

**NEWBERG CITY COUNCIL MINUTES
JOINT MEETING WITH PLANNING COMMISSION
June 27, 2016, 6:00 PM
PUBLIC SAFETY BUILDING (401 E. THIRD STREET)**

CALL MEETING TO ORDER

The Mayor called the meeting to order at 7:15 p.m.

ROLL CALL

Council Members Present:

Mayor Bob Andrews	Scott Essin	Stephen McKinney	Lesley Woodruff
Mike Corey	Denise Bacon	Patrick Johnson	

Planning Commission Present:

Chair Allyn Edwards	Cathy Stuhr	Jason Dale	Noelle Torres
Ron Wolfe	Phil Smith	Gary Bliss	

Miranda Piros, student commissioner

Staff Present:

Joe Hannan, City Manager
Sue Ryan, City Recorder
Doug Rux, Community Development Director
Steve Olson, Senior Planner

Ben Jaquith, chair of the Newberg Downtown Improvement Plan Advisory Committee, said the Committee had been working with staff and the consultants and provided guidance on the direction of this plan. There had been two public work sessions. The Committee was looking forward to the next steps in the process. The Committee was interested in how the plan would be implemented. The time was now to start improving downtown and they wanted this plan to make a difference.

Dave Segal, consultant, introduced the members of the consultant team. The purpose of this plan was to address coming changes because of the Newberg Dundee Bypass. He explained how downtowns were important parts of the community. There needed to be a long-term vision for downtown, a set of desired outcomes, and a program of actions for achieving the vision over time. Background research and site studies had been conducted as well as looking into existing conditions, the local and regional economy, development opportunities, and infrastructure, which provided the context for the plan. During the fall and winter, staff, the Downtown Coalition, stakeholders, and Advisory Committee created a draft vision and desired outcomes. The outcomes were tested in community workshops. They also met with developers to discuss the vision.

Newberg's economy was healthy and on the upswing. There was a significant concentration of jobs and housing within easy access to downtown. There was a healthy projected growth for the area over both the short and long term. The community told them they viewed downtown in the future as being an active and attractive destination at the gateway to Oregon's wine country. There would be a successful mix of uses including retail, employment, civic, and cultural places and homes with easy access to what downtown had to offer. It would be people oriented with interesting sidewalk spaces and public art. Parking would be easy to find, new development or redevelopment would complement the older and historic buildings already in place, public art would complement broader sidewalks and streetscape amenities, and infrastructure would be sufficient to support new uses. The 10 big ideas that provided the overall framework for downtown included creating gateways, making key improvements to First Street, reinventing Hancock Street, establishing the east end gateway district, redeveloping the west end and mill district, creating a Second Street mixed use district, creating a civic and cultural corridor, having a catalyst development in the core of downtown on the City owned Butler property, improving north/south connections, and installing public art.

The consultants and the Committee were beginning to identify the projects that would carry out the vision as well as the funding and partnerships needed. He asked Council if this was the right direction for the vision and outcomes. In August there would be a third public work shop to discuss the draft plan and implementation strategy and there would be a public hearing process for adoption of the plan around the end of the year. This would be a living document and roadmap for action.

Councilor Essin thought there had been good community involvement in this process. He thought there should be another hotel downtown, but the analysis was that it wasn't feasible. He thought it would be key in making downtown work. Matthew Craigy, consultant, said the case study regarding the hotel looked at putting the hotel on the Butler property which was too small to work. A hotel use in downtown on another site was feasible. He explained what a hotel developer would be looking for. There was also potential for a hotel in one of the gateways to the City.

Chair Edwards reminded everyone about the need to update the water and sewer lines on Second Street as well as burying the power lines. How would that be paid for and was it a consideration in the planning? Mr. Segal said the knowledge of existing conditions showed that the overall water and sewer capacity was satisfactory for accommodating new growth or redevelopment in the future with the exception of water distribution facilities to serve second story development along First Street. With the redevelopment of First Street, there could be improvements made to the water system as appropriate.

CDD Rux said between Howard and College Streets the water line was undersized and if there were second stories the line would need to be upgraded. If work was being done on First Street, they had the opportunity to right-size the infrastructure. Mr. Segal confirmed the power lines ran down the alley between First and Second Streets, and could be undergrounded and the electric upgrades could be done. This was a policy decision and funding mechanisms would have to be identified.

Councilor Corey thought the vision was well done and that a hotel could go on the east end of the City. He liked the idea of retail on the first floor and housing on the second floor for First Street and Hancock. He asked about parking, and if the residences were added as well as new businesses, what would be the plan for parking? Mr. Segal said a parking utilization survey had been done and as part of the planning effort, a parking management plan would be developed. The current parking supply was only being half used during peak hours. There might not be a true parking problem, but a perception that could be remedied through a parking management plan.

Commissioner Smith thought the east and west end gateway districts were good ideas. A hotel on the east end could be of great use. He liked the Second Street mixed use and going vertical, but did vertical mean the City changing height restrictions for buildings? The owner of Hancock and First Street was ODOT and how did it work when the City came up with ideas for improvements? Mr. Segal said that question could be answered in the next phase by looking at impediments or barriers in the Code. There was a representative of George Fox University on the Advisory Committee and had input on the location of the hotel. The improvement plan project was funded by ODOT, the federal government, and DLCDC and those organizations had representatives on the Advisory Committee and consultants and they had attended meetings regarding this project.

Councilor Johnson asked how much overlap there had been on planning efforts for downtown with the economic development and tourism plans also going on. Mr. Segal explained how the plans would work together. These planning efforts had been going on concurrently and they were checking in with each other as they progressed. Councilor Johnson said if they were going to go from three lanes to two lanes in the downtown area, it would be a hard sell to citizens due to concerns regarding traffic congestion.

Councilor McKinney had questions about jurisdictional issues over the roads, especially 99W. He was concerned that the extra capacity that would happen due to the use of the bypass would only be realized for 7 to 8 years and then the traffic on First Street would return to its current volume. That needed to be watched. On Howard and First Streets there needed to be a more pedestrian friendly environment, especially since they were the core of downtown and would be a nexus to the north and south and the cultural center. He was also concerned about the significant competition for money for these projects. The City had not successfully acquired the land to make these projects viable and they would have to get some skin in the game to make this work. Mr. Segal said there would be a parking management plan done and in addition to recommendations for using the current parking, they would identify some triggers or conditions for when there was a need for a parking structure.

CDD Rux said in the downtown there were a number of vacant lots and the opportunities would be private sector driven, but there could be a partnership with the City. There would be a catalyst project on the Butler property and there was a Second Street lot the City owned. There needed to be monitoring of the parking situation and there would be a point in time where a parking garage was needed. The development regulations also needed to be looked at as well as financial programs to fund the projects.

Councilor Woodruff asked about the capacity range for downtown parking. CDD Rux described the general principles on parking. When they had unsigned parking and got to 85% capacity during the peak hour, the next level of implementation was to put signage in that regulated the length of stay. Currently there were signs downtown that went from 15 minutes to two hours and also there were some unsigned and there was no enforcement to turn over parking. There should be about five turn overs a day during 8 a.m. to 6 p.m. When there was signage and the capacity exceeded 85%, further enhanced enforcement or charging for parking might occur. A lot of undeveloped land could add to the demand. It had to be looked at every several years to make sure the parking demand was being met.

Councilor Woodruff wanted to make sure the character of downtown was preserved for the community and not have a tourism only focus. Mayor Andrews thought the vision was good. He asked about the funding options for these projects. Mr. Segal said that would be part of the implementation strategy. Councilor Essin said the railroad track could be used as well as the trail system to tie together destinations in the City.

Councilor Bacon liked the plan, but was not sure they should push for a downtown that was tourism related. There was a desperate need for affordable housing and that housing needed to be in an area where there was public transit and needed to be closer in. The entire City's economic wellbeing should be raised. It needed to be authentic and balanced.

Councilor McKinney agreed there needed to be integration of the whole community. Councilor Johnson thought there were ways to attract outside money to do some of the bigger projects. It came down to balance between local needs and outside money for certain amenities. He thought they needed to push for more public input from local citizens. CDD Rux said surveys would be conducted to understand what was on the ground now and what was needed, especially businesses that served the local community and economy and those that served tourism. Councilor Essin thought it was important to preserve the downtown theater.

PUBLIC COMMENTS:

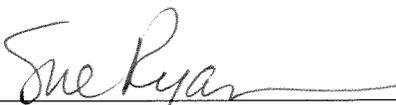
Damon Talbot, Newberg resident, had attended the workshops and thought the consultants did a good job. There might be an opportunity for the west side. Habitat for Humanity was getting a new facility and would be vacating the Chehalem Mill. The City might want to talk to the owners of the property and see how the site would meet the plan of a maker space/craft place. He suggested a microbrewery restaurant there. Regarding the Butler property, it might not be feasible for a large hotel but it could be used for the Farmers Market or other arts/crafts events. That way the space could be utilized without the City having to do much in the way of improvements.

Rick Rogers, Newberg resident, explained where he and his wife lived between Fifth and Sixth on College Street and how they frequented downtown. Nearby residents could not support downtown by themselves and they needed to draw in the neighborhoods further out. The Butler property could be used as a green space. He liked the idea of housing downtown. Tourism was an addition to what they were doing, but they could not live on tourism alone. The housing was essential. There might need to be zoning and code changes to develop housing. Without people living downtown, it would not thrive.

Mike Ragsdale, Newberg Downtown Coalition, recognized Naomi Zwerdling from ODOT for her help on this project.

ADJOURNMENT: The meeting was adjourned at 8:15 p.m.

ADOPTED by the Newberg City Council this 1st day of August, 2016.


Sue Ryan, City Recorder

ATTESTED by the Mayor this 7th day of August, 2016.


Bob Andrews, Mayor