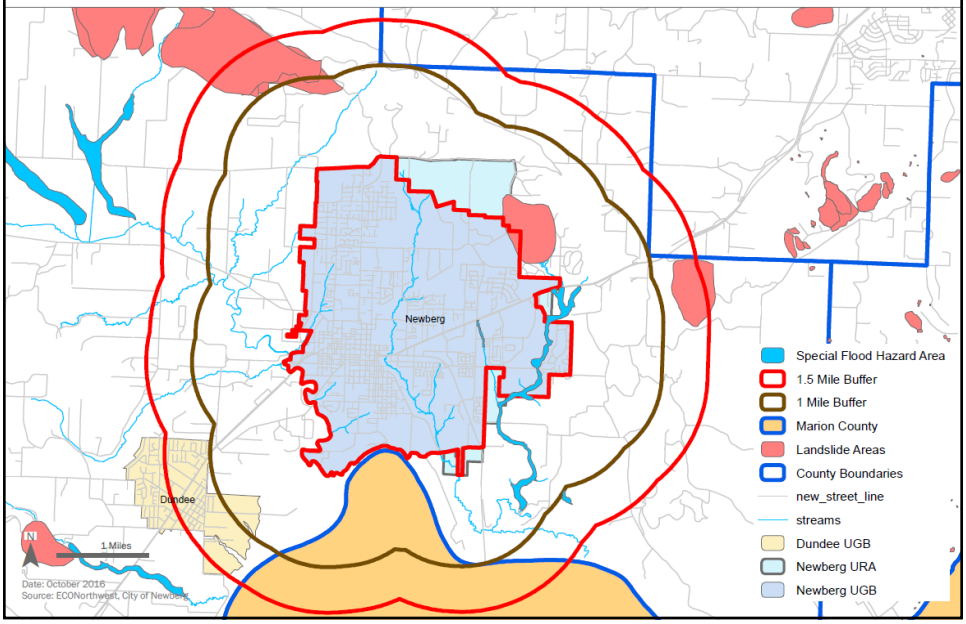
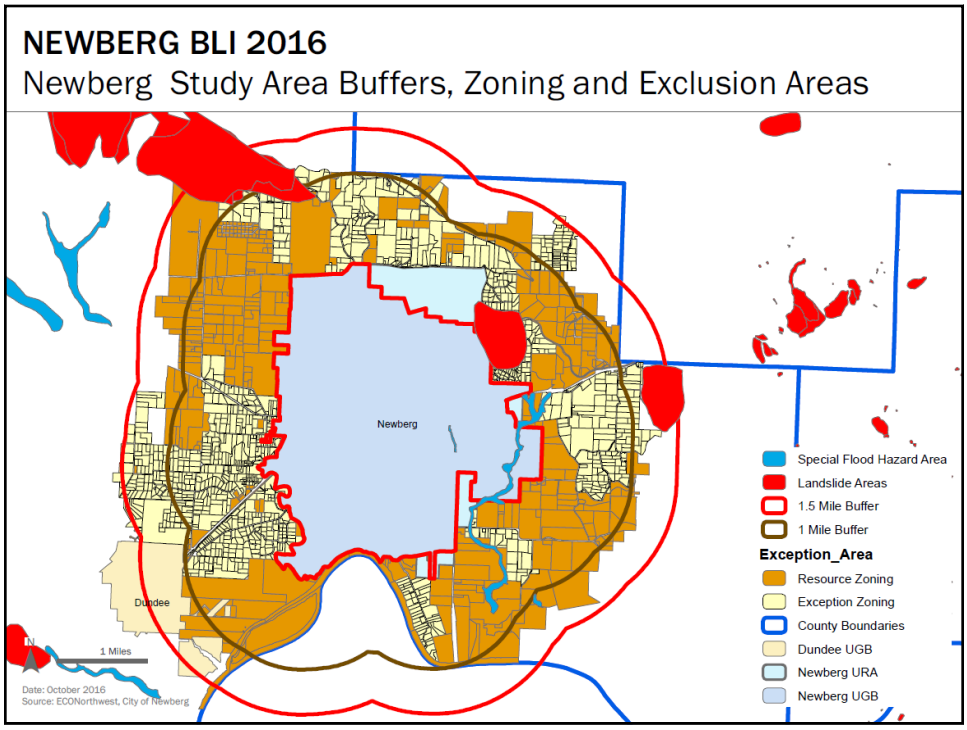
NEWBERG BLI 2016

Newberg UGB, URA, and Study Area Buffers and Exclusions





Priority of Land for Inclusion in UGB

1. Urban reserve, exception land, and nonresource land
2. Marginal land
3. Forest or farm land that is not predominantly high-value farmland
4. Farmland that is predominantly high-value farmland

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Urban Reserve Land

- 551 Acres in URAs
- 527 in TL
- 75 Dwelling Units
- ~50% of land in lots over 10 acres

Lot Size (Ac)	Tax Lots	Acres	DU
<=1	42	17	22
>1 and <2	6	8	6
>=2 and <5	27	89	20
>=5 and <10	20	153	19
>=10 and <20	14	195	6
>=20 and <50	2	64	2
Total	**111**	**527**	**75**

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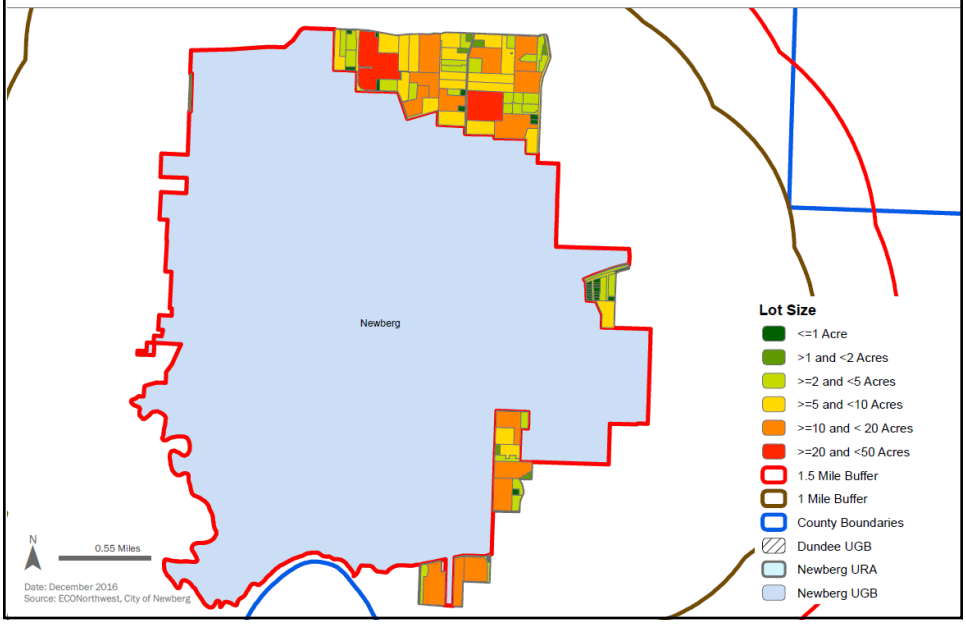
NEWBERG BLI 2016

Newberg URA - Lots by Size



UGB Study Area: Statistics

- More than 13,100 acres in 1.5-mile study area (does not include URA)
- 4,325 acres in exceptions areas
- Few lots over 20 acres in exceptions areas

	Resource		Exceptions		Total	
Lot Size (Ac)	Tax Lots	Acres	Tax Lots	Acres	Tax Lots	Acres
<=1	89	52	216	122	305	174
> 1 and <2	58	86	250	368	308	454
>=2 and <5	121	382	612	1,797	733	2,180
>=5 and <10	106	773	138	968	244	1,741
>=10 and <20	124	1,904	60	784	184	2,688
>=20 and <50	89	2,644	6	178	95	2,822
>=50	29	2,948	1	107	30	3,055
Total	**616**	**8,790**	**1,283**	**4,325**	**1,899**	**13,114**

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Division 38 Requirements

Suitability Analysis

- **Employment uses:**
  - Exceptions land consists primarily of parcels 2-acres or less in size
  - Cannot be reasonably redeveloped or infilled within the planning period due to the location of existing structures and infrastructure
- subject to natural resources protection under Statewide Planning Goals

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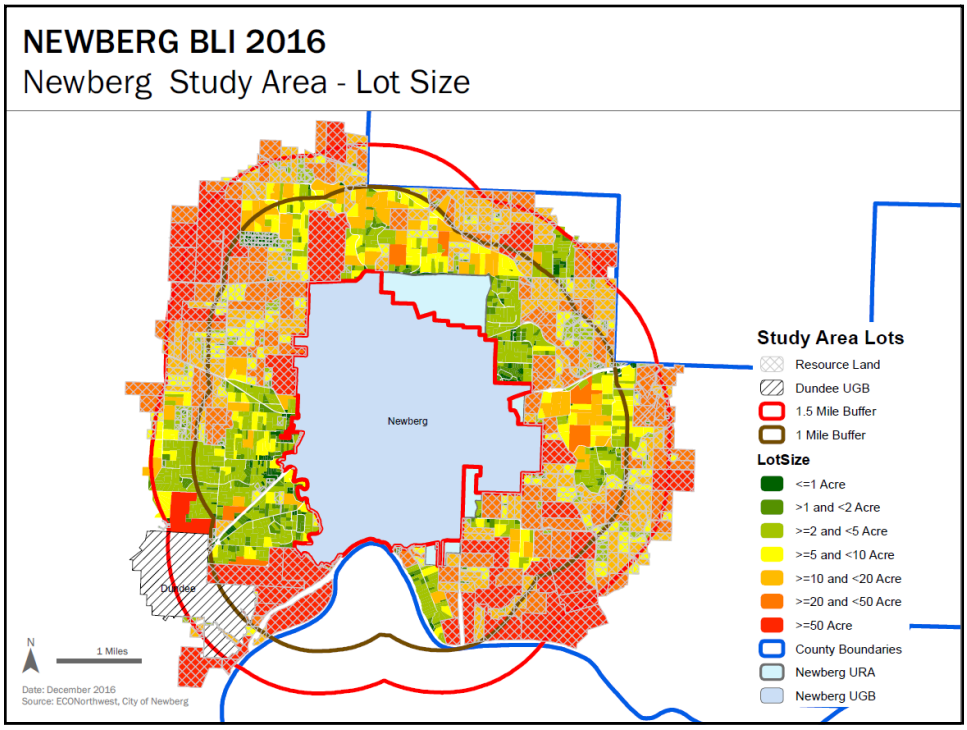
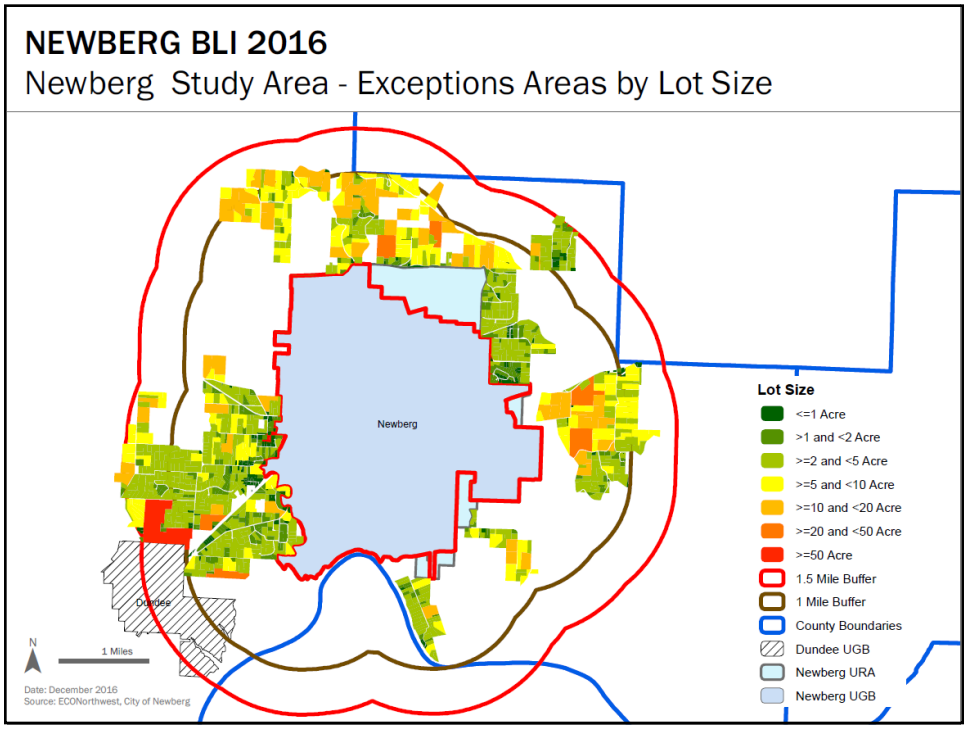

NEWBERG BLI 2016
Newberg Study Area - Lot Size
Newberg
Dundee
Study Area Lots
Resource Land
Dundee UGB
1.5 Mile Buffer
1 Mile Buffer
LotSize
<=1 Acre
>1 and <2 Acre
>=2 and <5 Acre
>=5 and <10 Acre
>=10 and <20 Acre
>=20 and <50 Acre
>=50 Acre
County Boundaries
Newberg URA
Newberg UGB
N
1 Miles
Date: December 2016
Source: ECONorthwest, City of Newberg


NEWBERG BLI 2016
Newberg Study Area - Exceptions Areas by Lot Size
Newberg
Dundee
Lot Size
<=1 Acre
>1 and <2 Acre
>=2 and <5 Acre
>=5 and <10 Acre
>=10 and <20 Acre
>=20 and <50 Acre
>=50 Acre
1.5 Mile Buffer
1 Mile Buffer
County Boundaries
Dundee UGB
Newberg URA
Newberg UGB
N
1 Miles
Date: December 2016
Source: ECONorthwest, City of Newberg

Implications for Division 38 process

- 2009 Affordable Housing Action Plan concluded:
  - Need for 925 residential acres
  - Deficit of 154 residential acres
- 2013 Economic Opportunities Analysis concluded:
  - Need for 191 industrial acres
  - Deficit of 131 industrial acres
  - Need for 127 commercial acres
  - Deficit of 7 commercial acres
- Total deficit from previous studies: 292 ac

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Implications for Division 38 process

- OAR 660-038-0160(3) After excluding land …the city must adjust the study area…so that it includes an amount of land that is at least twice the amount of land needed to satisfy the combined need deficiency
- City cannot calculate that need without the coordinated population forecast
- Probably will not be as much as identified in previous studies - ~300 ac
- Study area must be at least 600 acres

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Implications for Division 38 process

- Priority 1 lands:
  - 527 acres in URA
  - 4,325 acres of exceptions land within 1.5 mile buffer
  - 3,834 acres of exceptions land in lots >=2 acres within 1.5 mile buffer
- Study area will include more than the minimum 2x

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Next Steps

- Develop DEM
  - Slopes > 25% (residential, commercial)
  - Slopes >10% (industrial)
- Develop combined constraints coverage
- Identify areas of taxlots with constraints
- Calculate "suitable" areas of tax lots
- Revise land estimates
- Work with City on analytical strategy for Division 38 UGB review

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Newberg 2030
Technical Advisory Committee Meeting

December 19, 2016, 1:30 PM
Newberg City Hall
414 E First Street, Newberg, OR 97132

Agenda

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

2. Review draft comprehensive plan amendments.

3. Review draft buildable land inventory.

4. Next steps:
    a. City staff & CPC begin work on Task 4 (action plan and implementation policies)
    b. Consultant: continue work on Task 2 (BLI) and Task 3 (preliminary UGB study area analysis)

Newberg 2030
Technical Advisory Committee Meeting

December 19, 2016, 1:30 PM
Newberg City Hall
414 E First Street, Newberg, OR 97132

Attendance:

Jessica Pelz, Doug Rux, Bob Parker, Angela Carnahan, Pat O'Connor, Mitchell Gee

Agenda & Summary

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

   General consensus that the city should move toward mixed-use neighborhoods; discussion about how to make such neighborhoods Newberg-oriented, possibly by using design standards (height limits, materials, size, scale, etc.). Consensus that the city should allow ADUs in all neighborhoods.

2. Review draft comprehensive plan amendments.

   Discussion about whether there should be an actual jobs-housing ratio in the Comp Plan, or whether it's more appropriate elsewhere, such as in the economic development strategy. Discussion about how too much focus on jobs could worsen housing affordability, how to balance all of the factors. Discussion about the terminology of "should" and "shall" in the Comp Plan, consensus to use either as appropriate.

3. Review draft buildable land inventory.

   Bob Parker gave a presentation about Task 2, buildable land inventory, showing preliminary data and discussing next steps. Discussion about a variety of economic factors and specific facets of Division 38 for DLCD follow-up. Discussion about how to classify certain things like mobile home parks – follow-up with YC assessor to determine how assessed, as real property or as "developed" property.

4. Next steps:
   a. City staff & CPC begin work on Task 4 (action plan and implementation policies)
   b. Consultant: continue work on Task 2 (BLI) and Task 3 (preliminary UGB study area analysis)

Newberg 2030
Citizen Planning Committee Meeting

December 19, 2016, 3:30 PM
Newberg City Hall
414 E First Street, Newberg, OR 97132

Attendance:

Jamie Morgan-Stasny, Fred Gregory, Curt Walker, Brett Baker, Sid Friedman, Ryan Howard, Lisa Rogers, Claudia Stewart, Larry Hampton

Agenda & Summary

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

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Attendance:

Jamie Morgan-Stasny, Fred Gregory, Curt Walker, Brett Baker, Sid Friedman, Ryan Howard, Lisa Rogers, Claudia Stewart, Larry Hampton, Jessica Pelz, Doug Rux, Bob Parker

Agenda & Summary

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

   General consensus that the city should move toward mixed-use neighborhoods as a best practice; discussion about how to make such neighborhoods limited in size and scale to fit in with existing development. Consensus that the city should allow ADUs in all neighborhoods. Consensus that the city should remove parking regulations for ADUs where street parking is available (i.e. for ADUs on local streets or minor collectors, but not on major collectors).

2. Review draft comprehensive plan amendments.

   Discussion about whether there should be an actual jobs-housing ratio in the Comp Plan, or whether it's more appropriate elsewhere, such as in the economic development strategy – consensus that it's too specific for the Comp Plan and should be removed. Discussion about how too much focus on jobs could worsen housing affordability, how to balance all of the factors, not shoot for too high of a jobs-housing ratio. Discussion about the terminology of "should" and "shall" in the Comp Plan, consensus to use either as appropriate – specifically the policy about not exceeding the carrying capacity should be a "shall" not a "should".

3. Review draft buildable land inventory.

   Bob Parker gave a presentation about Task 2, buildable land inventory, showing preliminary data and discussing next steps. General questions and discussion about the BLI.

4. Next steps:
   a. City staff & CPC begin work on Task 4 (action plan and implementation policies)
   b. Consultant: continue work on Task 2 (BLI) and Task 3 (preliminary UGB study area analysis)

Newberg 2030 Report: Background Conditions

This report includes a summary of several Newberg Master Plans, past Newberg expansion efforts, past Newberg visioning efforts, current and past Oregon Administrative Rules governing urban growth boundary expansions, the current Newberg Comprehensive Plan Economy section, and the recently endorsed Newberg economic development strategy. All of these things combine to provide a rich history and guide for future planning efforts.

Master Plans: South Industrial Area Master Plan, Riverfront Master Plan, Springbrook Master Plan

Newberg has been doing future planning for a number of years, including a variety of master plans for areas within and outside the city. These plans are important to consider for future planning as they all included a certain amount of public input on the direction the city should take, detailed information on transportation and utility infrastructure, and next steps for future growth and development of the areas.

South Industrial Area Master Plan (2009)

The South Industrial Area Master Plan process was sparked by recommendations from the Ad Hoc Committee on Newberg's Future in their 2005 *Report to City Council*. The Newberg City Council had created the Ad Hoc Committee in 2004 to provide a forum for citizen involvement in planning for Newberg's future land use patterns and to make recommendations to the City Council for future land use amendments. Analysis by the City's consultants, staff, and the Ad Hoc Committee on Newberg's Future (2005 Report to City Council) identified an area south of Newberg, on either side of Hwy 219, as the area best suited to meet the City's needs for large site (20 acres+) industrial development. The South Industrial Area Master Plan specifically looked at this area and created a detailed plan, including: a transportation system providing for local circulation before and after bypass construction, non-motorized trail connections to existing and planned trails in the area, a utility plan providing a clear path to development, a small commercial core area to serve the needs of the industrial area, and landscape and design standards to ensure that the overall look of the industrial area is an attractive gateway to the city. In addition, the South Industrial Area Master Plan promotes sustainable policies and infrastructure, a principle that citizens at the community visioning meeting named as being important.

The Newberg City Council adopted Resolution No. 2009-2872, accepting the South Industrial Area Master Plan as a vision for the area south of Newberg, on either side of Highway 219.

Springbrook Master Plan (2007)

The Springbrook Master Plan is the result of efforts to realize the personal vision of Joan Austin, and members of the Austin family, to revive the spirit of the historic Springbrook community and to create a special place within the City of Newberg. This plan has been developed for Springbrook Properties, owned by Joan and Ken Austin, with members of the Austin family, a team of expert consultants and in close coordination with the City of Newberg and its citizens. The 450-acre Springbrook site is located in northern Newberg, generally north of Crestview Drive, east of College Street and west of Putnam Road. The entire site is located within the Urban Growth Boundary and City limits of Newberg.

A variety of residential neighborhoods are located throughout the site, providing a total of over 1,200 homes, townhouses and condominiums. Almost 50-acres of active and passive use parks are provided throughout the property. A network of pedestrian routes and trails connect neighborhoods and parks with the village center and other destination points within the site and on surrounding properties. A Village Center will be surrounded by higher density housing which will provide an intensity and vibrancy suitable for the community's core. The Allison Inn and Spa has already been built within the Springbrook area, providing luxury accommodations, dining and spa facilities, and provides a draw for visitors exploring the region's special attractions. Employment areas have been designated west of the village and east of A-dec. The area adjacent to the Village Center is envisioned to include office employment with support retail, while the area adjacent to A-dec is anticipated for A-dec expansion. There is also a 10-acre Mixed-Use site which may contain retail, residential and/or employment uses. It has been designed with flexibility in order to meet the needs of this area as it develops and the ability to adapt to evolving market conditions.

The Newberg City Council adopted Ordinance No. 2007-2678, adopting the Springbrook Master Plan, including a development agreement, a comprehensive plan amendment to the "Springbrook District" section, a development code amendment to the "Springbrook District" section, a comprehensive plan map amendment to change the designation of the property to "Springbrook District", a zone map amendment to change the property to the "Springbrook District" zone, preliminary plat approval for a subdivision, and a stream corridor impact review.

Newberg Riverfront Master Plan (2002)

The City developed the Riverfront Master Plan through grant funding from the Department of Land Conservation and Development (DLCD) and private funding assistance from SP Newsprint and Baker Rock Resources. The Riverfront boundaries generally included land outside the Newberg city limits but within the urban growth boundary, bounded by Roger's Landing Road, 14th Street, Chehalem Creek, and the Willamette River. The Plan includes a discussion of existing conditions, including infrastructure, transportation, and natural resources, then goes through the alternatives and a thorough discussion of the final plan elements. The Plan overview says:

> *"The Riverfront Master Plan…puts a new focus on Newberg's riverfront and sets the stage for development of a vibrant neighborhood combining small scale commercial, housing of various types, and open space oriented toward the river. The proposed plan includes a new Riverfront Commercial District that provides for pedestrian-friendly, river-oriented commercial development. Low and medium density residential areas are included in the western portion of the project area. The former landfill site and the rest of the Willamette floodplain are designated for open space."*

The Newberg City Council adopted Ordinance No. 2002-2564, adopting the Newberg Riverfront Master Plan, which includes the following: 1. Amendments to the comprehensive plan map designations of the properties within the riverfront map; 2. Amendments to the comprehensive plan; and 3. Amendments to the development code. The City has recently been awarded a Transportation and Growth Management program grant to complete an update of the Riverfront Master Plan, primarily as conditions relative to the Bypass and the paper mill have significantly changed. The grant work will begin in 2017.

Past Newberg Efforts: South Industrial UGB, 2007 URA Applications

South Industrial UGB Effort (2009-2015)

The City underwent a multi-year effort to expand the urban growth boundary (UGB) to add industrial land in the southeastern portion of the city, based on direction from the Ad Hoc Committee on Newberg's Future and the South Industrial Area Master Plan. The Land Conservation and Development Commission (LCDC) considered the application and encouraged the city to enter into mediation with objectors prior to issuing an official remand order. The process was ultimately unsuccessful and ended after an attempt at mediation with objectors in the spring of 2015, at which point the city withdrew their application from LCDC consideration. The City's UGB application had also included an updated Economic Opportunities Analysis, which was also repealed with the rest of the UGB Ordinance by Ordinance No. 2015-2786. These actions result in the city having an outdated Economic Opportunities Analysis and continuing to have a deficit of employment land.

Urban Reserve Expansion Effort (2007)

In 2008, the City applied to DLCD to expand the urban reserve area (URA). The DLCD director remanded the city's application, which was subsequently appealed to the Land Conservation and Development Commission (LCDC). LCDC remanded the application in 2009 for the city to address the following issues:

- The City's decision designating URAs is remanded to remove identification of specific industrial, commercial, institutional, and livability needs.
- The City's decision designating URAs is remanded to adopt findings based on the overall acreage of land needed for the planning period.
- The City's decision designating URAs is remanded to make new determinations regarding inclusion or exclusion of specific study areas, consistent with this order.

The city was given until the end of 2011 to address the remand order, and then given two subsequent extensions of the remand period to the end of December 2015. The city ultimately chose to not follow up on the remand order and withdrew their application from consideration at the end of 2015.

Past Newberg Visioning Efforts: Beyond the Vision, Ad Hoc Committee on Newberg's Future

The past community visioning efforts are particularly important to consider with future planning, as they contain a wealth of information about community values and priorities on a range of topics, and have been endorsed by the Newberg City Council.

Beyond the Vision – The Chehalem Valley in 2020

Beyond the Vision was a cooperative governmental effort by the City of Dundee, City of Newberg, Chehalem Park and Recreation District, Newberg Public Schools, and Yamhill County to create a strategic plan for the Chehalem Valley, which started in 2001 and was completed in 2004. The Beyond the Vision document created "A Vision of the Chehalem Valley in 2020" that included details for the following elements: community identity, governance and civic involvement, education, economy and employment, health and social services, public safety, housing, culture and the arts, diversity, transportation, downtown development, parks, greenways, riverfront development and open space. The plan established a strategic plan with a mission and goals and an action plan addressing all of the vision elements and adding sustainability and communications. The intent of the plan was that the governmental entities would continue working on the identified actions and have regular check-ins about the plan. The groups have recently begun to meet again to check-in and discuss next steps.

Newberg 2030

The Newberg City Council adopted Resolution No. 2005-2555, endorsing "Beyond the Vision: A Strategic Plan for the Chehalem Valley.

Ad Hoc Committee on Newberg's Future (2005)

The Newberg City Council created the Ad Hoc Committee on Newberg's Future (the Committee) to provide a forum for citizen involvement in planning for Newberg's future land use patterns. The Committee was asked to make recommendations that would help the City Council make future amendments to the Comprehensive Plan. The Committee was to consider Newberg's future land use needs for at least the next 20 years (2025) and preferably longer (out to 2040).

The Committee met from April 2004 to June 2005. During that time, the Committee considered future population and housing needs, and the land requirements for residential, industrial, commercial, and industrial development. They reviewed the supply of buildable land within the existing Urban Growth Boundary (UGB), and evaluated the land in the Urban Reserve Areas (URAs) and surrounding areas to determine which areas would be most suitable to meet the requirements of each type of land use. The Committee received support from City staff and consultants. The Committee also sought the input from the general public. The Committee held two open houses, conducted two surveys, received comments at each of their meetings, and received several letters.

With this report, the Committee gave feedback to Council in three main areas, discussed below. The report contains detailed analysis and recommendations for all categories of land need, on urban growth boundary and urban reserve area expansions, population forecast rates, and preferred residential densities.

1. **How should the City provide for its future land needs, including land needs for housing, commercial and industrial development, institutional development, and recreation?** The City should provide for a reasonable and well-planned level of growth that encourages community excellence and preserves our uniqueness. Land use plans should be innovative and creative and provide for flexibility down the road. The City should create a balanced, complete community with a sense of small, local neighborhoods, while also providing for commerce and industry.
2. **Should the City change its existing boundaries, including the Urban Growth Boundary (UGB) and the Urban Reserve Area and, if so, what general areas should receive the highest consideration for change?** The Committee has tried to provide general direction for the City's growth, rather than a parcel specific recommendation. The proposed additions to the UGB total 795 acres, which is slightly more than the identified land needs for 2025. While some of this need can be met within the existing UGB, additional land will be needed to meet the siting requirements for industrial and institutional development, and to meet the residential housing needs.
3. **Should the City consider changing the comprehensive plan/zoning district designations within the existing UGB to accommodate different growth patterns?** The Committee recommends that the City consider:
    - Changing some comprehensive plan/zoning district designations within the UGB. The Committee felt several areas in the UGB could be appropriate to meet needs for high density and medium density residential development. These include an area near Illinois and College Street, areas west of the Sportsman's Airpark, some areas along Springbrook Road, and some areas within Springbrook Oaks.
    - Modifying the City's residential zoning standards to encourage development near planned densities through positive incentives, such as lot size averaging.

The Committee also did a lot of work around community visioning. From April through August 2004, the Committee spent considerable time at each meeting brainstorming and reviewing "value statements" related to the recommendations that the Newberg City Council had requested, and the land that would be needed for various uses. Their draft value statements were on display at the open house held on August 6, 2004, and visitors were invited to comment on them, propose revisions, and add their own statements to the list. The Committee considered the comments that they had received, made a few changes, and agreed on the following list.

- **Considering Newberg's anticipated growth over the next 36 years, our land use recommendations to the Newberg City Council should:**
    - allow for flexibility down the road
    - encompass our goals and provide opportunity for improvement
    - consider the input of the community
    - be innovative and creative -- reflect our unique community
    - encourage excellence
- **The map that we recommend to the City Council should:**
    - provide for a reasonable and well-planned level of growth that encourages community excellence and preserves our uniqueness
    - take into account accessibility (major arterials) to commercial and industrial parks
    - provide for a sense of small, local neighborhoods, while also providing for commercial and industry.
- **Newberg should have a long-term future land use pattern that:**
    - is flexible (can change if industry does/does not locate) and diversified (mixed, walking, commercial nodes).
    - allows easy flow of traffic
    - has mixture of housing types
    - preserves history of community
    - maintains Newberg's individuality as a rural community with a proud agricultural heritage
    - moves away from industrial and warehousing uses to high value commercial functions
    - diverts through traffic around the downtown core
    - encourages the visions and objectives shown in the residential, commercial, industrial, and public/institutional vision and policy statements.
- **Land for residential uses should:**
    - match projections developed and accepted by Committee
    - be allocated in manner consistent with vision statement
    - be allocated in a way that keeps cost of infrastructure and utilities at a reasonable level
    - have matching transportation plans and adequate funds for transportation projects
    - encourage housing of all types and levels of affordability
    - encourage creative housing solutions - allow for mixed use (i.e. shops with living areas above) in downtown areas
    - require a wide range of parcel sizes
    - reflect changing family structures and life styles
- **Land for industrial uses should:**
    - reflect access to major highways
    - have minor impact on residential areas

  - be adequate to support reasonable and well-planned growth, and encourage excellence
  - be located with access to the bypass interchange with Hwy 219 or Hwy 99W at the edges of town
  - be located near current industry clusters/utilities/transportation
- **Land for commercial uses should:**
  - be consistent with projected need and vision statement
  - be located along major traffic routes or, provide adequate access to major routes
  - allow for adequate business growth, encourage all levels (sizes) of business
  - allow for various size business
  - be mixed with residential, plus one or two large development areas
- **Land for Newberg's parks should:**
  - reflect areas of residential growth
  - allow for excellence in recreation and green space
  - be scattered throughout Newberg and surrounding areas so as to be easily accessible to all communities
  - exceed industry standards
  - consider safety
  - anticipate and incorporate innovative and unexpected recreational possibilities
  - support multi-users -- pedestrians, bikes, horses, etc.
  - be connected where possible
  - consider Riverfront Master Plan and enhance access and use of the river
- **Land for Newberg's utilities should:**
  - provide for underground, ecologically sound installation
  - be safely located away from vulnerable community functions and activities
  - be compatible with surrounding community
  - be adequate to meet reasonable growth and be affordably developed
  - allow for future expansion
  - be supportive of economic development
- **Land for Newberg's water storage/distribution facilities should:**
  - be located at elevations that can serve planned residential/commercial/industrial
- **Land for Newberg's schools should:**
  - reflect new pedagogies -- small learning communities
  - be located near existing and future demand for schools
  - allow for educational excellence
  - follow school district recommendation
  - consider community "personality"
- **Land for Newberg's institutions should:**
  - allow for access by all citizens
  - provide opportunity for new institutions
  - be easily accessible to the public
  - be compatible with the surrounding community

The Newberg City Council adopted Resolution No. 2005-2590, directing the City staff to undertake activities needed to implement the recommendations of the Ad-hoc Committee on Newberg's Future.

Oregon Administrative Rules – OAR 660-038 & OAR 660-024

OAR 660 Division 38 – the "new" "streamlined" method. This method is intended to significantly streamline the land need, buildable land inventory, and study area portions of the process by building in methodology and data tables. This method provides for a 14-year UGB, rather than a 20-year UGB per the "old" process.

1) Determine Need – This is calculated by methodology built into the rule for residential and employment need. Formulas are based on the coordinated population forecast, or for employment, need can be based on either population or employment forecast. The land need accounts for all categories of land, and cities must amend the UGB for all categories (i.e. cannot amend solely for residential or employment land).
    a. Residential: Determine the mix of dwelling units needed & determine amount of land needed for each housing type. These calculations use Census data and data tables built into the rule.
    b. Employment: Translate employment forecast to employment land need. This is based on specific methodology spelled out in the rule.
2) Determine Supply – Simplified buildable lands inventory. Calculate vacant and partially vacant land, account for redevelopment and increased density, and adjust for constrained land.
3) Determine if UGB expansion is necessary – Compare need vs supply; consider surplus land of other designations to meet the need.
4) Establish study area – One mile from current UGB, and all exception areas that are within 1 ½ miles from UGB.
    a. Exclude lands based on the following:
        i. "impracticable" to provide public facilities and services (slope, requires significant transportation investment, physical and topographic constraints)
        ii. Subject to significant development hazards (landslides, flooding, tsunamis)
        iii. Consists of significant scenic, natural, cultural or recreational resource (habitat land, scenic waterways, designated natural areas, wellhead protection area, protected under goals 16, 17, 18, or owned by the federal government)
5) Priority Analysis
    a. First priority = urban reserve, exception land, nonresource land
    b. Second priority = marginal land
    c. Third priority = farm or forest land that is not high-value land and/or does not have prime soils
    d. Fourth priority = high-value farmland
6) Serviceability – Cities must determine that land included within the UGB can all be serviceable over the 14 year period. This section is new for the UGB process. DLCD has pledged to provide guidance to cities for preparing findings to this new section.

OAR 660 Division 24 – the "old" method. This method provides for a 20-year UGB, rather than a 14-year UGB per the "new" process.

1) Determine land need – No specific formulas or methodologies are specified. Cities may amend the UGB for one category of land without needing to account for or include other land categories. Requires compliance with Goal 9 (EOA) and Goal 10 (HNA), but does allow for safe harbor analysis for population and employment forecasts.

2) Buildable lands inventory – inventory land to determine amount of vacant and redevelopable land (for employment land, inventory "suitable" vacant and developed land – this terminology has been the subject of some debate). Includes safe harbor assumptions for calculations.
3) Determine if UGB expansion is necessary – Compare need vs supply; consider surplus land of other designations to meet the need.
4) Establish study area – the same language from the new Division 38 has been added here to specify the study area parameters.
5) Priority Analysis
    a. First priority = urban reserve, exception land, nonresource land
    b. Second priority = marginal land
    c. Third priority = farm or forest land that is not high-value land and/or does not have prime soils
    d. Fourth priority = high-value farmland
6) Serviceability – this is not explicitly addressed with its own section of the law as in Division 38; however, there is a subsection in the priority analysis section that says the city must compare "relative costs, advantages and disadvantages of alternative UGB expansion areas" for provision of public services. The downside to this approach is that it is relatively subjective, and there is room for argument about what is serviceable.

Newberg Comprehensive Plan – Section H. Economy

This is the existing Section H of the Newberg Comprehensive Plan. Section H will be updated through the Newberg 2030 process.

H. THE ECONOMY

GOAL: To develop a diverse and stable economic base.

POLICIES:

1. General Policies
   a. In order to increase the percentage of persons who live in Newberg and work in Newberg, the City shall encourage a diverse and stable economic base. Potential methods may include, but are not limited to, land use controls and capital improvement programs. (Ordinance 2006-2634, January 3, 2006)

   b. The City shall encourage economic expansion consistent with local needs.

   c. The City will encourage the creation of a diversified employment base, the strengthening of trade centers and the attraction of both capital and labor intensive enterprises.

   d. Newberg will encourage the development of industries which represent the most efficient use of existing resources including land, air, water, energy and labor.

   e. Economic expansion shall not exceed the carrying capacity of the air, water or land resource quality of the planning area.

   f. The City shall participate with local and regional groups to coordinate economic planning.

   g. The City shall encourage business and industry to locate within the Newberg City limits.

   h. Yamhill County history, products and activities should be promoted.

   i. The City shall encourage tourist-related activities and services such as motor inns, restaurants, parks and recreation facilities, a visitor center, conference and seminar activities.

   j. A mixed-use river-oriented commercial area should be encouraged to be developed near the Willamette River. (Ordinance 2002-2564, April 15 2002)

   k. The City shall promote Newberg as a tourist destination location.

   l. The City shall promote the expansion of local viticulture and wine production as a method for increasing tourism.

2. Industrial Areas Policies

   a. Industrial expansion shall be located and designed to minimize impacts on surrounding land uses.

b. The City shall encourage industrial development, preferring firms that:

    a. Meet or exceed state or local environmental standards;
    b. Utilize the existing labor force and help to reduce seasonal unemployment fluctuations; and
    c. Are efficient consumers of energy.

c. Newberg shall actively pursue the inclusion of large industrial sites within the urban growth boundary.

d. The City shall undertake specific activities to encourage the growth of existing businesses, to encourage a diversity of businesses, and to attract new businesses to the community in industries that will provide local employment opportunities consistent with community needs and goals. (Ordinance 2006-2634, January 3, 2006)

e. Established industrial areas may be extended and new industrial areas designated by plan amendment where development trends warrant such extension or designation. Full urban services will be extended into the area if appropriate, if the extension of land use and services is consistent with all other goals and policies of the plan.

f. Concerted community efforts should be made to see that industrial development expands outward from existing areas rather than occurring in haphazard patterns.

g. The City shall identify land that will provide for expansion of existing businesses and/or attract new businesses and shall reserve that land for future industrial development that is consistent with community needs and goals.

h. Where areas have been planned for large industrial sites, zoning regulations shall be developed and maintained to keep those sites intact. Such sites shall not be further divided except to create planned industrial parks that support a specific industry. (Ordinance 2006-2634, January 3, 2006)

i. Industrial land shall be reserved for industrial uses.

3. Commercial Areas Policies

a. The City shall encourage the retention of the downtown core as a shopping, service and financial center for the Newberg area. New commercial developments shall be encouraged to locate there.

b. Adequate neighborhood commercial areas will be provided to serve localized needs.

c. Commercial development will be encouraged to be clustered and to develop off-street parking facilities in conjunction with other nearby developments.

d. To maintain the integrity and function of the highway system, new commercial development shall be discouraged along the route of any limited access highway.

{e. Deleted by Ordinance 2004-2602, September 29, 2004}

4. Riverfront District Policies

    a. The City will enhance commercial diversity and activity in the Riverfront area by encouraging a business mix that provides goods and services to satisfy neighborhood and visitor needs and that also draws people from the greater region.

    b. The City will encourage development of the Riverfront District as a distinct river-oriented center that can help support a variety of local businesses.

    c. The City will encourage the development of commercial and retail uses that have a strong reason for locating near the Riverfront and support the vision of the Riverfront District as a walkable and bikeable mixed-use area. (Ordinance 2002-2564, April 15, 2002)

Newberg Economic Development Strategy – March 2016

In April 2016, the Newberg City Council adopted the Newberg Economic Development Strategy as the economic development strategy document for the City of Newberg. The Newberg Economic Development Strategy is based on four pillars of activity: Industrial Sector; Commercial Sector; Business Development and Workforce; and Tourism and Hospitality. Under each pillar there are identified strategies. The Economic Development Strategy also includes a vision, a mission, and an overarching goal:

> **Vision:** *Newberg will build on its advantageous geographic location and the capacities of its business, education, government, and community partners to become a national leader for cross industry innovation in viticulture, wine production, and high-tech manufacturing. The City's business, educational, and built environment will support growing entrepreneurship for existing and new businesses of all types.*
>
> **Mission:** *Promote economic health, a higher standard of living, and quality of life through partnerships, facilitation, collaboration and community. Ensure a qualified and educated workforce; an environment of openness to business investment; programs for retention, expansion and recruitment of businesses; public investment in critical infrastructure, education, recreation and cultural capacities; metrics to measure economic activity; sustainability. Embrace diversity of all types. Leverage our location to connect Portland and Salem with North Willamette Valley's riches.*
>
> **Goal:** *Having a qualified and educated workforce; an environment of openness to business investment; programs for retention, expansion and recruitment of businesses; public investment in critical infrastructure; metrics to measure economic activity; all while being sustainable.*

DRAFT Comprehensive Plan amendments – Section H. Economy and N. Urbanization

H. THE ECONOMY

GOAL: To develop a diverse and stable economic base.

POLICIES:

1. General Policies

   a. ~~In order to increase the percentage of persons who live in Newberg and work in Newberg, the City shall encourage a diverse and stable economic base. Potential methods may include, but are not limited to, land use controls and capital improvement programs. (Ordinance 2006-2634, January 3, 2006)~~The City should actively encourage a diverse and stable economic base in order to provide adequate employment opportunities for residents of Newberg. Potential methods may include, but are not limited to, land use controls, capital improvement programs, and participation in a variety of economic development activities.

   b. The City should actively work to promote retention of existing businesses and industries within Newberg.

   ~~b.~~c. Along with business retention efforts, ~~T~~the City ~~shall encourage economic expansion consistent with local needs.~~should encourage expansion of employment areas to move toward a balanced jobs-housing ratio.

   ~~c.~~d. The City ~~will~~ should encourage the creation of a diversified employment base~~, the strengthening of trade centers and the attraction of both capital and labor intensive enterprises~~.

   ~~d.~~ Newberg will encourage ~~the development of industries which represent the most efficient use of existing resources including land, air, water, energy and labor.~~the development of environmentally sustainable industries or those industries using best management practices for pollution control and other environmental considerations.

   e. Economic expansion shall not exceed the carrying capacity of the air, water or land resource quality of the planning area, as defined by adopted Goal 11 and Goal 12 plans or other applicable adopted master plans.

   f. The City ~~shall~~should participate ~~with local and regional groups to coordinate economic planning~~and partner with local, regional, state, and federal organizations on economic development efforts.

g. The City ~~shall~~should encourage business and industry to locate within the Newberg City limits.

h. Yamhill County history, products and activities should be promoted.

i. The City ~~shall~~should encourage tourist-related activities and services such as ~~motor inns~~hotels, restaurants, parks and recreation facilities, a visitor center, and conference and seminar activities.

j. A mixed-use river-oriented commercial area should be encouraged to be developed near the Willamette River. (Ordinance 2002-2564, April 15 2002)

k. The City ~~shall~~should promote Newberg as a tourist destination location.

l. The City ~~shall~~should promote the expansion of local viticulture and wine production as a method for increasing tourism.

2. Industrial Areas Policies

a. Industrial expansion ~~shall~~should be located and designed to minimize impacts on surrounding land uses.

b. The City ~~shall~~should encourage industrial development, preferring firms that:

    a. Meet or exceed state or local environmental standards;
    b. Utilize the existing labor force and help to reduce seasonal unemployment fluctuations; and
    c. Are efficient consumers of energy.

c. The City should actively work to ensure there is an adequate supply of industrial land in accordance with the adopted buildable land inventory

~~c.~~d. Newberg ~~shall~~should actively pursue the inclusion of large industrial sites within the urban growth boundary.

~~d.~~e. The City ~~shall~~should undertake specific activities to encourage the growth of existing businesses, to encourage a diversity of businesses, and to attract new businesses to the community in industries that will provide local employment opportunities consistent with community needs and goals. (Ordinance 2006-2634, January 3, 2006)

~~e.~~f. Established industrial areas may be extended and new industrial areas designated by plan amendment where development trends warrant such extension or designation. Full urban services will be extended into the area if appropriate, if the extension of land use and services is consistent with all other goals and policies of the plan.

~~f.~~g. ~~Concerted community efforts should be made to see that industrial development expands outward from existing areas rather than occurring in haphazard patterns.~~Industrial

development should be located in proximity to existing industrial activities to provide continuity and compatibility of land use activities.

~~g.~~h. The City ~~shall~~should identify land that will provide for expansion of existing businesses and/or attract new businesses and ~~shall~~should reserve that land for future industrial development that is consistent with community needs and goals.

~~h.~~i. Where areas have been planned for large industrial sites, zoning regulations ~~shall~~should be developed and maintained to keep those sites intact. Such sites ~~shall~~should not be further divided except to create planned industrial parks that support a specific industry. (Ordinance 2006-2634, January 3, 2006)

~~i.~~j. Industrial land ~~shall~~ should be reserved for industrial uses, unless findings of fact can be made to determine that either the specific industrial land site is better suited for a different category of use or that there is a demonstrated significant need for a higher density category of needed housing. Industrial land meeting the suitability characteristics identified in the Economic Opportunities Analysis, state law, or other locally adopted document, should be reserved solely for industrial uses.

3. Commercial Areas Policies

   a. The City ~~shall~~should encourage the retention of the downtown core as a shopping, service and financial center for the Newberg area. New commercial developments ~~shall~~should be encouraged to locate ~~there~~in the downtown.

   b. Adequate neighborhood commercial areas ~~will~~ should be provided to serve localized needs.

   c. Commercial development ~~will~~ should be encouraged to be clustered and to develop off-street parking facilities in conjunction with other nearby developments.

   d. To maintain the integrity and function of the highway system, new commercial development ~~shall~~should be discouraged along the route of any limited access highway.

   ~~d.~~e. The City should actively work to ensure there is an adequate supply of commercial land in accordance with the adopted buildable land inventory.

   {e. Deleted by Ordinance 2004-2602, September 29, 2004}

4. Riverfront District Policies

   a. The City will enhance commercial diversity and activity in the Riverfront area by encouraging a business mix that provides goods and services to satisfy neighborhood and visitor needs and that also draws people from the greater region.

   b. The City will encourage development of the Riverfront District as a distinct river-oriented center that can help support a variety of local businesses.

c. The City will encourage the development of commercial and retail uses that have a strong reason for locating near the Riverfront and support the vision of the Riverfront District as a walkable and bikeable mixed-use area. (Ordinance 2002-2564, April 15, 2002)

N. URBANIZATION

GOALS:

1. To provide for the orderly and efficient transition from rural to urban land uses.

2. To maintain Newberg's identity as a community which is separate from the Portland Metropolitan area.

3. To create a quality living environment through a balanced growth of urban and cultural activities.

POLICIES:

1. Urban Growth Boundary and Urban Reserve Area Policies

   a. The conversion of lands from rural to urban uses within the Urban Growth Boundary should be based on a specific plan for the extension of urban services.

   b. The City should oppose urban development outside the City limits but within the Newberg Area Influence.

   c. The City ~~shall~~should encourage urban development within the City limits.

   d. The Urban Growth Boundary ~~shall~~is intended to designate urbanizable land.

   e. The City will support development within the areas outside the City limits but within the Newberg Urban Growth Boundary or Urban Reserve Area ~~based on the following standards or restrictions:~~taking into consideration the following:
      - Residential development will be allowed on the basis of one house per 10 acres, or any lot of record created prior to January 1, 1989.
      - New commercial and industrial uses will generally be discouraged ~~within the UGB and Urban Reserve Area~~.
      - Agricultural uses will be in accordance with the Yamhill County Comprehensive Plan.
      - The City and County ~~shall~~should coordinate plans for interim rural residential development within the designated Urban Reserve Area. After street and utility corridor plans are adopted, overall rural residential densities ~~shall~~should be limited to one dwelling per five acres. The following strategies ~~will~~ should be used to ensure that interim rural development does not inhibit long-term urbanization of lands within the Newberg UGB and Urban Reserve Area (these include but are not limited to):
        - shadow plats
        - cluster development

    - redevelopment plans
    - non-remonstrance agreements for annexation and provision of urban facilities
  - Development not meeting these standards may be opposed by the City.

f. In expanding or otherwise altering the Urban Growth Boundary, the Boundary ~~shall~~should follow road rights-of-way, lot lines, or natural features, and should extend to the opposite side of adjacent rights-of-way to provide for future infrastructure improvements and to provide adjacency for properties across the right-of-way.

g. The City and County ~~shall~~should coordinate action regarding partitions and subdivisions of land within the urban growth boundary. The City ~~shall~~should seek revisions to the Urban Growth Boundary Management Agreement to require City consent for such partitions and subdivisions.

h. The designated Urban Reserve Area identifies the priority lands to include within the Newberg Urban Growth Boundary to meet projected growth needs to provide a thirty (30) to fifty (50) year land supply. Designated Urban Reserve Area lands ~~will~~ may be included within the Urban Growth Boundary on a phased basis at periodic review, based on the Goal 14 analysis. Property owners will also have the opportunity to request that land within the designated Urban Reserve Area be included within the Newberg Urban Growth Boundary, based on the criteria outlined in LCDC Goal 14 and the Urban Growth Management.

~~i. The City of Newberg will initiate transportation and utility corridor planning for the Urban Reserve Area in coordination with Yamhill County and property owners. The corridor plans shall provide the framework to guide interim rural development and long-range urban development within the Urban Reserve Area.~~

2. Annexation Policies

a. The City ~~shall~~should amend the annexation ordinance to streamline the procedures used for annexations.

~~b. If it appears that a proposed annexation would create excessive public costs or impacts on the surrounding area, an analysis of costs and/or impacts will be required.~~

~~c.~~b. Property outside the Urban Growth Boundary may be annexed only upon inclusion of such property into the Urban Growth Boundary.

3. General Policies

a. In new development areas all utility lines ~~shall~~should be placed underground. In existing areas an effort will be made to locate power, telephone, cable television and other utility cables underground over a period of time.

b. The City ~~shall~~should coordinate planning activities with the county in order that lands suitable for industrial use but not needed within the planning period are zoned in a manner which retains these lands for future industrial use.

c. The City may use the following or similar implementation measures to promote and encourage the establishment and expansion of industry in the planning area: tax incentives, land use controls and ordinances, preferential assessments, capital improvement programming, fee and less than fee acquisition techniques, and available state and federal programs or grants.

d. Transfer of development rights may be used as a tool to aid in the preservation of historic sites, natural resources and open space areas.

Survey Results Summary

The survey was shared via email to focus group invitees and shared informally on Facebook via the Newberg 2030 and Newberg-Dundee Information Group pages. The survey link could also be forwarded on and shared by anyone with the link. The survey generated 102 responses, which have been summarized in this report. Note that this is not a statistically valid survey, but was rather used as a tool to gather additional input.

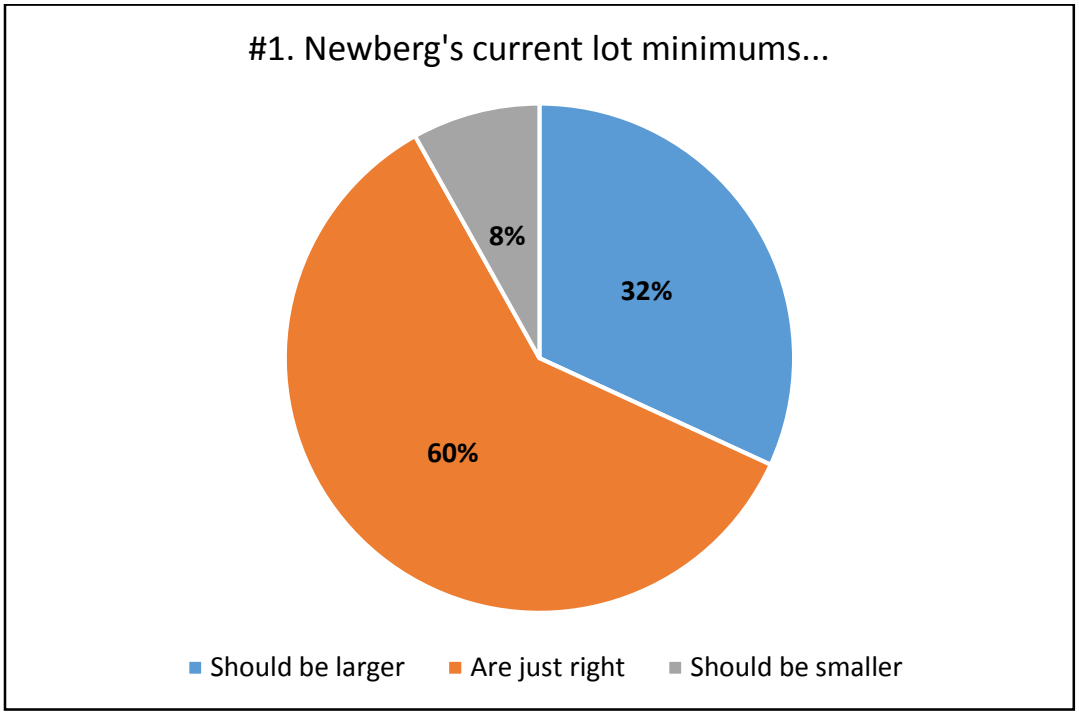
Housing

The city should consider the best ways to accommodate a growing residential population – through opportunities for higher density residential housing such as accessory dwelling units, "missing middle housing" such as duplexes, triplexes, and four-plexes; through expanding the city boundaries to provide more land for development; or through some combination. What do you think about these ideas?

1. *This table shows Newberg's current minimum lot sizes.*

Zone/Comp Plan	***R-1/LDR***	***R-2/MDR***	***R-3/HDR***
Minimum Lot Size	*5,000*	*3,000*	*3,000*
Minimum Lot Area Per Unit	*5,000*	*3,000*	*1,500*

Do you think Newberg's current minimum lot sizes…



The majority (60%) of respondents thought Newberg's current lot sizes "are just right", and 32% thought the current lots sizes "should be larger".

2. *The graphic below shows a variety of housing types known as "missing middle housing", which have a similar size, scope, and scale to regular single-family dwellings.*

Should we allow a mix of housing densities throughout each residential zoning district to include more of the "missing middle housing" types? Why or why not?

The responses came out as 59% yes, the city should allow a mix of housing types, and 41% no, the city should not. Here are the main themes derived from the answers:

- Issues of compatibility and livability with existing neighborhoods, particularly concerns about privacy w/ taller units
- Concerns about decreased property values, parking availability
- People seemed to like the idea of the smaller scale "missing middle housing" type – similar footprint to existing neighborhood
- Respondents noted the need for this type of housing throughout Newberg, and noted this has the opportunity to create more diverse neighborhoods

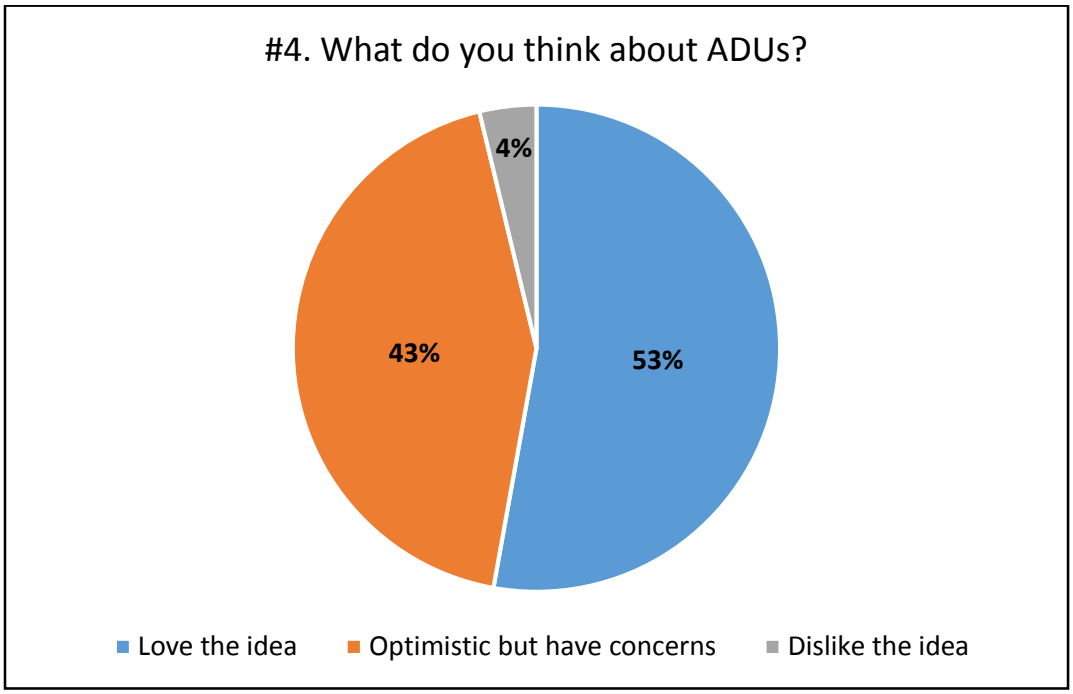
3. *If the idea of higher density dwellings is scary, what features seem the most scary or unknown?*

The main issues raised in the responses include the following:

- Appearance of high density dwellings – ugly architecture, and the (potential) lack of long term maintenance
- Noise
- Traffic increase
- Parking problems
- Decrease in property values
- Increase in crime
- Lack of available public resources for population (schools, police, fire)
- Low income population
- Loss of privacy to neighboring properties

Let's talk about accessory dwelling units (ADUs)…ADUs are an old idea: having a second small dwelling on the same grounds (or attached to) your regular single-family house, such as an apartment over the garage, a tiny house in the backyard, or a basement apartment. Planners call these ADUs, but they're also known as granny flats, in-law units, laneway houses, secondary dwelling units, and bunch of other names. An ADU is part of the same property as the main home and cannot be bought or sold separately from the main house.

4. *What do you think about accessory dwelling units?*



53% of respondents "love the idea" of accessory dwelling units, while 43% are "optimistic but have concerns".

5. *Should accessory dwelling units be allowed outright in every zone? Why or why not?*

76% of respondents said yes, they should be allowed in every zone, while 24% said no, they should not be allowed in every zone. The main concerns raised by respondents include the following:

- Parking issues
- Traffic increase
- Long term maintenance
- Questions about the size of the lot required for an ADU
- Concerns about rentals (i.e. several comments that ADUs should be for family use only)

6. *Should the city focus on removing or reducing regulations for accessory dwelling units as a way to try to provide more affordable housing options (parking spaces, system development charges, permit fees)? Why or why not?*

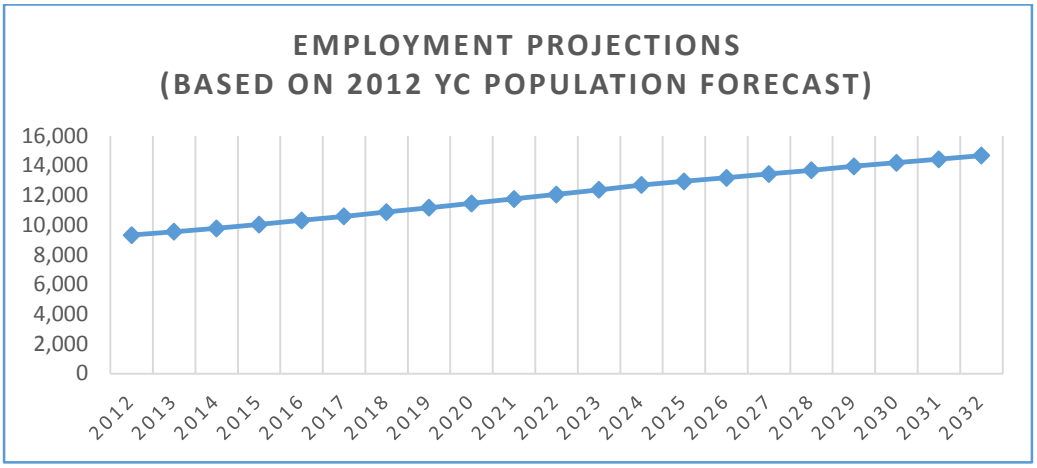
64% of respondents said that regulations for ADUs should be removed, and 36% said they should not. The two primary issues raised with ADU regulations included parking (i.e. don't remove parking requirements) and structure height (i.e. ADU must be shorter than existing structure). There were several comments about Newberg permit fees being too high.

7. *The city currently requires one off-street parking space per ADU, but this can preclude most lots from being able to build an ADU (because most lots have a primary dwelling with a garage and no extra space to provide additional parking) - should the city remove parking requirements for ADUs? Why or why not?*

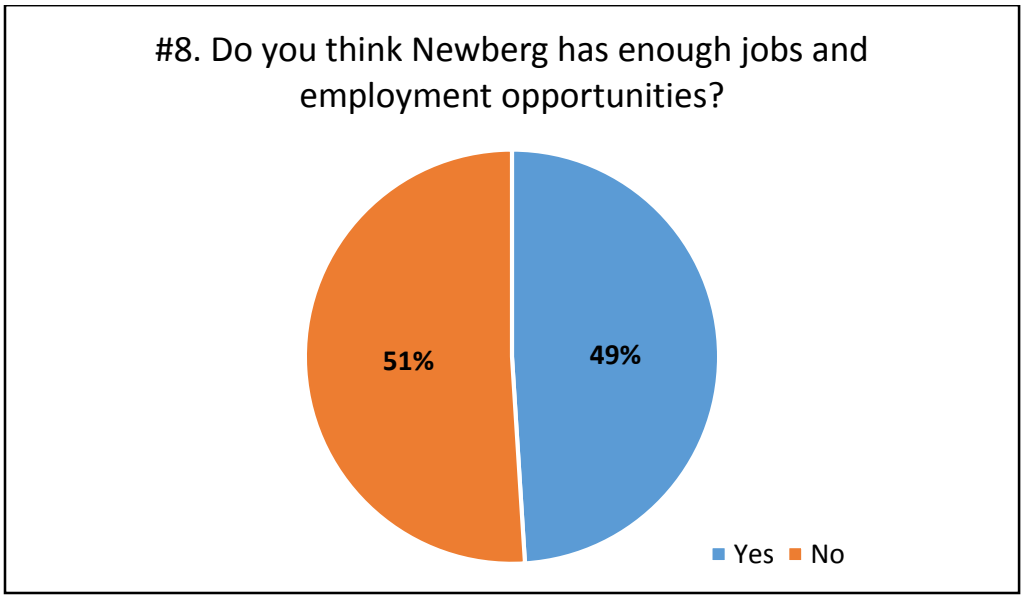
46% of respondents said yes to remove ADU parking requirements, and 54% said no to removing parking requirements. Issues raised with this question include the belief that on-street parking is already an issue, and that there is not adequate public transportation that people can rely upon to be carless.

Economy/Investment

Previous visioning and long range planning efforts made it clear that Newberg shouldn't be a bedroom community – is this still the case? If so, the city should consider how to provide adequate employment opportunities for its residents.



8. *Do you think Newberg has enough jobs and employment opportunities?*



Responses were evenly mixed between believing Newberg does or does not have enough jobs and employment opportunities.

9. *What should Newberg be doing to bring more jobs and investment to the city?*

   Respondents thought Newberg could do a variety of things to bring more jobs and investment to the community, including the following:
   - Provide more housing
   - Provide retention incentives to manufacturers and other industry, and facilitate reuse of existing employment spaces
   - Provide land for employment
   - Redevelop downtown
   - Provide better internet infrastructure

10. *What type of jobs should the city focus on attracting to Newberg?*

    This question generated a whole range of responses that boiled down to "provide a mix of job opportunities". Some specific examples include:
    - Banking, business parks, call center
    - Mid to high end restaurants, groceries
    - Manufacturing, industrial, trade-based
    - Commercial/tech, knowledge industry
    - Small businesses
    - Living wage
    - Tourism, hospitality, food/beverage

11. *Should the city focus efforts to ensure that Newberg is not a bedroom community (i.e. efforts to provide adequate employment opportunities for current and future residents)? Does this matter?*

    61% of respondents said that it <u>does</u> matter that Newberg is not a bedroom community, while 39% said that it <u>does not</u> matter. Some comments noted that Newberg is already a bedroom community, and some people liked it that way. Other opinions noted that a lot of traffic and congestion come along with being a bedroom community, so Newberg should try to provide jobs for residents.

12. *If you live in Newberg but don't work in Newberg, why don't you work in Newberg?*

    The number one answer here was that the pay is not high enough for local jobs. Other common answers include that there are not local jobs meeting residents' skill sets or career paths, and that Newberg is halfway between partners' jobs.

13. *Would you want to work in Newberg if you had the opportunity? Why or why not?*

    82% of respondents said "yes", they would like to work in Newberg if they had the opportunity, primarily because people don't like to commute out to other locations for work.

14. *What are the barriers to you finding work in Newberg?*

    The primary response to this question was that there is a lack of appropriate jobs with good wages.

15. *If you work in Newberg but don't live in Newberg, why don't you live in Newberg?*

    The two main responses here include lack of affordable housing options and the traffic within the city.

16. *Would you want to live in Newberg if you had the opportunity? Why or why not?*

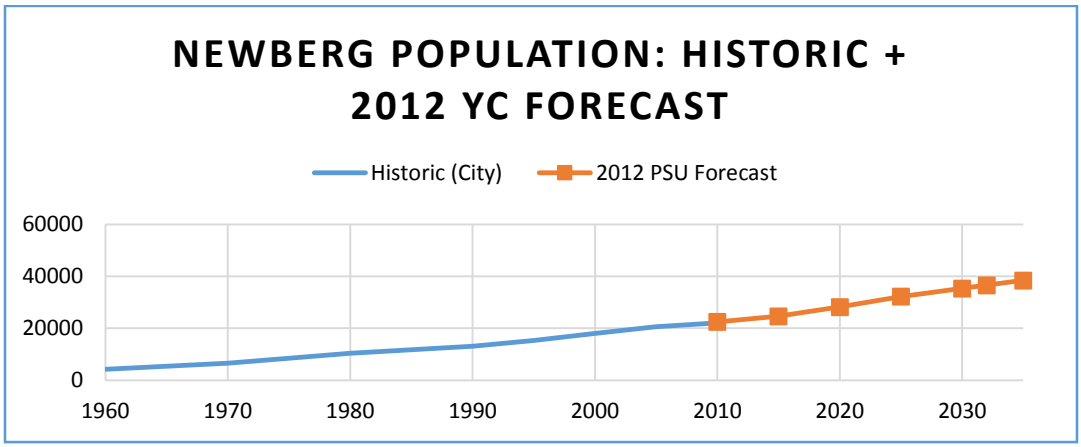
    A majority of respondents said "yes" because they like the small community feel of Newberg with friendly people and a family oriented nature.

17. *What are the barriers to you living in Newberg?*

    The common themes to this question include the high cost of housing and utilities, lack of public transportation, lack of shopping options, and traffic congestion to get to outlying areas.

Future Growth

The city should consider a range of policies as it prepares for future population growth. What are your thoughts on the following issues?



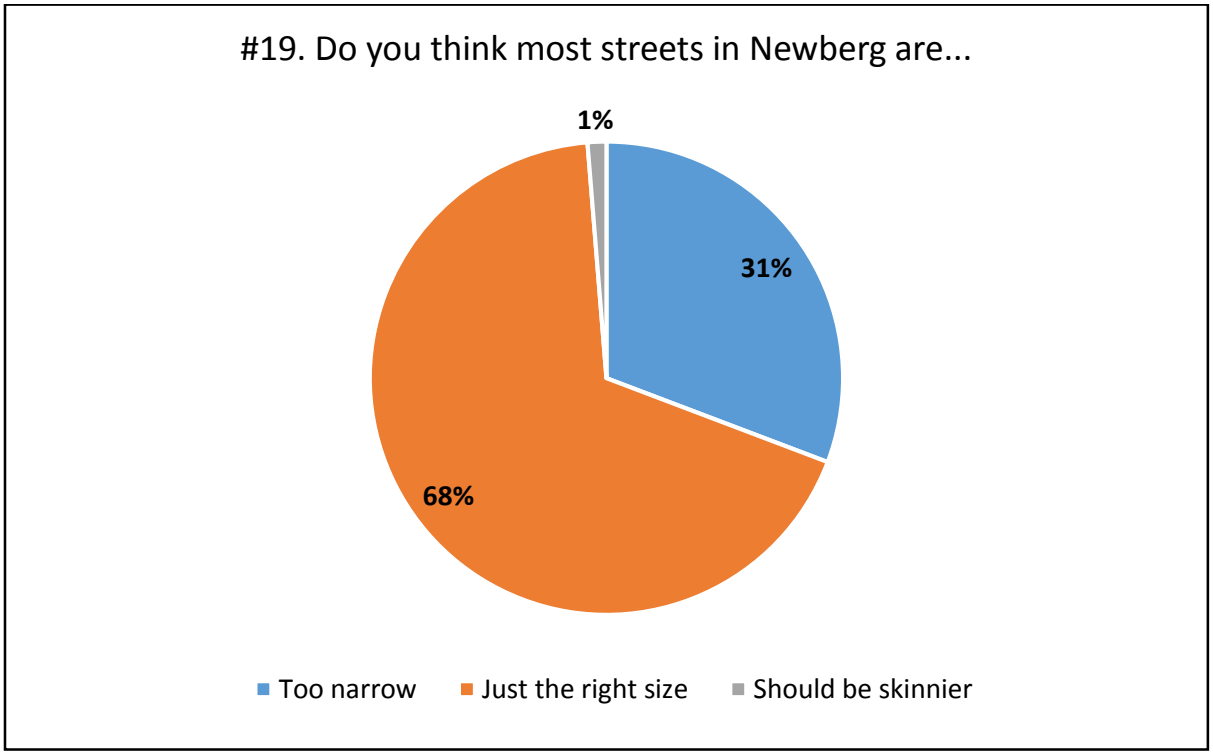
18. *If we know the city will grow over the next 10-20 years, should we accommodate the population growth by becoming more dense (through more infill development, smaller lot sizes, accessory dwelling units, multi-family dwellings) or by expanding our boundaries (expanding the urban growth boundary to create more land that could be annexed into the city for development)? Or should there be some combination of the two?*

    Responses were relatively evenly mixed for this question. Most people (52%) favored some combination of density and expansion, while 14% favored density over expansion and 20% favored expansion over density. Some people noted Newberg should minimize both options. A few noteworthy comments include:

    - "Definitely favor increased density PROVIDED there is a parallel and comprehensive plan for transportation and clustered amenities to support that density."
    - "More density. NO MORE SPRAWL! If we need sprawl, let it be manufacturing. We need a higher level of density in residential and commercial to create a vital core downtown."
    - "I like the idea of infilling where possible. A variety of housing options should be available and it is very likely that an expansion of our boundaries will be required."

- "Nobody likes infill, especially with high density, it ruins the neighborhood look and feel. Expanding boundaries would be fine, Newberg needs to keep building medium to low density.
- "Combination. While I'm a big fan of density, there is not enough room to infill our growth. Not without a lot of demolition and really changing the scale of buildings in town."

19. *Do you think most streets in Newberg are...*



Most (68%) respondents believe that Newberg's streets are just the right size, while 31% of respondents think Newberg's streets are too narrow.

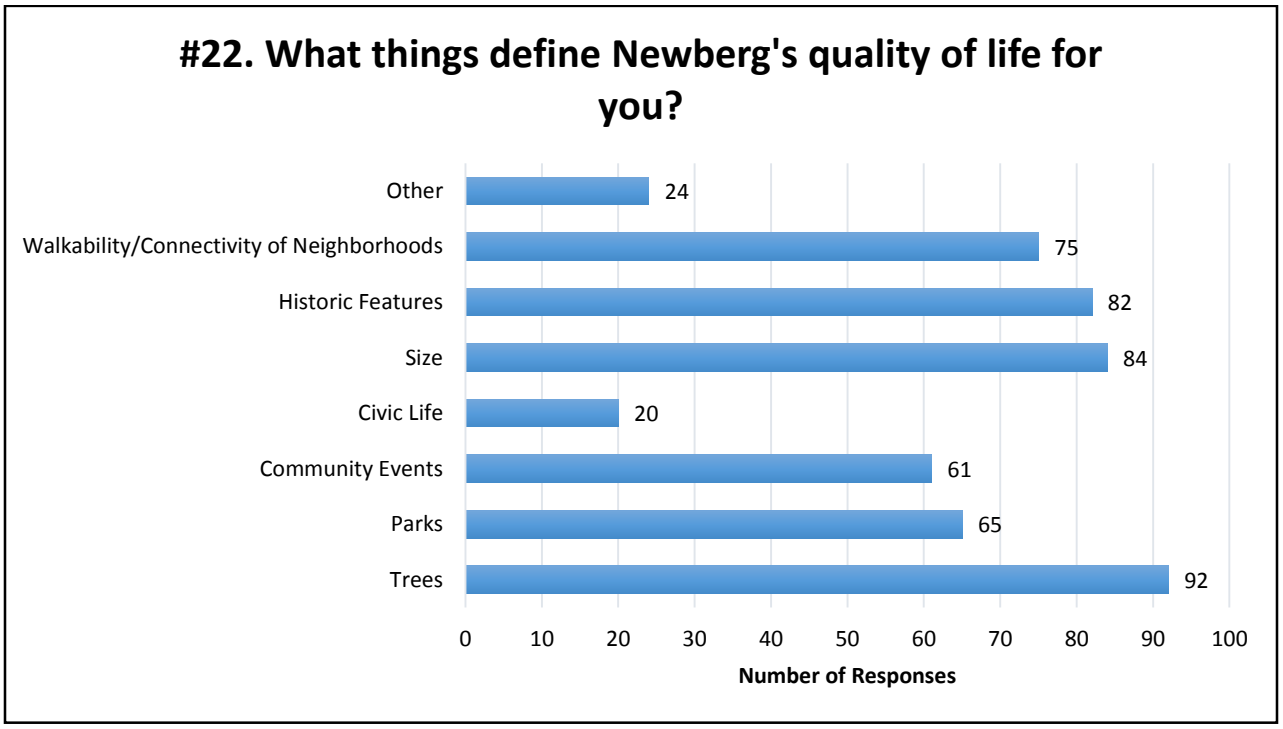
20. *How would you change Newberg's street standards?*

Many answers focused on maintenance needs and the need for sidewalks throughout town. Many respondents commented about on-street parking issues, and many people called for widening the streets to allow for more/better on-street parking, to reduce the need for queuing to pass oncoming cars, and to address congestion.

21. *Should the city plan for the future of the Newberg-Dundee corridor? If yes, what types of uses would you like to see in that corridor? If no, why not?*

42% of respondents said "yes" the city should engage in some level of planning efforts, while 14% said "no". The other half of respondents did not definitively answer with "yes" or "no", but did include many ideas for what should happen in the corridor. Ideas for the corridor ran the gamut from housing to commercial uses, although there were several responses indicating a preference to keep the area as green space between the two cities.

22. *What things define Newberg's quality of life for you? Choose three (3) from the option below, or write in options under "other":*



23. *Are there things not on the list above that define Newberg's quality of life for you?*

Common themes to this question include the following:

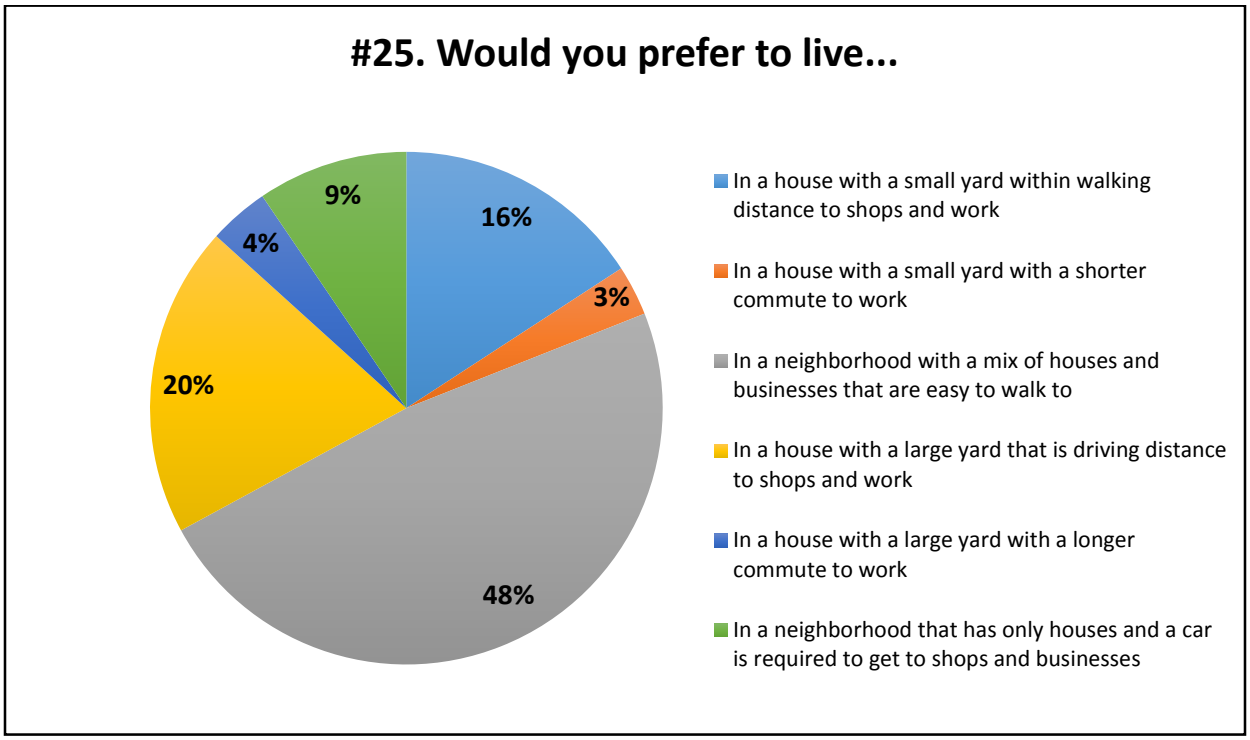
- Small town feel, sense of place, sense of community
- Livability
- GFU
- Location and accessibility to other areas

24. *As the city's population grows over the next 10-20 years, what sorts of amenities or design standards are important to provide to keep the community "look and feel"?*

Common themes include:

- Outdoor recreation, such as parks, bike paths, pedestrian amenities, green spaces
- A redeveloped downtown, possibly with a cohesive design theme
- View of Chehalem Mountains (without a lot of houses)
- Limits on building heights
- ADA improvements throughout town
- Retention of small businesses

25. Would you prefer to live… (choose one (1))



48% of respondents would prefer to live “in a neighborhood with a mix of houses and businesses that are easy to walk to”. Respondents were split among the remaining options, with the next most popular option being “in a house with a large yard that is driving distance to shops and work” and the least popular option being “in a house with a large yard with a longer commute to work”.

Focus Group - Responses

The two focus groups held on November 3, 2016 discussed the following questions. In general, the discussion commonly went beyond the questions at hand, and the responses below illustrate the range of ideas.

1. Newberg's current minimum lot sizes (see handout):

Zone/Comp Plan	R-1/LDR	R-2/MDR	R-3/HDR
Minimum Lot Size	5,000	3,000	3,000
Minimum Lot Area Per Unit	5,000	3,000	1,500

Do you think Newberg's current minimum lot sizes…

☐ Should be larger ☐ Are just right ☐ Should be smaller

Why?

Responses:

- Neighboring communities have larger lot sizes
- Don't go below what's on the matrix
- Closer to downtown/within Riverfront area are appropriate for higher density
- Parking should not be required in downtown for residential
- Building height limits in residential/commercial
- Create a new zone for residential – allow higher density close to downtown
- Lacking R-3 land
- Reduce lot sizes in R-2 to get more density
- More dense community equals more stress
- Density equals more traffic
- More people equals more services for police/fire/etc – has this been calculated?
- Infrastructure costs should be spread out among everyone
- Limitations on development: constricting wetland problem; lot coverage ratios; street widths; sidewalks (whether they can be curbside or have to be setback); Newberg requirements make it difficult to build
- Multi-family structure height limits next to residential zones is a constraint
- To get more affordable, have a smaller lot size per unit
- Would a reduction in size mean increased building heights?
- Should have a diversity in lot sizes per zone?
- Reduced lot sizes have caused a parking issue
- Mix to serve income needs/working classes
- Sustainability important – market conditions need to sustain what we have
- Planning department should set the goal
- Cost of infrastructure significant
- Why have density standards? Should change the system

2. Map exercise – Which areas, if any, should the city consider rezoning to allow more higher density residential uses?

   Participants generally identified areas around downtown, the Riverfront area, areas by the hospital, and then outlying areas outside the city limits (along Chehalem Drive). There was also discussion about changing the standards so that all zoning districts could have a mix of housing densities.

3. If the idea of higher density dwellings is scary, what features seem the most scary or unknown?

   Responses:

   - Height
   - Stress
   - Traffic
   - Compatibility
   - Neighborhood opposition
   - Stormwater requirements – more stringent here than in other communities
   - Perception of the decrease in property value
   - Don't decrease lot sizes – instead create a new zone above R-3
   - GFU influences the housing market
   - If densities go higher we need to have the services to support it (fire, schools, etc)
   - Denser housing does not necessarily correlate to affordable housing
   - Visual preference survey was done in Newberg in the past
   - Parking
   - Property values
   - Congestion
   - Parking
   - Unreliable transit
   - Conflicts caused from people too close together
   - Economics – lot cost + construction costs
   - Utility costs are too high
   - Need connectivity – walkable, trails connecting neighborhoods
   - Increase building height – maybe outlying areas could be taller
   - Privacy – building units looking into the backyards of single-family
   - Need a different land use system – the mix is currently locked into single-family
   - Have mixed-use residential/commercial
   - Need a Newberg Transit Authority to encompass entire community and connect Newberg points
   - Tie the transit system into tourism
   - Without transit, further burden on households
   - Transportation is an issue for youth
   - Current transit system does not work for employers (job times, travel time to work)
   - Streets are too wide, people can't interact

4. Should the city focus on removing or reducing regulations for accessory dwelling units as a way to try to provide more affordable housing options (parking spaces, system development charges, permit fees) ? Why or why not?

   Responses:

   - Yes, change the regulations to allow
   - Parking requirements should be different for new construction (but not necessarily in established neighborhoods)
   - We don't have transit (for those with no cars)
   - We don't have parking regulations that make sense
   - Need to address parking if we go denser
   - Depends on if there is on-street parking available or not
   - See demand for ADUs from baby boomers
   - ADUs help mortgage costs on primary house
   - New developments should allow ADUs outright
   - Don't depend too much on ADUs to meet the affordable housing need, it's a small part
   - Allow ADUs outright in every zone
   - Look at the lot coverage ratios – may need to be modified to allow
   - Concerns about ADUs turning into VRBOs
   - Should be permitted outright
   - Make objectors pay – reverse the current process
   - Don't require off-street parking
   - Some locations don't have on-street parking available
   - Multi-family has assigned parking, so extra cars park on street
   - 50% of population is single, so why do we build so many units for families
   - ADU = affordable student housing and additional income for property owner

5. Should the city focus efforts to ensure that Newberg is not a bedroom community (i.e. efforts to provide adequate employment opportunities for current and future residents)? Does this matter?

   Responses:

   - Valid goal to not be a bedroom community
   - Not enough jobs here
   - People who live here don't necessarily want to work here
   - People choose their living and work locations for a variety of reasons
   - We need industrial jobs/land
   - A 25-30 minute commute is okay
   - We have a lack of housing and housing affordability
   - Need this type of jobs: entrepreneurial, corporations, industrial, etc
   - Will there be more jobs from the wine industry?
   - Viticulture often means lower wage entry level jobs (farmworkers, etc)
   - Climate change – changes land values
   - California influence
   - Capitalize on ag crops for future jobs
   - Be creative on a regional level

- No shovel ready land in Newberg
- Industrial land is only in a few hands
- Industrial does not want to be a neighbor to residential
- Industrial needs flat land
- Industrial makes noise
- Need an engaging community environment
- Newberg too expensive for first-time homebuyers
- Youth need work opportunities
- Need micro-enterprise/incubators
- Industry should work with existing businesses to grow
- Would like to see residential condos
- Need virtual office complex/small companies
- For condos, the size, scope, rent rates all play into the financing capability
- Need a diversity within the schools
- Need farmworker housing

6. Should the city plan for the future of the Newberg-Dundee corridor? If yes, what types of uses would you like to see in that corridor? If no, why not?

Responses:

- Build a wall
- Yes, and there should be a mix of residential and commercial uses
- Yes, be creative, have parks and open land
- Have a garden of green space between the cities
- Might be the place for high density residential
- Choice/trade-off – farmland vs. corridor
- We already have 500 acres of undeveloped land (Springbrook)
- There's already ugly storage development in the corridor
- Traffic will get worse in the corridor
- Bowling
- Dissolve NUAMC (Newberg Urban Area Management Commission)
- Newberg/Dundee should sit down and determine
- Opportunity for commercial development
- Green space
- Green space – allow walking to commercial areas
- Tie wine/vineyards into concept - connect

Focus Group RSVP List

Afternoon (1-2:30)	Sign-In	Evening (5:30-7)	Sign-In
Phil Smith		Brian Doyle	
Sally Rice		Lisa Rogers	
Brian Doyle		Rick Rogers	(early)
Sid Friedman		Rosa Olivares	
Lynn Weygandt		Patrick Johnson	
Cathy Stuhr		Alvin Elbert	
Ed Christie		Leonard Rydell	
Esther Frank		Ron Wolfe	
Gary Bliss		Don Clements	
Charlie Harris		Hayley Delle	
Dennis Lewis		Casey Sonnier	
Sheryl Kelsh		Denise Bacon	
Joe Hannan		Allyn Edwards	
Colin Staub			
Mike Goucher			
Francisco Stoller			
Anna Lee			
Claudia Stewart			
Larry Hampton			
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Newberg Buildable Lands Inventory: Preliminary Results

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December 19, 2016

Overview

- Context
- Division 38 requirements
- Study Area definition
- Preliminary findings
- Discussion

2

Context

Background

- Unsuccessful multi-year attempt at a UGB expansion for industrial land
- The need to accommodate future population and employment growth
- OAR 660 Division 38
- DLCD grant for UGB prep work

3

Context

Project goal: Prepare for UGB review using Division 38 rule

- Develop a community vision, goals and policies
- Prepare a BLI that can be updated
- Define UGB study area consistent with Div. 38 requirements
- Inventory land within UGB study area
- Develop an action and implementation plan

4

Division 38: Simplified UGB Process

- Become the methods that are used by most cities
- Encourage livable communities and "land use efficiency"
- Encourage the conservation of farm and forest lands
- Encourage cities to increase the development capacity within their UGBs
- Encourage provision of an adequate supply of serviceable residential and employment land
- Assist residents in understanding the major local government decisions that are likely to determine the form of a city's growth

5

Division 38: Major provisions

- Builds from PSU population forecast (available July 2017)
- Uses a 14-year period
- Land can be serviced
- Outlines when cities can apply for additional UGB amendments

6

Study Area Context

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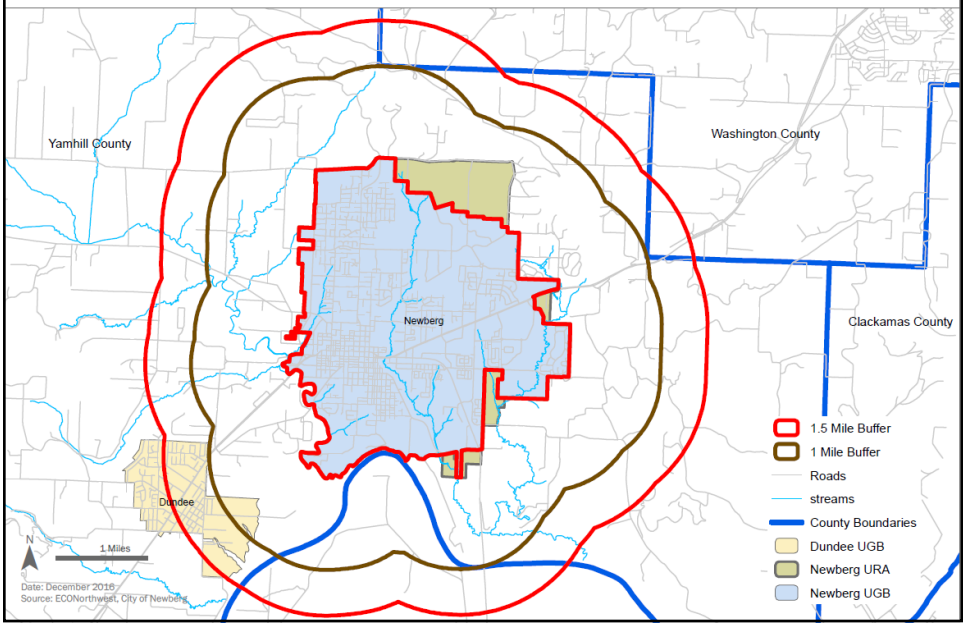
NEWBERG BLI 2016
Newberg UGB, URA, and Study Area Buffers



General Characteristics

- Four key geographies
  - Newberg UGB
  - Newberg URA
  - All lands within 1-mile buffer
  - Exceptions lands within 1.5 mile buffer

Location/Attribute	Acres
UGB	**4,476**
Area in Private Tax Lots	3,111
Public Land	677
Roads	687
Area in Water	
URA	**551**
Area in Private Tax Lots	527
Area in Roads	24
Buffer (outside UGB and URA)	
1-mile	4,700
1.5-mile	10,756

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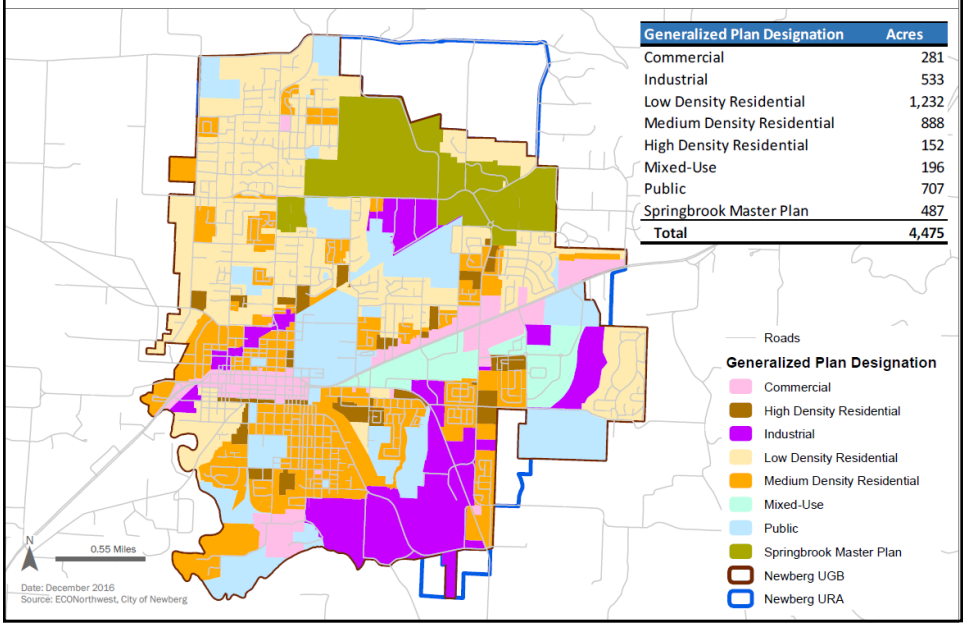
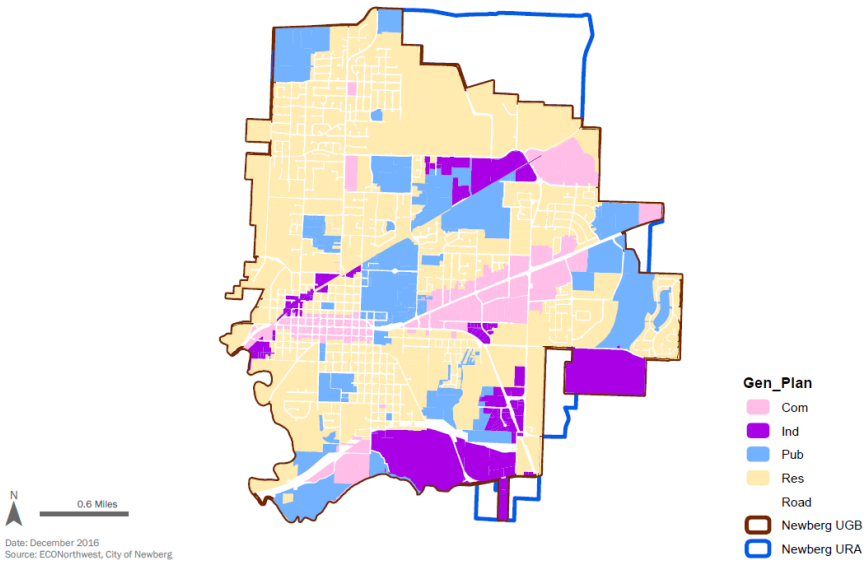
NEWBERG BLI 2016

Newberg Generalized Plan Designation



NEWBERG BLI 2016
Newberg Generalized Land Use



Residential BLI

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Residential BLI: Steps

- Classify plan designations/zones by allowed density
  - Low density - <=8 du/ac
  - Medium density - >8 and <= 16du/ac
  - High density - >16 du/ac
- Classify land
  - Vacant: > 3000 sf; imp val <$10,000
  - Partially vacant:
    - >=1/2 acre with 1 du – area – 0.25 acre
    - >=1/2 ac with 2+ du – use orthophotos
- Identify
  - All "developed" lands
  - All "vacant" and "partially vacant" lands
  - Total of developed, vacant, and partially vacant

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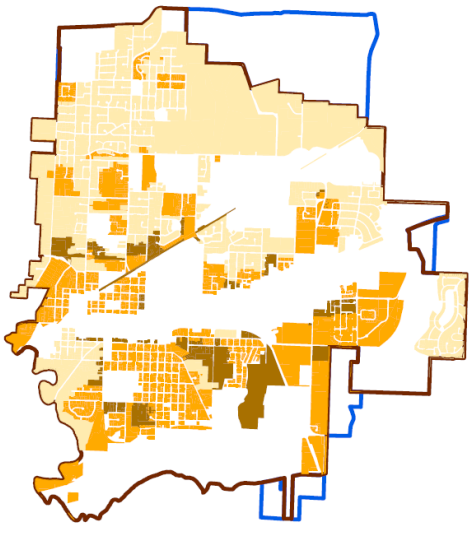
NEWBERG BLI 2016
Division 38 - Residential Density Class



Plan Designation	Density Class
LDR	LDR
LDR/1A	LDR
LDR/SP	LDR
LDR-6.6	LDR
SD/LDR	LDR
MDR	MDR
MDR/RD	MDR
MDR/SP	MDR
MIX/SP	MDR
SD/MRR	MDR
HDR	HDR
HDR/SP	HDR

Residential Land – Preliminary Results

Total Acres by Status and Density

Status	LDR	MDR	HDR	Total
Developed	521	357	54	932
Partially Vacant	449	264	127	840
Vacant	226	149	19	394
Total	1,196	770	200	2,166

2009 Residential BLI

Plan Designation	Buildable Acres in UGB* 1/1/2009
LDR	601
MDR	125
HDR	45
Total	771

Vacant Acres by Density (no constraint deduction)

Density	Tax Lots	Total Acres	Vacant Acres
LDR	3,124	1,196	618
MDR	2,779	770	231
HDR	476	200	95
Tota	6,379	2,166	944

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Residential BLI: Constraints

- Floodways and water bodies (100%)
- Lands in "special flood hazard area" (100%)
- Contiguous lands of at least one acre with slopes greater than 25 percent (on
- Land subject to development restrictions due to Goal 5, 6, or 7

- Constraints analysis – in process

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Issues/Questions

- Public Lands
  - The city must identify all vacant lots and parcels with a residential comprehensive plan designation. A city shall assume that a lot or parcel is **vacant if it is at least 3,000 square feet with a real market improvement value of less than $10,000.**
- 58.3 acres owned by public entities (school/parks district, government entities)

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Employment BLI

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Employment BLI: Steps

- **Classify existing employment districts as "commercial" or "industrial"**
  - **Based on predominate NAICS codes specified in OAR 660-038-0005(2) and (3)**
- **Classify lands**
  - **Vacant: imp val <=$5,000 or I/L ratio <.05**
  - **Partially vacant:**
    - **I/L ratio between 5% and 40% (assume 50% vacant), OR**
    - **>1 ac and at least ½ ac is developed**
  - **Developed: Lots not vacant or partially vacant**

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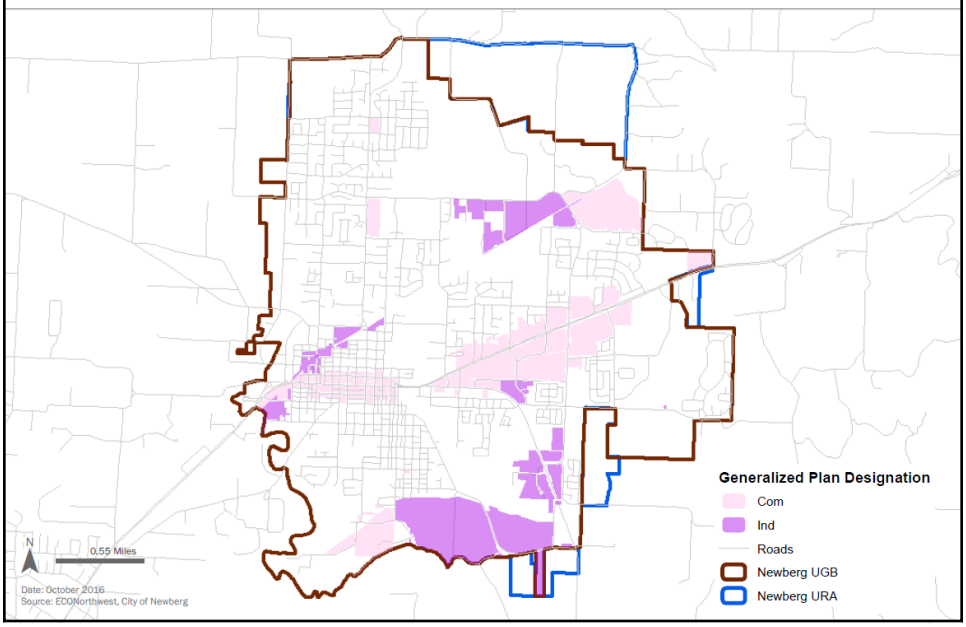
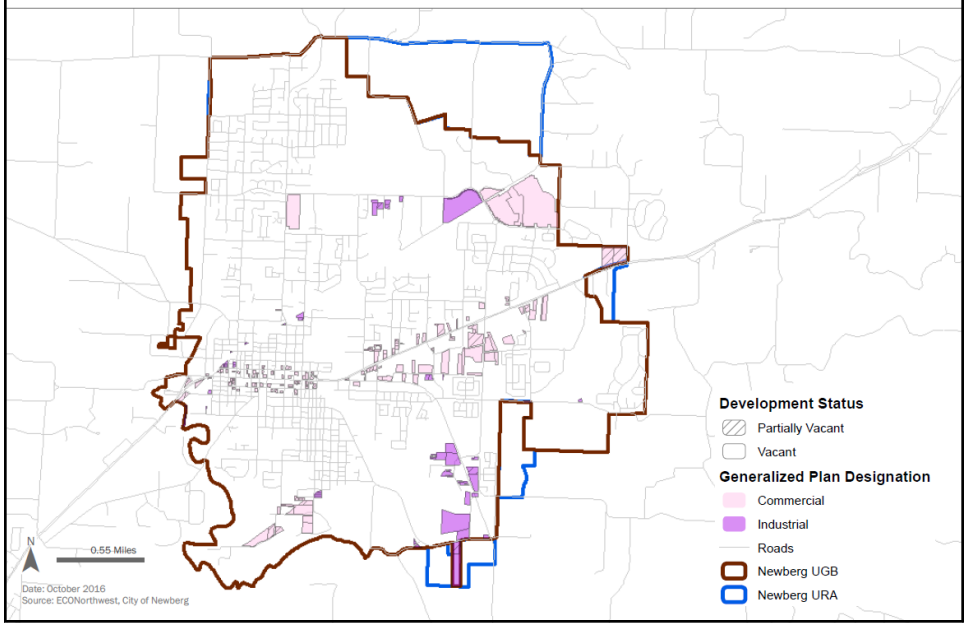
NEWBERG BLI 2016
Commercial and Industrial Lands



NEWBERG BLI 2016

Vacant and Partially Vacant Commercial and Industrial Lands



Employment BLI: Preliminary Results

Total Acres by Status and Plan Designation

Development Status	Commercial	Industrial	Total
Developed	207	270	477
Partially Vacant	37	8	45
Vacant	143	72	215
Total	**388**	**350**	**737**

Vacant Acres by Plan Designation (no constraint deduction)

Generalized Plan Designation	Tax Lots	Total Acres	Vacant Acres
Commercial	160	181	170
Industrial	77	80	77
Total	**237**	**260**	**247**

2013 EOA found
- 120 acres commercial
- 60 acres industrial

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Employment BLI: Constraints

- Floodways and water bodies (100%)
- Lands in "special flood hazard area" (50% or level allowed by plan)
- Contiguous commercial lands of at least one acre with slopes greater than 25 percent (only constrained portions)
- Contiguous commercial lands of at least one acre with slopes greater than 10 percent (only constrained portions)
- Land subject to development restrictions due to Goal 5, 6, or 7

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UGB Study Area Determination

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Study Area: Steps

- OAR 660-038-0160(1) – Preliminary Study Area
  - All lands in the city's acknowledged urban reserve
  - All lands within one mile of the UGB
  - Exceptions areas within 1.5 miles of the UGB

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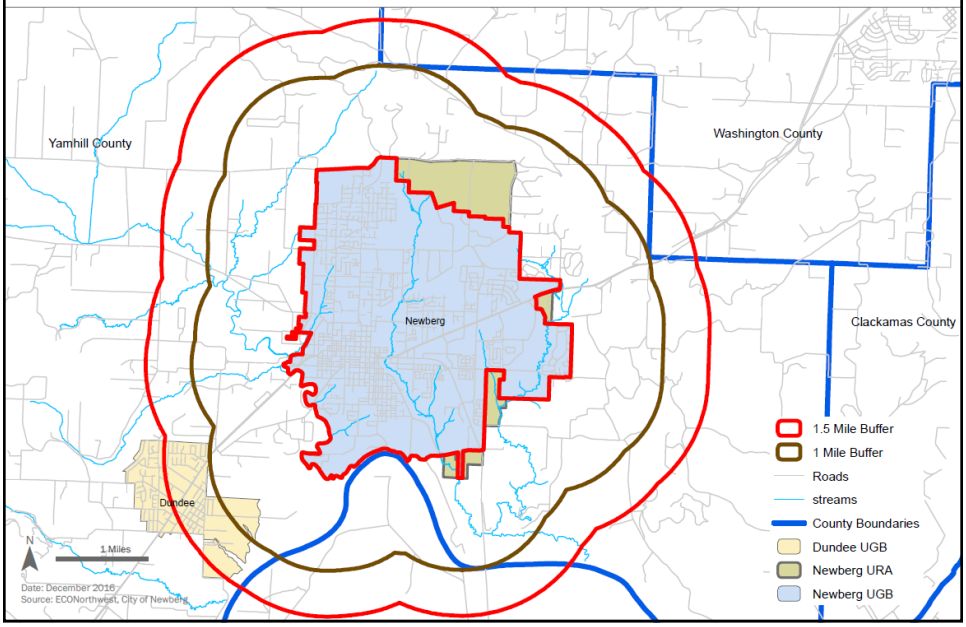
NEWBERG BLI 2016
Newberg UGB, URA, and Study Area Buffers



Study Area: Exclusions

- Areas in Marion County - impracticable service (OAR 660-038-0160(7)(b))
- Landslide areas – identified in DOGAMI "SLIDO" 4.3 database (OAR 660-038-0160(2)(b)(A))
- Flood areas – areas in FEMA Special Flood Hazard Area (OAR 660-038-0160(2)(b)(B))
- Dundee UGB – Shall not include areas within another UGB (660-038-0160(1))

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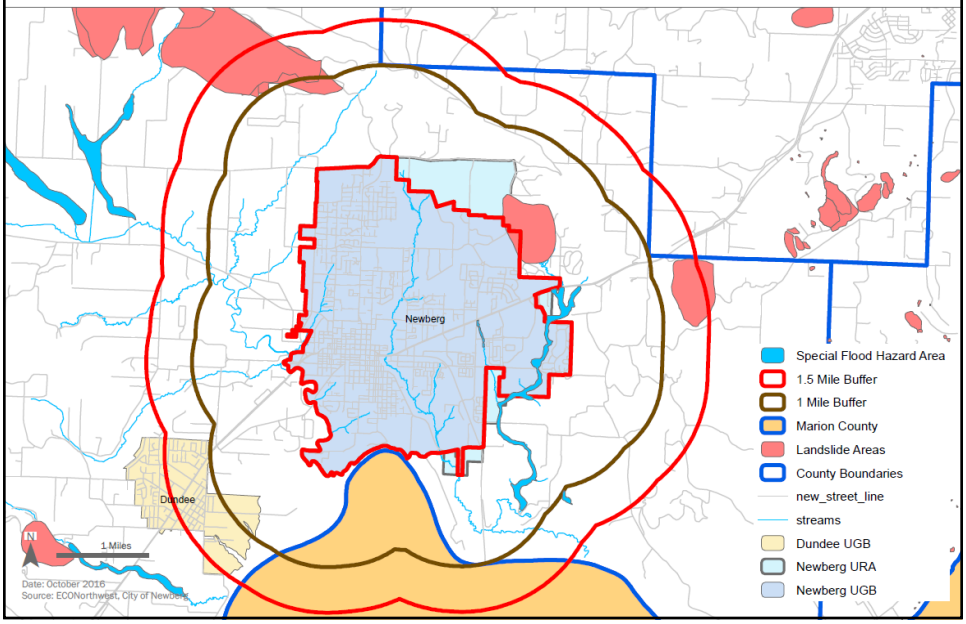
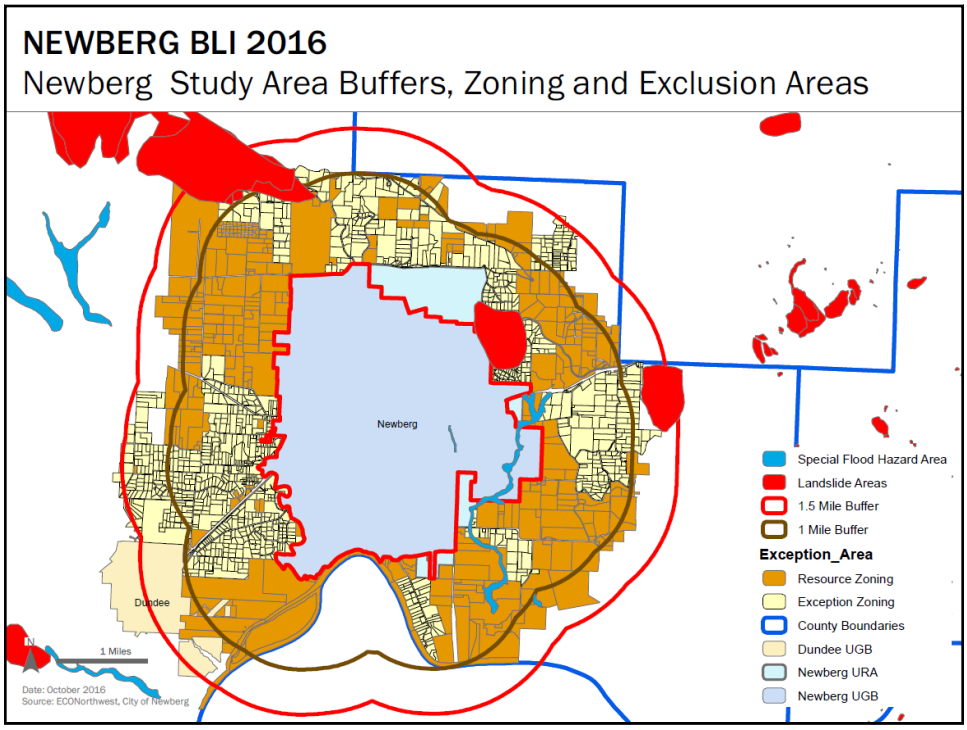
NEWBERG BLI 2016

Newberg UGB, URA, and Study Area Buffers and Exclusions





Priority of Land for Inclusion in UGB

1. Urban reserve, exception land, and nonresource land
2. Marginal land
3. Forest or farm land that is not predominantly high-value farmland
4. Farmland that is predominantly high-value farmland

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Urban Reserve Land

- 551 Acres in URAs
- 527 in TL
- 75 Dwelling Units
- ~50% of land in lots over 10 acres

Lot Size (Ac)	Tax Lots	Acres	DU
<=1	42	17	22
>1 and <2	6	8	6
>=2 and <5	27	89	20
>=5 and <10	20	153	19
>=10 and <20	14	195	6
>=20 and <50	2	64	2
Total	**111**	**527**	**75**

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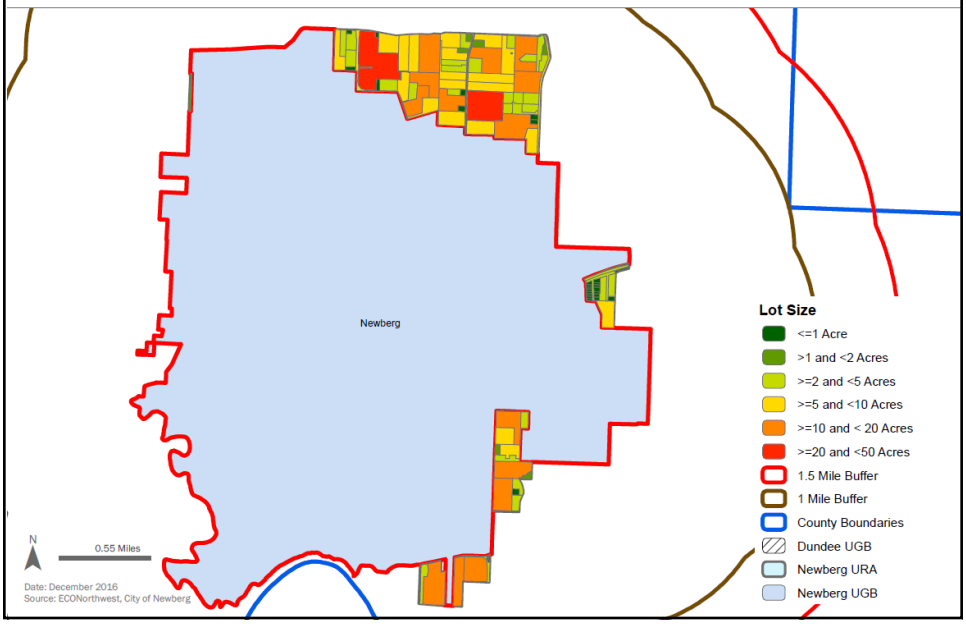
NEWBERG BLI 2016

Newberg URA - Lots by Size



UGB Study Area: Statistics

- More than 13,100 acres in 1.5-mile study area (does not include URA)
- 4,325 acres in exceptions areas
- Few lots over 20 acres in exceptions areas

	Resource		Exceptions		Total	
Lot Size (Ac)	Tax Lots	Acres	Tax Lots	Acres	Tax Lots	Acres
<=1	89	52	216	122	305	174
> 1 and <2	58	86	250	368	308	454
>=2 and <5	121	382	612	1,797	733	2,180
>=5 and <10	106	773	138	968	244	1,741
>=10 and <20	124	1,904	60	784	184	2,688
>=20 and <50	89	2,644	6	178	95	2,822
>=50	29	2,948	1	107	30	3,055
Total	**616**	**8,790**	**1,283**	**4,325**	**1,899**	**13,114**

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Division 38 Requirements

Suitability Analysis

- **Employment uses:**
  - Exceptions land consists primarily of parcels 2-acres or less in size
  - Cannot be reasonably redeveloped or infilled within the planning period due to the location of existing structures and infrastructure
- subject to natural resources protection under Statewide Planning Goals

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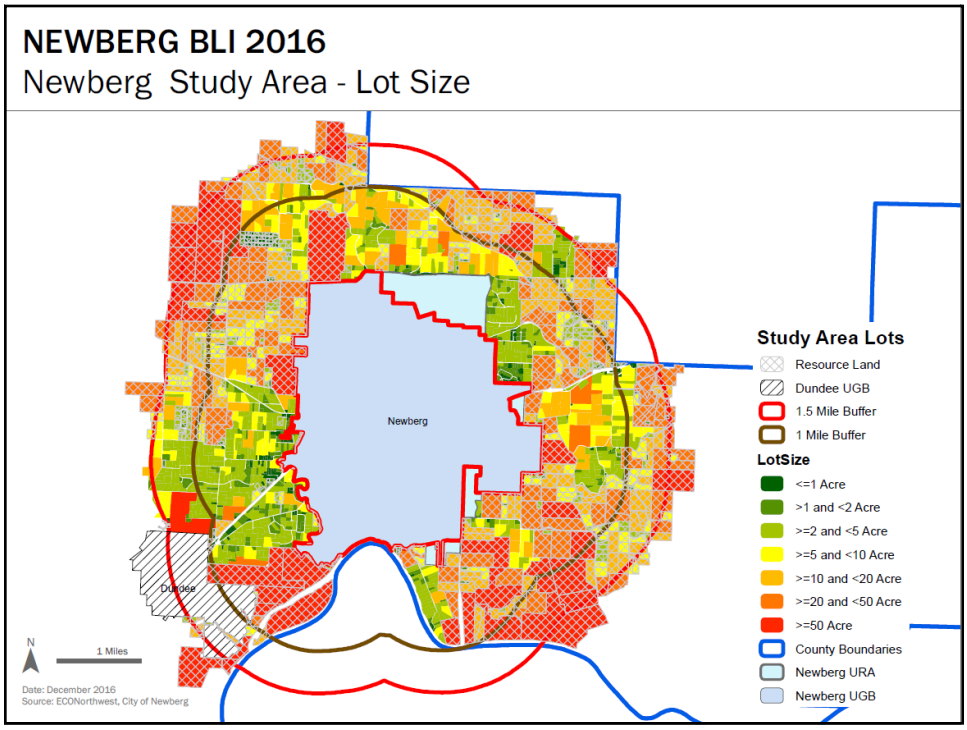
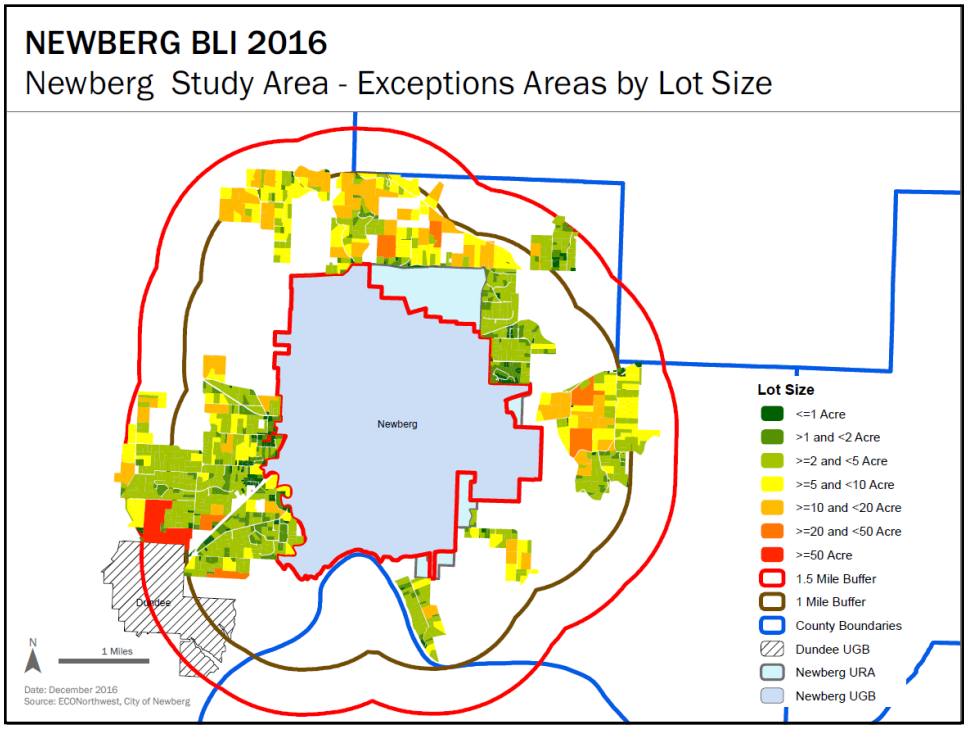

NEWBERG BLI 2016
Newberg Study Area - Lot Size
Newberg
Dundee
Study Area Lots
Resource Land
Dundee UGB
1.5 Mile Buffer
1 Mile Buffer
LotSize
<=1 Acre
>1 and <2 Acre
>=2 and <5 Acre
>=5 and <10 Acre
>=10 and <20 Acre
>=20 and <50 Acre
>=50 Acre
County Boundaries
Newberg URA
Newberg UGB
N
1 Miles
Date: December 2016
Source: ECONorthwest, City of Newberg


NEWBERG BLI 2016
Newberg Study Area - Exceptions Areas by Lot Size
Newberg
Dundee
Lot Size
<=1 Acre
>1 and <2 Acre
>=2 and <5 Acre
>=5 and <10 Acre
>=10 and <20 Acre
>=20 and <50 Acre
>=50 Acre
1.5 Mile Buffer
1 Mile Buffer
County Boundaries
Dundee UGB
Newberg URA
Newberg UGB
N
1 Miles
Date: December 2016
Source: ECONorthwest, City of Newberg

Implications for Division 38 process

- 2009 Affordable Housing Action Plan concluded:
  - Need for 925 residential acres
  - Deficit of 154 residential acres
- 2013 Economic Opportunities Analysis concluded:
  - Need for 191 industrial acres
  - Deficit of 131 industrial acres
  - Need for 127 commercial acres
  - Deficit of 7 commercial acres
- Total deficit from previous studies: 292 ac

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Implications for Division 38 process

- OAR 660-038-0160(3) After excluding land …the city must adjust the study area…so that it includes an amount of land that is at least twice the amount of land needed to satisfy the combined need deficiency
- City cannot calculate that need without the coordinated population forecast
- Probably will not be as much as identified in previous studies - ~300 ac
- Study area must be at least 600 acres

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Implications for Division 38 process

- Priority 1 lands:
  - 527 acres in URA
  - 4,325 acres of exceptions land within 1.5 mile buffer
  - 3,834 acres of exceptions land in lots >=2 acres within 1.5 mile buffer
- Study area will include more than the minimum 2x

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Next Steps

- Develop DEM
  - Slopes > 25% (residential, commercial)
  - Slopes >10% (industrial)
- Develop combined constraints coverage
- Identify areas of taxlots with constraints
- Calculate "suitable" areas of tax lots
- Revise land estimates
- Work with City on analytical strategy for Division 38 UGB review

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Newberg 2030
Technical Advisory Committee Meeting

December 19, 2016, 1:30 PM
Newberg City Hall
414 E First Street, Newberg, OR 97132

Agenda

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

2. Review draft comprehensive plan amendments.

3. Review draft buildable land inventory.

4. Next steps:
    a. City staff & CPC begin work on Task 4 (action plan and implementation policies)
    b. Consultant: continue work on Task 2 (BLI) and Task 3 (preliminary UGB study area analysis)

Newberg 2030
Technical Advisory Committee Meeting

December 19, 2016, 1:30 PM
Newberg City Hall
414 E First Street, Newberg, OR 97132

Attendance:

Jessica Pelz, Doug Rux, Bob Parker, Angela Carnahan, Pat O'Connor, Mitchell Gee

Agenda & Summary

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

   General consensus that the city should move toward mixed-use neighborhoods; discussion about how to make such neighborhoods Newberg-oriented, possibly by using design standards (height limits, materials, size, scale, etc.). Consensus that the city should allow ADUs in all neighborhoods.

2. Review draft comprehensive plan amendments.

   Discussion about whether there should be an actual jobs-housing ratio in the Comp Plan, or whether it's more appropriate elsewhere, such as in the economic development strategy. Discussion about how too much focus on jobs could worsen housing affordability, how to balance all of the factors. Discussion about the terminology of "should" and "shall" in the Comp Plan, consensus to use either as appropriate.

3. Review draft buildable land inventory.

   Bob Parker gave a presentation about Task 2, buildable land inventory, showing preliminary data and discussing next steps. Discussion about a variety of economic factors and specific facets of Division 38 for DLCD follow-up. Discussion about how to classify certain things like mobile home parks – follow-up with YC assessor to determine how assessed, as real property or as "developed" property.

4. Next steps:
   a. City staff & CPC begin work on Task 4 (action plan and implementation policies)
   b. Consultant: continue work on Task 2 (BLI) and Task 3 (preliminary UGB study area analysis)

Newberg 2030
Citizen Planning Committee Meeting

December 19, 2016, 3:30 PM
Newberg City Hall
414 E First Street, Newberg, OR 97132

Attendance:

Jamie Morgan-Stasny, Fred Gregory, Curt Walker, Brett Baker, Sid Friedman, Ryan Howard, Lisa Rogers, Claudia Stewart, Larry Hampton

Agenda & Summary

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

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Attendance:

Jamie Morgan-Stasny, Fred Gregory, Curt Walker, Brett Baker, Sid Friedman, Ryan Howard, Lisa Rogers, Claudia Stewart, Larry Hampton, Jessica Pelz, Doug Rux, Bob Parker

Agenda & Summary

1. Review public input from the focus groups and survey – Are there additional common themes to add to the list? What are your impressions of the input?

   General consensus that the city should move toward mixed-use neighborhoods as a best practice; discussion about how to make such neighborhoods limited in size and scale to fit in with existing development. Consensus that the city should allow ADUs in all neighborhoods. Consensus that the city should remove parking regulations for ADUs where street parking is available (i.e. for ADUs on local streets or minor collectors, but not on major collectors).

2. Review draft comprehensive plan amendments.

   Discussion about whether there should be an actual jobs-housing ratio in the Comp Plan, or whether it's more appropriate elsewhere, such as in the economic development strategy – consensus that it's too specific for the Comp Plan and should be removed. Discussion about how too much focus on jobs could worsen housing affordability, how to balance all of the factors, not shoot for too high of a jobs-housing ratio. Discussion about the terminology of "should" and "shall" in the Comp Plan, consensus to use either as appropriate – specifically the policy about not exceeding the carrying capacity should be a "shall" not a "should".

3. Review draft buildable land inventory.

   Bob Parker gave a presentation about Task 2, buildable land inventory, showing preliminary data and discussing next steps. General questions and discussion about the BLI.

4. Next steps:
   a. City staff & CPC begin work on Task 4 (action plan and implementation policies)
   b. Consultant: continue work on Task 2 (BLI) and Task 3 (preliminary UGB study area analysis)