APPENDIX B

Technical Memorandum 2:
Existing and Planned Conditions
Agenda

• Project Vision and Goals
• Existing and Planned Conditions
  • Land Use
  • Transportation
  • Infrastructure
• Neighborhood Design
• Market Analysis
• Next Steps
Visioning Exercise

Word Cloud of CAC Input

Word Cloud of TAC Input
Vision Statement

Newberg’s riverfront will be a lively, lush, and economically thriving destination that is frequented by Newberg residents and visitors alike. As a local and regional destination, it will provide spaces for large events, as well as opportunities for families and individuals to gather, recreate, and relax. Safe and direct connections for walkers, bikers, and drivers will draw people to the riverfront from downtown and other areas of the city.

A mix of residences, public spaces, services, commerce, and industrial uses will tie together through great design, creating a unique, mixed use setting on the Willamette River.
Goals

• Provide a mix of land uses: public, residential, commercial/mixed use, and industrial.

• Plan for a multi-modal transportation network to provide access and connections to the rest of the city, especially Downtown Newberg.

• Preserve open space and incorporate natural features as part of the riverfront’s strong sense of place.

• Honor the long history of waterfront industry at this location.

• Provide an open and transparent planning process.

• Engage a diverse group of stakeholders throughout the planning process.

• Create a plan that works for community members of all ages, abilities, and cultural backgrounds.
EXISTING AND PLANNED CONDITIONS

Land Uses / Regulations
Transportation
Infrastructure
Land Use and Regulatory Context
Existing Comprehensive Plan
Existing Newberg Zoning
Willamette River Greenway (Goal 15)

- Newberg Comprehensive Plan policies in G-5
  - Protection, conservation, enhancement, and maintenance of greenway
  - Some follow from State law, others from the 2001 riverfront plan
  - Encouragement of:
    - Recreational Activities
    - Open Space Preservation
    - Pedestrian and Water Access
    - Flood Hazard and Stream Corridor Protection
    - Commercial/Economic Uses
  - Screening of Extractive Processes & Reuse of Extraction sites
Riverfront (RF) Subdistrict

- References the 2001 Riverfront Master Plan
- Protects view corridors and tree groves
- Provides buffers between industrial and other uses.
- Standards for commercial and residential design to support walkability
- Will be evaluated in the implementation phase of this process to see what are appropriate, given the new Master Plan concepts
Land Uses

Taxlots
- Commercial
- Park / Open Space
- Industrial
- Residential 2/3/4plex
- Residential MultiFamily
- Partially Vacant
- Residential SFD and SFA
- Vacant
- Undevelopable

Transportation
- Major Arterial
- Major Collector
- Minor Arterial
- Minor Collector
- Local Street

Urban Growth Boundary (UGB)

Study Area
Existing Land Uses (Parcels)

- Commercial: 1
- Park / Open Space: 10
- Industrial: 1 (plus mill site)
- Residential Single Family: 258
- Residential 2/3/4 plex: 86
- Residential Multifamily: 9
- Vacant Parcels: 5
- Partially Vacant Parcels: 25
Proposed Development

- 134 Single Family Detached Homes and Townhomes
- ~45 Multifamily Units
- ~16 Cottage Units

Natural Resources

- Willamette River
- Floodplain
- Stream Corridor
Proposed Riverrun Development
Western Edge of Study Area
Proposed S. River St. Development
Westrock Mill Site ~ 115 Acres

SP Fiber ~5 Acres

HardRock Enterprises ~4 Acres

Yamhill County ~7 Acres

Vacant Area

Urban Growth Boundary (UGB)

Study Area

Natural Resources
- Willamette River
- Stream Corridor
- Floodplain

Transportation
- Major Arterial
- Major Collector
- Minor Arterial
- Minor Collector
- Local Street
## Residential Zones in the Study Area

<table>
<thead>
<tr>
<th>Zone</th>
<th>Uses Permitted Outright</th>
<th>Uses Permitted Conditionally</th>
<th>Uses Not Permitted / Prohibited</th>
</tr>
</thead>
</table>
| All Residential Zones | • Single-family detached dwelling  
• Two-family (duplex) dwelling  
• Horticulture and home gardening  
• Family child care home, day care, or small residential care home  
• Religious institution or place of worship  
• Schools and colleges  
• Parks and open spaces (including golf courses) | • Single-family attached dwelling  
• Manufactured home on an individual lot  
• Accessory dwelling  
• Home Occupation  
• Community services (i.e. nonprofit, community center)  
• Vacation rental home or bed and breakfast | • Mixed-use dwelling  
• Caretaker dwelling  
• Transit center  
• Commercial offices, sales, services, or recreation  
• Eating and drinking establishments  
• Personal or commercial services  
• Hotel, motel, or recreational vehicle park  
• Industrial uses |
| R-1           | • Multifamily dwelling                                                                  |                                                                                              | • Manufactured dwelling or mobile home park  
• Manufactured home subdivision  
• Dormitory  
• Private club, lodge, or meeting hall |
| R-2           | • Multifamily dwelling  
• Manufactured dwelling or mobile home park  
• Manufactured home subdivision  
• Dormitory |                                                                                              | • Private club, lodge, or meeting hall |
| R-3           | • Multifamily dwelling  
• Dormitory  
• Manufactured dwelling or mobile home park  
• Private club, lodge, or meeting hall |                                                                                              | • Manufactured home subdivision |
## Industrial Zones in the Study Area

<table>
<thead>
<tr>
<th>Zone</th>
<th>Uses Permitted Outright</th>
<th>Uses Permitted Conditionally</th>
<th>Uses Not Permitted / Prohibited</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Industrial Zones</td>
<td>• Caretaker dwelling&lt;br&gt;• Open spaces&lt;br&gt;• Transit centers or parking facilities&lt;br&gt;• Industrial uses, except waste-related</td>
<td>• Home occupation&lt;br&gt;• Day care&lt;br&gt;• Prison</td>
<td>• Most residential dwellings&lt;br&gt;• Most institutional and home care uses&lt;br&gt;• Schools or colleges&lt;br&gt;• Parks or golf courses&lt;br&gt;• Commercial offices&lt;br&gt;• Temporary merchants&lt;br&gt;• Retail food and beverage production&lt;br&gt;• Alcohol-related eating and drinking establishments&lt;br&gt;• Commercial lodging (except recreational vehicle park)</td>
</tr>
<tr>
<td>M-1</td>
<td>• Non-alcohol-related eating and drinking establishments&lt;br&gt;• Commercial vehicle service</td>
<td>• Mixed-use dwelling</td>
<td>• Retail sales&lt;br&gt;• Heavy manufacturing</td>
</tr>
<tr>
<td>M-2</td>
<td>• Religious institution or place of worship&lt;br&gt;• Commercial vehicle service</td>
<td>• Mixed-use dwelling&lt;br&gt;• Retail sales</td>
<td>• Religious institution or place of worship&lt;br&gt;• All eating and drinking establishments</td>
</tr>
<tr>
<td>M-3</td>
<td></td>
<td>• Waste-related industrial uses</td>
<td>• Mixed-use dwelling&lt;br&gt;• Religious institution or place of worship&lt;br&gt;• Retail sales&lt;br&gt;• All eating and drinking establishments</td>
</tr>
</tbody>
</table>
Other Zones in the Study Area

<table>
<thead>
<tr>
<th>Zone</th>
<th>Uses Permitted Outright</th>
<th>Uses Permitted Conditionally</th>
<th>Uses Not Permitted / Prohibited</th>
</tr>
</thead>
<tbody>
<tr>
<td>CF (Community Facilities)</td>
<td>• Parks and open spaces (including golf courses)</td>
<td>• Religious institution or place of worship</td>
<td>• Residential uses, except home occupation</td>
</tr>
<tr>
<td></td>
<td>• Parking facility</td>
<td>• Schools or colleges</td>
<td>• Institutional care or housing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Commercial uses</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Eating and drinking establishments</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Industrial uses</td>
</tr>
<tr>
<td>C-1 (Commercial)</td>
<td>• Mixed-use dwelling</td>
<td>• Home occupation</td>
<td>• Residential uses, except mixed-use dwelling or home occupation</td>
</tr>
<tr>
<td></td>
<td>• College or commercial educational services</td>
<td>• Vacation rental home or bed and breakfast</td>
<td>• Hospital</td>
</tr>
<tr>
<td></td>
<td>• Parks and open spaces</td>
<td></td>
<td>• Private club, lodge, or meeting hall</td>
</tr>
<tr>
<td></td>
<td>• Transit center or parking facility</td>
<td></td>
<td>• Schools</td>
</tr>
<tr>
<td></td>
<td>• Commercial offices</td>
<td></td>
<td>• Golf course</td>
</tr>
<tr>
<td></td>
<td>• General or convenience retail</td>
<td></td>
<td>• Bulk outdoor retail</td>
</tr>
<tr>
<td></td>
<td>• Non-alcohol related eating and drinking establishments</td>
<td></td>
<td>• Alcohol-related eating and drinking establishments</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Commercial recreation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Industrial uses</td>
</tr>
</tbody>
</table>
Existing Transportation Network

North-South Connectivity
- Downtown Connections (S. Blaine St and S. River St)
- S. Blaine St, S. River St, S. Wynooski St cross Bypass

East-West Connectivity
- E. 9th St traverses entire study area
- E. 11th St and E. 14th St are partial connections
- NE Wynooski Rd provides connection to east
Planned Transportation Improvements

Roadway Expansion Projects

Aspirational

**E04: S. Blaine St. Extension**
Construct new street between 9th St and River St to major collector standards.

**E06: Rogers Landing Rd Extension**
Construct Rogers Landing Rd from Willamette River to UGB to major collector standards.
Planned Transportation Improvements

Roadway Standards Projects

Aspirational

**S22: River St Collector Improvement**
Reconstruct to major collector street standards between 1st St and Rogers Landing Rd to include sidewalks and bicycle lanes on each side of River St.

**S23: Rogers Landing Rd Collector Improvement**
Reconstruct Rogers Landing Rd to major collector street standards between River St and the Willamette River to include sidewalks and bicycle lanes on each side of the street.

**S37: Wynooski Str Collector Improvement**
Reconstruct Wynooski Street to Major collector street standards between River Street and Bypass to include sidewalks and bicycle lanes on each side of Wynooski Street.
Planned Transportation Improvements

Walking Projects

Likely Funded

**P08**: 9th St Sidewalks
From Blaine St to River St

**P09**: 14th St Sidewalks
From College St to River St

**P12**: 11th St Sidewalks
From River St to Wynooski St

**P13**: College St Sidewalks
From 9th St to 14th St
Planned Transportation Improvements

Biking Projects

Aspirational

B20: Hess Creek Path
New pedestrian/Bicycle pathway along Hess Creek can serve recreational and school bicyclist and pedestrians

B101: Trail
Add connection from Ewing Young Park to 14th St

Likely Funded

B05: 9th St Bike Boulevard
From Blaine St to River St

B19: 11th St Bike Boulevard
East of River St

B22: New Willamette River Pedestrian-Bicycle Bridge
Extend from Rogers Landing Drive across to Champoeg Park. This new connection would link the Newberg bicycle-pedestrian system with that of Champoeg Park and Marion County
Planned Transportation Improvements

Bypass Projects
Funded Segment Project

**BY6**: Phase 1 Bypass Crossing
**BY8**: Newberg-Dundee Bypass Bike Path
**BY14**: 14th St Realignment
**BY18**: College St Realignment
**BY19**: Frontage Road
**BY20**: Waterfront Rd Extension
Several locations in/near the study area provide opportunities to attract multimodal activity. In addition to the three parks shown, Edwards Elementary School (located just north of study area), Downtown Newberg (north of study area), and Renne Park (at Edwards Elementary) have the opportunity to attract multimodal activity.
Observed Walking/Biking Activity

Few recreational users/walkers without dogs
(9th and Blaine)
Some Cyclists (9th Street Bikeway)

Minimal Joggers (14th Street)
Several people observed walking Dogs (9th Street)
Motor Vehicle Conditions and Needs

Primary vehicle routes: E 9th Street, S River Street, S Wynooski Street.

Parking allowed on most streets except for portions of S Wynooski St. Many vehicles parked on E 9th Street as pictured (right).

Poor roadway conditions along majority of routes: Cracks + Potholes (above).

Intersections primarily two-way stop control with exception of uncontrolled intersection at E 9th and S Columbia (left).
Pedestrian Conditions and Needs

Commonly observed narrow and often disjointed sidewalks with general landscape strip. Photo above shows connection between new and old sidewalk and width difference.

In general, streets have incomplete and scattered sidewalk system. Pedestrians must cross street to continue on sidewalk from east side to west side of S College Street (right).

No continuous pedestrian connection from downtown to the steep stairs that provide river access.

Ramp existence and design varies. In some cases, sidewalks with elevation difference had no existing ramps (right).
Bicycle Conditions and Needs

No striped bicycle lanes exist in the study area. However, streets are observed to have generally low traffic volume and speed. Sharrows (upper left) and wayfinding signs (left) are located on some facilities.

No sidewalks or bicycle facility on E 14th Street (right) which is the only connection between S River Street and E College Street, to Roger's Landing County Park Riverfront.
Bypass Conditions and Needs

Three crossing points exist along the bypass: S College Street, S River Street, and the S Wynooski overcrossing.

Yellow path (left) marks the mixed-use trail built with the construction of the Bypass. A gap exists along E 14th Street.

Shaded green area (left) shows area where Bypass is above grade and where future connections could be feasible.
Summary of Transportation Conditions and Needs

• Roads are not modernized and have cracking and potholes. This condition impacts both motor vehicles and other users (bicycles and other wheeled devices) that do not have separate facilities.

• Sidewalk system is disjointed (gaps, width, condition) and limits pedestrian use within study area

• Trail gap on E 14th Street between existing segments of bypass trail

• No continuous pedestrian connection from downtown to the river.

• Steep stairs that provide river access limit accessibility.

• Bike access to Rogers Landing is limited to shared use of the travel lane with motor vehicles down the steep, windy slope with limited shoulders.

• General visual observations appear to indicate that ADA accessibility in the project area is poor due to lack of sidewalks, narrow sidewalks, lack of ramps, incomplete ramps, or ramps built prior to existing standards. However, no specific measurements were conducted to assess ADA compliance.
Infrastructure
Existing and Planned Public Utility Infrastructure

• Existing utilities within the planning area include:
  • Sanitary sewer
  • Storm sewer
  • Potable water
  • Private utilities: electricity, natural gas, and telecommunications

• Planned improvements to utility infrastructure within current planning documents are limited
Existing Sanitary Sewer Infrastructure

- The Newberg wastewater treatment plant is located just east of the study area.
- The northern portion of the study area is served by an existing system of gravity sewers.
- Rogers Landing is served by a pump station which discharges into the gravity sewer system to the north.
- The former WestRock mill site is served by a gravity sewer connection at the northwest corner of the site.

Planned Sanitary Sewer Infrastructure

- New gravity sewers and pump station are proposed in the 2018 Sanitary Sewer Master Plan to serve the western portion of the study area.
Existing Water Infrastructure

- The Newberg water treatment plant is located on the southeast corner of the study area.
- The northern portion of the study area is served by an existing water main network.

Planned Water Infrastructure

- No water main extensions proposed for study area in 2017 Water Master Plan.
Existing Drainage System and Stormwater Infrastructure

- Study area is drained by a system of natural drainages, open channels, and storm drain lines
- Study area drains in three directions: west to Chehalem Creek, south to the Willamette River, and east to Hess Creek
- Southern portion of site lies within the 100-year flood plain of the Willamette River and Chehalem Creek.

Planned Stormwater Infrastructure

- No stormwater improvements proposed for study area in 2014 Stormwater Master Plan
Private Utility Infrastructure

• Private utilities available within the City of Newberg (extent within project area relatively unknown)
  • Electricity – Portland General Electric
  • Natural Gas – Northwest Natural
  • Telecommunications – Comcast and Frontier
Walkable Neighborhoods and Districts
Existing Development
Steep Slopes
Total Unbuildable Space
Key Streets

Auto and Transit Circulation
UPRIVER + CHEHALEM CREEK LOWLANDS

WATERFRONT + FRENCH PRAIRIE
(if brush cleared)

RIVER FRAMED BY TREES
(WILLAMETTE + FRENCH PRAIRIE)
(if accessible)

PONDS (if accessible and remaining)

PARRETT MOUNTAIN
The Market Area

Demographic Summary

<table>
<thead>
<tr>
<th></th>
<th>Study Area</th>
<th>Newberg</th>
<th>Market Area</th>
<th>Yamhill Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Household Size</td>
<td>2.74</td>
<td>2.68</td>
<td>2.71</td>
<td>2.72</td>
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<tr>
<td>Median HH Income</td>
<td>$46,251</td>
<td>$60,383</td>
<td>$66,939</td>
<td>$58,446</td>
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<tr>
<td>Per Capita Income</td>
<td>$19,457</td>
<td>$26,136</td>
<td>$29,676</td>
<td>$27,372</td>
</tr>
<tr>
<td>Median Age</td>
<td>317</td>
<td>34.3</td>
<td>37.5</td>
<td>37.9</td>
</tr>
<tr>
<td>Non-white Pop</td>
<td>22%</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Bachelor's +</td>
<td>26%</td>
<td>31%</td>
<td>31%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Net New Development (SF)
Newberg, 2009-2018 YTD
Development by Land Use and Year Built
City of Newberg
Market Area Demand, 10 Years

Recent Multifamily Development
## Housing Prototypes

<table>
<thead>
<tr>
<th>Name</th>
<th>Townhomes</th>
<th>Garden Apartments</th>
<th>Urban Garden Apts.</th>
<th>Wrap</th>
<th>Mid-Rise / Podium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking Structure</td>
<td>Surface / tuck under</td>
<td>Surface</td>
<td>Surface / tuck under</td>
<td>Structure</td>
<td>Structure</td>
</tr>
<tr>
<td></td>
<td>Wood frame</td>
<td>Wood frame</td>
<td>Wood over concrete</td>
<td>Wood with concrete</td>
<td>Wood over concrete</td>
</tr>
</tbody>
</table>

![Diagram of housing prototypes]
Retail/Commercial

Riverfront:
- Limited accessibility, visibility, drive through traffic
- “180 degree market”
- Small nearby population today
- Difficult “convenience retail” location
- Destination retail is possible
<table>
<thead>
<tr>
<th>Declining</th>
<th>Growing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commodity retail</td>
<td>Retail that offers a special experience</td>
</tr>
<tr>
<td>Food: Casual dining, weaker fast food chains</td>
<td>Food!</td>
</tr>
<tr>
<td>Mid-priced apparel and shoes, children's</td>
<td>“Fast Casual,” i.e., Little Big Burger</td>
</tr>
<tr>
<td>Dollar Stores</td>
<td>Food Halls, artisanal markets</td>
</tr>
<tr>
<td>Pet supplies</td>
<td>Trucks to Bricks</td>
</tr>
<tr>
<td>Electronics</td>
<td>Grocery, Ranging from discount, to organic,</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>to small format, and ethnic</td>
</tr>
<tr>
<td>Bookstores</td>
<td>Medical users, incl. ZoomCare</td>
</tr>
<tr>
<td>Toy Stores</td>
<td>Apparel: Fast fashion, off-price, active</td>
</tr>
<tr>
<td>Video stores</td>
<td>Sporting clubs</td>
</tr>
<tr>
<td>Bank Branches</td>
<td>Fitness/Health Clubs</td>
</tr>
<tr>
<td></td>
<td>Marijuana dispensaries</td>
</tr>
<tr>
<td></td>
<td>Auto repair</td>
</tr>
<tr>
<td></td>
<td>Convenience stores</td>
</tr>
<tr>
<td></td>
<td>Car dealerships</td>
</tr>
<tr>
<td></td>
<td>Home improvement and home furnishings</td>
</tr>
</tbody>
</table>
Office Net Absorption and Deliveries (SF) Market Area, 2009-2018
Market Area Office Rent and Vacancy
Industrial Absorption and Deliveries (SF) Market Area, 2009-2018
Industrial Development

**2800 Hayes St**
Newberg, OR 97132 - Yamhill County Submarket

<table>
<thead>
<tr>
<th>BUILDING</th>
<th></th>
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<tbody>
<tr>
<td>Type:</td>
<td>Class A Industrial</td>
</tr>
<tr>
<td>Subtype:</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>Tenancy:</td>
<td>Single</td>
</tr>
<tr>
<td>Year Built:</td>
<td>2011</td>
</tr>
<tr>
<td>RBA:</td>
<td>126,089 SF</td>
</tr>
<tr>
<td>Floors:</td>
<td>2</td>
</tr>
<tr>
<td>Typical Floor:</td>
<td>71,630 SF</td>
</tr>
<tr>
<td>Construction:</td>
<td>Reinforced Concrete</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LAND</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Area:</td>
<td>5.67 AC</td>
</tr>
</tbody>
</table>

**1001 Wilsonville Rd**
Newberg, OR 97132 - Yamhill County Submarket

<table>
<thead>
<tr>
<th>BUILDING</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>Class B Industrial</td>
</tr>
<tr>
<td>Tenancy:</td>
<td>Single</td>
</tr>
<tr>
<td>Year Built:</td>
<td>Under Construction</td>
</tr>
<tr>
<td>RBA:</td>
<td>41,000 SF</td>
</tr>
<tr>
<td>Floors:</td>
<td>1</td>
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<tr>
<td>Typical Floor:</td>
<td>41,000 SF</td>
</tr>
<tr>
<td>Ceiling Ht:</td>
<td>19'6&quot;</td>
</tr>
<tr>
<td>Construction:</td>
<td>Reinforced Concrete</td>
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</table>

<table>
<thead>
<tr>
<th>LAND</th>
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</thead>
<tbody>
<tr>
<td>Land Area:</td>
<td>2.04 AC</td>
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Regional Industrial/Flex Development

Legend
- 5-mile Market Area
- Study Area
- Bldg. by Land Use
  - Industrial/Flex
- Year Built
  - Pipeline
  - 2010-2018
  - Pre-2010
Employment Demand, Market Area, 10 years

- Manufacturing
- Agriculture, Forest, Fish, Hunt
- Utilities
- Health Care & Social Assistance
- Construction
- Wholesale Trade
- Professional, Scientific & Tech Svcs.
- Transportation & Warehousing
- Educational Svcs.
- Accommodation & Food Svcs.
- Administrative & Support Svcs.
- Retail Trade
- Information
- Other Svcs., except Public Admin.
- Real Estate & Rental & Leasing
- Mgmt. of Companies & Enterprises
- Arts, Entertainment, & Recreation
- Finance & Insurance

Office Sq. Ft.: 59,000 SF
Industrial Sq. Ft.: 372,000 SF
Employment & Commercial Development Prototypes

**Industrial**
- Name: Adaptive Reuse, Craft Industrial
- Parking Structure: As built, Concrete tilt-up

**Retail**
- Name: Spec or Build to Suit
- Parking Structure: Surface, Steel or concrete

**Office**
- Name: Creative Office, Spec or Build to Suit
- Parking Structure: Surface, Steel and concrete
Active Transportation and Real Estate

“A growing body of evidence exists that bicycling has a positive impact on retail sales, commercial property values, and overall economic development. In fact, a growing group of entrepreneurial innovators are discovering that bike trails and bike lanes can help modern retailers get more customers in the door and boost sales.”
—Urban Land Institute
CASE STUDIES

Hood River Riverfront

- 1970s: Industrial tenants
- Port of Hood River; City Urban Renewal District for infrastructure, recreation
- Signature riverfront parks
- Key Tenants:
  - Food Processing
  - Pfriem family brewers; and pizza, coffee, and ice cream
  - DaKine sports
- Industrial, office, destination retail tenants co-exist
- Festivals: Gorge Games, Harvest Fest
CASE STUDIES

Astoria Riverfront

- 1970s: People Places Plan
- 2009: Riverfront Vision
- RiverWalk
- Trolley
- Adaptive Reuse of historic structures
- Key Tenants:
  - Fishhawk Fisheries
  - Northwest Sardines.
  - Destination Retail and Restaurants
CASE STUDIES

Independence Riverfront

- Formerly Valley Concrete
- Now being redeveloped
- Signature Riverfront Park
- New City streets and infrastructure
- Adjacent to Downtown Independence
- The Hotel at Independence Landing
- Multifamily Housing
Kendall Yards, Spokane, WA

- Former railyard, brownfield, 78 acres
- Overlooking Spokane River across the river from downtown
- An overnight success, 20 years in the making
- Primarily residential: Single family and multifamily, maximum of three/four stories
- Retail, office, restaurants
- Hotel planned
- “Night Market” festival
- No structured parking to date
CASE STUDIES
Kendall Yards, Spokane, WA
ADDITIONAL CASE STUDIES

• Old Sawmill District, Missoula, Montana
• Willamette Falls Legacy Project, Oregon City, Oregon
• Waterfront Redevelopment Project, St. Helens, Oregon
• EWEB Riverfront, Eugene, Oregon
• Old Mill District and other riverfront areas, Bend, Oregon
• Columbia Waterfront and Terminal 1, Vancouver, Washington
• Waterfront Place, Everett, Washington
• Theater District and Downtown Revitalization, Petaluma, California
• Downtown revitalization, Oxbow Public Market, and riverfront, Napa, California
WestRock Mill Properties

- Property actively being marketed
- Not all in study area/UGB
- High-value industrial facilities and machinery are most likely to remain:
  - Warehouse
  - Office and Co-gen area
- Adaptive reuse of Warehouse challenging
- Soil conditions unknown
- Case studies include both employment and mixed-use reuse
Findings and Recommendations

- Diverse subareas
- Connections will be critical: parks, open space, pedestrian, bicycle, in the study area and beyond
- Property owners and developers make development decisions
- Change takes time
Findings and Recommendations

• **Existing Neighborhoods:**
  - Incremental infill
  - Strengthen retail node
  - Explore anti-displacement measures

• **Riverside:**
  - Paths, trails, parks, amphitheater, festival and event space
  - Connections from Dundee to Champoeg
Findings and Recommendations

- **Retail.** Destination and experiential retail (5,000 to 20,000 SF in initial phases)
- **Employment.** Industrial/employment likely to remain on some (east side) or all of WestRock
- Craft Industrial/Commercial Industrial
- Adaptively reuse buildings where possible
- Building form: surface parked in near and medium term
- Ancillary speculative office, build to suit office possible
- Major institutional development is possible, but difficult to predict
- **Mixed-Use.** Housing—single and multifamily—would be highest and best use in greenfield condition (8 to 30 units per acre)
- Hotel in later phases
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People Places Prosperity

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Strategic Advisors to Public and Private Development
Preliminary Development Program A

- 5 to 10 acres at River Street Terminus
- Destination retail and potentially small amount of housing at River Street Terminus
- Westrock Mill remains in industrial or employment use
Preliminary Development Program B

- 10-30 Acres at River Street Terminus includes destination retail, craft industrial, some office/institutional, and roughly 50 units of housing.
- Eastern portions of Westrock Mill remain in industrial or employment use.
Preliminary Development Program C

- 60-130 Acres at River Street Terminus/West Rock site.
- Includes all uses in Alternative B, expanded office / campus / institutional and housing uses, and a hotel.
Project Schedule

Tasks

1. Project Information
2. Vision for Newberg Riverfront
3. Public Event #1
4. Plan Development
5. Public Event #2
6. Plan Implementation
7. Plan Adoption

Citizens Advisory Committee / Technical Advisory Committee Meeting
Public Event
Draft Deliverable
Final Deliverable
Planning Commission Meeting
City Council Hearing

We are here