Council Roundup for July 15, 2019

The Newberg City Council met on July 15, 2019.

The Council took the following actions:

- Approved several resolutions:
  2019-3580, contract award to Cedar Mill Construction for Public Safety Building retrofit.
  2019-3583, contract award to Cache Valley Electric for network upgrade.

In other business,

Heard presentation on Public Safety fee.

Heard from citizen on damage to streets from development on Edgewood.

Heard activity report from City Manager.

Discussed Council committee and community activities.

Presented Joe Hannan with a gift as this was his last council meeting as the City Manager.

City Council Work Session
July 15, 2019 - 6:00 PM
Public safety building 401 east third street

1. CALL MEETING TO ORDER

2. ROLL CALL

3. REVIEW OF THE COUNCIL AGENDA AND MEETING

4. COUNCIL BUSINESS ITEMS

4.A May 2019 Fund Financial Statements
RCA Information Financial Reports - 2019-05 May.pdf

5. PRESENTATIONS

5.A Riverfront Master Plan – Joint City Council and Planning Commission Workshop
DRAFT Newberg Riverfront Master Plan_v3 CC PC Workshop 071519.pdf
Appendix A - Vision and Goals.pdf
Appendix B - Existing and Planned Conditions.pdf
Appendix C - Land Use.pdf
Appendix D - Infrastructure.pdf
Appendix E - Incremental Implementation Strategy.pdf
Appendix F - Comprehensive Plan.pdf
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Appendix H - Market Analysis.pdf
Appendix I - Public Involvement.pdf

6. ADJOURNMENT

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: July 15, 2019				
Order ___ No.	**Ordinance ___ No.**	**Resolution ___ No.**	**Motion ___**	**Information XX**
SUBJECT: Newberg Fund Financial Statements for May 2019			**Contact Person (Preparer) for this Item: Matt Zook Dept.: Finance File No.:**	

RECOMMENDATION: The fund financial statements represent the City's ongoing commitment at all levels of the organization to monitor financial status and make adjustments on a monthly basis. These are provided for your information and review, as well as an opportunity for you to ask questions and keep abreast of the financial health of the City. As you review these statements, please feel free to contact me directly in advance of the meeting with questions or comments. This will provide me with an opportunity to come to the Council Work Sessions with sufficient information to answer your questions. No formal action is required at the meeting.

EXECUTIVE SUMMARY:

Included with this report are the fund financial statements for May 2019. As a reminder, most revenue is not recognized in an equal amount every month. Property taxes are received primarily in November, February, and May. Water revenue tends to trend higher in the summer months. Community Development revenue, such as building and planning fees as well as system development charges, is harder to predict. Transient Lodging Tax and Marijuana Tax is received quarterly. 9-1-1 Fund tax revenue is paid on a quarterly basis but delayed by up to three months after the close of the quarter, which at times puts the ending fund balance in a negative position, although the budget is managed so that the fund remains positive once the full fiscal year revenue is received. The point is that while 92% of the fiscal year has transpired through May, the year-to-date revenue received may reflect less or more depending on the revenue cycle. At this point, many of the revenues are on track as expected. Furthermore, most expenditures are also on track. Council approve Supplemental Budget #2 on June 3, 2019 to cover some minor adjustments to a few departments, and the May statements include the changes approved in Supplemental Budget #2.

One change to the fund financial statements in reflected in the Street Fund, where both the Transportation Utility Fee (TUF) revenue and expenses has been separately reported from non-TUF activity. The TUF expenses are comprised entirely of interfund transfers to the Street Capital Projects Funds only in the amount of capital project expenses each month.

SUMMARY REPORT

MAY 2019

FUNDS	2018-19 BUDGET	MONTH OF MAY 2019	2018-19 YTD	Current YTD *Compare to Budget* 92%	2017-18 PRIOR YTD
City Budget Totals					
Total Beg Fund Balance	$ 40,337,510	$ 47,460,862	$ 47,460,862	118%	40,611,931
Total Revenues	56,012,347	3,476,502	48,117,461	86%	52,790,931
Total Beg Fund Bal & Revenues	96,349,857	50,937,364	95,578,323		93,402,862
Total Expenses	69,602,766	4,001,765	45,087,238	65%	45,785,837
Total Contingencies / Reserves	26,747,091	-	-	0%	-
Total Exp & Contingen / Reserves	96,349,857	4,001,765	45,087,238	47%	45,785,837
Total Monthly & YTD Net Gain / (Loss)		$ (525,263)	$ 3,839,414		
Total Ending Fund Balance			$ 50,491,085		47,617,024
City Services					
General Fund (01)					
Beg Fund Balance	$ 3,683,915	$ 4,228,834	$ 4,228,834	115%	3,564,316
Revenues					
Municipal Court	8,694	344	5,747	66%	7,757
Police	1,103,916	126,903	1,088,480	99%	1,018,943
Fire	-	833	21,652	0%	254,281
Communications	43,557	-	43,557	100%	41,483
Library	115,739	23,966	99,873	86%	91,308
Planning	685,051	101,091	858,109	125%	893,760
Property Taxes	4,784,286	100,614	4,851,249	101%	7,785,059
Other Taxes	101,475	-	90,884	90%	80,780
Franchise Fees	1,559,921	113,467	1,602,661	103%	1,496,037
Intergovernmental	1,807,363	173,482	1,671,702	92%	1,409,127
Miscellaneous	93,675	572	104,406	111%	48,914
Interest	42,845	11,868	117,858	275%	51,607
Transfers	717,324	7,578	556,278	78%	992,697
Revenue Total	11,063,846	660,718	11,112,454	100%	14,171,753
Expenses					
General Government	209,914	11,310	190,620	91%	182,015
Municipal Court	329,384	23,452	288,881	88%	270,114
Police	7,075,040	549,248	6,386,434	90%	5,977,100
Communications	1,333,066	97,314	1,103,757	83%	1,834,879
Library	1,832,982	132,544	1,638,633	89%	1,560,736
Planning	1,158,653	66,561	900,738	78%	680,304
Transfers	424,736	312,001	418,372	99%	51,010
Contingency	1,283,986	-	-	0%	-
Unappropriated Ending Balance	1,100,000	-	-	0%	-
Total Expenses	14,747,761	1,192,430	10,927,435	74%	14,100,043
Monthly & YTD Net Gain / (Loss)		$ (531,712)	$ 185,019		
Ending Fund Balance			$ 4,413,852		3,636,025

SUMMARY REPORT

MAY 2019

FUNDS	2018-19 BUDGET	MONTH OF MAY 2019	2018-19 YTD	Current YTD *Compare to Budget* 92%	2017-18 PRIOR YTD
Public Safety Fee (16)					
Beg Fund Balance	$ 123,477	$ 119,359	$ 119,359	97%	171,860
Revenues	569,045	48,377	523,258	92%	478,435
Expenses	606,303	46,826	531,467	88%	529,612
Contingencies / Reserves	86,219	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 1,551	$ (8,209)		
Ending Fund Balance			$ 111,150		120,684
911 Emergency (13)					
Beg Fund Balance	$ 12,722	$ 21,628	$ 21,628	170%	19,080
Revenues	228,175	13	173,410	76%	168,636
Expenses	225,833	13,314	193,981	86%	201,524
Contingencies / Reserves	15,064	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (13,301)	$ (20,571)		
Ending Fund Balance			$ 1,057		(13,808)
Civil Forfeiture (03)					
Beg Fund Balance	$ 23,432	$ 15,313	$ 15,313	65%	25,268
Revenues	300	(1)	1,755	585%	366
Expenses	23,732	11,950	17,587	74%	8,075
Contingencies / Reserves	-	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (11,951)	$ (15,831)		
Ending Fund Balance			$ (519)		17,559
Library Gift & Memorial (22)					
Beg Fund Balance	$ 65,180	$ 81,134	$ 81,134	124%	88,497
Revenues	136,000	13,107	47,860	35%	56,215
Expenses	170,000	2,971	48,713	29%	60,405
Contingencies / Reserves	31,180	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 10,136	$ (853)		
Ending Fund Balance			$ 80,281		84,307
Building Inspection (08)					
Beg Fund Balance	$ 1,291,113	$ 1,451,787	$ 1,451,787	112%	1,107,774
Revenues	640,819	49,861	908,631	142%	874,076
Expenses	695,398	54,012	599,919	86%	588,349
Contingencies / Reserves	1,236,534	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (4,151)	$ 308,712		
Ending Fund Balance			$ 1,760,499		1,393,501

SUMMARY REPORT

MAY 2019

FUNDS	2018-19 BUDGET	MONTH OF MAY 2019	2018-19 YTD	Current YTD *Compare to Budget* *92%*	2017-18 PRIOR YTD
Streets (Operating) (02)					
Beg Fund Balance - Gas Tax	$ 669,164	$ 798,166	$ 798,166	119%	736,256
TUF Beg Fund Balance	*$ -*	*$ 424,459*	*$ 424,459*	0%	-
Revenues less TUF revenue	1,892,830	164,146	2,519,504	133%	2,645,684
TUF Revenues	*1,100,000*	*96,028*	*1,041,465*	*95%*	-
Expenses less TUF expenses	2,360,019	98,748	1,729,803	73%	2,210,709
TUF Expenses (transfers-out)	*937,400*	*60,643*	*842,187*	90%	-
Contingencies / Reserves	364,575	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 100,783	$ 988,979		
Ending Fund Balance - Gas Tax			$ 1,587,867		1,171,230
TUF Ending Fund Balance			*$ 623,737*		
Water (Operating) (07)					
Beg Fund Balance	$ 10,196,690	$ 10,801,835	$ 10,801,835	106%	8,995,620
Revenues	6,073,334	391,582	5,924,274	98%	5,656,942
Expenses	7,268,141	401,064	4,166,636	57%	3,926,111
Contingencies / Reserves	9,001,883	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (9,483)	$ 1,757,638		
Ending Fund Balance			$ 12,559,473		10,726,452
Wastewater (Operating) (06)					
Beg Fund Balance	$ 10,336,315	$ 11,761,812	$ 11,761,812	114%	11,973,385
Revenues	8,367,963	714,580	8,079,376	97%	7,623,325
Expenses	10,495,842	542,326	8,234,817	78%	7,774,942
Contingencies / Reserves	8,208,436	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 172,254	$ (155,441)		
Ending Fund Balance			$ 11,606,371		11,821,768
Stormwater (Operating) (17)					
Beg Fund Balance	$ 423,117	$ 603,028	$ 603,028	143%	1,028,956
Revenues	1,664,691	148,081	1,556,626	94%	1,415,379
Expenses	1,535,885	100,064	1,167,260	76%	1,878,852
Contingencies / Reserves	551,923	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 48,018	$ 389,366		
Ending Fund Balance			$ 992,394		565,483

SUMMARY REPORT

MAY 2019

FUNDS	2018-19 BUDGET	MONTH OF MAY 2019	2018-19 YTD	Current YTD *Compare to Budget* *92%*	2017-18 PRIOR YTD
Administrative Support (31)					
Beg Fund Balance	$ 378,937	$ 488,426	$ 488,426	129%	728,861
Revenues	5,076,088	416,499	4,574,043	90%	4,210,597
Expenses					
City Manager	376,296	31,343	320,574	85%	560,197
Human Resources	225,700	12,669	174,357	77%	167,260
Community Engagement	120,560	9,160	102,241	85%	-
Finance	779,748	62,708	702,680	90%	644,829
Gen Office(Postage/Phones)	196,711	17,223	192,062	98%	137,004
Utility Billing	347,917	26,792	311,390	90%	297,217
Information Technology	1,120,645	73,191	1,011,172	90%	969,625
Legal	493,095	37,698	406,144	82%	409,091
Fleet Maintenance	257,035	28,559	239,300	93%	211,598
Facilities Repair/Replacement	820,351	78,887	655,139	80%	698,188
Insurance	390,132	-	318,146	82%	319,923
Transfers	3,362	280	3,082	92%	3,082
Contingencies / Reserves	181,484	-	-	0%	-
Total Expenses	5,455,025	389,405	4,561,594	84%	4,418,012
Monthly & YTD Net Gain / (Loss)		$ 27,094	$ 12,449		
Ending Fund Balance			$ 500,875		521,446
Capital Improvement Projects					
Streets CIP's (18)					
Beg Fund Balance	$ 175,291	$ 176,804	$ 176,804	101%	168,834
Revenues	5,344,468	64,074	2,849,674	53%	1,855,421
Expenses	5,337,968	63,062	2,824,713	53%	1,849,818
Contingencies / Reserves	181,791	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 1,013	$ 24,960		
Ending Fund Balance			$ 201,764		174,437
Water / Wastewater / Stormwater CIP's (04)					
Beg Fund Balance	$ -	$ -	$ -	0%	-
Revenues	6,449,000	48,224	1,988,020	31%	2,866,154
Expenses	6,449,000	48,224	1,988,020	31%	2,866,154
Contingencies / Reserves	-	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ -	$ (0)		
Ending Fund Balance			$ (0)		-

SUMMARY REPORT

MAY 2019

FUNDS	2018-19 BUDGET	MONTH OF MAY 2019	2018-19 YTD	Current YTD Compare to Budget 92%	2017-18 PRIOR YTD
Governmental CIP's (21)					
Beg Fund Balance	$ 1,896,695	$ 2,297,056	$ 2,297,056	121%	-
Revenues	815,687	-	-	0%	3,151,630
Expenses	2,712,382	15,229	809,190	30%	-
Contingencies / Reserves	-	-	-	0%	-
Monthly Activity Net Gain / (Loss)		$ (15,229)			
Ending Fund Balance			$ 1,487,866		3,151,630
Street SDC (42)					
Beg Fund Balance	$ 2,287,121	$ 3,885,186	$ 3,885,186	170%	2,936,734
Revenues	1,394,800	90,749	1,281,391	92%	2,043,183
Expenses	3,513,983	2,056	1,389,615	40%	725,345
Contingencies / Reserves	167,938	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 88,693	$ (108,225)		
Ending Fund Balance			$ 3,776,961		4,254,572
Water SDC (47)					
Beg Fund Balance	$ 223,123	$ 314,198	$ 314,198	141%	572,610
Revenues	574,213	53,009	694,814	121%	578,875
Expenses	797,336	63,247	797,336	100%	856,016
Contingencies / Reserves	-	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (10,238)	$ (102,522)		
Ending Fund Balance			$ 211,676		295,469
Wastewater SDC (46)					
Beg Fund Balance	$ 4,971,041	$ 5,966,311	$ 5,966,311	120%	5,106,412
Revenues	820,000	83,773	1,441,070	176%	1,519,719
Expenses	1,882,987	928	621,877	33%	840,283
Contingencies / Reserves	3,908,054	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 82,845	$ 819,193		
Ending Fund Balance			$ 6,785,505		5,785,848
Stormwater SDC (43)					
Beg Fund Balance	$ 107,416	$ 137,312	$ 137,312	128%	106,284
Revenues	42,500	3,021	57,555	135%	81,315
Expenses	9,000	15	299	3%	49,812
Contingencies / Reserves	140,916	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 3,006	$ 57,256		
Ending Fund Balance			$ 194,569		137,787

SUMMARY REPORT

MAY 2019

FUNDS	2018-19 BUDGET	MONTH OF MAY 2019	2018-19 YTD	Current YTD *Compare to Budget* 92%	2017-18 PRIOR YTD
Debt					
Debt Service (General Op) (09)					
Beg Fund Balance	$ 46,455	$ 47,809	$ 47,809	103%	38,270
Revenues	1,029,627	312,969	991,714	96%	653,284
Expenses	1,024,373	508,792	1,024,373	100%	644,333
Contingencies / Reserves	51,709	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (195,823)	$ (32,659)		
Ending Fund Balance			$ 15,150		47,221
City Hall (10)					
Beg Fund Balance	$ 612,158	$ 612,916	$ 612,916	100%	552,745
Revenues	-	325	11,348	0%	155,891
Expenses	542,692	272,105	482,282	89%	108,486
Contingencies / Reserves	69,466	-	-	0%	-
Unappropriated Ending Balance	69,466	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (271,779)	$ (470,934)		
Ending Fund Balance			$ 141,982		600,150
Reserves					
Vehicle / Equipment Replacement (32)					
Beg Fund Balance	$ 1,699,238	$ 1,958,096	$ 1,958,096	115%	1,431,306
Revenues	$ 1,277,467	$ 91,138	$ 1,191,103	93%	1,073,937
Expenses					
General Government	-	-	-	0%	-
City Manager's Office	1,494	-	-	0%	-
Human Resources	1,033	-	-	0%	-
Finance	27,936	-	-	0%	-
Information Technology	254,200	-	189,287	74%	68,272
Legal	432	-	-	0%	-
Municpal Court	4,196	-	-	0%	-
Police	536,899	1,052	156,093	29%	127,404
Communications	169,201	-	-	0%	-
Library	12,745	-	843	7%	-
Planning	-	-	-	0%	-
Building	29,360	-	-	0%	-
PW Administration	1,616,387	-	208,459	13%	334,424
Fleet Maintenance	13,091	54	779	6%	601
Facilities Repair/Replacement	309,731	238	98,810	32%	70,233
Contingencies / Reserves	-	-	-	0%	-
Total Expenses	2,976,705	1,343	654,272	22%	600,934
Monthly & YTD Net Gain / (Loss)		$ 89,794	$ 536,832		
Ending Fund Balance			$ 2,494,927		1,904,309

SUMMARY REPORT

MAY 2019

FUNDS	2018-19 BUDGET	MONTH OF MAY 2019	2018-19 YTD	Current YTD *Compare to Budget* 92%	2017-18 PRIOR YTD
Community Projects					
Cable TV Trust (23)					
Beg Fund Balance	$ 16,491	$ 16,507	$ 16,507	100%	37,897
Revenues	200	53	390	195%	460
Expenses	16,691	7,863	9,577	57%	21,878
Contingencies / Reserves	-	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (7,810)	$ (9,188)		
Ending Fund Balance			$ 7,319		16,479
Economic Development (14)					
Beg Fund Balance	$ 600,377	$ 666,000	$ 666,000	111%	617,748
Revenues	289,510	14,021	278,557	96%	186,339
Expenses	745,983	7,544	219,649	29%	145,557
Contingencies / Reserves	143,904	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ 6,477	$ 58,908		
Ending Fund Balance			$ 724,908		658,531
Transient Lodging Tax (19)					
Beg Fund Balance	$ 498,042	$ 586,886	$ 586,886	118%	343,718
Revenues	1,161,784	12,154	869,170	75%	837,336
Expenses	1,637,797	97,604	1,244,635	76%	684,430
Contingencies / Reserves	22,029	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		$ (85,450)	$ (375,465)		
Ending Fund Balance			$ 211,421		496,624



NEWBERG RIVERFRONT MASTER PLAN

DRAFT JULY 2019

RIVERFRONT MASTER PLAN
City of Newberg

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.

ACKNOWLEDGMENTS

The City of Newberg appreciates the guidance and efforts of our Advisory Committee members, as well as the City staff, stakeholders, interest groups, civic leaders, and community members who contributed their time, energy, and ideas to this planning effort.

TECHNICAL ADVISORY COMMITTEE

- David Helton, ODOT
- Don Clements, CPRD
- Angela Carnahan, DLCD
- Dan Fricke, ODOT
- Dennie Houle, Business Oregon
- Matt Vogt, Yamhill County

CITIZENS ADVISORY COMMITTEE

- Brian Love, Chair
- Geary Linhart, Vice-Chair
- Todd Baker
- Stan Primozich
- Francisco Stoller
- Denise Bacon
- Lesley Woodruff
- Chris Strub
- Ron Wolfe
- Brett Baker
- Saj Jivanjee
- Fred Gregory
- Mike Ragsdale
- Derek Brown
- Bob Andrews
- Casey Kulla
- Lisa Rogers
- Joe Morelock

PLANNING COMMISSION

- Jeffrey Musall
- Jason Dale
- Allyn Edwards
- Sharon Capri
- Robert Ficker
- John Wuitschick
- Kriss Wright
- Capri Wheaton/Colin Bolek

CITY COUNCIL

- Mayor Rick Rogers
- Councilor Elizabeth Curtis Gemeroy
- Councilor Denise Bacon
- Councilor Mike Corey
- Councilor Patrick Johnson
- Councilor Elise Yarnell Hollamon
- Councilor Stephanie Findley

CITY STAFF

- Doug Rux, Community Development Director
- Cheryl Caines, Senior Planner
- Brett Musick, Senior Engineer
- Joe Hannan, City Manager
- Rosa Olivares, Community Engagement Specialist

CONSULTANT TEAM

- Angelo Planning Group
- Walker Macy
- DKS
- Leland Consulting Group
- Wallis Engineering



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This project is partially funded by a grant from the Transportation and Growth Management ("TGM") Program, a joint program of the Oregon Department of Transportation and the Oregon Department of Land Conservation and Development. This TGM grant is financed, in part, by federal Fixing America's Surface Transportation Act (FAST-Act), local government, and State of Oregon funds.

The contents of this document do not necessarily reflect views or policies of the State of Oregon.

Appendices

Appendix A: TM1 - Vision and Goals

Appendix B: TM2 - Existing and Planned Conditions

Appendix C: TM3 - Land Use Alternatives

Appendix D: TM4 - Infrastructure Needs

Appendix E: TM5 - Incremental Implementation Strategy

Appendix F: TM6 - Comprehensive Plan Amendments

Appendix G: TM7 - Zoning Map and Development Code Amendments

Appendix H: Market Analysis

Appendix I: Summary of Public Engagement

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EXECUTIVE SUMMARY

INTRODUCTION

Newberg's Riverfront lies at the intersection of the City's past and its future. This plan updates the 2002 Newberg Riverfront Master Plan, providing renewed guidance for private development and public investment in order to establish a desired mix of residential and employment uses; protect open space areas and other unique features of the Riverfront; take advantage of its location along the Willamette River; and plan for a multi-modal transportation network to provide internal access and connections to the rest of the City of Newberg.

The **Riverfront Area** currently hosts a vibrant and robust combinations of many of the City's amenities, including parks, open spaces, trails, and several other community assets. Moreover, the area's unique geography – situated along the Willamette River and close proximity to residential areas and downtown – helps lend itself to being a central pillar to the City's identity. Given the amount of redevelopment opportunities and vacant land on the Riverfront, the opportunity to strengthen one of Newberg's cherished areas is ripe.

The **Physical Constraints** are numerous natural and manmade features that limit development and connectivity to other areas, including the Newberg-Dundee Bypass, and ODOT right-of-way, two large parks, and closed landfill and industrial site, which may be available for certain uses in the future.

The Newberg Riverfront Master Plan **Market Analysis** assessed conditions for residential, commercial, office, and industrial development, as well as public recreational facilities at the Riverfront. The Analysis found that almost half of all projected employment growth is expected to be in the industries of Educational and Health Services, Professional and Business Services, and Manufacturing. Additionally, single family and multifamily housing have represented a majority (roughly 85%) of all development in the area in recent years. The Analysis also noted the unlikelihood of hotel development in the foreseeable future due to current site conditions, however that will likely change as the area transitions to a more commercial/retail-oriented district with various tourism-related attractions. Such prospects are strengthened when considering the access to natural and cultural amenities in the area's immediate vicinity, such as the River and world-class wine country.



The Newberg Riverfront Master Plan plays a **regulatory role** by laying out the long-term vision for the Riverfront Area. It will be used as a guiding document for the City to plan for future growth and development in the Riverfront. It will instigate site-specific development standards, Comprehensive Plan amendments, and zoning changes to be consistent with the vision and goals set forth in this plan.



VISION AND GOALS

The Newberg Riverfront Vision Statement and Goals provide a verbal snapshot of the Riverfront Area at build-out. The following vision statements and goals were developed based on community feedback from a series of public open houses, meetings, and workshop:

We envision:

- Regional trail connections both up- and down-river that take advantage of Newberg's natural geography and scenic views
- Preserved natural areas around stream corridors that protect and enhance watershed health
- A place that connects visitors and residents to the history of this working waterfront and preserves historic infrastructure as a unique identifier of the river's location in the city
- Recreation activities that are accessible by various transportation modes and designed for people of varying ages and abilities
- Space for large group activities, such as concerts, cultural gatherings, or sporting events
- A mix of uses that seamlessly integrates residential, commercial, and industrial development while preserving natural spaces



- A mix of open and covered spaces that provide opportunities for year-round activities
- A well-known destination that draws people from throughout the City and the region to Newberg's riverfront

The Newberg Riverfront Master Plan **planning process** began in early spring 2018 and concluded in summer 2019. The planning process has been shaped and guided by the community through in-person and online input, and it included an extensive public involvement component. The outreach process built on the City's existing network of community groups, including youth groups and schools, senior centers, Rotary Club, Hispanic/Latino community groups, and local advocacy groups. The overall process was guided by two advisory committees: the Technical Advisory Committee (TAC); and the Citizens Advisory Committee (CAC). The Planning Commission and City Council were also involved at key points throughout the planning process. This vision was ultimately cultivated by community members, with guidance from advisory committees and the project team. Newberg residents shared their aspirations for a socially, environmentally, and economically thriving area with a diversity of uses and users, river access and scenery, and an extensive network of trails connecting the riverfront with regional attractions.

This plan utilized a strategy of **alternatives development**, which tested various concepts for land uses in the area. Some key issues raised through this process include:

- The possibility of locating new housing east of River Street
- Types of uses that might be suitable for redeveloped portions of the Riverfront Industrial Site
- The importance of city-wide efforts to mitigate the effects of gentrification on lower-income neighborhoods
- The mix and balance of commercial, industrial, and other uses appropriate for the Riverfront Area

Through this process three "development programs" were created to examine the opportunities of the Riverfront Area. These programs helped describe the character portions of the Riverfront Area and led to the development of more detailed land use and transportation alternatives.



THE RIVERFRONT MASTER PLAN - PREFERRED ALTERNATIVE

The **Foundational Elements** of the chosen alternative are summarized as follows:

- Connections to the river
- Gateways
- Streetscape Improvements
- S River Street
- Mixed-Use Nodes

New **Local and Regional Trails** that connect to the existing trail network were the most desired feature of the Riverfront Plan mentioned during the City's public outreach process. A network of trails are therefore proposed throughout the Riverfront Area. Trails and connections through the area include:

- Extension of the existing Bypass Trail between S River St to S College St
- Existing and new trails in Ewing Young Park, and connections between the park and other parts of the Riverfront Area
- Local and regional trail connections within and to Rogers Landing and other locations along the Willamette River
- Connections east of NE Wynooski
- Trails along Chehalem Creek
- A prominent pedestrian esplanade at the top of the bluff west of S River Street, and potentially connecting further east along the southern edge of the Riverfront Industrial Site
- Multi-use path along Rogers Landing Road

"**Water Trails**," are marked routes on navigable waterways for recreational use. Floating trips along the Willamette River are a popular activity, and the Riverfront Area holds significant promise for supporting access and opportunities to support this unique recreational pastime.

Street and Streetscape Improvement areas include S River Street and S College Street, which represent key connections from the Riverfront Area to the rest of the City while also offering safe and convenient access for a variety of transportation modes. Streetscape design details will need further study before adoption into the Newberg Transportation System Plan.

Newberg's **signature parks** have the potential to work together to create a "green" seamless connection between downtown and the open space and waterfront attractions this plan provides. These signature parks include the following:

- Riverfront Park

- Underpass Park
- Ewing Young Park
- Scott Leavitt Park
- Amphitheater Area

IMPLEMENTATION

The Newberg Riverfront Master Plan is intended to be a guiding document, providing direction for actions related to the future projects and partnerships to carry out a clear vision, guiding principles, and concept plans. The Plan also proposes amendments to the City's Comprehensive Plan and Development Code to advance the vision and goals outlined herein. The Riverfront Master Plan is ultimately a community partnership and a long-term plan for the revitalization and growth of the area for decades to come, consistent with the community's vision for the future of the area.

The Riverfront Master Plan **Incremental Implementation Strategy** focuses on the targeted pursuit projects, partnerships, and concept plans. The Plan will be implemented in steps, with the immediate initiation of some actions, and gradual/delayed objectives to unfold in the following years. This approach allows the City to evaluate the Master Plan implementation regularly and make amendments as opportunity or changing circumstances necessitate.

The Plan must be accompanied by an implementation program – a strategy indicating the appropriate tools, actions, and timelines for carrying out the plan. The Implementation Action Plan to carry out the Newberg Riverfront Master Plan focuses on the following:

- Changes to the City's Comprehensive Plan, development code, and implementing ordinances
- Future infrastructure improvements
- Development and community projects important for creating a climate of investment within the area
- Actions to be taken and partnerships to be formed
- Sources of funding for improvements within the area
- Time frame for initiating key actions and projects.

Implementation strategies are broken down into three broad categories:

1. Regulatory Actions
2. Funding and Organizational Strategies
3. Infrastructure Investments

Regulatory actions are an essential first step toward realizing the vision of the Riverfront Master Plan. Regulatory actions to be undertaken include the following:

- Amend the Comprehensive Plan to Reflect the Intent of the Riverfront Plan
- Amend the Zoning Map and Development Code to Reflect the Intent of the Riverfront Plan
    - Riverfront Commercial
    - Mixed Employment

- Community Facilities
- Residential (R-2 & R-3)

» Implementation and regulation of the Riverfront Subdistrict Overlay design and development standards

Funding and Organizational actions allow the project's vision to come to life. These actions provide the funding mechanisms and organizational structure for carrying out the other projects and actions in the Plan. These actions include:

» Conduct an Urban Renewal Feasibility Study and Plan that includes the Riverfront
» Consider Appointing a Riverfront Implementation Working Group or Committee
» Explore Partnering with Baker Rock Property Owners
» Maintain a mutually beneficial relationship with the Riverfront Industrial Site
» Evaluate and Consider Implementing other Funding and Tools

Successful implementation of **infrastructure improvements, projects, and actions** is pivotal to achieving the desired outcomes that the Riverfront Area Master Plan envisions. The implementation of these projects first requires identifying the actions and preliminary subtasks that need to be taken, as well as the timeframe within which they should be initiated (and by whom).

Identifying and planning for some "**quick wins**" (highly-visible, high-impact activities and projects) will help maintain continuous support for the Newberg Riverfront Plan. The **Underpass Park** and some of the improvements at **Rogers Landing Park** are two quick wins identified for the Newberg Riverfront.

Transportation projects include new multi-modal facilities, streetscape improvements, new roads and extensions to existing roads, and a trolley connecting to downtown Newberg.

» Esplanade and Overlooks
» Streetscape Improvements
» Update the Transportation System Plan (TSP) to reflect needed changes

Parks, trails, and open space are an integral component to the Riverfront Master Plan, as these projects are key for attracting visitors and residents, thereby cultivating a strong sense of place. The Plan focuses on further developing the following aspects of the area:

» Gateways
» Trails
» Rogers Landing Improvements
» Improve the Waterline Bridge

Existing utilities within the project area include **wastewater, stormwater, potable water, and private utilities** (electricity, natural gas, and telecommunications). Much of the Riverfront Area is relatively underdeveloped, so existing utilities are limited in extent and size. The following improvements within the Plan area include the following:

» Extend a Water Distribution Main West from the Transmission Main.
» Extend a Water Main from S College Street.

- » Improve the Water Distribution Network North of the Bypass
- » Improve the Wastewater System
- » Improve the Stormwater System.
- » Study the Potential Repurposing of the Existing Riverfront Industrial Site Lagoons as a Regional Stormwater Facility.

CONCLUSION

The Riverfront Master Plan and the Incremental Implementation Strategy represent a draft framework and guide for the revitalization of the Newberg Riverfront area into a thriving, mixed-use neighborhood that is close-in and complementary to downtown Newberg. As this Plan expresses the community's vision and a manifestation of their desired outcomes for this area, the Plan must be a dynamic and responsive policy framework and action plan – one that changes as needed to keep pace with changing community values and external factors, and as opportunities arise. The Newberg Riverfront Plan is intended to evolve accordingly, serving as the framework for further refinement according to changing circumstances and the wishes of the community.



INTRODUCTION

Newberg's Riverfront lies at the intersection of the City's past—with a long history of trade and waterfront industry—and its future. This plan updates the 2002 Newberg Riverfront Master Plan, providing fresh guidance for private development and public investment in order to establish a desired mix of residential and employment uses; protect open space areas and other unique features of the Riverfront; take advantage of its location along the Willamette River; and plan for a multi-modal transportation network to provide internal access and connections to the rest of the City of Newberg.

THE RIVERFRONT AREA

Nestled along the Willamette River in the Chehalem Valley, Newberg already boasts a diverse mix of parks and open spaces, trails, local and national retailers, restaurants, educational institutions, community services, industrial and office uses, and homes. It is near to the Portland metropolitan area to the northwest, natural and agricultural lands to the south, and is centrally located in the Willamette Valley wine country. The Riverfront Area runs along a unique bend in the Willamette River, with spectacular views of French Prairie south of the Willamette River.

Newberg's Riverfront Area is generally defined as the land within the City's Urban Growth Boundary (UGB) between East Ninth Street and the Willamette River. It is a short walk from the neighborhoods to the north and only three-quarters of a mile to the City's downtown. The area contains a mix of single-family households, attached housing, and multifamily housing; vacant or partially vacant properties; industrial and commercial uses; and parks and natural areas. The Riverfront is anchored by Roger's Landing Park, which is one of Oregon's premier boating facilities on the Willamette River. The recently-constructed Phase 1 of the Newberg-Dundee Bypass runs east-west through the Riverfront Area. It is elevated on fill through much of the study area, with portions on structures that allow for travel and low-impact uses beneath.

The Newberg Riverfront Area presents several unique opportunities that will impact its future development, including large-lot vacant land, the former paper mill site, a railroad spur serving the mill site, access to the Willamette River, and a key regional park.

Looking Back



The City's first Riverfront Master Plan, which was adopted in 2002, was developed in response to community desires to consider a new future for the area and was intended to set the stage for the development of a vibrant new neighborhood and to re-establish the connection between



Similarly, this plan faces uncertainty in the form of the future ownership and use of the Riverfront Industrial Site* (a former paper mill). At the beginning of this process, the site's owners were actively pursuing the sale of the property to various potential buyers, but as of early 2019 WestRock has stated its intent to re-open the plant as an active manufacturing use at an undetermined point in the future.

Because the Riverfront Industrial Site occupies such a large portion of Newberg's riverfront, this plan must be flexible in order to address property owner wishes while achieving community outcomes. Specifics about the implementation of the plan with respect to property owners is provided in the Implementation chapter.

**As used in this plan, the "Riverfront Industrial Site" is the property east of S River Street, west of Wynooski Street, and south of the Newberg-Dundee Bypass.*

Physical Constraints

The Riverfront Area is roughly 460 acres in total, but it contains numerous natural and manmade features that limit development and connectivity to other areas. These unbuildable areas are shown in Figure 2. Steep slopes, stream corridors, and floodplains associated with the Willamette River, Chehalem Creek, and Hess Creek surround the area. Phase 1 of the Newberg-Dundee Bypass bisects the area, and ODOT has acquired right-of-way for a future expansion of the roadway that would double its width. There are also two large parks in the area (Ewing Young Park and Roger's Landing). A closed Yamhill County landfill and the Riverfront Industrial Site represent large areas that may be available for certain uses in the future.



FIGURE 1. RIVERFRONT AREA



FIGURE 2. DIAGRAM OF UNBUILDABLE LAND IN THE RIVERFRONT AREA (INCLUDES STEEP SLOPES, FLOODPLAIN, BYPASS, EXISTING PARKS)

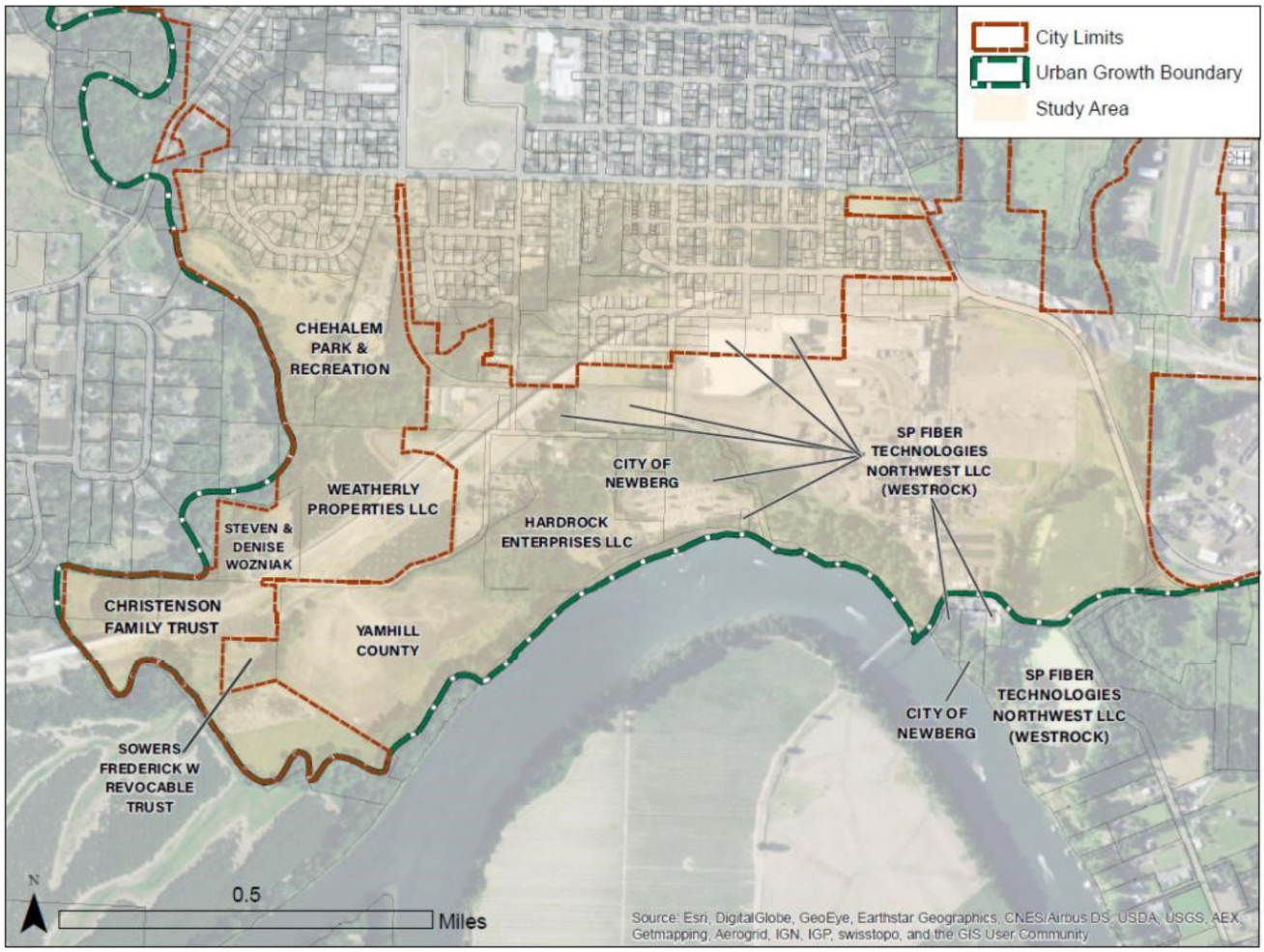


FIGURE 3. PROPERTY OWNERS IN THE RIVERFRONT AREA

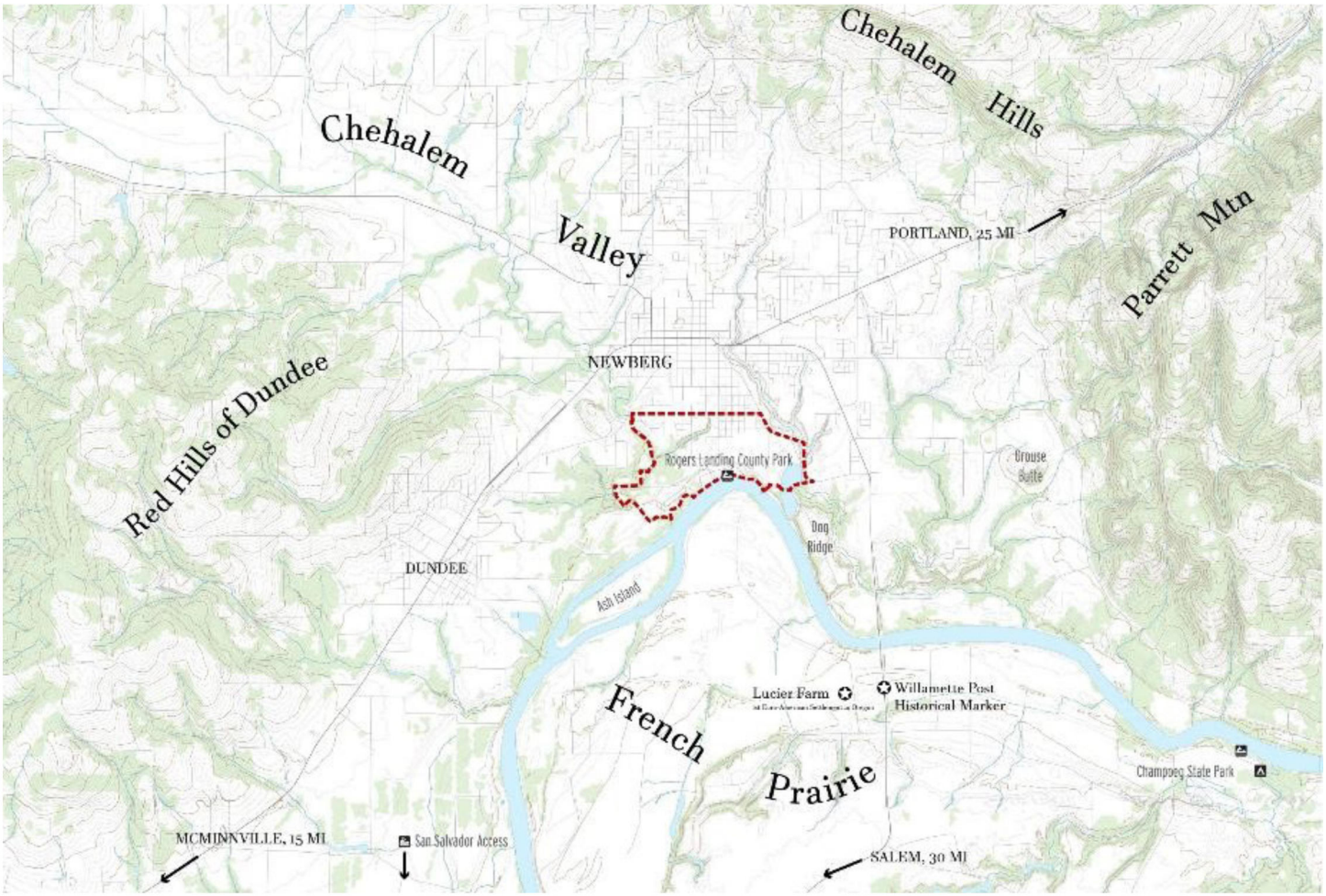


FIGURE 4. NEWBERG RIVERFRONT REGIONAL CONTEXT

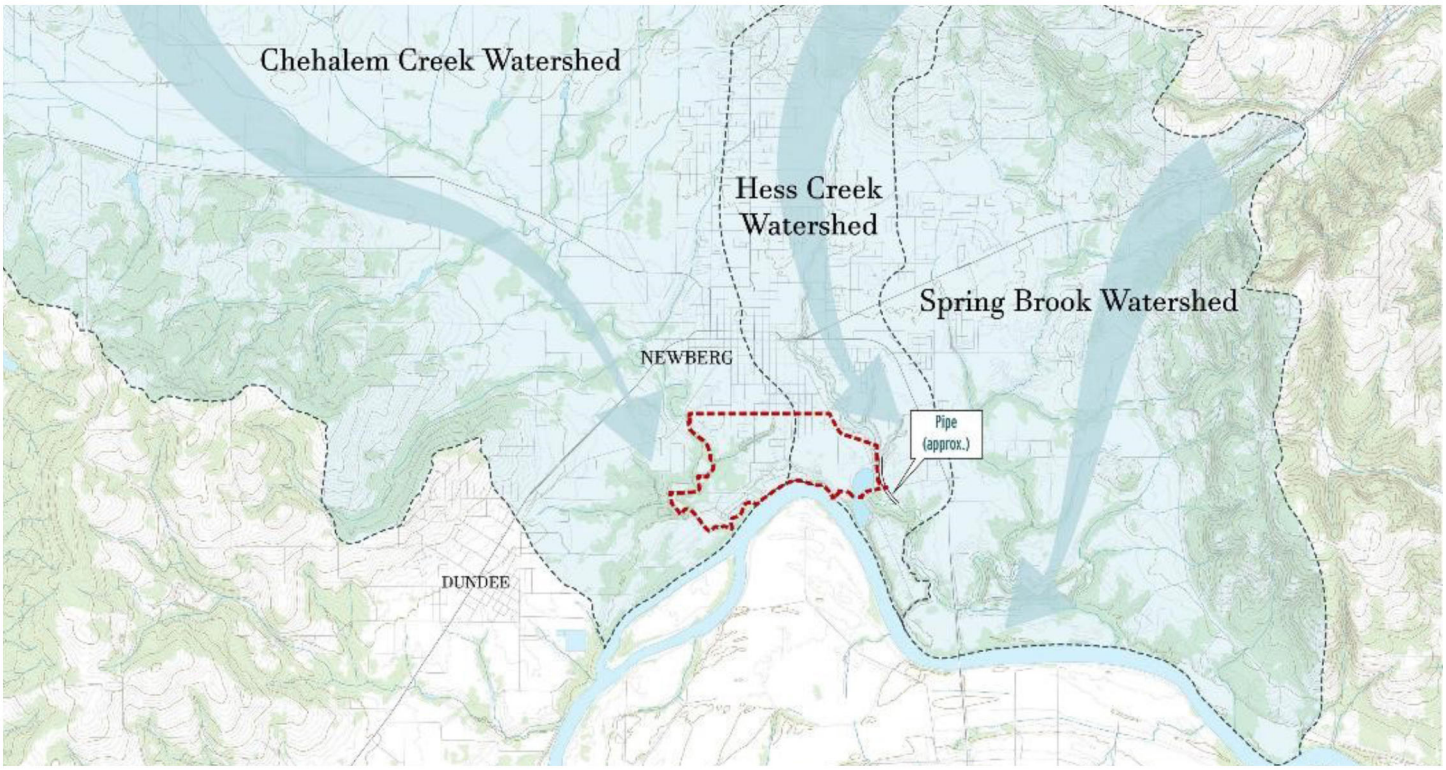
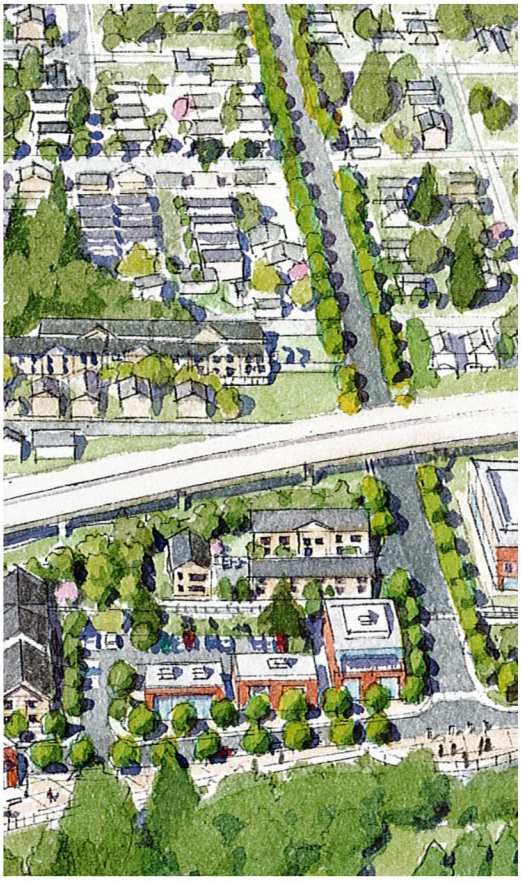
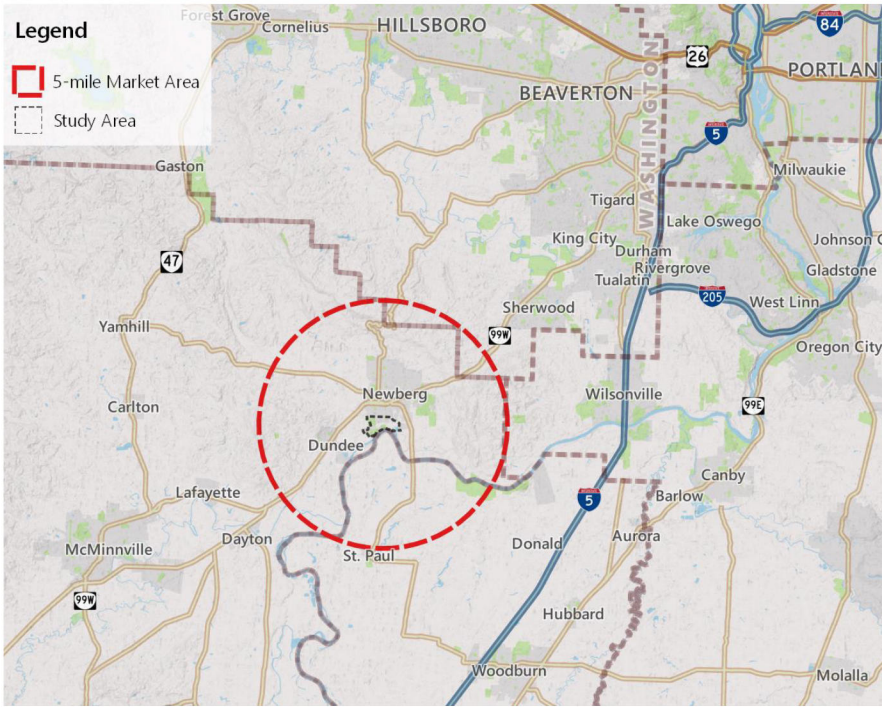


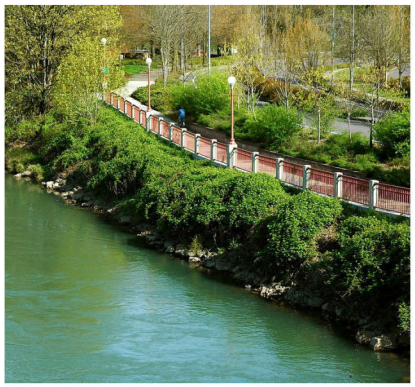
FIGURE 5. RIVERFRONT AREA HYDROLOGY




Legend
5-mile Market Area
Study Area
Forest Grove
Cornelius
HILLSBORO
BEAVERTON
PORTLAND
WASHINGTON
Gaston
Tigard
Milwaukie
Lake Oswego
King City
Durham
Rivergrove
Tualatin
Gladstone
West Linn
Sherwood
Yamhill
Oregon City
Newberg
Wilsonville
Carlton
Dundee
Canby
Barlow
Lafayette
Aurora
Dayton
Donald
McMinnville
St. Paul
Hubbard
Woodburn
Molalla
84
26
5
47
99W
205
99E

(three to four stories, with tuck-under parking) require higher rents than are currently being achieved in Newberg but could be feasible in the medium- to long-term.

» **Lodging Development.** Due to the area's current industrial character, lack of commercial amenities on-site today, lack of major nearby employment clusters, and lack of visibility from major roadways, a hotel is not likely to be feasible in the near term. In the longer term, numerous amenities would improve prospects for hotel development, including: pedestrian and bicycle trails; additional parks, open spaces, and festival venues; restaurants and retail; wine tasting and wine-related uses; other residential and commercial development. The Riverfront will likely require a "destination hotel," that is special and differentiated from the Hwy 99W hotels now in Newberg, and also has a higher price point in order to justify the higher level of amenities. Numerous cities have transitioned their waterfronts from industrial to mixed-use. The Hood River and Independence waterfronts are two local examples, and both include hotels. Hood River "set the stage" with restaurants, retail, office space, and an exceptional series of parks and open spaces. Therefore, if place making amenities are built, and commercial amenities added, a hotel could be feasible in the medium or long-term. The more that a hotel developer needs to create these amenities "from scratch," the more difficult the economics will be.



Eugene



Bend



Hood River



Corvallis



Salem



Milwaukie

FIGURE 7. EXAMPLES OF RIVERFRONTS IN OTHER COMMUNITIES

» **Special Amenities in the Riverfront Area.** Real estate developers and commercial tenants place a high value on quality of place and special amenities such as views, open space, and riverfronts (although these amenities can also limit visibility and access to larger market areas). In particular, restaurants, destination retail, housing, and lodging tend to pay a particular premium for these amenities, as seen in waterfronts around the Pacific Northwest such as RiverPlace in Portland, the Mill District in Bend, and First Street in Corvallis.

REGULATORY ROLE OF THE PLAN

The Newberg Riverfront Master Plan lays out the long-term vision for the Riverfront Area. It will be used as a guiding document for the City to plan for future growth and development in the Riverfront. Implementation measures will be completed over time and as opportunities arise. Amendments to development standards, Comprehensive Plan policies, and some zoning and plan designation changes are proposed for early implementation to begin setting the stage for redevelopment. It should be noted that much of the Riverfront south of the Newberg Dundee Bypass, including the Riverfront Industrial Site, lies outside the Newberg city limits. Newberg regulations and zoning would only apply if the properties were annexed into the City.



VISION AND GOALS

Early in the process, the Newberg Riverfront Master Plan Citizens Advisory Committee (CAC) and Technical Advisory Committee (TAC) met to envision the potential future for the Riverfront Area. They brainstormed answers to this question: “Imagine you must leave Newberg to live on a beautiful South Sea island. You return in 20 years and the Riverfront Master Plan has been successfully implemented. You like what you see. What do you see?” Their ideas formed the basis for the Newberg Riverfront Vision Statement and Goals, which provides a verbal snapshot of the Riverfront Area at build-out. This vision statement and its goals were then brought to the public in an in-person and on-line open house, creating the foundation for the rest of this planning effort.

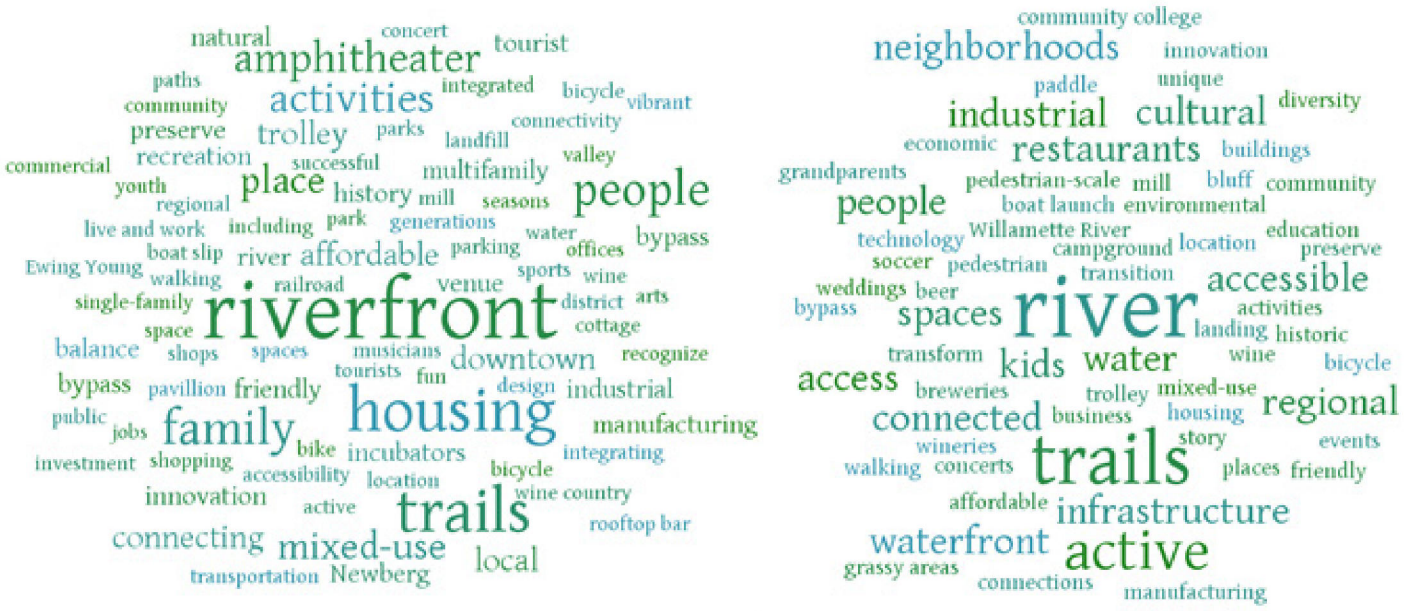


FIGURE 8. WORD CLOUD DIAGRAMS OF VISIONING EXERCISE FROM THE CAC (LEFT) AND TAC (RIGHT)

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.

FIGURE 9. VISION STATEMENT

We envision:

- Regional trail connections both up- and down-river that take advantage of Newberg's natural geography and scenic views
- Preserved natural areas around stream corridors that protect and enhance watershed health
- A place that connects visitors and residents to the history of this working waterfront and preserves historic infrastructure as a unique identifier of the river's location in the city
- Recreation activities that are accessible by various transportation modes and designed for people of varying ages and abilities
- Space for large group activities, such as concerts, cultural gatherings, or sporting events
- A mix of uses that seamlessly integrates residential, commercial, and industrial development while preserving natural spaces
- A mix of open and covered spaces that provide opportunities for year-round activities
- A well-known destination that draws people from throughout the City and the region to Newberg's riverfront

Goals: The Newberg Riverfront Master Plan

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

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

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

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

E. Provide an open and transparent planning process.

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

G. Create a plan that works for community members of all ages, abilities, and cultural backgrounds.





PLANNING PROCESS



The Newberg Riverfront Master Plan process began in early spring 2018 and concluded in summer 2019. The process included active involvement from two advisory committees; riverfront area property owners and residents; as well as seniors, youth, service providers, regional and state agency partners, City and County officials, and staff. The planning process has been shaped and guided by the community through in-person and online input, including public workshops, advisory committee meetings, online surveys, and outreach through social media and at local community groups and public events.

The Newberg Riverfront Master Plan included an extensive public involvement component that was designed to provide early and ongoing opportunities for stakeholders to raise questions or concerns; to facilitate equitable and constructive communication between the public and the project team; and to empower community members to engage with the project. The process sought to provide the public with balanced and objective information to help them understand the issues, alternatives, opportunities, and solutions presented by the planning process. The outreach process built on the City's existing network of community groups, including youth groups and schools, senior centers, Rotary Club, Hispanic/Latino community groups, and local advocacy groups.

The Riverfront Master Plan process was guided by two advisory committees. The Technical Advisory Committee (TAC) included City staff, the Oregon Department of Transportation (ODOT) Transportation and Growth Management Program (TGM) grant manager, and representatives from key partner agencies including the Chehalem Park and Recreation District, Department of Land Conservation and Development (DLCD), Business Oregon, and Yamhill County. The Citizens Advisory Committee (CAC) included representation from area residents, property owners, community advocates, local businesses, service providers and agencies, and neighborhood groups. The Planning Commission and City Council were also involved at key points throughout the planning process.

Community Engagement by the Numbers

5	TAC/CAC meetings
2	open houses
2	online surveys
6	email campaigns
502	email deliveries
22	social media posts
29,542	post views
3057	clicks, likes, shares, comments

Throughout the process the project team conducted a variety of outreach activities. Community members were informed about upcoming opportunities to participate in the planning process through postcards, posters, local newspaper ads, social media outreach, the project website, and an interested parties email list. All community event promotions and project materials were translated into Spanish to better reach Newberg's Latino community. Opportunities to participate included advisory committee meetings, in-person and online open houses, online surveys, tabling at citywide events, and targeted outreach to specific community groups. Through these various outreach opportunities, the plan was shaped by a diverse group

of community members to form a vision and plan that truly reflects the community's shared hopes and desires for the future of the Newberg Riverfront.

In summary, the Newberg Riverfront Master Plan process developed a strong vision for the future of the Newberg Riverfront Area. This vision was crafted by community members, with guidance from advisory committees and the project team. Newberg residents expressed their desire for a lively, lush, and economically thriving area with a mix of uses, access to and views of the river, and a robust network of trails connecting the riverfront with destinations in other parts of the city and the region.

ALTERNATIVES DEVELOPMENT



FIGURE 10. DIAGRAM OF ALTERNATIVES DEVELOPMENT PROCESS

This plan was developed through an analysis of several alternatives which tested various concepts for land uses in the area. Through this alternatives process, several key issues were discussed with the project committees and other stakeholders:

- The possibility of locating new housing east of River Street
- Types of uses that might be suitable for redeveloped portions of the Riverfront Industrial Site
- The importance of city-wide efforts to mitigate the effects of gentrification on lower-income neighborhoods
- The mix and balance of commercial, industrial, and other uses appropriate for the Riverfront Area

Additional information about the alternatives analysis can be found in Appendix A (Technical Memoranda) and Appendix B (Summary of public involvement).

Early in the planning process, three "development programs" were created to examine the opportunities of the Riverfront Area (see Figure 11). These programs helped describe the character portions of the Riverfront Area (some fully developed, some slated for development, and others with a less certain future) and led to the development of more detailed land use and transportation alternatives. These more detailed alternatives are shown in Figure 12, Figure 13, and Figure 14 and were the subject of significant discussion with the advisory committees and broader public.

In early 2019, the City of Newberg hosted representatives of WestRock (the owner of the Riverfront Mill Site) to discuss their plans for the property. At this meeting, WestRock representatives expressed their desires for the industrial designation on the site to remain unchanged, no new streets to be developed through the industrial site, and to only allow public trail access below the bluff.

Because of the timing of this input and the importance of WestRock as a property owner and potential future employment in the area, the project team prepared two updated alternatives to the TAC and CAC for further discussion. These alternatives are shown in Figure 15and Figure 16. After additional TAC and CAC discussion, Alternative E emerged as the preferred alternative for this master plan.



FIGURE 11. PRELIMINARY DEVELOPMENT ALTERNATIVES OF THE RIVERFRONT MASTER PLAN

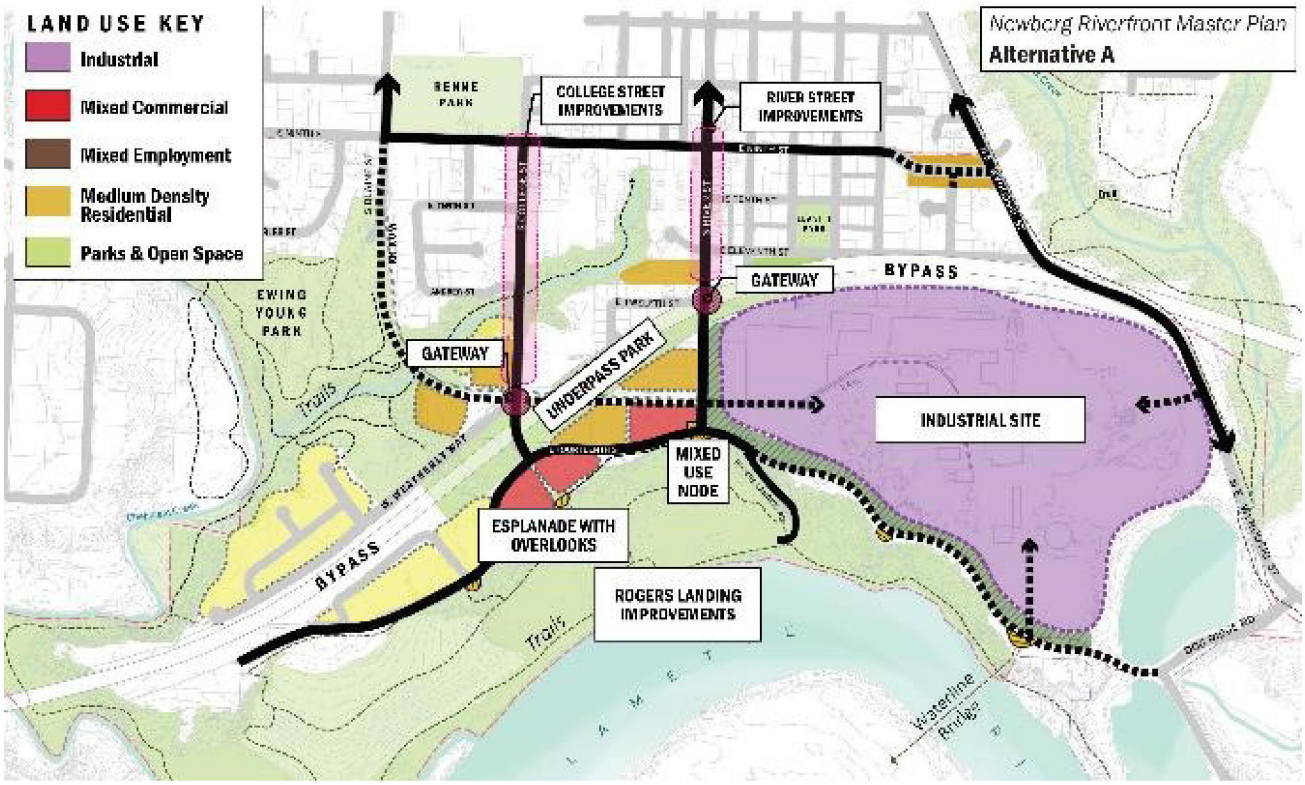


FIGURE 12. LAND USE AND TRANSPORTATION ALTERNATIVE A

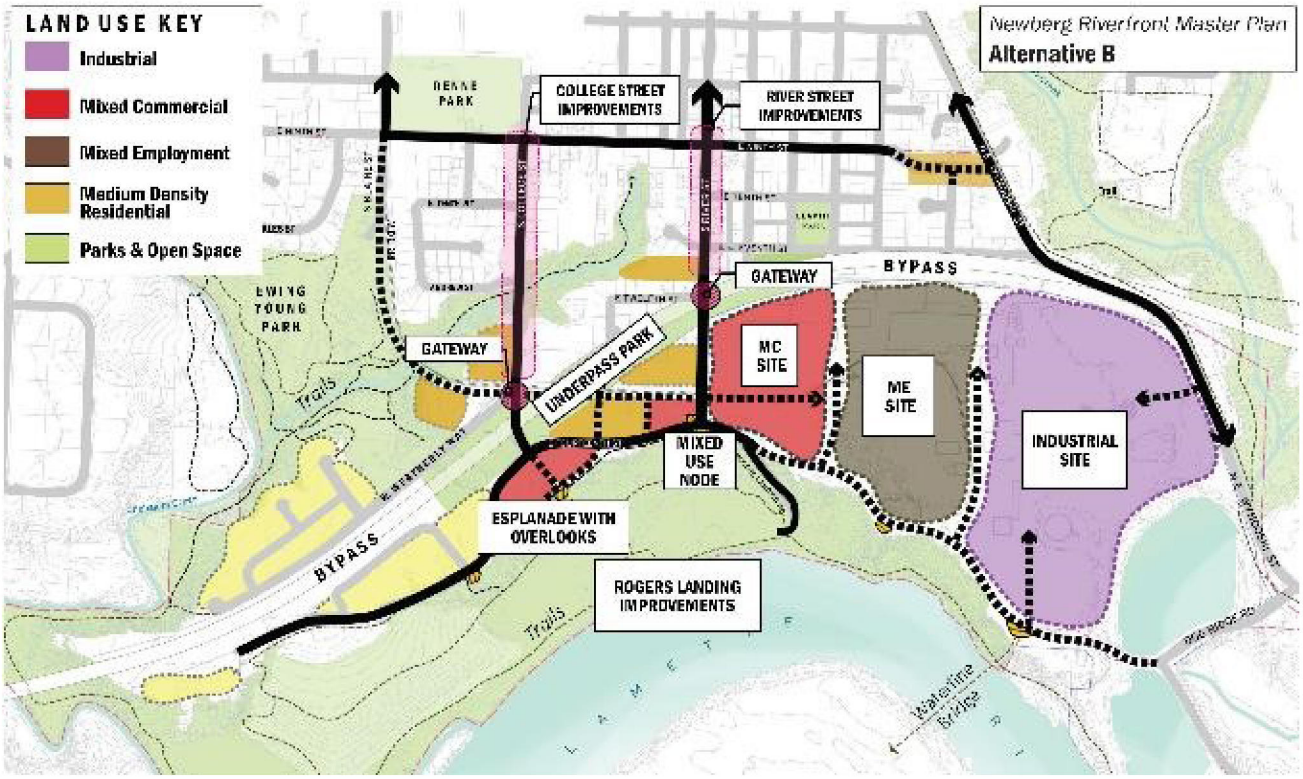


FIGURE 13. LAND USE AND TRANSPORTATION ALTERNATIVE B

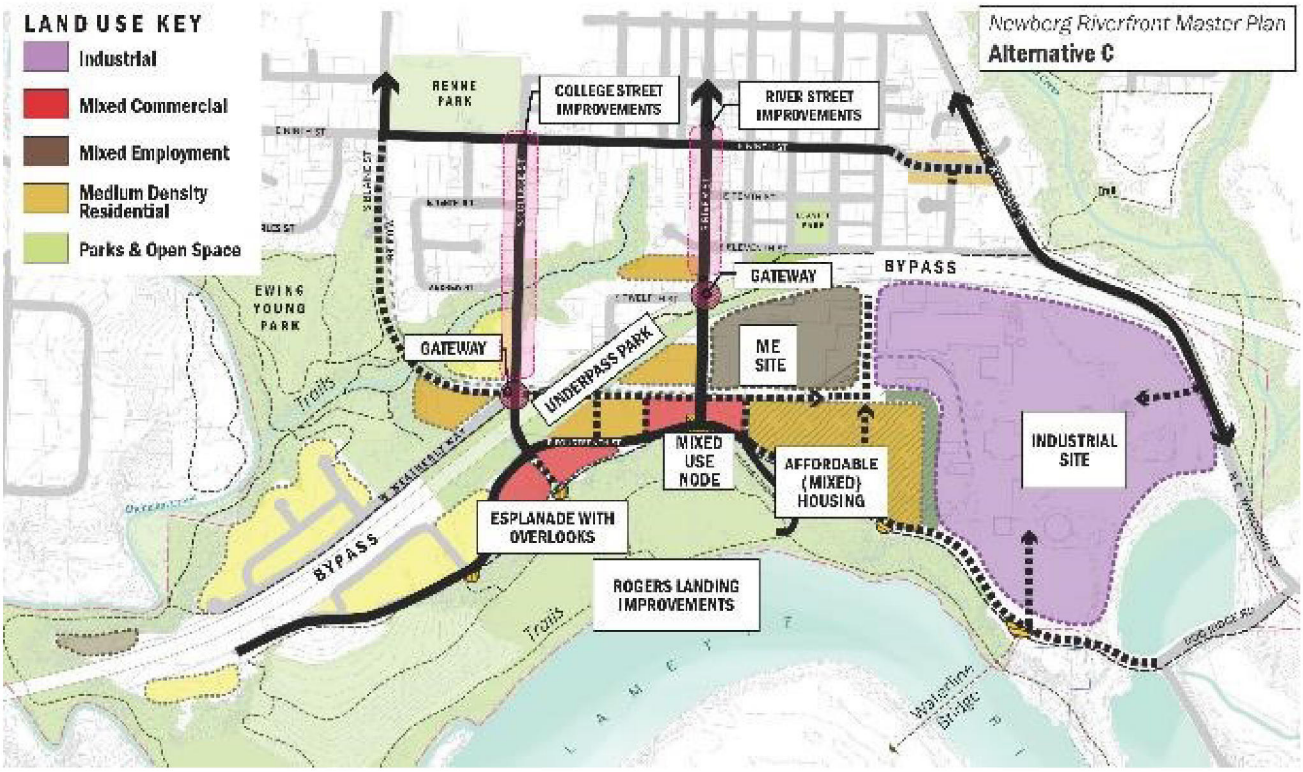


FIGURE 14. LAND USE AND TRANSPORTATION ALTERNATIVE C

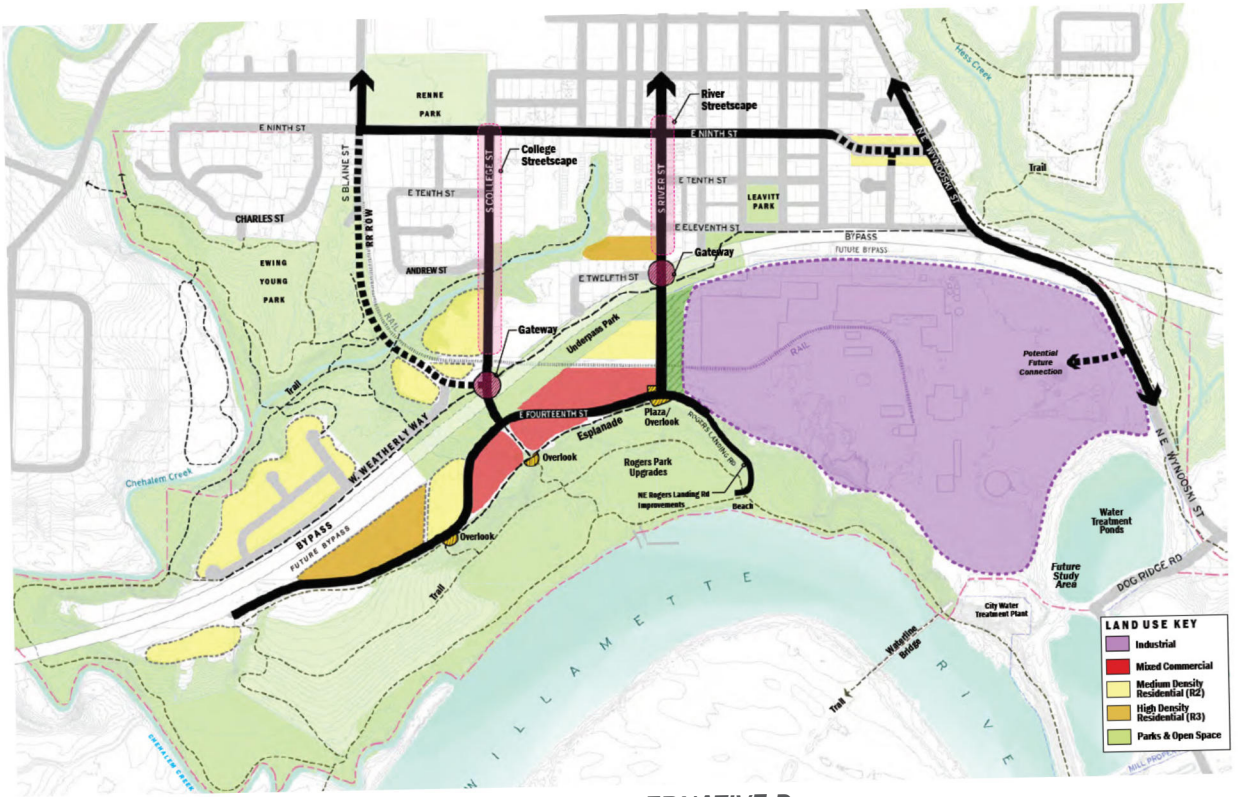


FIGURE 15. LAND USE AND TRANSPORTATION ALTERNATIVE D

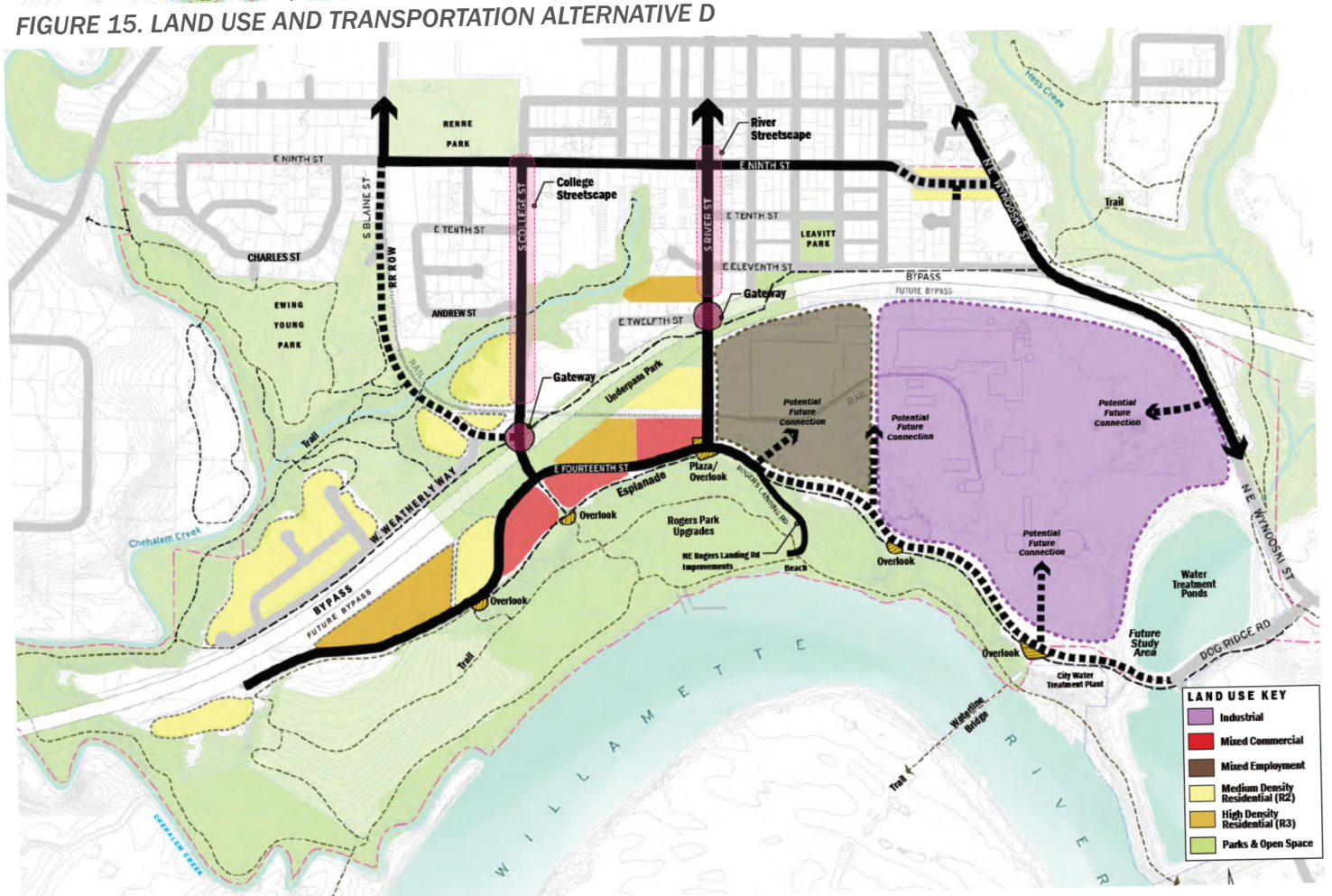


FIGURE 16. LAND USE AND TRANSPORTATION ALTERNATIVE E



THE RIVERFRONT MASTER PLAN: PREFERRED ALTERNATIVE

FOUNDATIONAL ELEMENTS

The following items make up the foundational, directive components of all plan alternatives. Figure 21 shows the essence of these elements in what is sometimes called a “noble” or “parti” diagram.

Connections to the river. The basis for the Riverfront Master Plan is a strengthened connection between the City of Newberg and the Willamette River. This is accomplished both by providing greater access for Newberg residents to the river, as well as bringing water-related activity and users into the City itself.

Gateways. S College Street and S River Street are important connections between the City of Newberg and the Riverfront Area. Prominent gateway features are proposed where these streets cross under the Newberg—Dundee Bypass, to signal a transition and to welcome visitors and residents to the area. Entryways into the Riverfront Area at 9th and River and College can be marked through a variety of possible methods. A simple street sign cap is a common way of marking a district entry, as is a traditional monument sign. Other options include a significant sculpture or art piece, street light vertical banners, archways over the road and enhanced landscape or special trees with distinct color or scale. The intersection could also be marked with special paint to highlight it’s role as an entryway.

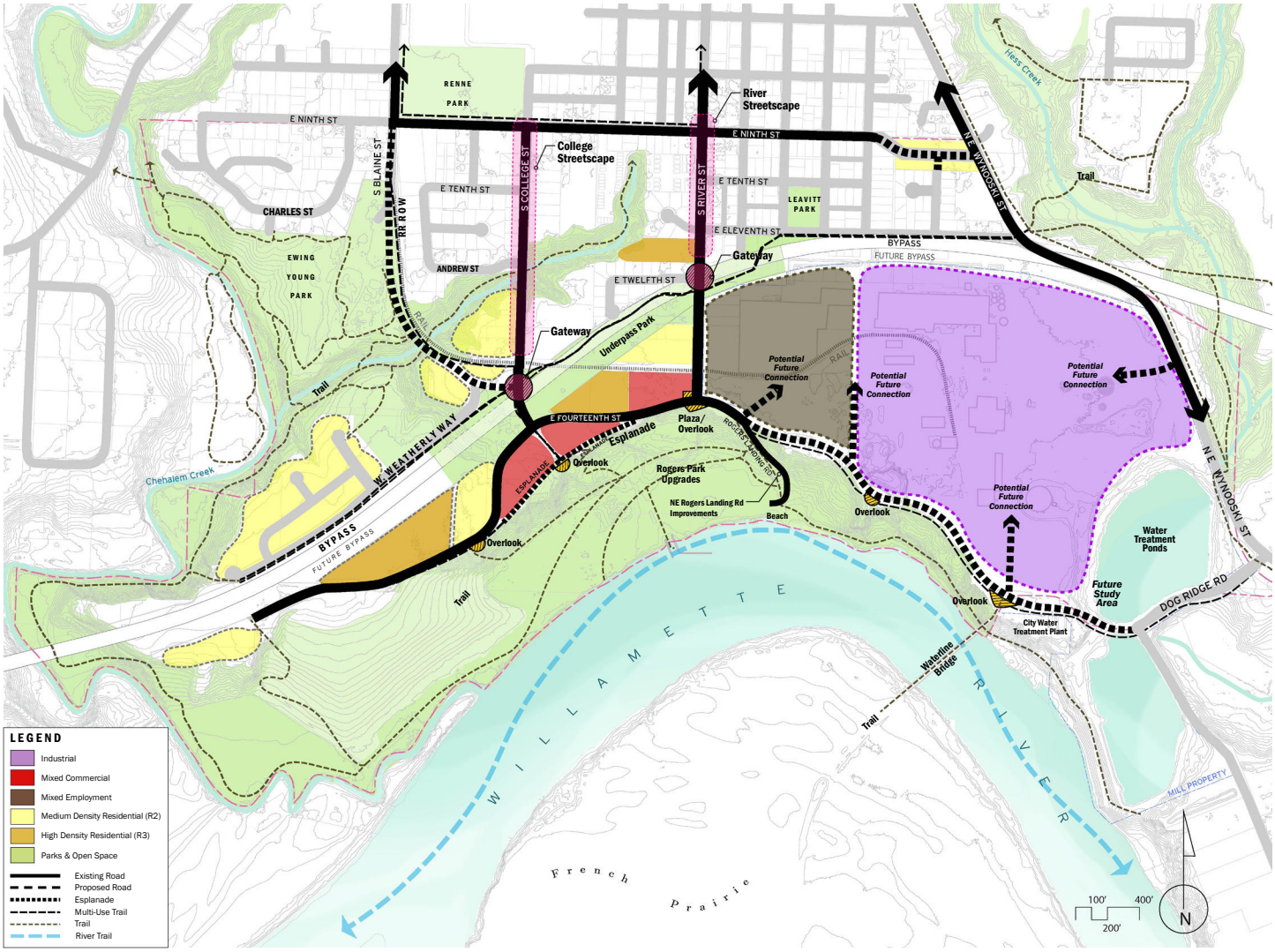


FIGURE 17. RIVERFRONT MASTER PLAN DIAGRAM – PREFERRED ALTERNATIVE ("ALTERNATIVE E")



FIGURE 18. RIVER STREET GATEWAY TO AN ACTIVE RIVERFRONT DISTRICT

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Streetscape Improvements. As documented in Appendix B, many areas of the Riverfront have sub-standard roadways, a lack of ADA curb ramps, and poor bicycle infrastructure. Though the specifics have yet to be determined, it is the intent of this Master Plan that new development help improve infrastructure of existing, developed neighborhoods in the Riverfront.

S River Street. As a primary connection between the Riverfront Area and Downtown Newberg, S River Street plays an important role in the Master Plan.

Mixed-Use Node. A new mixed-use node is envisioned at the northwestern corner of S River Street and E Fourteenth Street, with scenic views and greatly improved access to the Riverfront Area itself. This key development is a hub of activity in the Riverfront Area, with multi-modal connections providing safe, comfortable, and convenient travel throughout the area and into Downtown Newberg.



FIGURE 19. GATEWAY FEATURE EXAMPLES

This mixed-use area will be the hub of activity for the Riverfront and a destination for Newberg residents and visitors alike. With easy connections to the Riverfront Esplanade, downtown Newberg, and water activities, this is the ideal location for an ice cream social, date night, lunch break for nearby employees, or a host of other activities.



FIGURE 20. MIXED USE NODE EXAMPLES

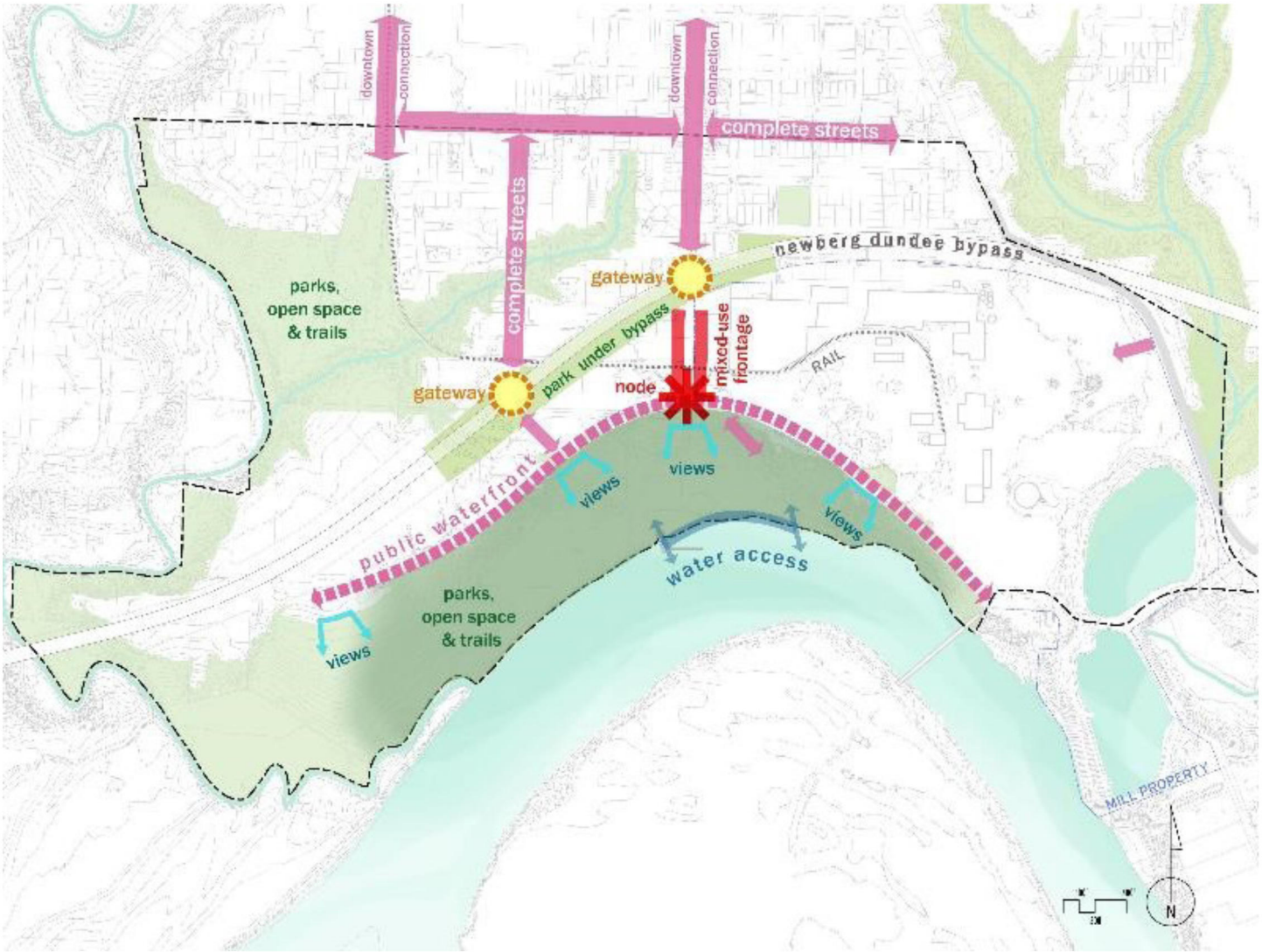
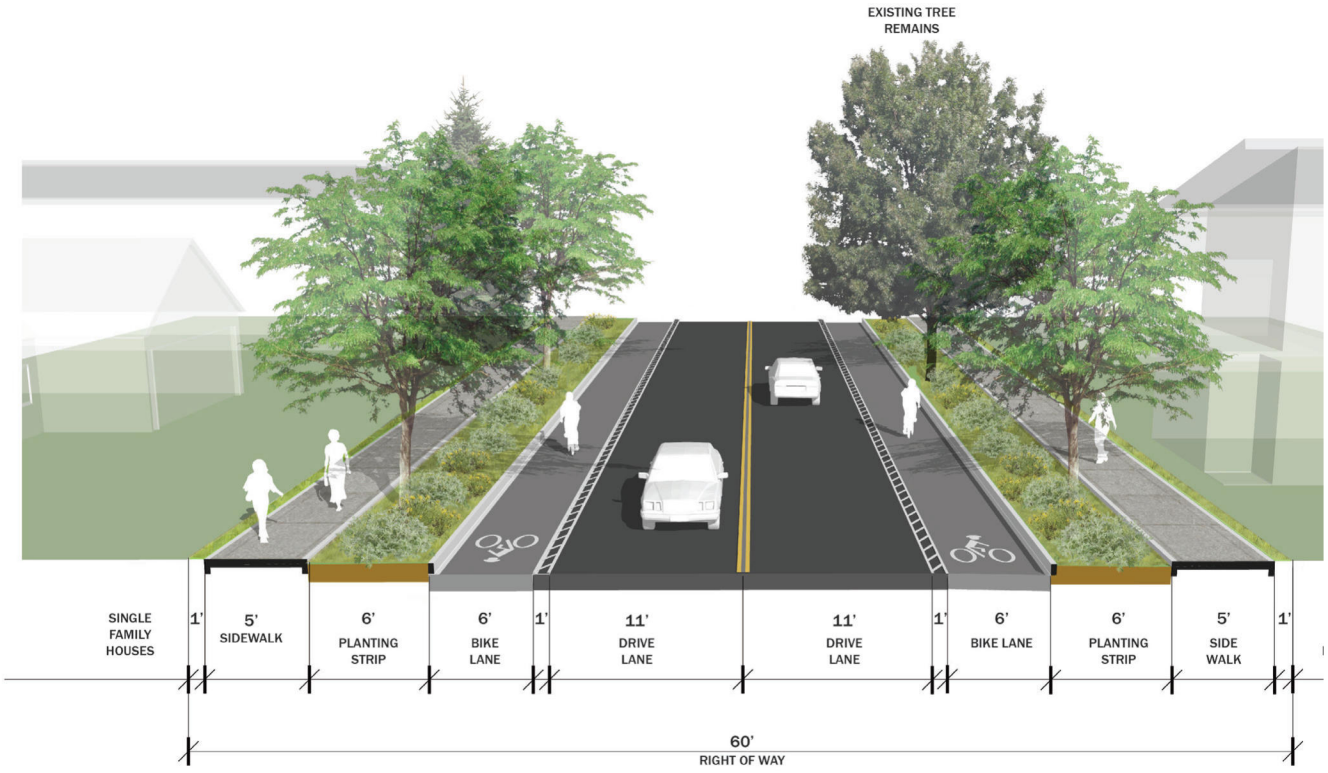


FIGURE 21. FOUNDATIONAL ELEMENTS OF THE RIVERFRONT MASTER PLAN



FIGURE 22. EXISTING RIVER STREET



RIVER STREET PROPOSED I 60' ROW

FIGURE 23. CONCEPT FOR S RIVER STREET, NORTH OF NEWBERG-DUNDEE BYPASS



FIGURE 24. VIEW OF WATERLINE BRIDGE, A POTENTIAL LOCATION FOR A BICYCLE/PEDESTRIAN CROSSING OF THE WILLAMETTE

LOCAL AND REGIONAL TRAILS

New trails that connect to the existing trail network were the most desired feature of the Riverfront Plan mentioned during the City's public outreach process. A network of trails are proposed throughout the Riverfront Area, connecting to parks in Newberg and to other destinations in the City and broader region. These trails are a combination of those adopted in the Chehalem Park & Recreation District's long-range plans and new ideas that have been identified in the Riverfront planning process. In the longer term, connections from Rogers Landing south across the Waterline Bridge to the French Prairie, and west to Dundee may be possible, in collaboration with CHPRD and other partners. These trails and connections are shown on Figure 25 and Figure 26. General cross sections of the different types of trails are shown in Figure 27 and Figure 28. Trails and connections through the area include:

- Extension of the existing Bypass Trail between S River St to S College St
- Existing and new trails in Ewing Young Park, and connections between the park and other parts of the Riverfront Area
- Local and regional trail connections within and to Rogers Landing and other locations along the Willamette River
- Connections east of NE Wynooski
- Trails along Chehalem Creek
- A prominent pedestrian esplanade at the top of the bluff west of S River Street, and potentially connecting further east along the southern edge of the Riverfront Industrial Site
- Multi-use path along Rogers Landing Road (Figure 29)

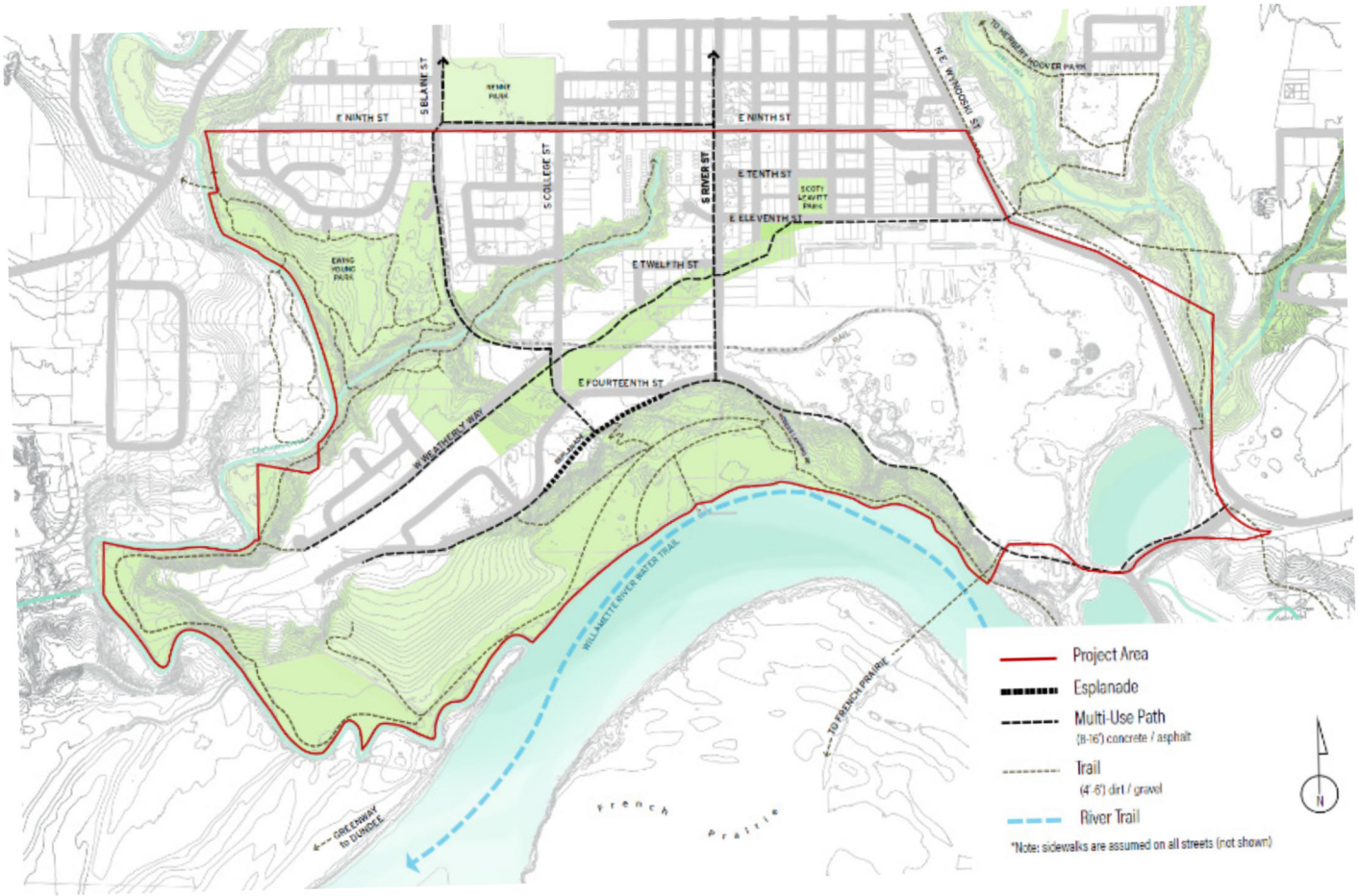


FIGURE 25. TRAILS, PATHS, AND RIVER TRAIL

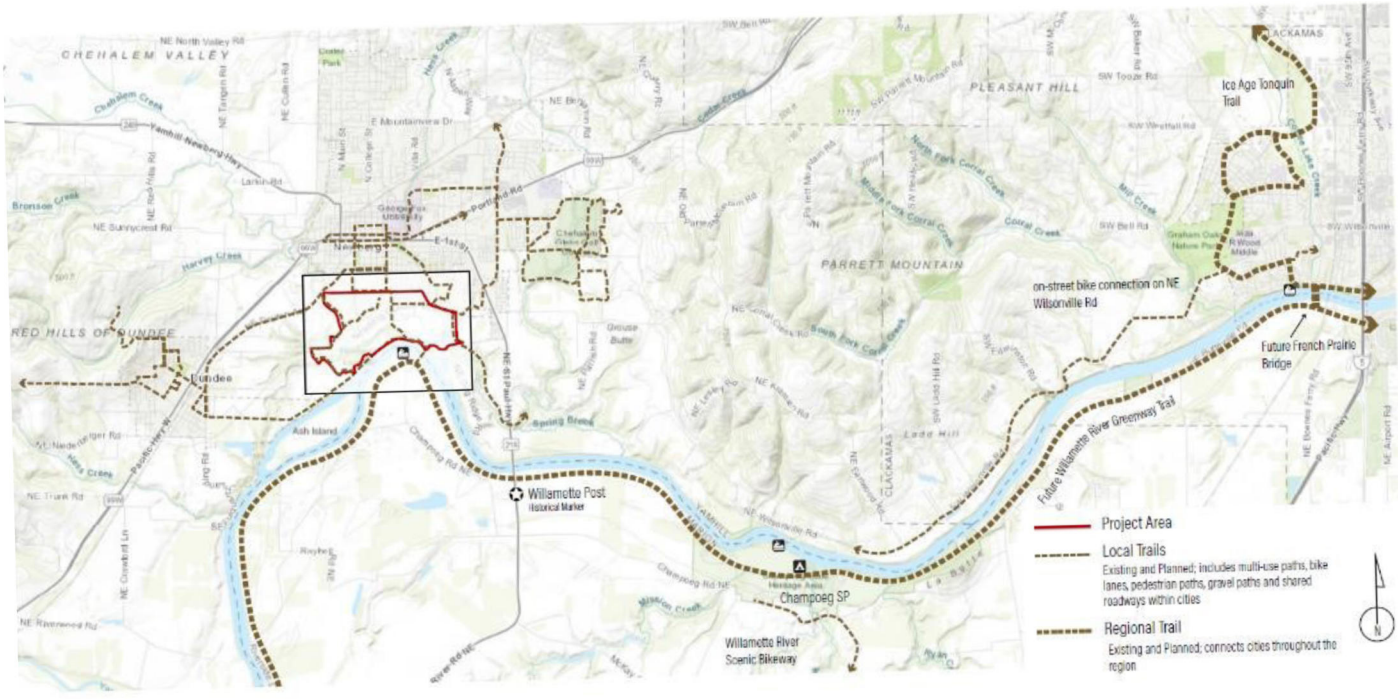


FIGURE 26. LOCAL AND REGIONAL TRAIL SYSTEM

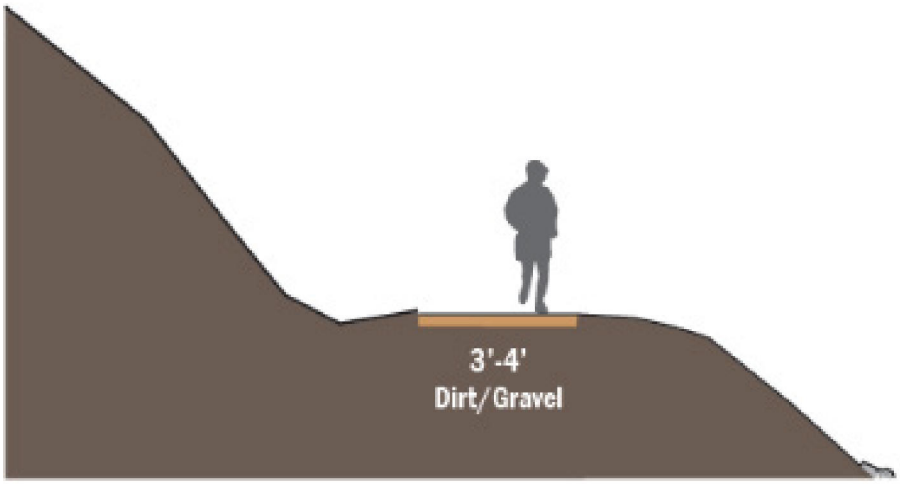


FIGURE 27. NATURE TRAIL CROSS SECTION

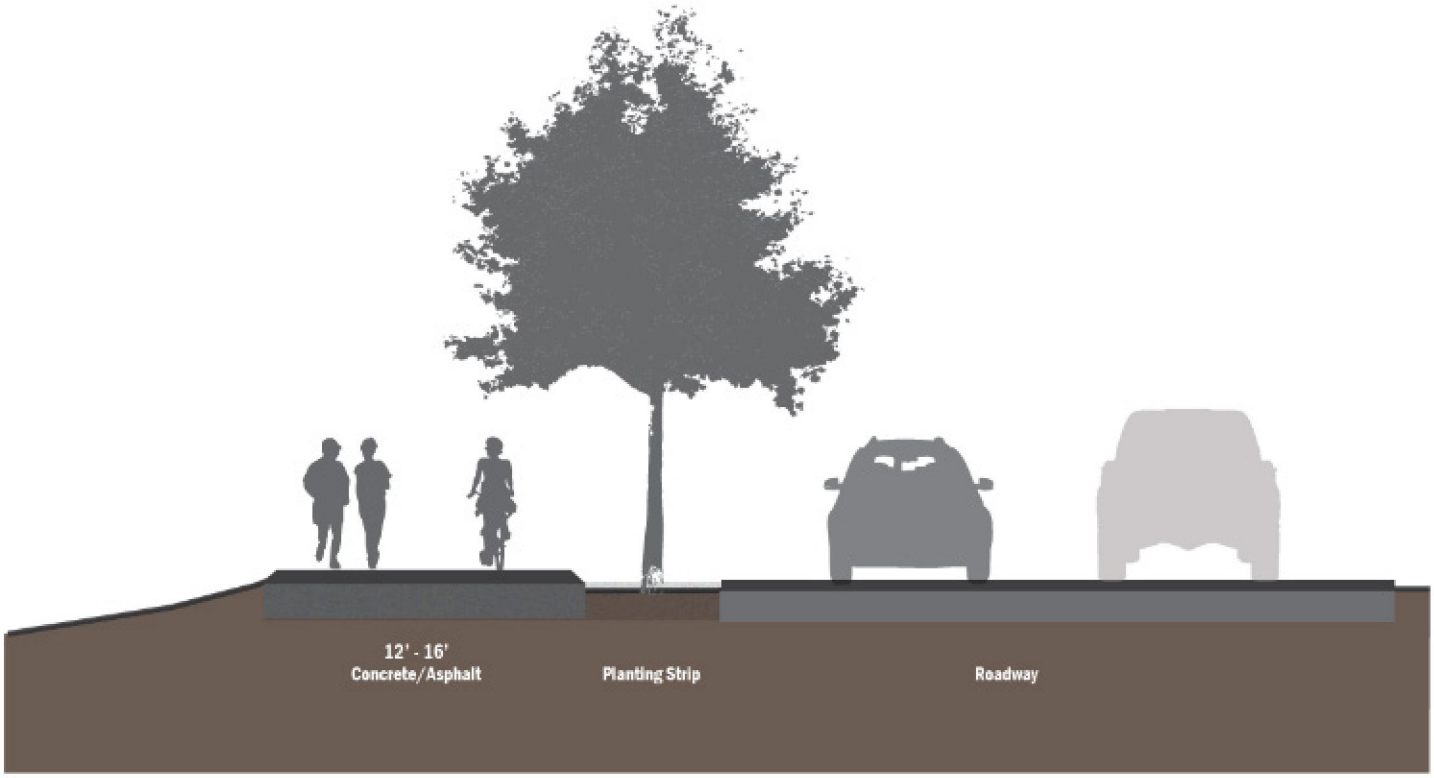


FIGURE 28. URBAN MULTI-USE TRAIL CROSS SECTION



FIGURE 29. CROSS-SECTION FOR ROGER'S LANDING ROAD MULTI-USE PATH

Water Trails

"Water Trails," or marked routes on navigable waterways for recreational use, are also a great opportunity for the Newberg Riverfront. Single- or multi-day trips along the Willamette River are a popular activity and may become more popular if the locks at Willamette Falls re-open. Figure 30 shows the distance from the Riverfront to other sites and amenities along the Willamette River.

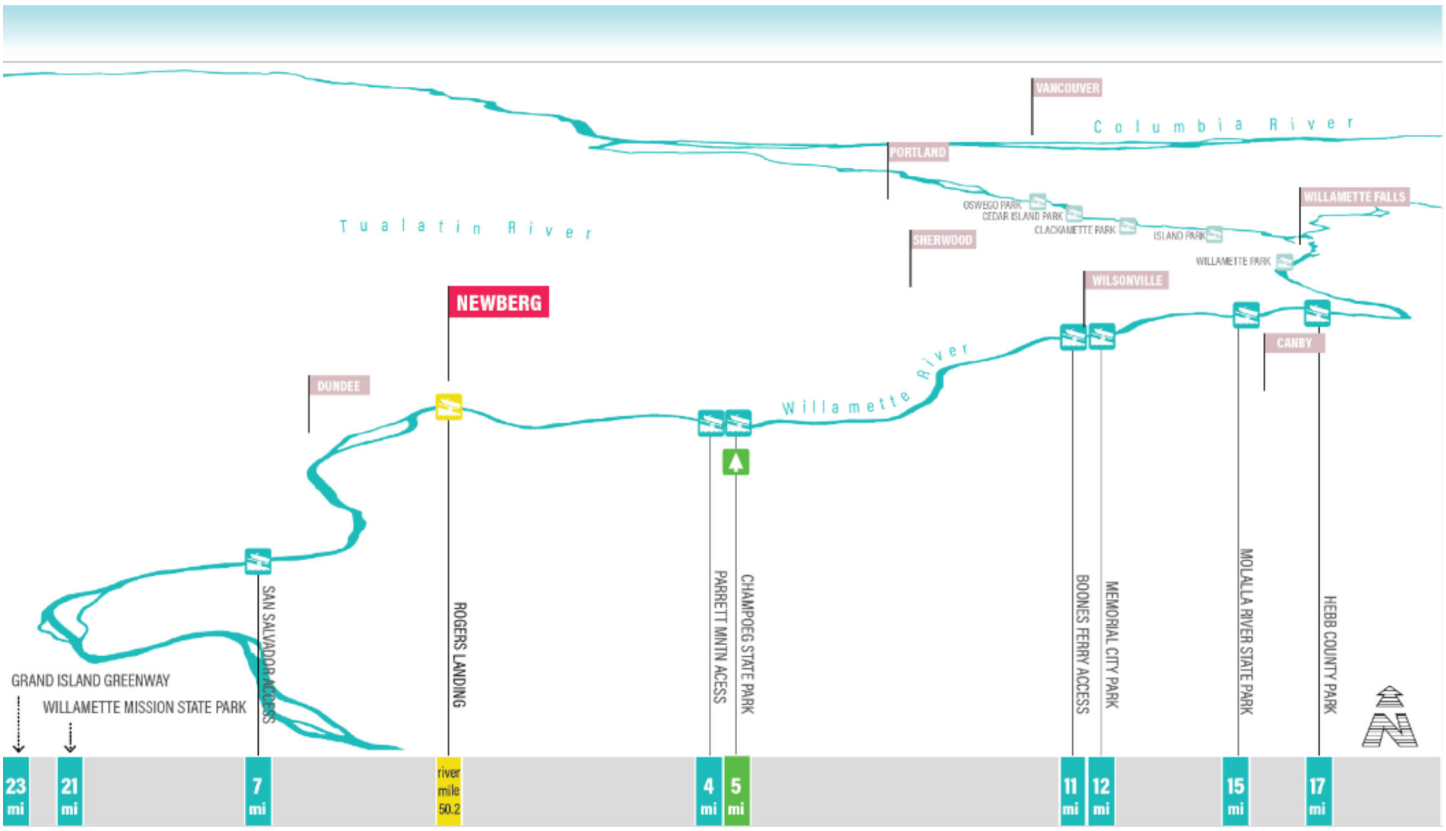


FIGURE 30. DISTANCE TO OTHER RIVER RECREATION AMENITIES

Examples of Riverfront Trails in Other Communities







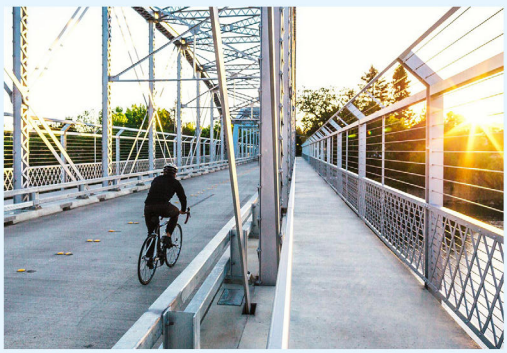




FIGURE 31. EXAMPLE OF MULTI-MODAL ESPLANADE WITH PEDESTRIAN-ORIENTED DEVELOPMENTS IN VANCOUVER, WA

STREETS AND STREETSCAPE IMPROVEMENTS

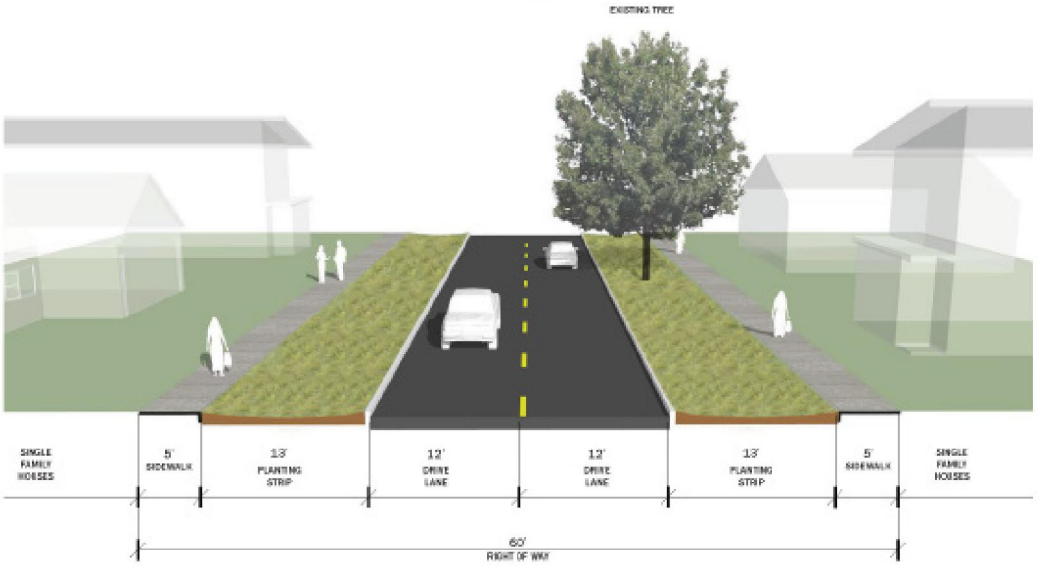
S River Street and S College Street are key connections from the Riverfront Area to the rest of the City of Newberg. These streets will provide safe and convenient access for people on foot, on bicycles, and in automobiles. The following figures show existing and proposed right-of-way cross sections for S River Street. Conditions of S River Street transition to a more urban and active streetscape south of the bypass, and three options for the location of on-street bicycle facilities are shown. Streetscape design details will need further study before adoption into the Newberg Transportation System Plan.



RIVER STREET NORTH OF E. NINTH STREET (looking north): 60' ROW



RIVER STREET BETWEEN BYPASS and E. NINTH STREET (looking north): 60' ROW



RIVER STREET EXISTING SECTION (looking north): 60' ROW

FIGURE 32. EXISTING CROSS-SECTION FOR SOUTH RIVER STREET

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FIGURE 33. TYPICAL MAJOR COLLECTOR CROSS SECTION FROM NEWBERG TRANSPORTATION SYSTEM PLAN

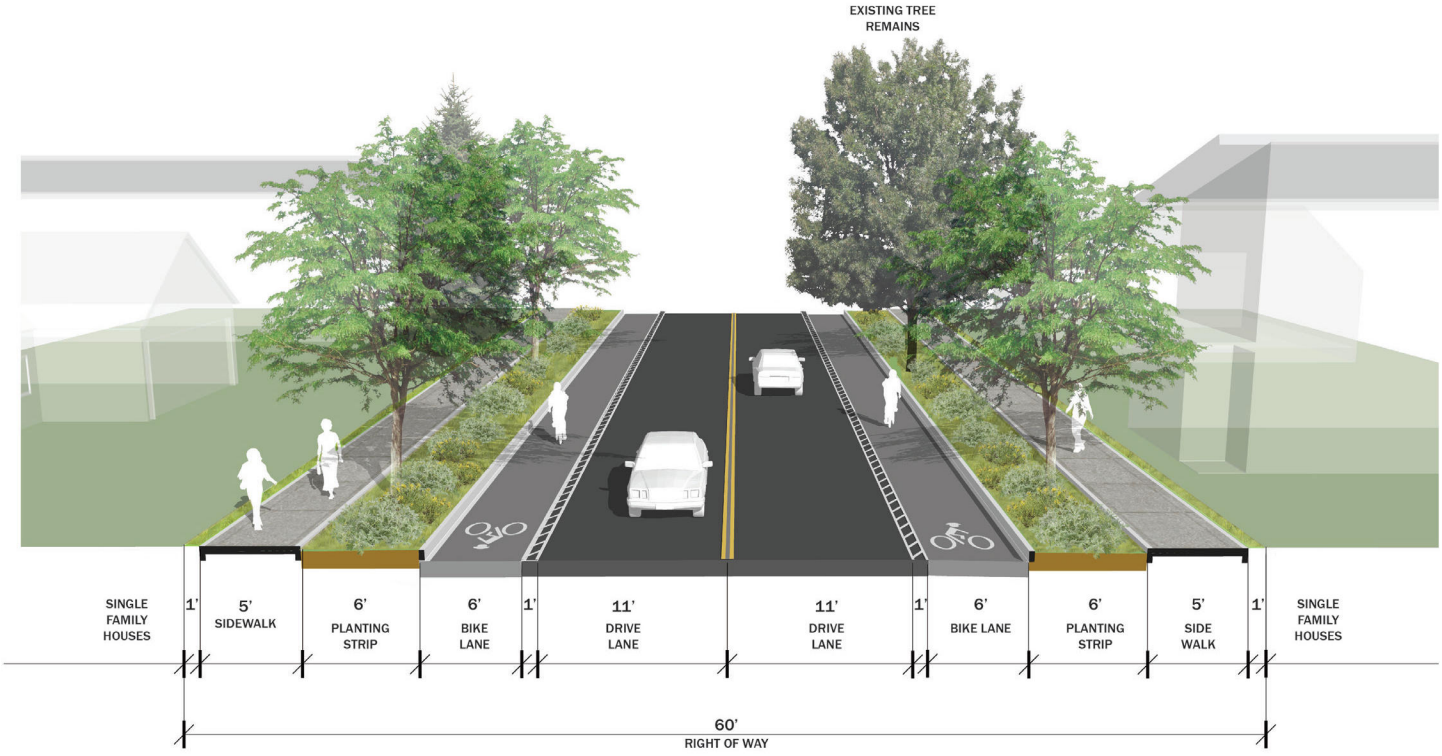
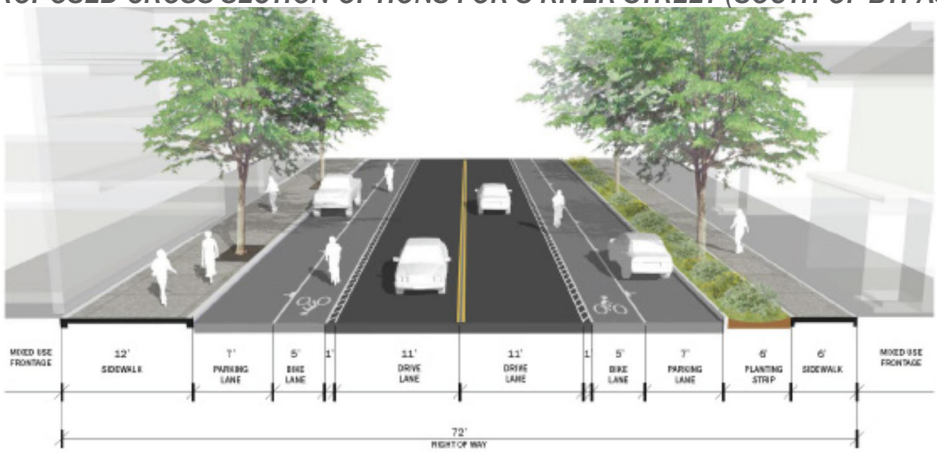


FIGURE 34. PROPOSED CROSS-SECTION FOR S RIVER STREET (NORTH OF BYPASS)

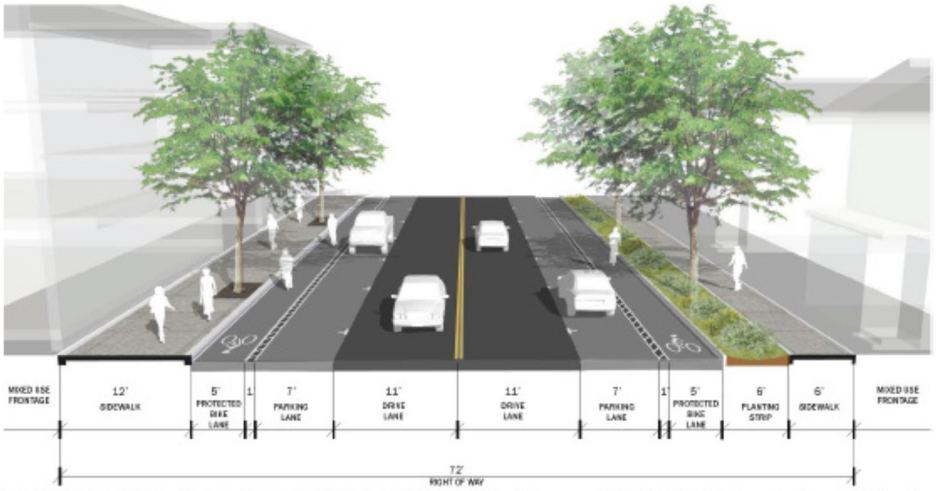
FIGURE 35. PROPOSED CROSS SECTION OPTIONS FOR S RIVER STREET (SOUTH OF BYPASS)



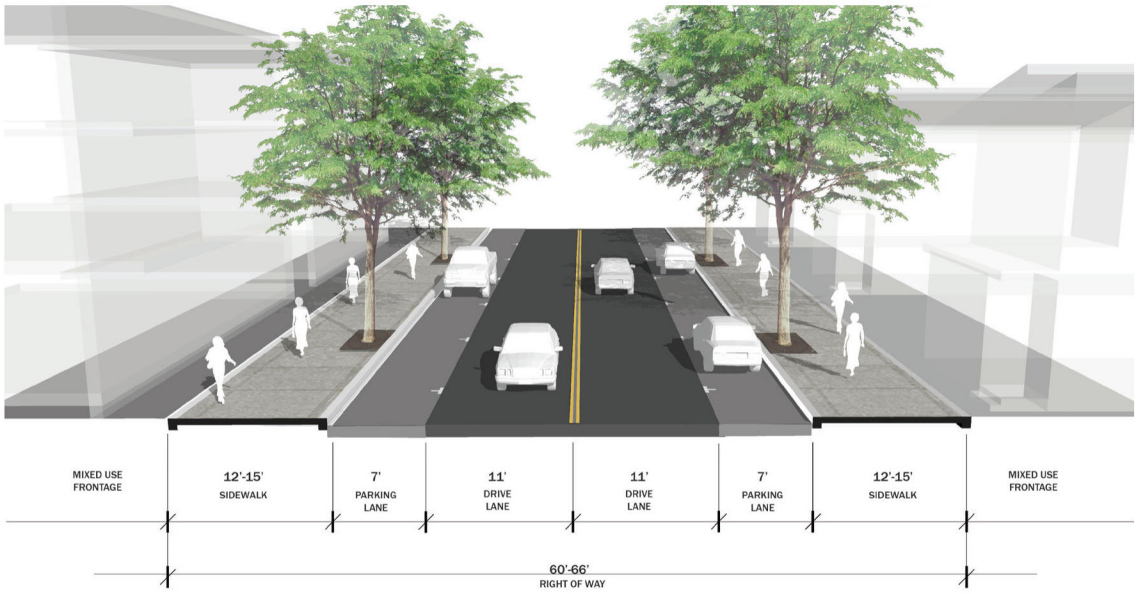
Existing S River Street



SOUTH RIVER STREET SOUTH OF BYPASS PROPOSED SECTION (looking north): 72' ROW, standard bike lane



SOUTH RIVER STREET SOUTH OF BYPASS PROPOSED SECTION (looking north): 72' ROW, cycle track bike lane option



RIVER STREET PROPOSED | 60'-66' ROW
SOUTH OF BYPASS

SIGNATURE PARKS



» **Riverfront Park**. Roger's Landing, and the open spaces adjacent to it, have the potential to be a signature greenspace along the Willamette River and an asset to adjacent development. All alternatives show improvements to the Riverfront in the vicinity of Roger's Landing. The specific design of the park will be a joint effort between the City, property owners at the riverfront, the Chehalem Park & Recreation District, Yamhill County Parks, Oregon State Marine Board, and the broader community – guided by the Riverfront Master Plan. Specific park improvements associated with each alternative are described in later sections.

» **Underpass Park**. The area generally between S River Street and S College Street beneath the Newberg-Dundee Bypass is an opportunity for a vibrant, active attraction that provides a transition between existing neighborhoods and the proposed new development south of the Bypass. A bypass park is a key feature of this plan and has received significant community interest. Figure 36 depicts concepts for this park, but a specific design will involve the City, Chehalem Park & Recreation District (CPRD), and Oregon Department of Transportation (ODOT). Any improvements must be designed with consideration for the future expansion of the Newberg Dundee Bypass.

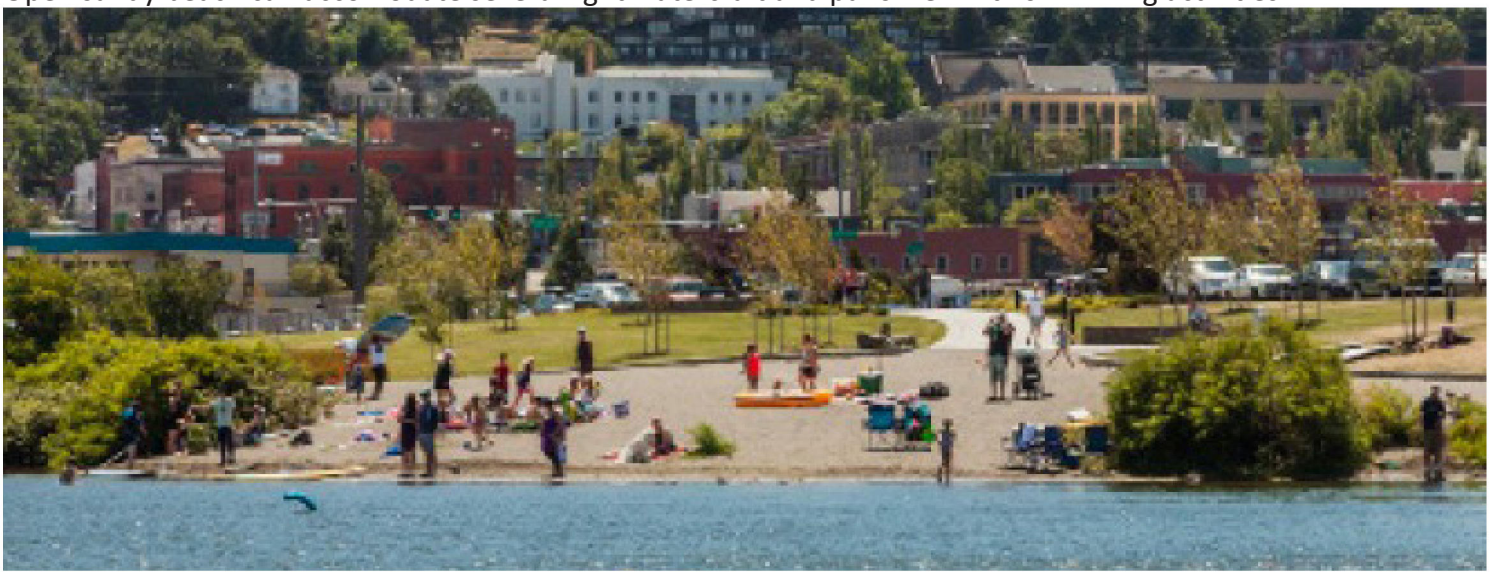
» **Ewing Young Park**. Newberg's Ewing Young Park includes a dog park, skate park, BMX track, a disc golf course and trails winding throughout. New trail connections to the park along the S Blaine Street Extension and Chehalem Creek tributary are shown on Figure 25.

» **Scott Leavitt Park**. Scott Leavitt Park lies just north of the Newberg-Dundee Bypass at S Columbia between E 10th and E 11th. It includes grassy fields, a basketball court, and playground facilities. The park is tied into the Riverfront Area's trail system via the Bypass Trail, as shown on Figure 25.

» **Amphitheater Area**. An outdoor amphitheater for hosting concerts, theater events, and other community events could be a good fit for park areas near Rogers Landing. Images of similar features in other communities are provided on the following pages.

» The conceptual park plan for the Riverfront Area taken as a whole is shown in Figure 36 This figure depicts how Newberg's existing parks and trails, the Riverfront Area's proposed new parks and trails, and multi-modal improvements on S College Street and S River Street work together to create a "green" network that draws people from downtown Newberg into the open space and waterfront amenities this plan provides – and vice versa.

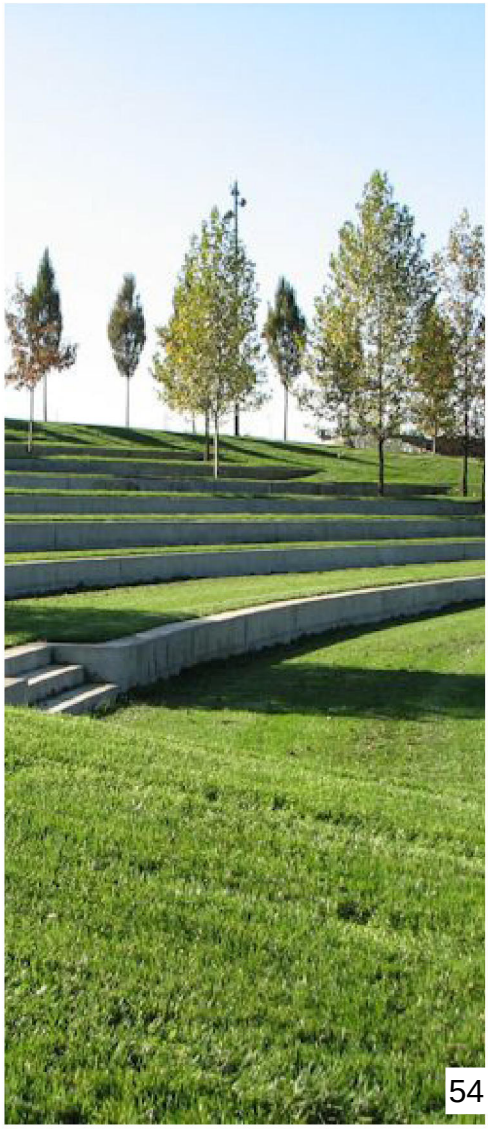
Open sandy beach can accomodate several light watercraft and pairs well with swimming activities.



Examples of ampitheaters built into hilly green areas.







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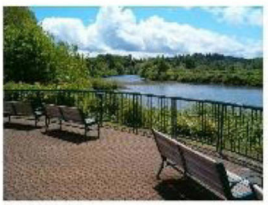
ESPLANADE


MULTI-USE PATH


OVERNIGHT MOORING


OVERLOOK


AMPHITHEATER


SKATE PARK


BASKETBALL


KIDS SPORTS FIELDS

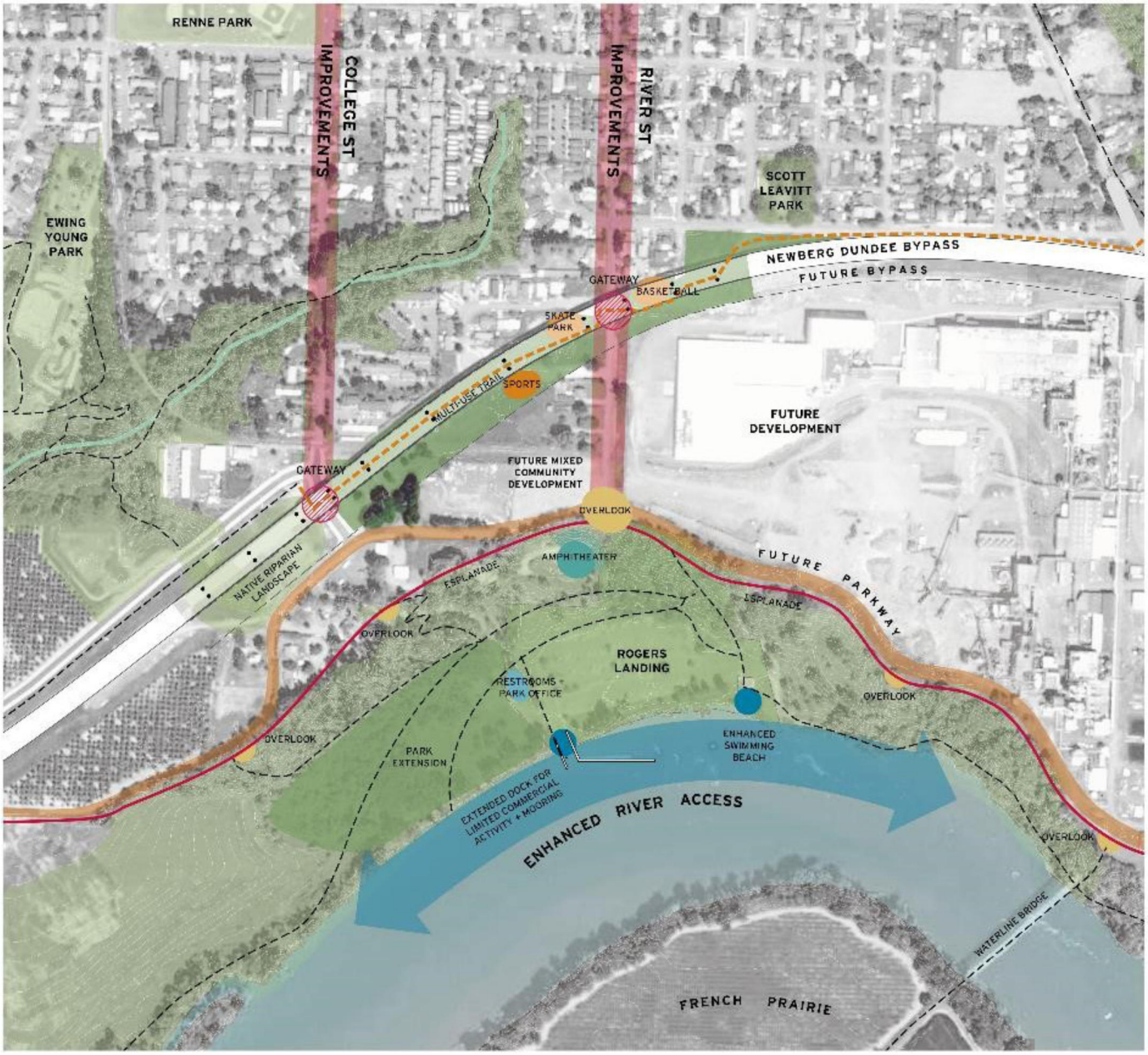


FIGURE 36. CONCEPTUAL PARK PLAN



FIGURE 37. POSSIBLE USES AND DESIGN OF AN UNDERPASS PARK



IMPLEMENTATION

How Will the Plan be Carried Out?

The Newberg Riverfront Master Plan is intended to be a guiding document, providing direction for future actions related to projects to be undertaken and the partnerships to be formed to carry out a clearly defined vision, a set of guiding principles, and the conceptual plan for urban form, land use and transportation. Community partners include but are not limited to Chehalem Park and Recreation District, Yamhill County, Oregon Department of Transportation, and property owners. The Plan will be implemented in steps. Some actions will be initiated immediately; others will be initiated in the years to follow.

There are projects, actions, and partnerships that are expected to serve as catalysts for investment, development and redevelopment. In some cases, these catalyst activities require a refinement study to pin down a concept, a location, a footprint, or criteria for subsequent development proposals. Accordingly, the strategy identifies preliminary "setup" tasks or staffing resources/actions needed to enable projects to move forward (e.g., land assembly, property owner coordination, etc.). The Plan also proposes amendments to the City's Comprehensive Plan and Development Code to carry out Plan intent and to achieve the uses, character, and densities envisioned.

Over time, certain major improvements will be made through a variety of funding sources,

potentially including urban renewal. Other improvements will be the responsibility of proposers of specific development activities. One or more of the catalyst projects may come about as a result of a "public-private partnership", a contractual arrangement tailor-made for each situation by which the public sector authority assigns certain functions or responsibilities to a private developer.

The important point is that the Riverfront Master Plan is both a community partnership and a long-term plan for the revitalization and growth of the area for decades to come, in alignment with a vision for the future of the area established by the community.

INCREMENTAL IMPLEMENTATION STRATEGY

The Riverfront Master Plan Incremental Implementation Strategy is described in greater detail in Appendix E - Implementation Strategy Memo. It focuses on the projects to be undertaken and the partnerships to be formed to carry out a clearly defined vision, a set of guiding principles, and the conceptual plan for urban form, land use and transportation. Community partners include but are not limited to Chehalem Park and Recreation District, Yamhill County, Oregon Department of Transportation, and property owners. The Plan will be implemented in steps. Some actions will be initiated immediately; others will be initiated in the years to follow.

This strategy allows the City of Newberg to review the Master Plan implementation on a regularly scheduled basis and make amendments as opportunity or changing community and economic circumstances necessitate. Should there be a desire to change implementation priorities or shift the emphasis of a particular project, this action plan and update process provides the mechanism for doing so within the context of reviewing the plan as a whole.

In addition, the strategy identifies those short-term actions needing to occur in each of the next three years to set the stage for the activities to be programmed for the next year. The Implementation Strategy calls for the City to develop and maintain a short-term strategic action plan for phasing and carrying out the Plan's improvements and actions.

Action Plan Concept

For a plan to be the "chart for change" it is intended to be, it must be accompanied by an implementation program – a strategy indicating the appropriate tools, actions and timelines for carrying out the plan. The Implementation Action Plan to carry out the Newberg Riverfront Master Plan focuses on the following:

- Changes to the City's Comprehensive Plan, development code, and implementing ordinances
- Future infrastructure improvements
- Development and community projects important for creating a climate of investment within the area
- Actions to be taken and partnerships to be formed
- Sources of funding for improvements within the area
- Time frame for initiating key actions and projects.

How the Strategy Works

The Plan's vision and desired outcomes should be examined on a regularly scheduled basis to ascertain the current status of progress in achieving them and actions for moving ahead in each of the next three years. The activities for Year 1 should be tied to the City's annual operating budget. The activities identified for Year 2 and Year 3 would serve as a placeholder or indication of anticipated action-related resource needs for the coming two years. While the status of these activities should be reviewed and

subsequent activities adjusted as necessary on a regular basis, the strategy should retain the flexibility to accommodate other high-priority projects, projects that require immediate funding, or projects that can be opportunistic as partnerships arise with other agencies.

The City should identify the coordinating body responsible for the monitoring, development, and update of the Incremental Implementation Strategy, and for the coordination of the various City departmental activities to fund and/or carry out the strategy. City staff or the identified coordinating body would provide the City Council with a regularly scheduled status report on implementation activities. This regular monitoring, reporting, and updating help to keep the Riverfront Master Plan flexible and current, keeps all City departments and project partners focused on carrying out this important public policy objective, and keeps the implementation of the Riverfront Master Plan on the "front burner."

Types of Strategies

Implementation strategies are broken down into three broad categories:

1. **Regulatory Actions**. These include changes to the existing development code and supporting documents. Regulatory actions also include new programs or regulations necessary to implement the Riverfront Plan. Regulatory actions are covered briefly here and will be covered in separate memos that focus on regulatory changes.
2. **Funding and Organizational Strategies**. These include projects to support existing businesses and bolster economic activity within the Riverfront.
3. **Infrastructure Investments**. These include streetscape and other multimodal improvements (bicycle, pedestrian ,and transit), as well as stormwater, wastewater, and other infrastructure projects. Several of these projects are interconnected and, where appropriate, identified in the same time frame for completion. Where feasible, **Quick Win** projects are identified where improvements can be completed with relatively little cost and build momentum for the Riverfront Area.







SUMMARY MATRIX OF IMPROVEMENTS AND ACTIONS

Key

✔	Study; Design and Engineering
✔	Implement Program or Build Improvement
	Continue; ongoing action

Improvements and Actions	Near Term				Mid-Term	Long Term
Target Year:	1	2	3	4	5 - 10	10+
	'20	'21	'22	'23	'24 - '29	'30 onwards
1. Regulatory and Administrative Actions						
a Comp. Plan Amendments	✔					
b Zoning Code Changes	✔					
2. Funding, Studies and Organizational Actions						
A. Organizational						
a Conduct an Urban Renewal Feasibility Study	✔					
b Urban Renewal District and Board Creation		✔				
c Urban Renewal Plan and Report		✔				
d Urban Renewal District Formation		✔				
e Riverfront Implementation Working Group		✔	✔			
f Baker Rock Partnership		✔				
B. WestRock Site						
a Maintain relationship with the industrial site's owners						
b Pursue (EPA) Brownfields Grants					✔	✔
c Identify options for the industrial site's ponds					✔	✔
d Pursue development of property west of S River St					✔	✔
C. Evaluate and Consider Implementing Other Tools						
h Evaluate Anti-displacement Measures			✔	✔		
i Multifamily Housing Tax Incentive Program	✔	✔				
j Opportunity Zone/Fund	✔	✔				
k Construction Excise Tax Study	✔	✔				
l New Market Tax Credits				✔	✔	
m EB-5 Program				✔	✔	
l Other District Infrastructure Funding Tools				✔	✔	

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Key

✔	Study; Design and Engineering
✔	Implement Program or Build Improvement
	Continue; ongoing action

Improvements and Actions	Near Term				Mid-Term	Long Term
Target Year:	1	2	3	4	5 - 10	10+
	'20	'21	'22	'23	'24 - '29	'30 onwards
3. Infrastructure Improvements, Projects, and Actions						
A. Quick Wins						
a Selected Rogers Landing Improvements	✔	✔	✔	✔		
b Underpass Park	✔	✔	✔	✔		
B. Transportation						
a Esplanade and Overlooks					✔	
b S Blaine Street Extension					✔	✔
c Rodgers Landing Extention						
d S College Street Improvements					✔	✔
e S River Street Improvements					✔	
f E Ninth Street Improvements					✔	
g Wynooski Street Improvements					✔	✔
h E Fourteenth Street Sidewalks					✔	
i E Eleventh Street Sidewalks					✔	
j E Ninth Street Bike Boulevard					✔	
k E Eleventh Street Bike Boulevard					✔	
l N Blaine/E Hancock Signal					✔	
m S Blaine St/E First Signal					✔	
n Trolley					✔	
C. Parks and Open Space						
a Esplanade and Overlooks			✔	✔	✔	
b Gateways	✔	✔		✔		
c Rogers Landing Improvements			✔	✔	✔	
d Waterline Bridge Improvements					✔	✔
D. Stormwater, Wastewater, and Other						
a Water Distribution System Improvements				✔	✔	✔
b Wastewater System Improvements				✔	✔	✔
c Stormwater System Improvements				✔	✔	✔
d Regional Stormwater Faciltiy Study					✔	✔

REGULATORY ACTIONS

Regulatory actions are an essential first step toward realizing the vision of the Riverfront Master Plan. Changing City regulations is also squarely within the City's authority, whereas other actions described later require the City to work with other public agencies or private entities to effect change.

Amend the Comprehensive Plan to Reflect the Intent of the Riverfront Plan

The City of Newberg's Comprehensive Plan is a set of policies and map of land use designations that guide growth and development within the Newberg Urban Growth Boundary (UGB). It includes several existing policies related to the Riverfront District, put into place by the 2002 Riverfront Master Plan, many of which need to be revised because they are out of date or inconsistent with the current vision for the area.

Updates include:

- Removing references to the "Smurfit Newsprint Processing Plant"
- Revising policies to more closely match the vision and goals of this plan
- Updating references to the Newberg-Dundee bypass
- Amending the boundary of the Riverfront District classification to include the Riverfront Industrial Site.

Detailed changes to the Comprehensive Plan are provided in the Appendix F - Comprehensive Plan memo.

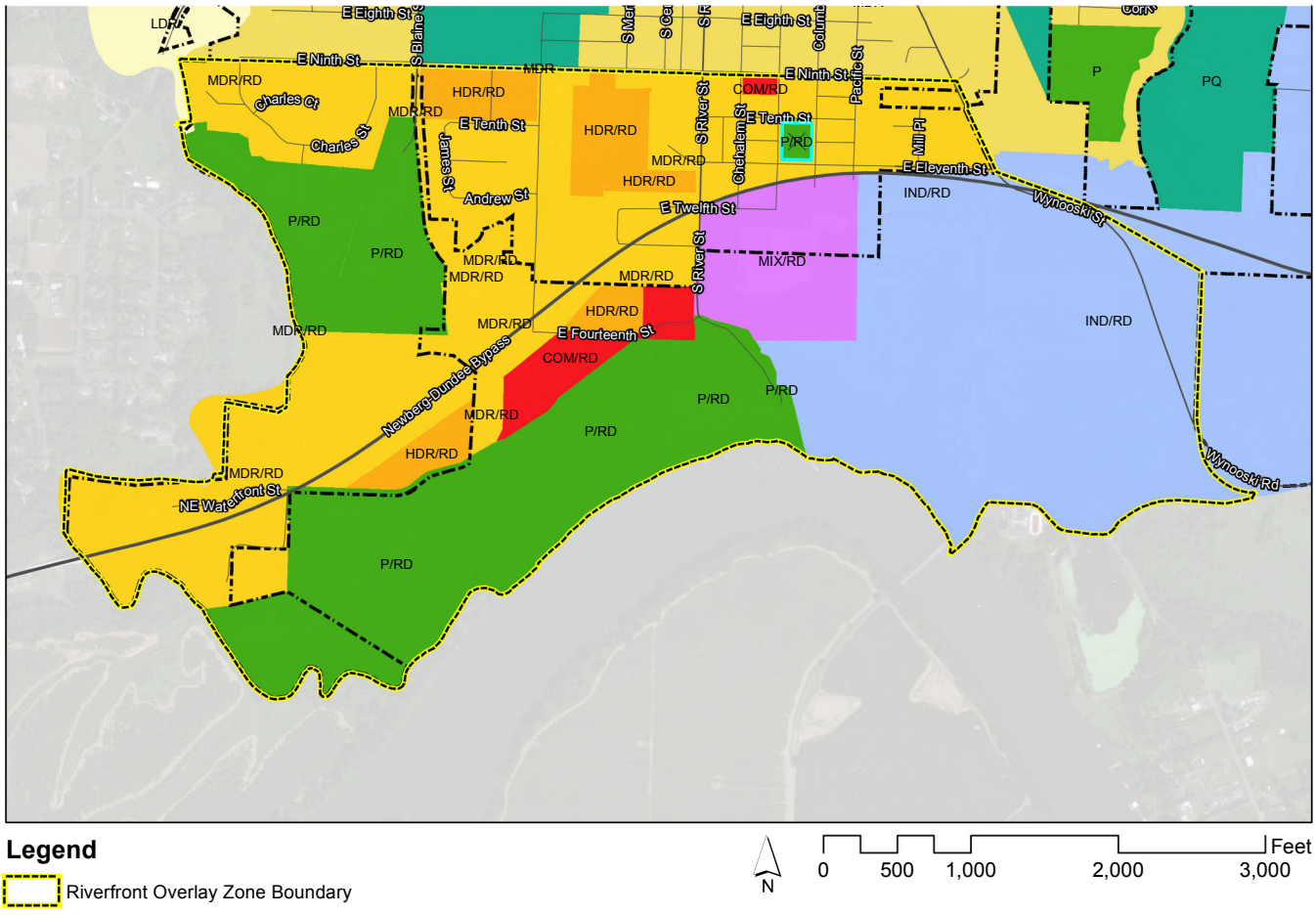


FIGURE 38. PROPOSED COMPREHENSIVE PLAN DESIGNATIONS

Amend the Zoning Map and Development Code to Reflect the Intent of the Riverfront Plan

This Master Plan will be implemented by a combination of the Riverfront Subdistrict and the base zoning of individual parcels in the area as described in this section.

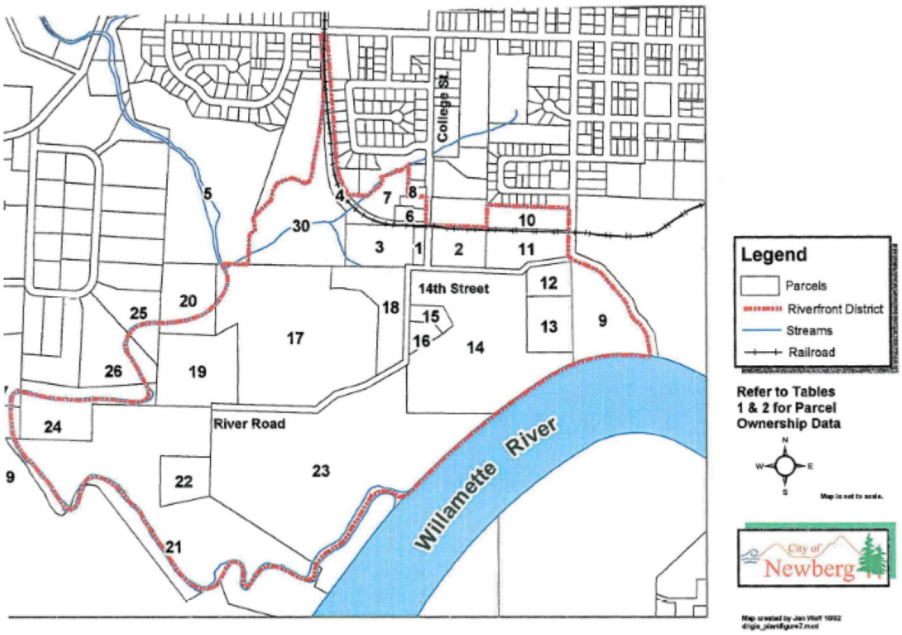


FIGURE 39. MAP SHOWING RIVERFRONT DISTRICT ESTABLISHED IN THE 2002 RIVERFRONT PLAN

The Riverfront Subdistrict

As part of the City of Newberg's 2002 Riverfront Master Plan, the City created the Riverfront Subdistrict (15.352) to encourage access to the Willamette River and allow for specific design standards for development in the area. For this Master Plan Update, we recommend amending this overlay as the primary zoning vehicle to implement the plan for the following reasons:

- Updating the existing zoning regime, rather than relying on entirely new code language, will reduce the amount of new and unfamiliar material for the City to administer.
- The Riverfront Subdistrict applies to several properties today – removing this sub-district would change the zoning designation on these properties whereas amendments to the text may be seen as less of a change.
- One of the key components of the Riverfront Master Plan is a cohesive district-focused set of design and connectivity requirements. This can be more easily accomplished with one unifying set of standards within a sub-district than across several base zones.

Today, the Riverfront District lies mostly outside of the Newberg City Limits (but within the Urban Growth Boundary). It should be noted that the Newberg Development Code currently identifies the Riverfront Subdistrict overlay with a RF designation, but the Comprehensive Plan and Zoning Maps were adopted with an RD overlay designation. To address this inconsistency, the amendments include changing all RF code references to RD. All new code language will use the RD overlay designation.

The key features of the overlay zone include:

- Zoning designations that allow for a mix of uses in the riverfront area, including employment, housing, commercial, active and passive open space, and water uses
- Requirements for pedestrian-oriented development
- Buffers and/or transitions between industrial uses and other uses
- Multi-modal connections within the study area and to other destinations
- Commercial uses related to Rogers Landing (boat rentals, concessions)
- Visual and physical access to the river

Base Zones

In addition to the Riverfront Overlay, there are two additional zoning designations intended to implement the Riverfront Master Plan.

Riverfront Commercial (C-4) Zone

The City of Newberg currently has a C-4 Riverfront Commercial District, which was created by the 2002 Riverfront Master Plan, intended to be consistent with the COM/RD designation of the comprehensive plan. This zoning designation is not applied to any parcels in Newberg, as the commercially-designated area of the Riverfront District lies outside the current City Limits.

The purpose of the C-4 zone is to allow a mix of uses that:

- Provides a variety of retail and commercial service type uses that benefit from proximity to the river
- Encourages physical and visual access to the Willamette River through pedestrian connections to the Riverfront Area's trail network and river viewpoints
- Ensures compatibility of development with the surrounding area and minimizes impacts on the environment

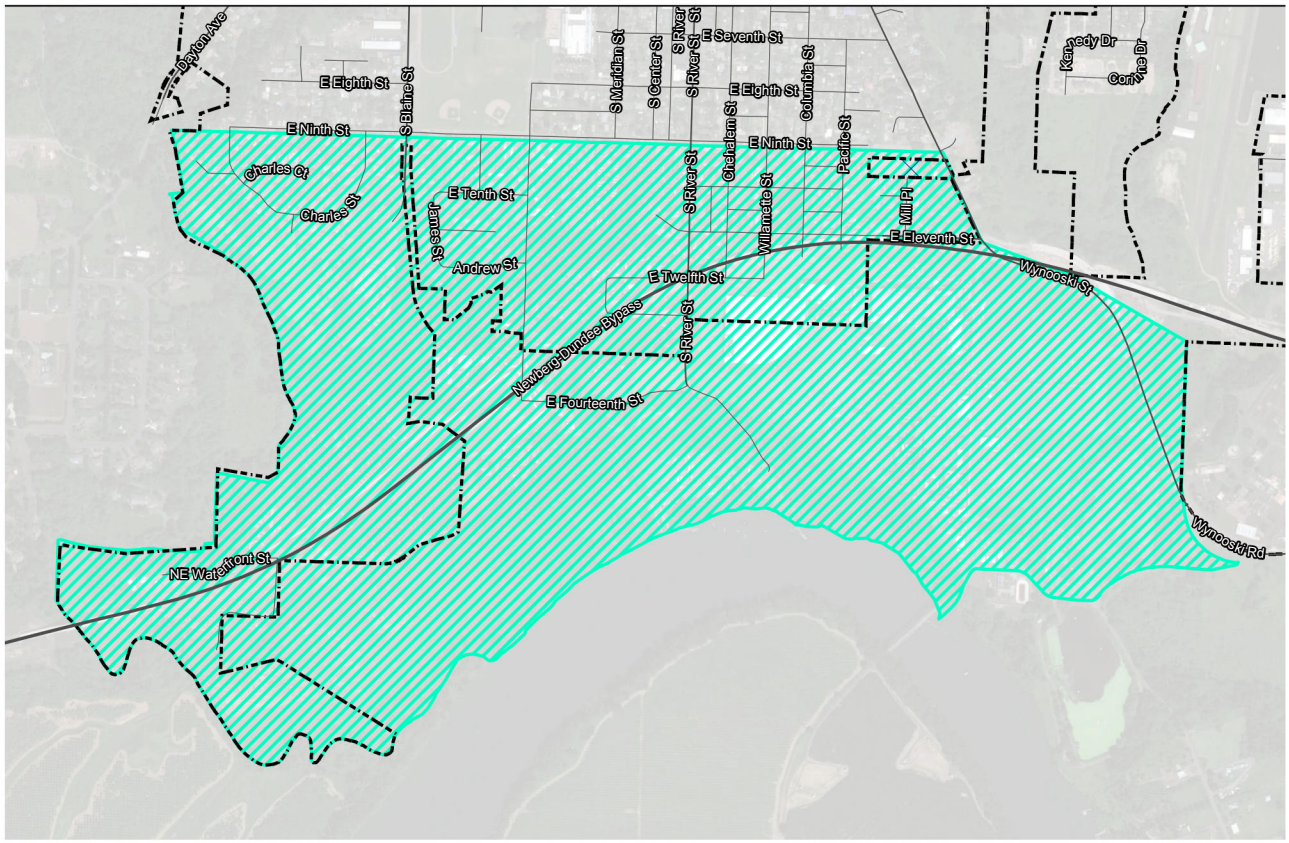


FIGURE 40. RIVERFRONT DISTRICT OVERLAY MAP

Mixed Employment Zone

The new Mixed Employment (M-E) Zone allows for a mix of light industrial and limited commercial uses intended to create a buffer between heavy industrial uses and pedestrian-friendly, mixed-use development within the core of the Riverfront District. With the establishment of a new zone that implements the Industrial and Mixed-Use Comprehensive Plan designations, the City or individual property owners may consider applying the M-E zone elsewhere in Newberg. Amendments to the Newberg Development Code that implement the new M-E zone are included in Appendix G - Zoning Code memo.

Industrial Zoning

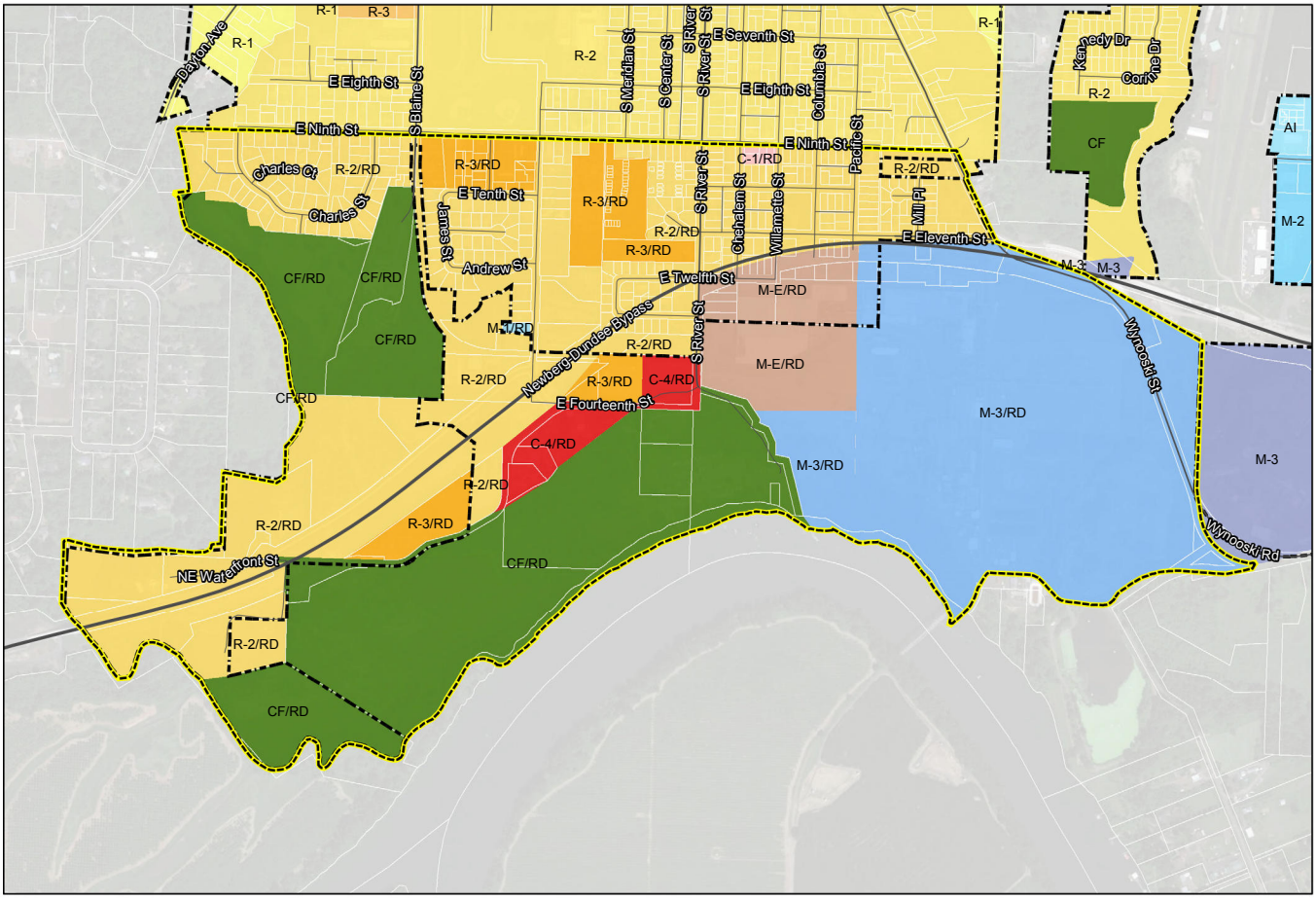
No changes to the comprehensive plan designation of the eastern portion of the Riverfront Industrial Site are proposed. If the property were to annex to the City of Newberg, it would be given one or more industrial zoning designations. The most appropriate designation(s) will depend upon the specific uses and circumstances of the annexation.

Community Facilities Zone

The Community Facilities (CF) zone will allow for the continuation and improvement of park and recreation uses throughout the Willamette Riverfront. Ewing Young Park is also zoned CF.

Residential Zones

Residential land is zoned either R-2 Medium Density Residential or R-3 High Density Residential. Within the Riverfront Overlay District, specific design requirements apply, including orientation toward the esplanade and providing a pleasant pedestrian environment.



Legend

Riverfront Overlay Zone Boundary

City Limits

N

0 500 1,000 2,000 3,000 Feet

FIGURE 41. PROPOSED ZONING DESIGNATIONS

FUNDING, STUDIES, AND ORGANIZATIONAL ACTIONS

The actions below enable all of the big ideas to be realized, transcending any one individual concept. These actions provide the funding mechanisms and organizational structure for carrying out the other projects and actions in the Plan. These actions include:

Conduct an Urban Renewal Feasibility Study and Plan that includes the Riverfront

Urban Renewal is typically the most powerful tool available for Cities seeking to renew or redevelop a specific area or district. Urban Renewal enables Cities and other government agencies to plan, fund, and implement significant public infrastructure improvements, and thereby catalyze private development.

Consider Appointing a Riverfront Implementation Working Group or Committee

Plans that enjoy the support of a dedicated group or committee are more likely to be implemented over time. Following the completion of downtown plans, merchants' associations or Business Improvement District (BID) boards are often an important constituent group that works to see that the recommendations in a plan are implemented.

Explore Partnering with Baker Rock Property Owners

A public-private partnership with Baker Rock may help realize the City's vision for developing property at the terminus of S College Street and the envisioned pedestrian esplanade. There may be opportunities for the transfer of property adjacent to the Willamette River to the park district for parks, trails, and open space uses.

Riverfront Industrial Site

The Riverfront Industrial Site remains an important part of the Riverfront Area given its size and impact on access to the area, regardless of whether it remains an industrial operation or transitions to an alternative use in the future. In the coming years, we anticipate several associated projects and studies to take place in partnership with the site's owners. If or when the time comes that the owners of the Riverfront Industrial Site decide to transition the site to an alternative use, these studies will lay the foundation to transition some of the land to employment, lodging, commercial, and/or public open space uses. Some of the strategies for supporting the Riverfront Industrial Site include:

- Pursue Brownfields Grants from the EPA and/or other agencies.
- Maintain a strong working relationship with the Riverfront Industrial Site owners and pursue partnership opportunities.
- Identify alternative options for the industrial site's ponds. If industrial uses shrink in the future, the need for the wastewater treatment ponds may be reduced. Transitioning these ponds to tax-generating uses, stormwater facilities, and/or open space should be a long-term goal.

- Pursue development of property west of S River Street. The property at the terminus of S River Street is a key node for the Riverfront Master Plan. Its development as a mixed use node has many community benefits and should be pursued by the City in partnership with property owners.

Evaluate and Consider Implementing other Funding and Tools

The State of Oregon enables the use of a variety of tools to help facilitate development as envisioned within this Plan and they should be considered for application within the Newberg Riverfront. These tools include:

- Evaluate anti-displacement Measures for the Riverfront Area and nearby neighborhoods
- Multifamily Housing Tax Incentive Program (MHTIP)
- Opportunity Zones and Opportunity Funds
- Construction Excise Tax for Affordable Housing
- New Market Tax Credits
- EB-5 Program
- Other District-Infrastructure Funding Tools

INFRASTRUCTURE IMPROVEMENTS, PROJECTS, AND ACTIONS

The following sections provide additional detail about the specific infrastructure projects. The implementation of these projects first requires identifying the actions and preliminary subtasks that need to be taken, as well as the timeframe within which they should be initiated (and by whom).

Quick Wins

Identifying and planning for some highly-visible, high-impact activities and projects will help to promote and generate ongoing support for the Newberg Riverfront Plan. These "quick wins" help to keep the team and community engaged and energized, particularly through less visible activities like data collection and analysis. The Underpass Park and some of the improvements at Rogers Landing Park are two quick wins identified for the Newberg Riverfront. Improvements to Rogers Landing Park and development of the Underpass Park will likely have initial phases that are "quick wins", followed by other phased improvements. Additional quick wins should be identified as the implementation strategy shifts to accommodate priorities and budgets.

- **Rogers Landing**. Within Rogers Landing, quick wins may include the following:
  - Construction of pedestrian accessways
  - Construction of trails through the Baker Rock property and onto the area currently occupied by the landfill
  - A park planning process in collaboration with the Chehalem Park and Recreation District and Yamhill County Parks to engage the community in park design
  - Modest investment in park facilities, such as playgrounds, picnic areas, and a small amphitheater
- **Underpass Park**. The Underpass Park will provide active recreational space beneath the Newberg-Dundee Bypass. Coordination with ODOT – who will need to approve the project – and the Chehalem Park & Recreation District are critical first steps to creating this community facility. Subsequent steps include community engagement, design and cost estimates, and construction. Temporary or short-term uses, such as farm stands, lawn games, and other active uses under the bypass could drive attention to the area prior to the implementation of park infrastructure, either as part of a broader park planning process or simply to demonstrate public interest.

Transportation

Transportation projects include new multi-modal facilities, streetscape improvements, new roads and extensions to existing roads, and a trolley connecting to downtown Newberg.

- **Esplande and Overlooks**. The esplanade (walkways) and overlooks are likely to be a joint responsibility of Chehalem Park & Recreation District, the City of Newberg, and property owners. While the project should be seamless and continuous, there will likely be different implementing agencies (and different funding sources) for various segments.
- **Streetscape Improvements**. A significant goal of the project is increased connectivity throughout the Riverfront area. Major streetscape projects will require design improvements and cost estimates, incorporating projects into the City's Capital Improvement Plan (CIP) and/or other funding plan, and construction are the three main actions needed for streetscape improvements. Specific projects include:
  - S Blaine Street Extension – E Ninth St to S College St
  - Rodgers Landing Road Extension (Willamette River to UGB)
  - S College Street Improvements – S Ninth St to E Fourteenth St
  - S River Street Improvements – S First St to Bypass
  - E Ninth Street Improvements – Bypass to Rogers Landing Rd
  - Wynooski Street Improvements – S River St to Bypass
  - E Fourteenth Street Sidewalks – S College St to S River St
  - E Eleventh Street Sidewalks – S River St to Wynooski
  - E Ninth St Bike Boulevard – S Blaine St to S River St
  - E Eleventh Street Bike Boulevard – East of S River Street
  - Trolley (linked to Downtown Plan and Tourism Strategy)

Over the long-term, local roads in the Riverfront area will also need to be brought up to current City standards, which may include sidewalks and ADA ramps, among other components.

TABLE 1. TRANSPORTATION IMPROVEMENTS AND COST ESTIMATES

Segment	TSP Project #	Type	Est. Cost
S Blaine St Extension	E04	Major Collector	$1,800,000
N Blaine/E Hancock Signal	-	-	$900,000*
S Blaine/E First Signal	-	-	$900,000*
Rogers Landing Rd Extension	E06	Major Collector	$1,400,000
S College St Improvements	-	Minor Collector	$2,925,000
S River St Improvements	S22	Major Collector	$3,200,000
S River St Improvements	-	Major Collector	$1,215,000
Wynooski St Improvements	S37	Major Collector	$4,400,000
E Ninth St Sidewalks	P08	-	$86,000
E Fourteenth St Sidewalks	P09	-	$83,000
E Eleventh St Sidewalks	P12	-	$78,000
E Ninth St Bike Blvd	B05	-	$118,000
E Eleventh St Bike Blvd	B05	-	$120,000

- **Update the Transportation System Plan (TSP) to reflect needed changes**. Table 1 shows transportation improvements related to the Riverfront. The TSP must be amended to include those not currently assigned a project number. Some projects were identified in the Transportation Planning Rule (TPR) analysis. These include: Adopt alternate mobility targets in Newberg – the intersection of S River Street and OR 99W is expected to meet the new mobility targets.
  - Incorporate intersection control upgrade (traffic signal) at the intersection of S Blaine Street / OR 99W (E First Street) to support mobility need to/from the Riverfront Area into corridor improvements related to the Downtown Improvement Plan. Pending review by the state traffic engineer, this improvement would be identified in the TSP.
  - Incorporate intersection control upgrade (traffic signal) at the intersection of N Blaine Street / OR 99W (E Hancock Street) to support mobility need to/from the Riverfront Area into corridor improvements related to the Downtown Improvement Plan. Pending review by the state traffic engineer, this improvement would be identified in the TSP.

While not required to address TPR, the following finding should be considered in future planning efforts related to the Riverfront Area.

- While the intersection of OR 219/NE Wynooski Road would meet mobility targets, it is a key gateway that provides access to the Riverfront Area. The traffic analysis indicates that the intersection would have high delay from the Wynooski Road approach. While the traffic forecasts do not meet the minimum minor street approach thresholds for traffic signal warrants, this location should continue to be monitored for future signalization or traffic control needs.

Parks, Trails, & Open Space

- **Gateways**. Gateways inform visitors of their arrival to the Riverfront and in conjunction with a clear system of directional wayfinding signage can make the Riverfront a more legible, identifiable, and easily accessible destination. Both the S River Street Gateway and the S College Street Gateway should be specifically identified in a Streetscape, Wayfinding, and Gateway Plan, which will identify the types and locations for streetscape features, wayfinding markers, gateways, and other components of the pedestrian realm. The plan will inform, guide, and be coordinated with other big ideas.
- **Trails**. The Plan proposes several new or improved trails throughout the Riverfront, including those in Ewing Young Park, along Chehalem Creek, and along the riverfront. Establishing trails will require coordination with the Chehalem Park & Recreation District and Yamhill County, discussions with property owners, utilities, and other stakeholders. If successful, these discussions would be followed by the preparation of a trail plan and design, and subsequent acquisition of easements, real property, or use agreements to enable improvement, operation, and maintenance of the trail. Construction would follow as funding and approvals permit. Efforts should also be made to coordinate with the Chehalem Park & Recreation District and the County on a regional trail network that provides additional connections to surrounding amenities.

Table 2 provides specific details relating to trail construction costs. Nature trails are generally bark chip, gravel, or earth surface, and urban multi-use trails are typically concrete or asphalt. An additional 25 percent is expected for right-of-way acquisition, engineering, permitting, and other costs, as well as a 30 percent contingency.

- **Rogers Landing Improvements**. While there are a few low-cost improvements that may be considered "quick wins," most of the project components associated with Roger's Landing will be longer-term

*This estimate does not include any mitigation to offset the reduced capacity of E First Street and E Hancock Street resulting from the addition of the traffic signals.

TABLE 2. TRAIL COST ESTIMATES

Segment	Type	Length/ Width	$/SF	Est. Cost
Ewing Young Park	Nature Trail	11,125, 6 ft	$4.00	$339,000
Hess Creek	Nature Trail	9,425, 6 ft	$4.00	$226,200
Chehalem Creek	Nature Trail	14,570, 6 ft	$5.50	$480,810
S River St to S College St	Urban multi-use	1,350, 12 ft	$6.00	$97,200
Esplanade, west of S River St	Urban multi-use	1,520, 10 ft	$10.00	$152,000
Esplanade, south of mill	Urban multi-use	3,940, 10 ft	$10.00	$394,000
Rogers Landing Road	Urban multi-use	780, 12 ft	$12.50	$117,000

improvements. These will likely include the study, design and engineering, and construction of the following:

- Pedestrian access to Rogers Landing
- Amphitheater
- Landfill park area (Study landfill and determine if it can be used as a park)
- Dog Park
- Beach/swimming access
- Waterfront improvements including potential boat rentals and overnight barge moorage.

» **Improve the Waterline Bridge**. The Waterline Bridge provides a regionally significant opportunity to connect the Riverfront Area to Champoeg State Park. Options to add pedestrian and bicycle access to the bridge and subsequently across the river would considerably improve the regional network. Improvements would need to be preceded by an engineering study to assess the structural integrity of the bridge. The City should also continue to coordinate with Chehalem Park & Recreation District (CPRD) and Yamhill County in order to leverage other efforts and funding sources if and when the opportunity arises.

Water, Sewer, & Stormwater

Existing utilities within the project area include wastewater, stormwater, potable water, and private utilities (electricity, natural gas, and telecommunications). Much of the Riverfront Area is relatively underdeveloped, so existing utilities are limited in extent and size. Improvements to the water, sewer, and stormwater infrastructure will be necessary in order to support the plan, as described below.

Water System - Existing

The existing water system is owned and operated by the City of Newberg. The study area is served by three reservoirs: the North Valley Reservoir Nos. 1 and 2 located on the north side of the City, and the Corral Creek Reservoir, located east of the City. These reservoirs are fed by transmission mains from the water treatment plant, which is located on the southeast corner of the study area. A well field south of the study area supplies a portion of the City's water, which is conveyed to their water treatment plant. A water transmission main conveys treated drinking water from the treatment plant north through the Riverfront Industrial Site to the rest of the City.

The area north of the Bypass is served by an existing water distribution network, with distribution mains 2 to 8 inches in diameter. Several properties just south of the Bypass, including the Riverfront Industrial Site, are also served by water main extensions from the distribution system north of the Bypass.

The City of Newberg has a re-use water system, which is currently confined to the City's Wastewater Treatment Plant and nearby golf course for part of the year. The Riverfront Industrial Site property has water rights to water from the Willamette River, and

70

this privately-owned non-potable water was used in the past for mill operations.

Water System - Recommended Improvements

Recommended improvements to the existing potable water system are illustrated in Figure 42 and summarized below. It should be noted that the developer of the Riverfront Industrial Site has the capability of using the existing non-potable water system infrastructure, and water rights.

TABLE 3. WATER IMPROVEMENTS AND COST ESTIMATES

Description	Size/Length	$/LF	Est. Cost
Water Main	8-inch, 8,200 ft	$290	$2,372,490

- **Extend a Water Distribution Main West from the Transmission Main**. To serve new development south of the Bypass, a water distribution main can be extended west from the transmission main near the water treatment plant. This new water distribution main should extend to the western portion of the study area and should connect to the existing water system to the north where possible to provide a fully looped system.
- **Extend a Water Main from S College Street**. To serve the north side of the Bypass, a water main could be extended from S College Street southwest along S Weatherly Way. This water main should also be connected to the water main serving the area south of the Bypass to provide a fully looped system
- **Improve the Water Distribution Network North of the Bypass**. The existing mains are relatively small and will likely not provide sufficient fire flow for future connections as the

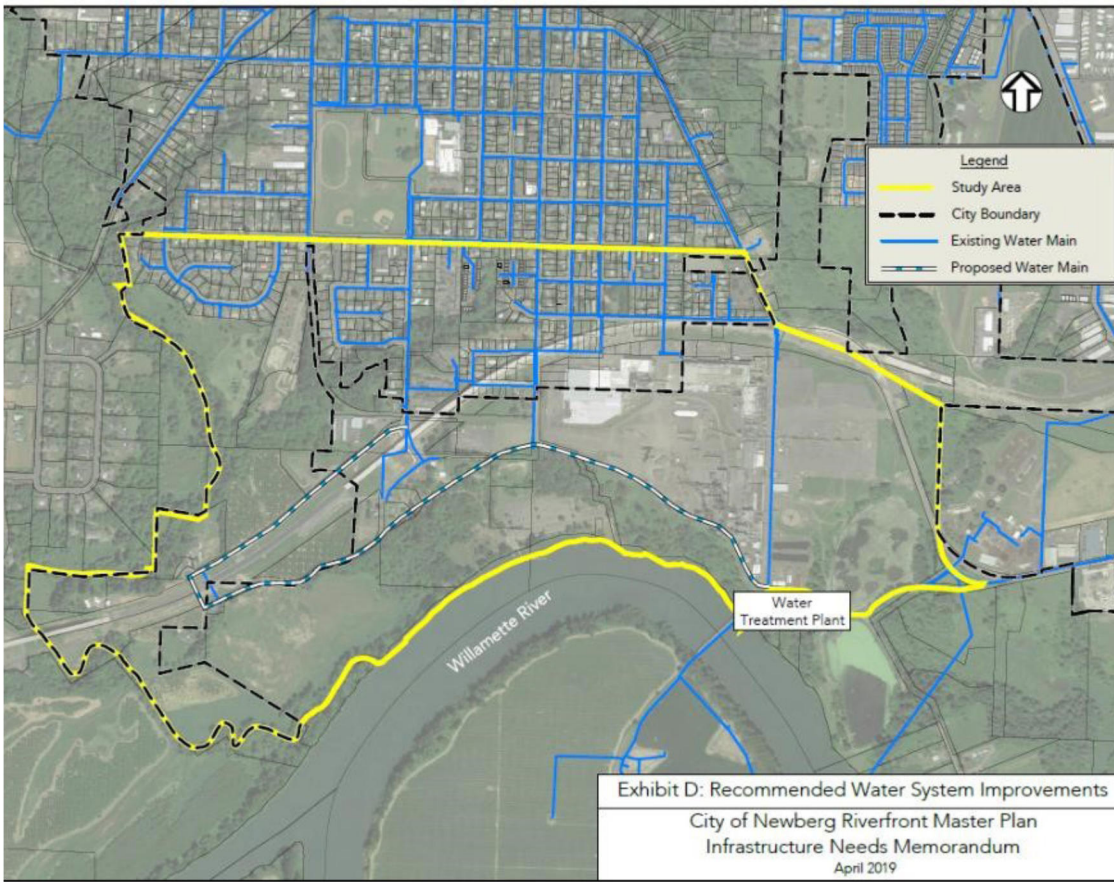


FIGURE 42. RECOMMENDED WATER SYSTEM IMPROVEMENTS

area south of the Bypass develops. The minimum size of water distribution mains will be 8-inches, per City standards. Final sizing will require a more in-depth analysis to ensure that minimum fire flow is maintained throughout the water system in accordance with City standards.

Wastewater System - Existing

Existing wastewater infrastructure within the Riverfront Area is mostly limited to the area north of the Bypass. The City of Newberg's wastewater treatment plant is located just east of the project study area.

The portion of the study area north of the Bypass is currently served by two lift stations (the Charles Lift Station and the Andrew Lift Station) and a network of gravity sewer mains and trunk lines, which ultimately convey wastewater to the City's wastewater treatment plant. A small lift station also serves Rogers Landing, conveying wastewater to the gravity sewer system to the north. The Riverfront Industrial Site is served by a single gravity sewer connection at the northwest corner of the site.

A map of the existing wastewater system within the project limits is shown in Figure 44 The City's 2018 Wastewater Master Plan recommends improvements to the existing wastewater system within the planning area. The Wastewater Master Plan proposed abandoning the Charles Lift Station and Andrew Lift Station in the northeast portion of the study area, and replacing them with a single lift station (the Riverfront Lift Station) and a series of gravity mains (projects C4.b and C3.b in the Wastewater Master Plan). The Riverfront Lift Station would also serve a portion of the southeast portion of the study area with several gravity sewer extensions to the south and the east. The Wastewater Master Plan also recommended upsizing several gravity mains within the study area to convey future flows. No wastewater improvements are described for the eastern portion of the study area.

Wastewater System - Recommended Improvements

» **Improve the Wastewater System**. The planning area currently lacks a complete wastewater system and will require extensive sewer infrastructure improvements to serve new development. Approximately six gravity mains, one force main, and a Riverfront Lift Station are recommended.

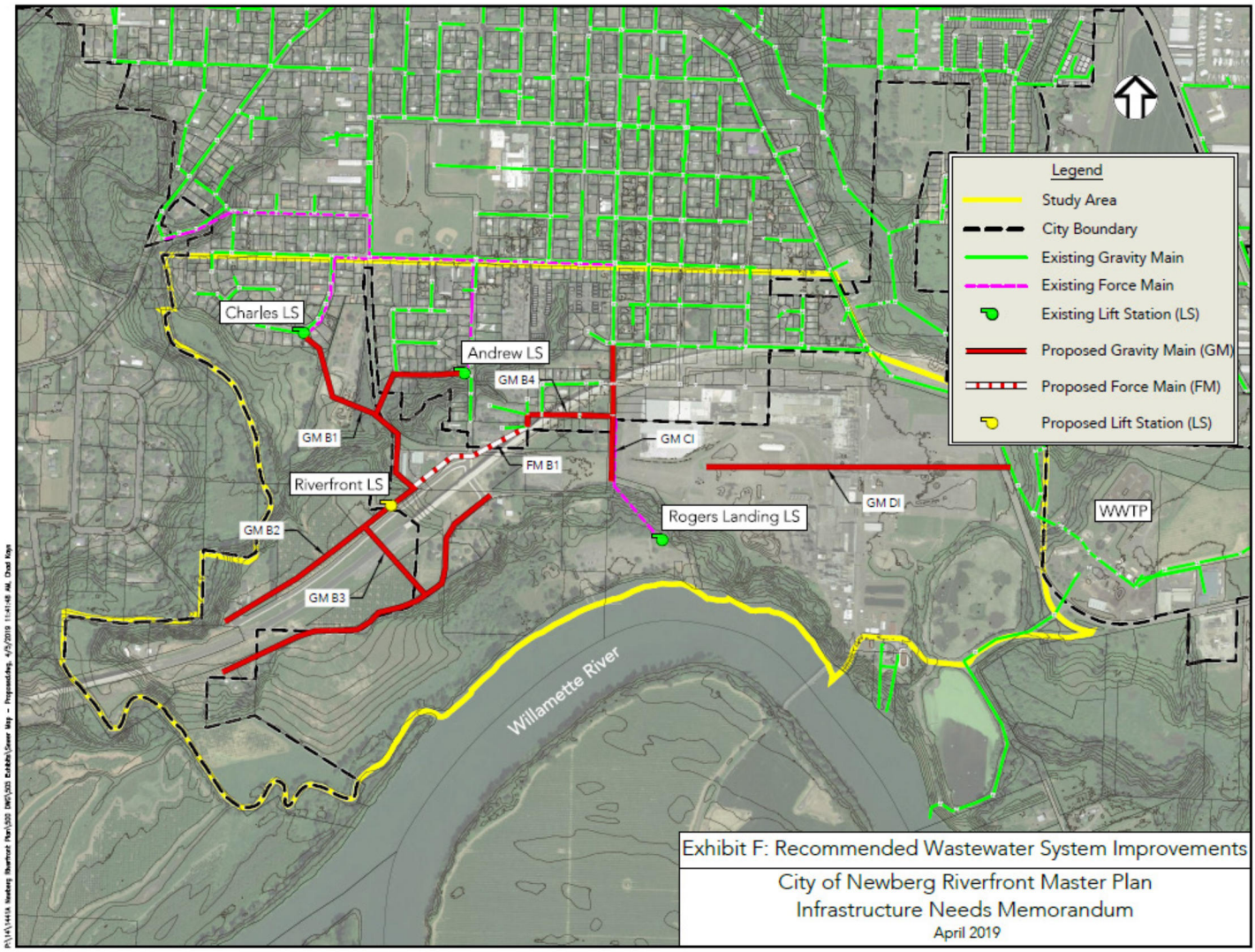


FIGURE 43. RECOMMENDED WASTEWATER SYSTEM IMPROVEMENTS

TABLE 4. WASTEWATER IMPROVEMENTS AND COST ESTIMATES

Description	Sub-basin Served	Size/Length	($/LF)	Est. Cost
Riverfront Lift Station	B	950 gpm	-	$770,000
Force Main B1	B	8-in, 1000 ft	-	$119,000
Gravity Main B1	B	8-in, 2600 ft	$320	$832,000
Gravity Main B2	B	8-in, 1600 ft	$320	$512,000
Gravity Main B3	B	8-in, 3400 ft	$320	$1,088,000
Gravity Main B4	A, B, C, D	18-in, 1300 ft	-	$505,000
Gravity Main C1	C	8-in, 500 ft	$320	$160,000
Gravity Main D1	D	10-in, 2400 ft	$350	$840,000

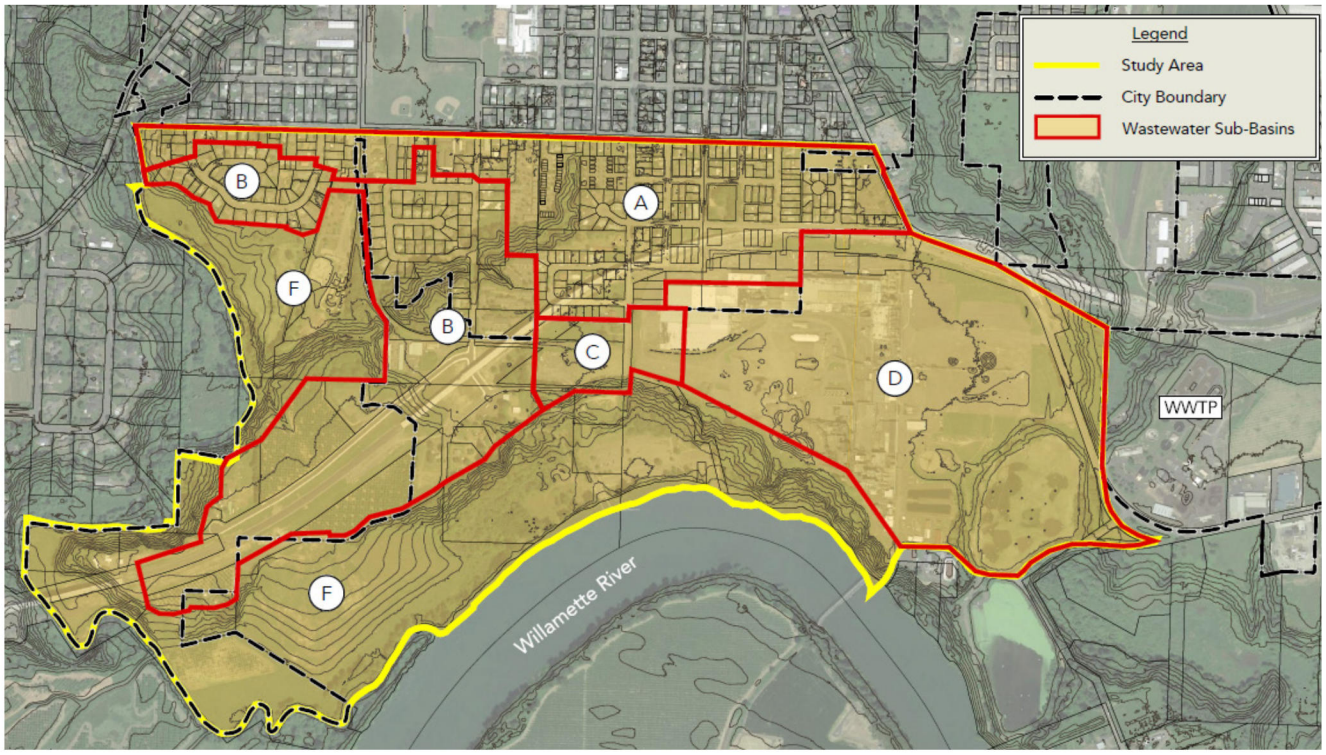


FIGURE 44. WASTEWATER SUB-BASINS

Stormwater System - Existing

The study area is drained by a system of natural drainages, open channels, and storm drain lines. Currently, the study area drains in three directions: west to Chehalem Creek, south to the Willamette River, and east to Hess Creek.

The southern portion of the site lies within the 100-year flood plain of the Willamette River and Chehalem Creek. Underground stormwater lines are few in number, and largely confined to the northern portion of the study area. A stormwater main bisects the study area, conveying stormwater from the drainage lines in the northern portion of the study area south to outfall at the Willamette River. This line was previously the wastewater outfall from the former wastewater treatment plant.

Stormwater System - Recommended Improvements

- **Improve the Stormwater System**. Collection and conveyance of stormwater runoff will likely consist of a combination of underground structure and pipes, and low-impact development conveyance improvements, such as swales and flow-through planters. Treatment of stormwater runoff will likely consist of either mechanical or low-impact development treatment facilities. Significant stormwater mitigation measures can often deter prospective developers from the area if they are prohibitively expensive, particularly for small- to medium-sized development projects. Therefore, larger stormwater infrastructure projects, such as regional stormwater solutions, should be a city-led initiative. Ultimately, however, solutions should largely be opportunistic with development and phased in a way that supports continued, incremental growth in the area. Cost estimates for stormwater mains are provided below.
- **Study the Potential Repurposing of the Existing Riverfront Industrial Site Lagoons as a Regional Stormwater Facility**. The construction of a regional stormwater facility for treatment, detention, and/or

disposal may address many of the difficulties individual developers face with stormwater management. There are, however, very limited options for locating such a facility. The existing lagoons provide an opportunity for stormwater management. However, any use of these ponds will likely necessitate investigation of the condition of the lagoon basin floor for contaminants which might adversely affect the Willamette River. Depending on the degree of contamination and the requirements of regulatory authorities, cleanup might also be required. In addition, some agreement would need to be made for stormwater conveyance to the pond, pond use, access, and maintenance between the property owner, the City, and properties contributing stormwater.

TABLE 5. STORMWATER IMPROVEMENTS AND COST ESTIMATES

Description	Sub-basin	Size/Length	$/LF	Est. Cost
Stormwater Mains	A, B, C, D	12-18-in, 12,000 ft	$420	$5,040,000



CONCLUSION

In conclusion, the Riverfront Master Plan, and the Incremental Implementation Strategy, represent a draft framework and guide for the revitalization of the Newberg Riverfront area into a thriving, mixed-use neighborhood that is close-in and complementary to downtown Newberg. As this Plan expresses the community's vision and a manifestation of their desired outcomes for this area, the Plan must be a dynamic and responsive policy framework and action plan – one that changes as needed to keep pace with changing community values and external factors, and as opportunities arise. The Newberg Riverfront Plan is intended to evolve accordingly, serving as the framework for further refinement according to changing circumstances and the wishes of the community.



APPENDIX A

RIVERFRONT MASTER PLAN
City of Newberg

Technical Memorandum 1:

Vision and Goals

DRAFT Vision and Goals

7/9/2018

To: Newberg Riverfront Master Plan Project Management Team

From: Andrew Parish and Kyra Haggart, APG

Re: TM1 – Vision and Goals

INTRODUCTION

The following vision statement and goals were derived from the Citizens Advisory Committee (CAC) and Technical Advisory Committee (TAC) discussions held on May 23, 2018 in Newberg. Themes from early project work and other local planning efforts have also been included.

The vision statement will serve as the overarching and long-range intent for the Riverfront Master Plan project, and the goals will serve as guidance to achieve this vision. Together they will be used as criteria to evaluate alternatives developed during the planning process.

VISION

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.

We envision:

- Regional trail connections both up- and down-river that take advantage of Newberg's natural geography and scenic views
- Preserved natural areas around stream corridors that protect and enhance watershed health
- A place that connects visitors and residents to the history of this working waterfront and preserves historic infrastructure as a unique identifier of the river's location in the city
- Recreation activities that are accessible by various transportation modes and designed for people of varying ages and abilities
- Space for large group activities, such as concerts, cultural gatherings, or sporting events
- A mix of uses that seamlessly integrates residential, commercial, and industrial development while preserving natural spaces
- A mix of open and covered spaces that provide opportunities for year-round activities
- A well-known destination that draws people from throughout the City and the region to Newberg's riverfront

GOALS

The Newberg Riverfront Master Plan will:

A. Provide a mix of land uses: public, residential, commercial/mixed use, and industrial.
B. Plan for a multi-modal transportation network to provide access and connections to the rest of the city, especially Downtown Newberg.
C. Preserve open space and incorporate natural features as part of the riverfront's strong sense of place.
D. Honor the long history of waterfront industry at this location.
E. Provide an open and transparent planning process.
F. Engage a diverse group of stakeholders throughout the planning process.
G. Create a plan that works for community members of all ages, abilities, and cultural backgrounds.

APPENDIX B

RIVERFRONT MASTER PLAN
City of Newberg

Technical Memorandum 2:

Existing and Planned Conditions

RIVERFRONT MASTER PLAN

City of Newberg

Advisory Committee Meeting #2

July 23, 2018

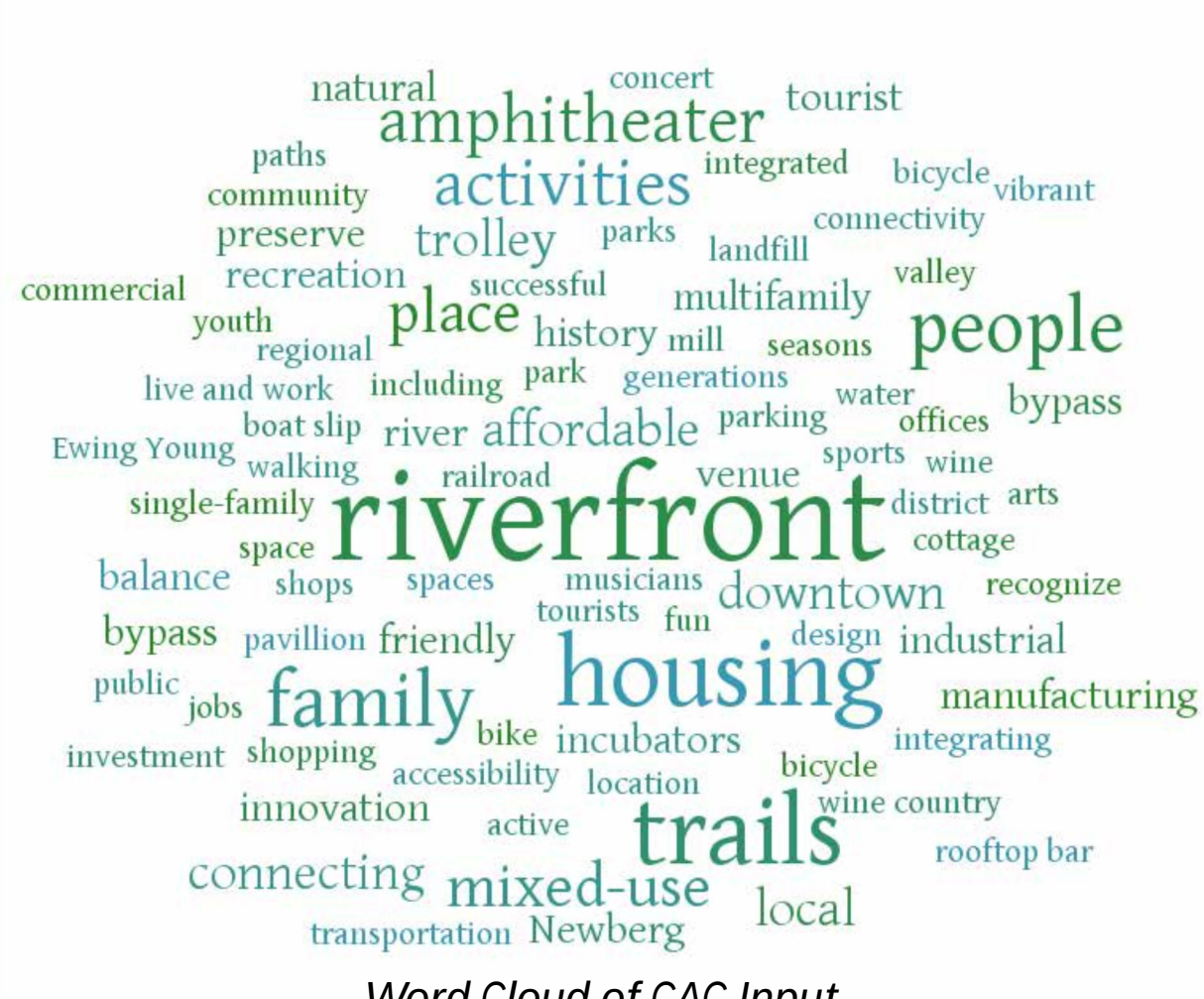
Agenda

RIVERFRONT MASTER PLAN
City of Newberg

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

Visioning Exercise

RIVERFRONT MASTER PLAN
City of Newberg



Word Cloud of CAC Input



Word Cloud of TAC Input

Vision Statement

RIVERFRONT MASTER PLAN
City of Newberg

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

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City of Newberg

- 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.



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MASTER PLAN
City of Newberg

EXISTING AND PLANNED CONDITIONS

Land Uses / Regulations

Transportation

Infrastructure

Land Use and Regulatory Context

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City of Newberg

Physical Constraints

Flood Hazard Overlay

Stream Corridor

10' Contours



RIVERFRONT
MASTER PLAN
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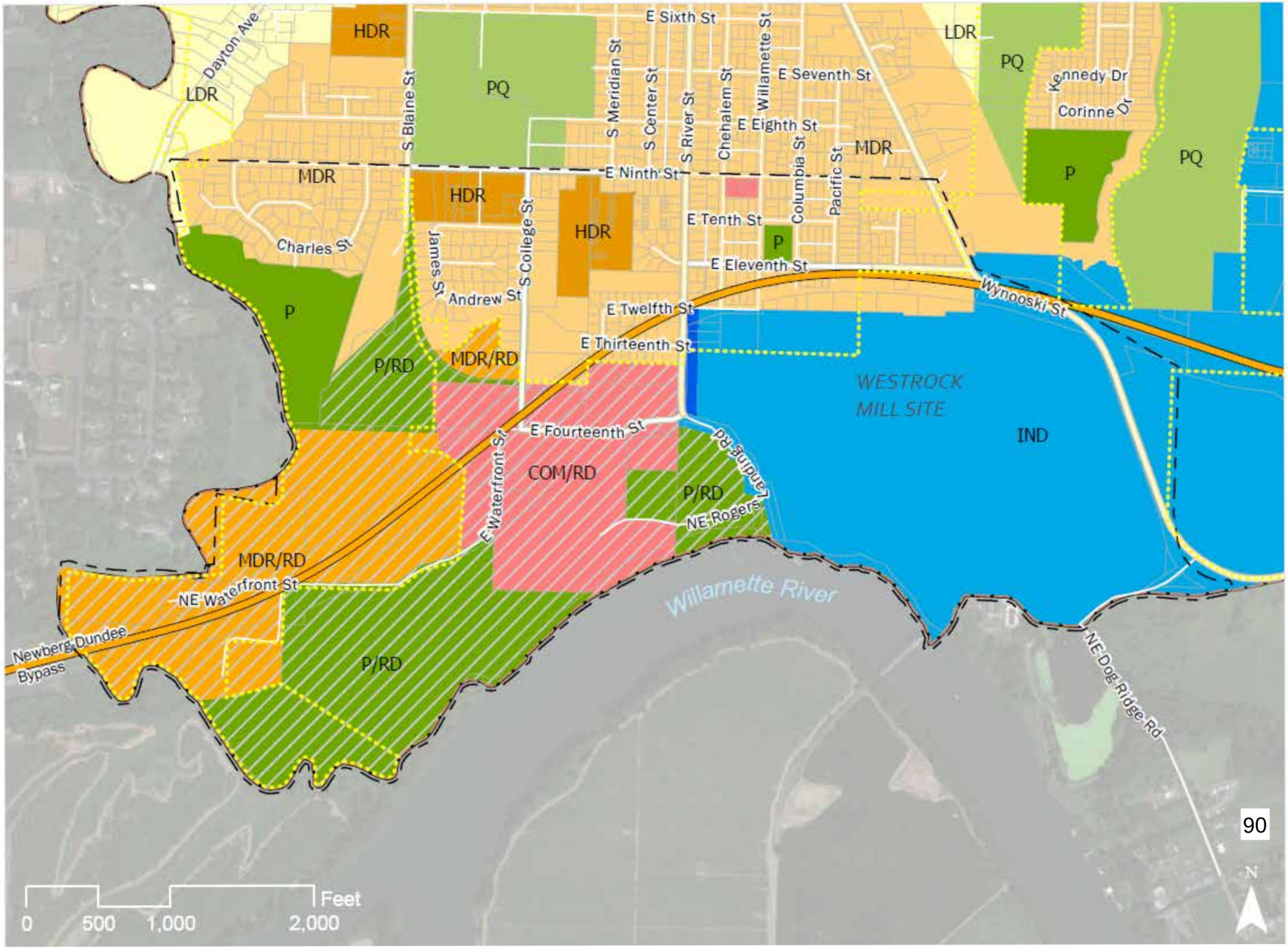
Existing Comprehensive Plan



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Existing Newberg Zoning



Willamette River Greenway (Goal 15)

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- 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

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- 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

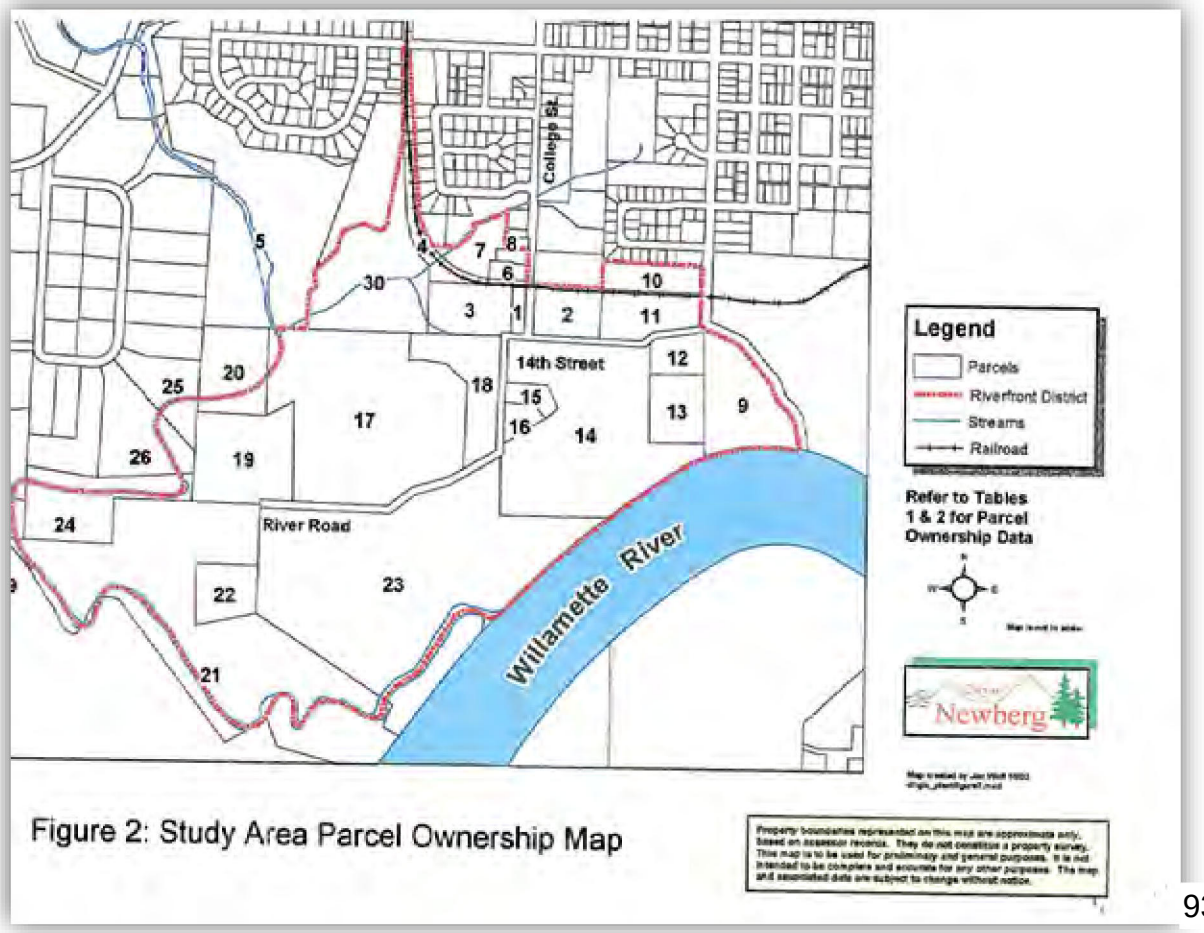

Figure 2: Study Area Parcel Ownership Map

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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







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City of Newberg

Proposed Development

- Study Area
- Urban Growth Boundary (UGB)

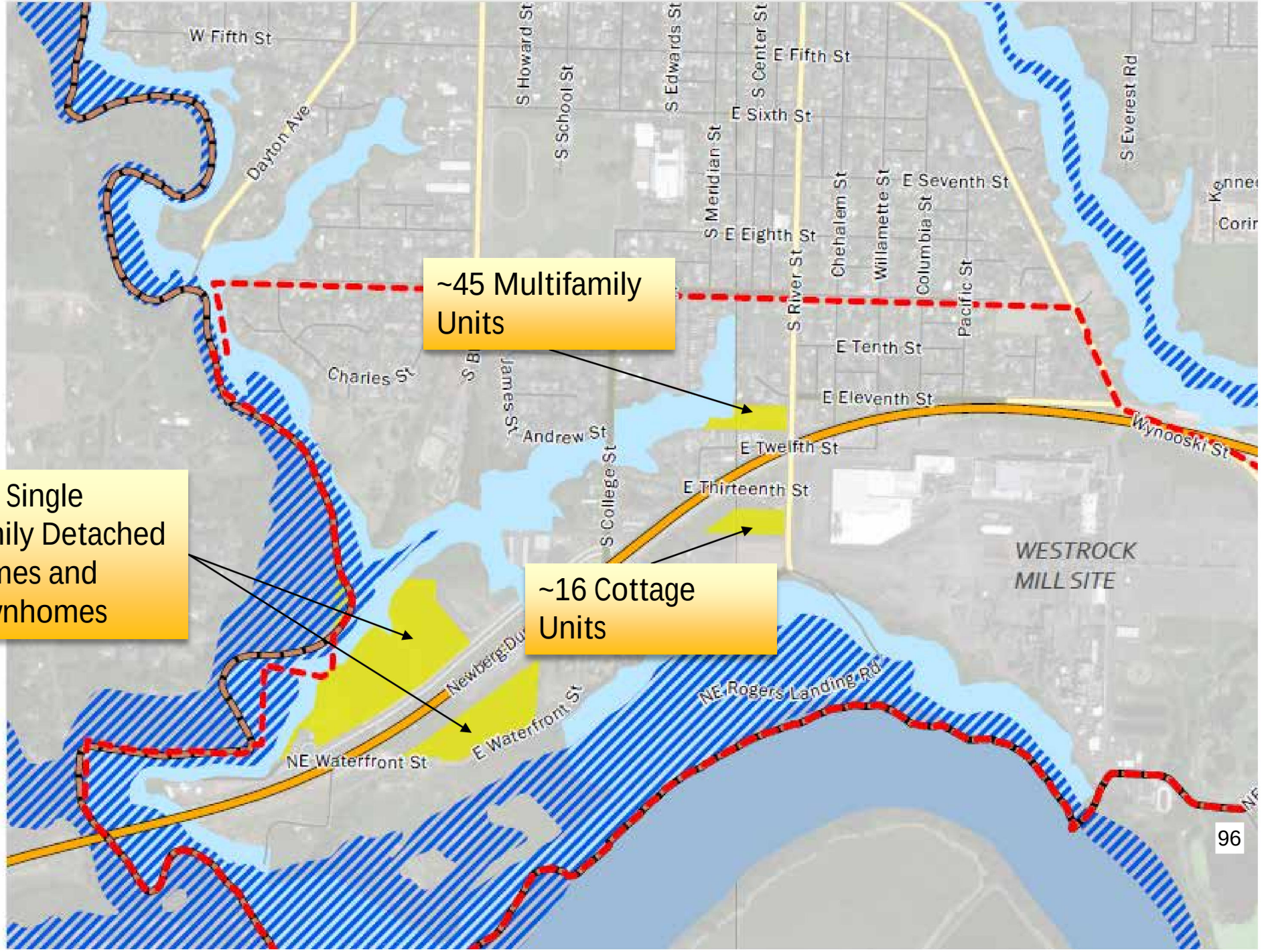
Transportation

Functional Class

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

Natural Resources

- Willamette River
- Floodplain
- Stream Corridor



Proposed Riverrun Development

Western Edge of Study Area



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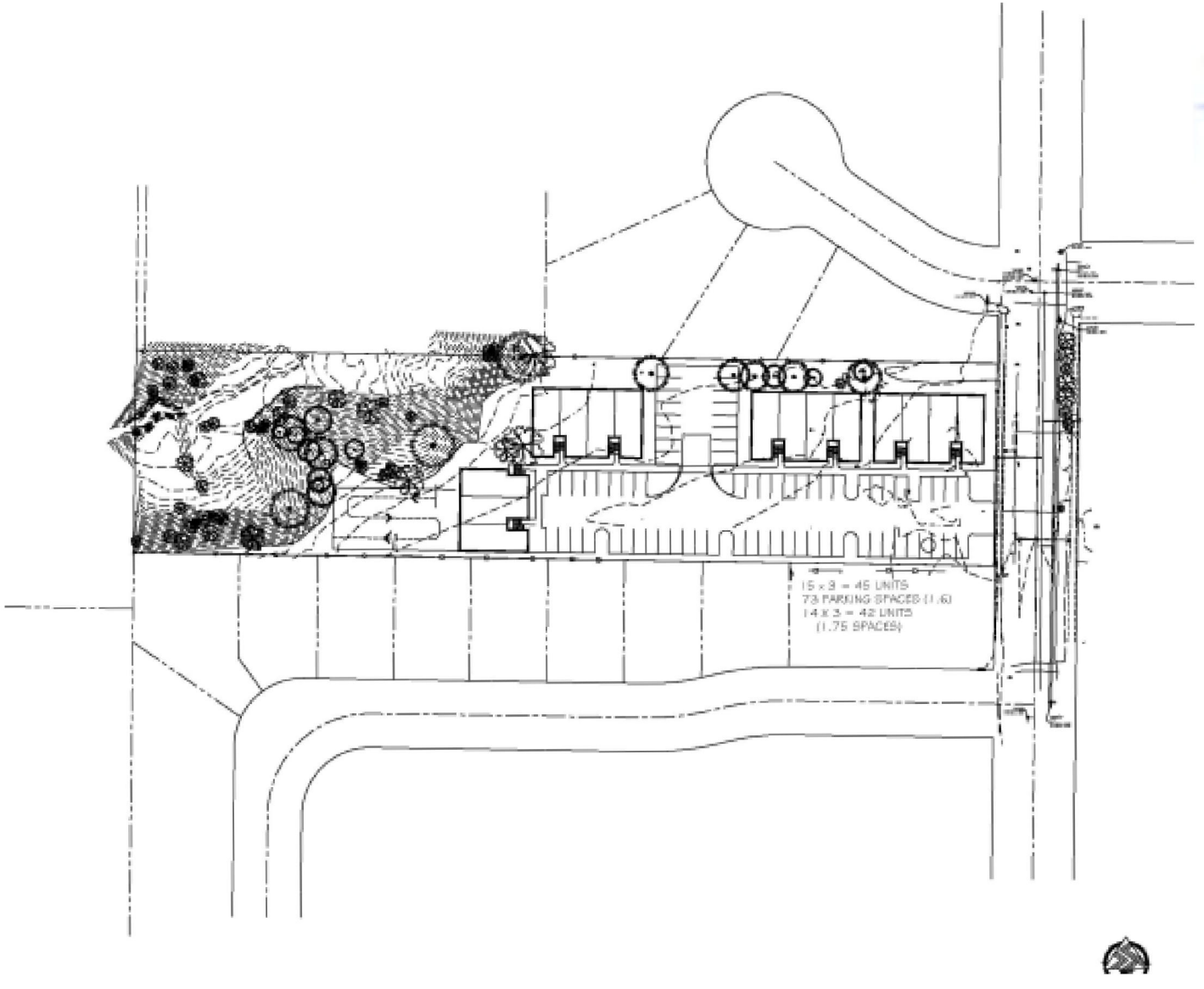
Proposed S. River St. Development



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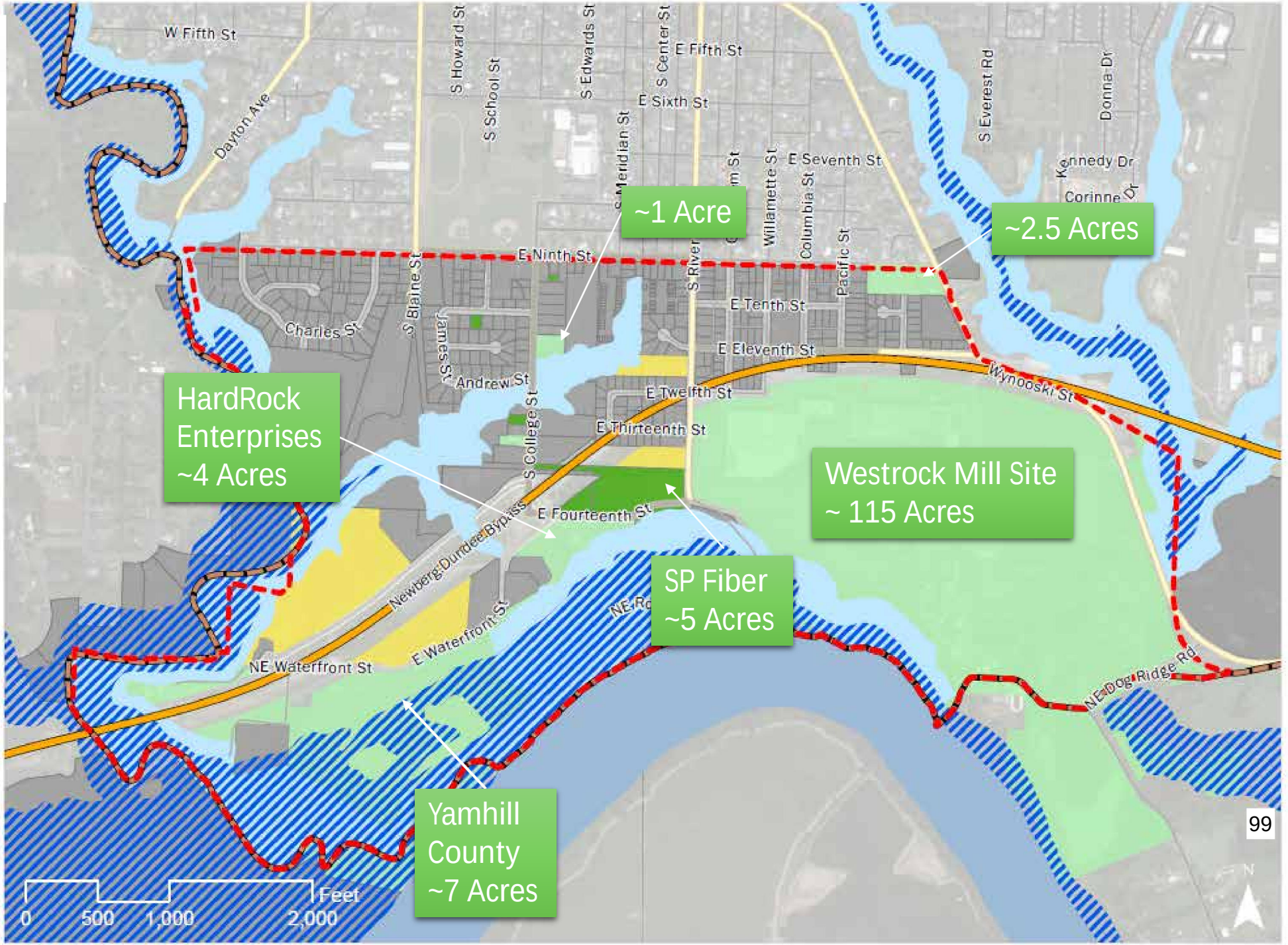
Vacant Area

Taxlots
- Vacant
- Partially Vacant
- Proposed Residential
- Developed or Undevelopable

Transportation
- Major Arterial
- Major Collector
- Minor Arterial
- Minor Collector
- Local Street
- Urban Growth Boundary (UGB)
- Study Area

Natural Resources
- Willamette River
- Stream Corridor
- Floodplain



Residential Zones in the Study Area

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City of Newberg

Zone	Uses Permitted Outright	Uses Permitted Conditionally	Uses Not Permitted / Prohibited
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

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City of Newberg

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

Other Zones in the Study Area

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City of Newberg

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

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Transportation

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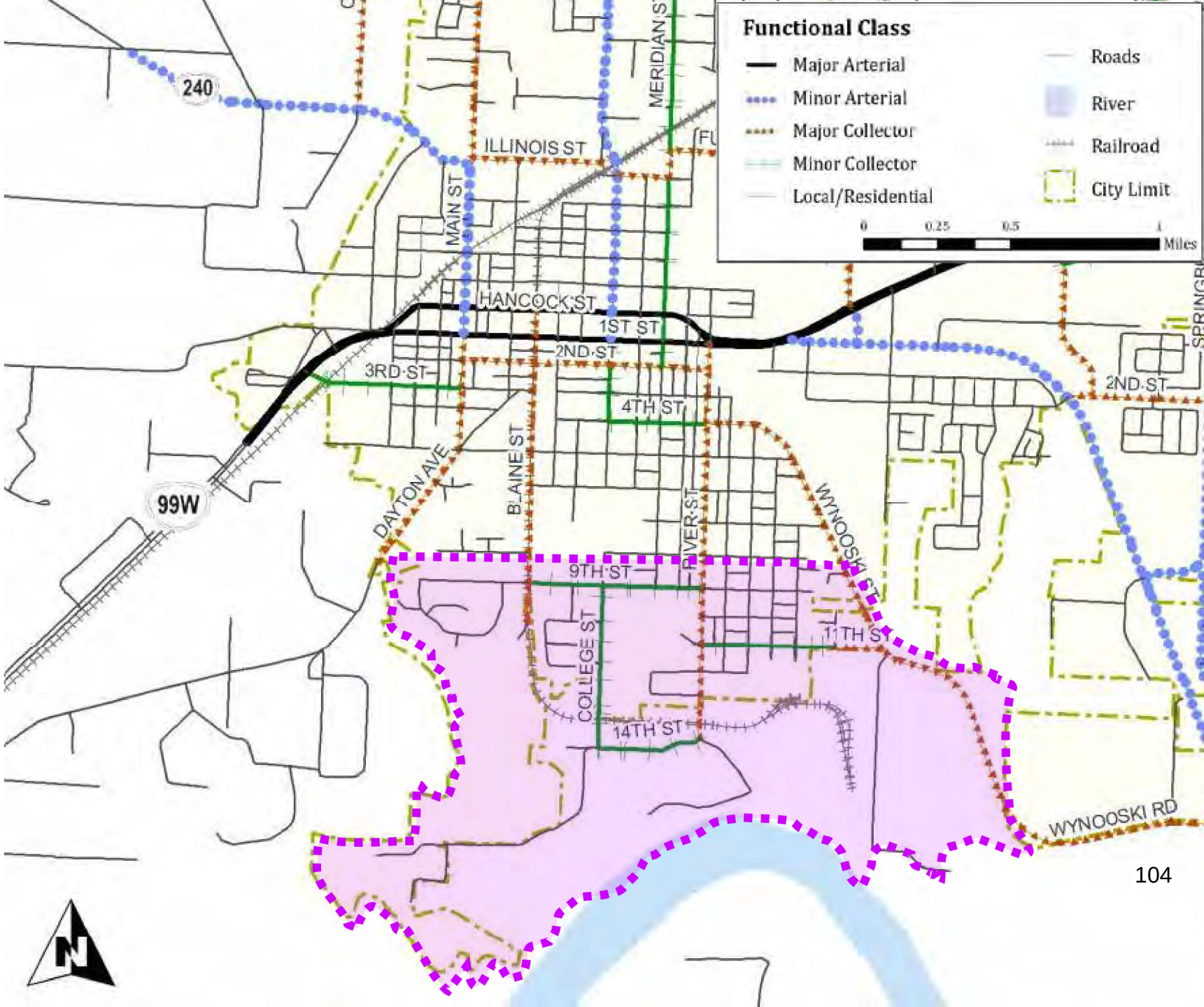
Existing Transportation Network

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



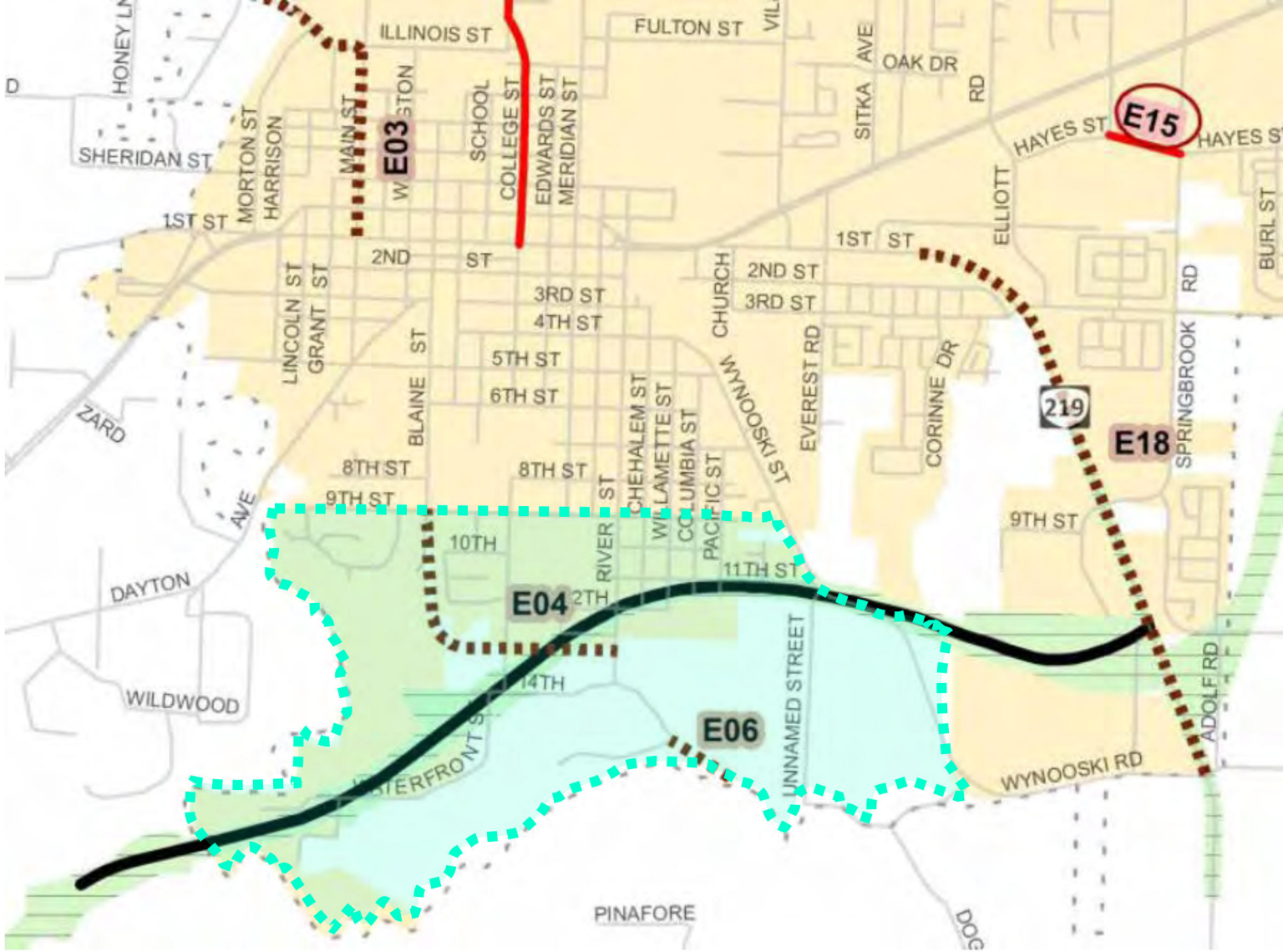
Planned Transportation Improvements

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

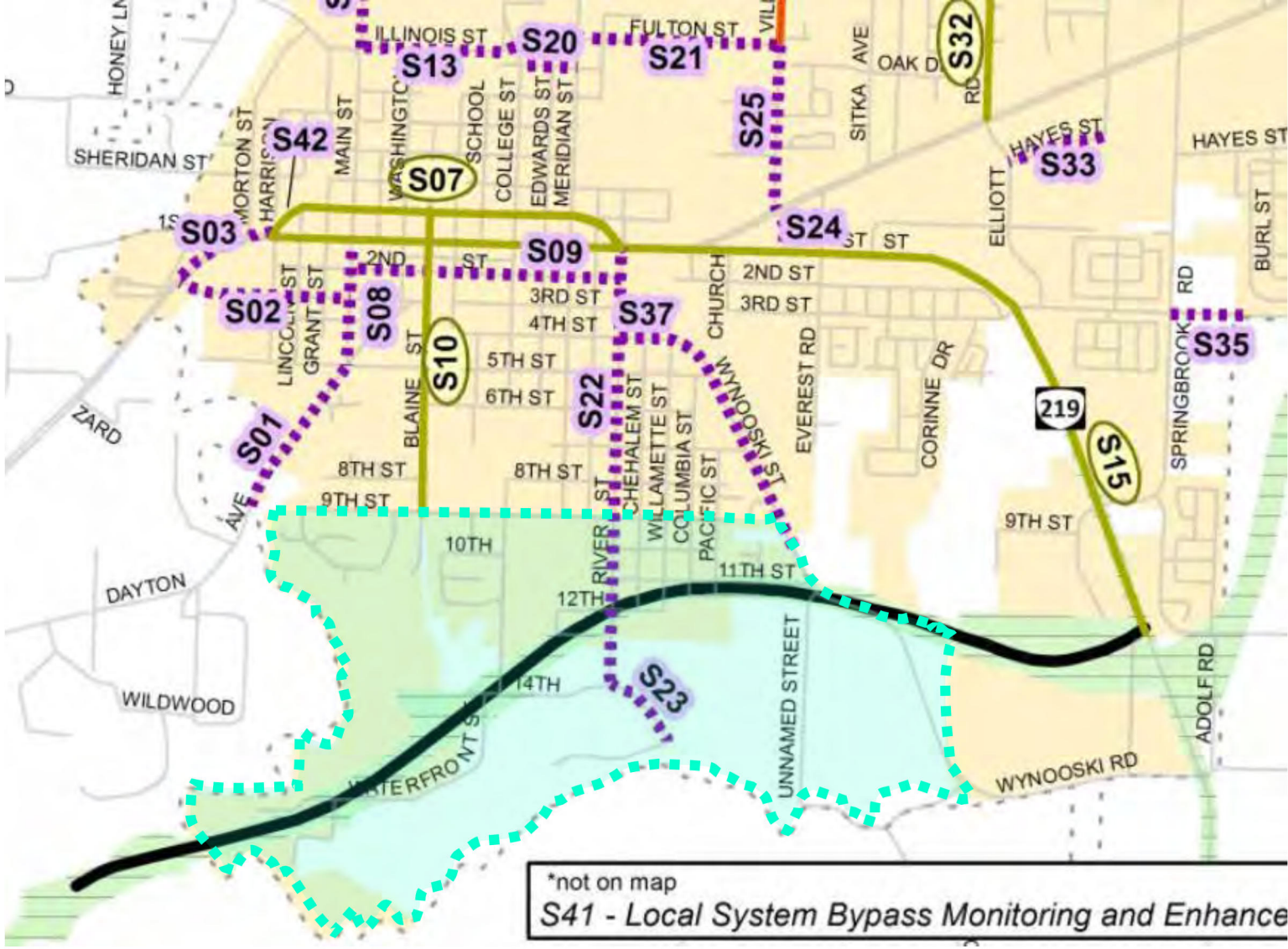
Roadway Standards Projects

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 Colletor 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

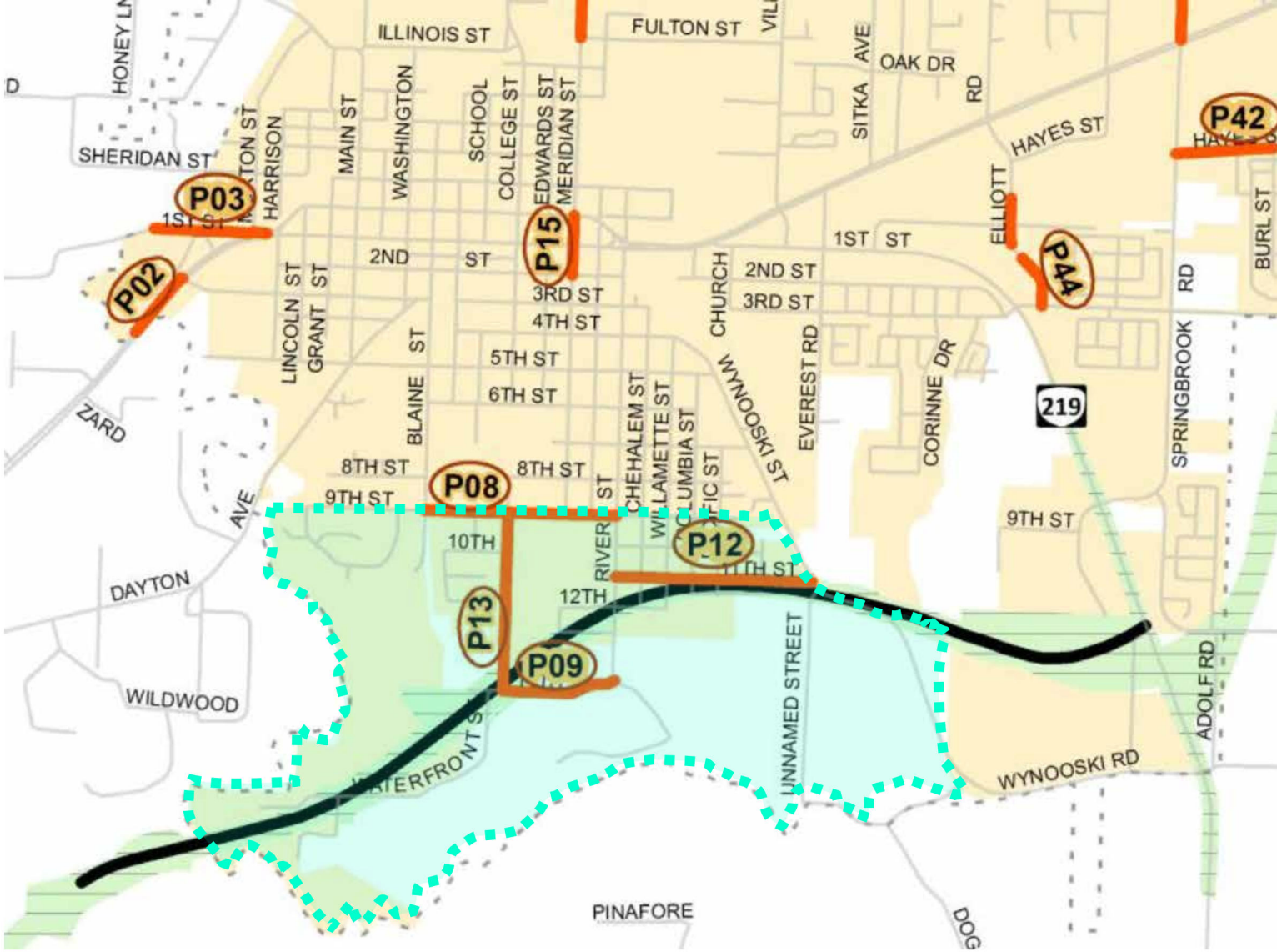
Likely Funded

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



Standalone Sidewalk Projects
Likely Funded
Aspirational
Bypass
UGB
City Limit

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

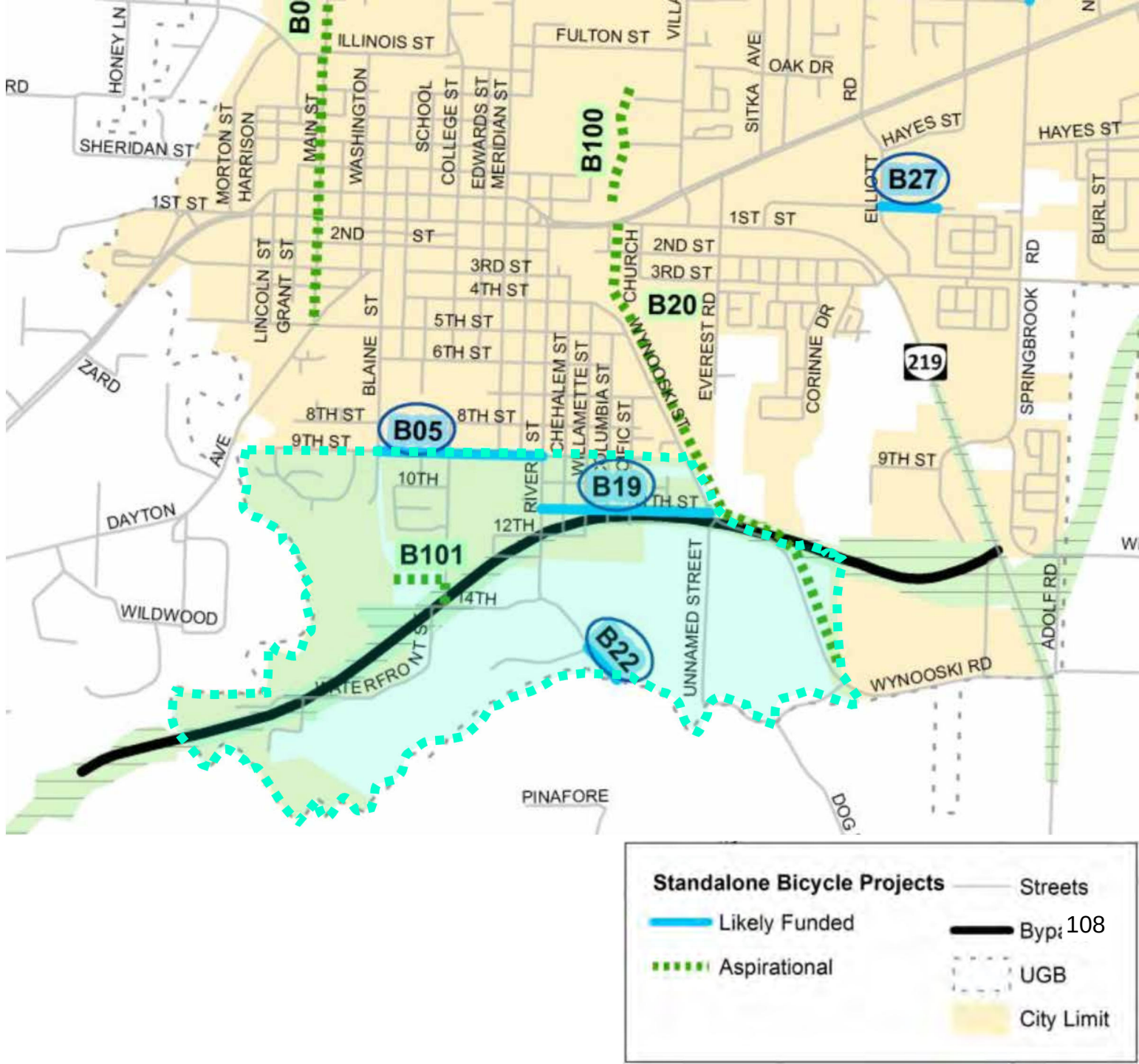
B101: Trail
Add connection from Ewing Young Park to 14th St

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



Walking and Biking Opportunities



Roger's Landing County Park



Leavitt Park



Ewing Young Park

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



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

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

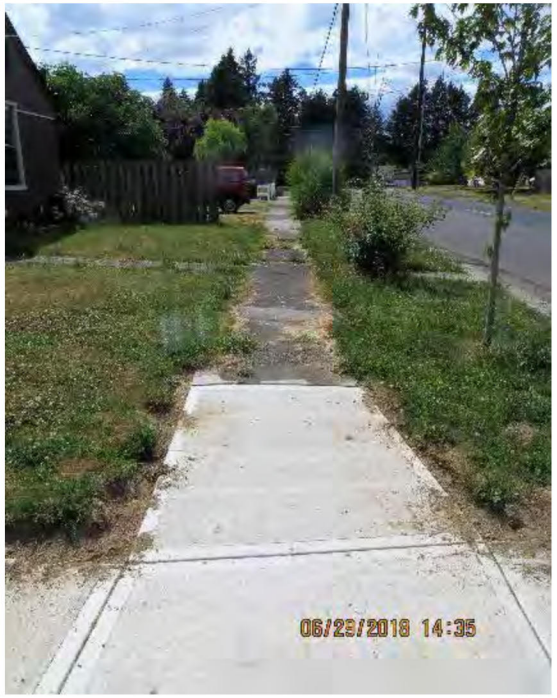
Parking allowed on most streets except for portions of S Wynooski St. Many vehicles parked on E 9th Street as pictured (right)





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



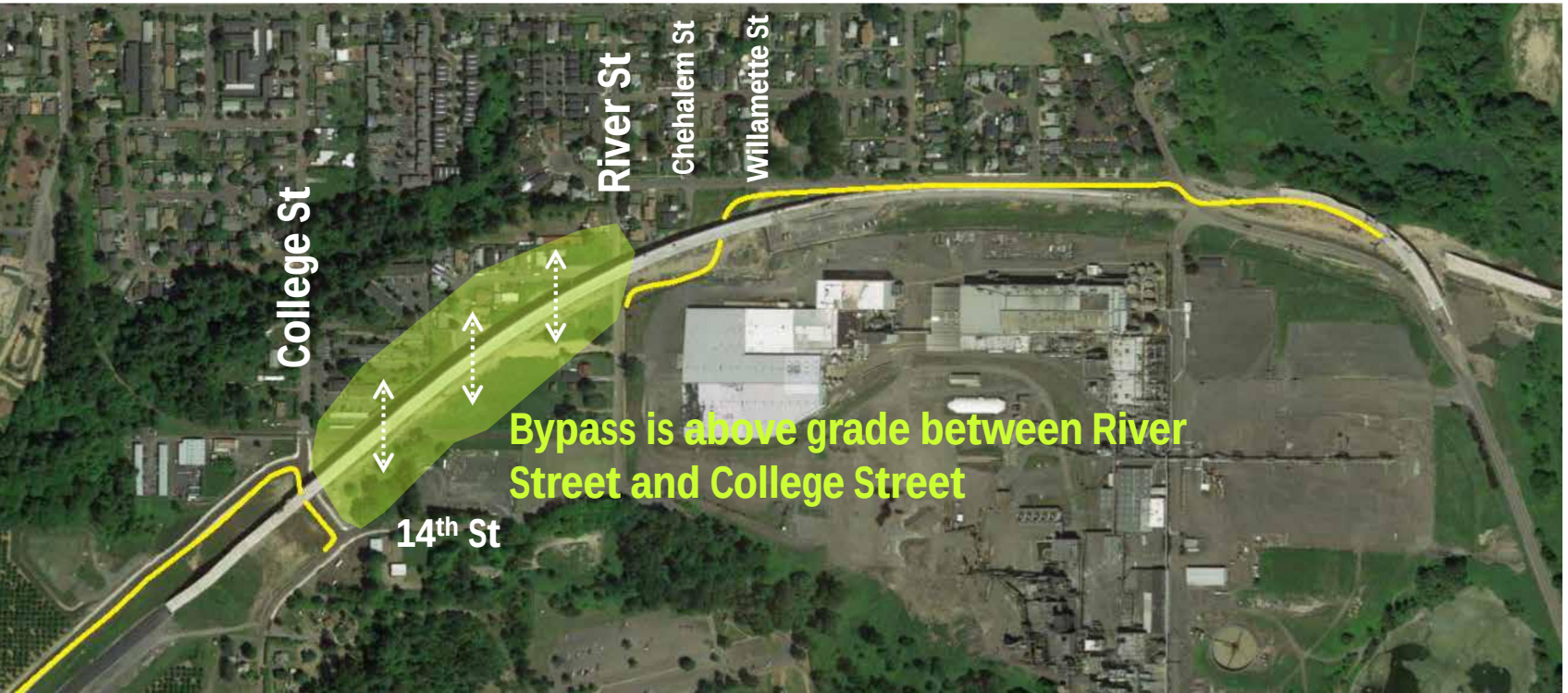
Cyclist on trail north of Bypass



Mixed-use trail passing under Bypass



College Street passing under Bypass



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

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City of Newberg

- 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 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.

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Infrastructure

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Existing and Planned Public Utility Infrastructure

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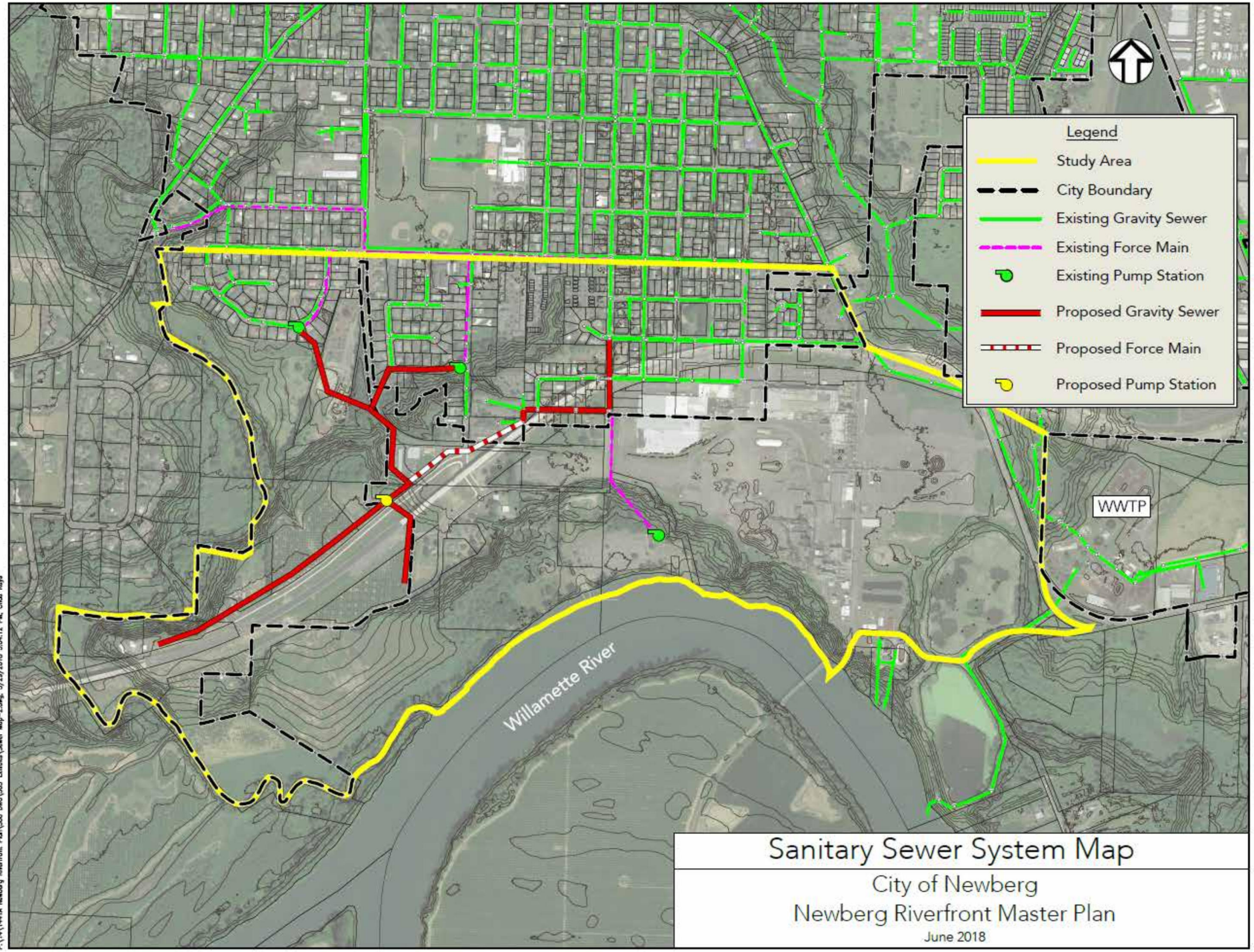
City of Newberg

- 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



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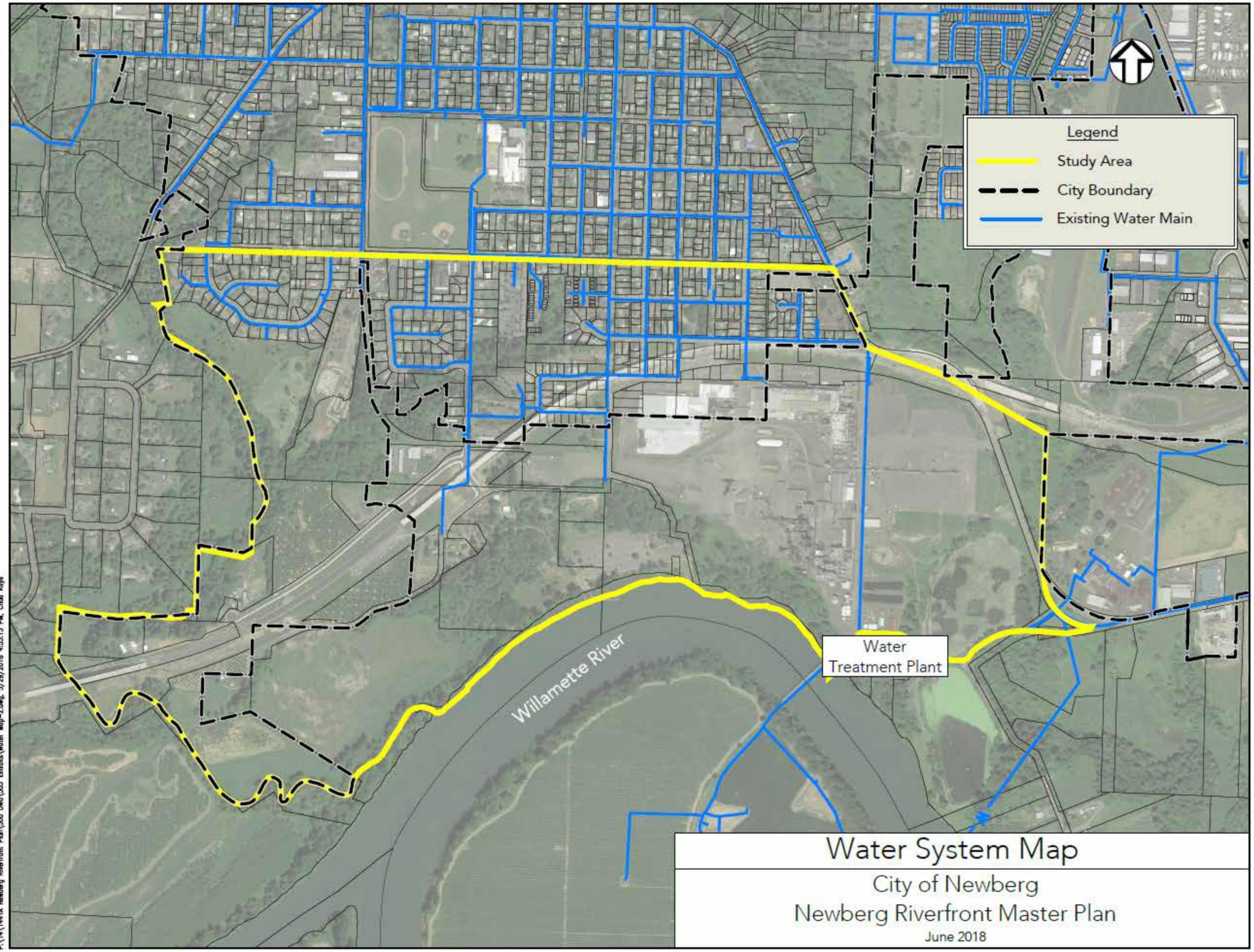
Existing Sanitary Sewer Infrastructure

- 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



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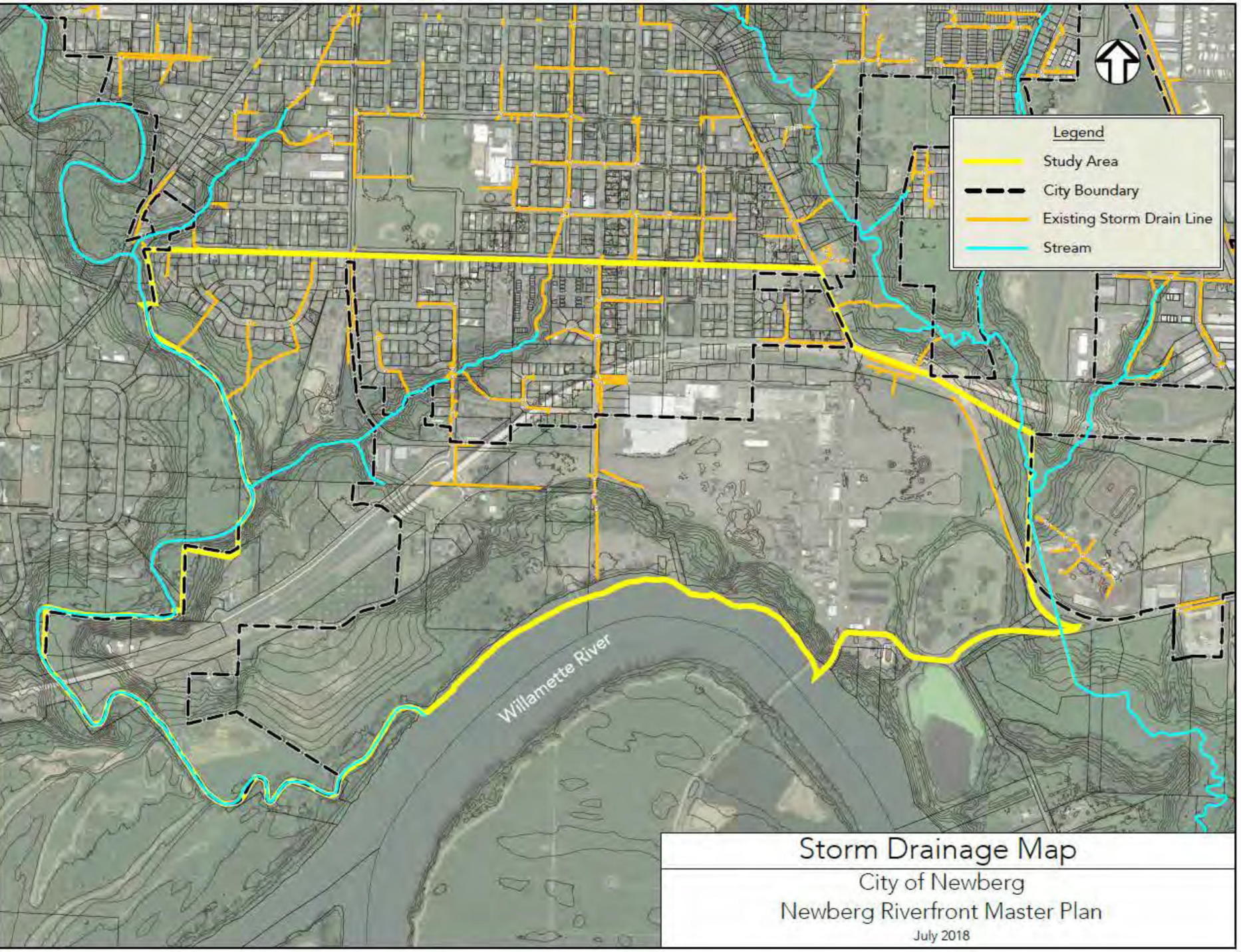
City of Newberg

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



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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

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City of Newberg

- 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

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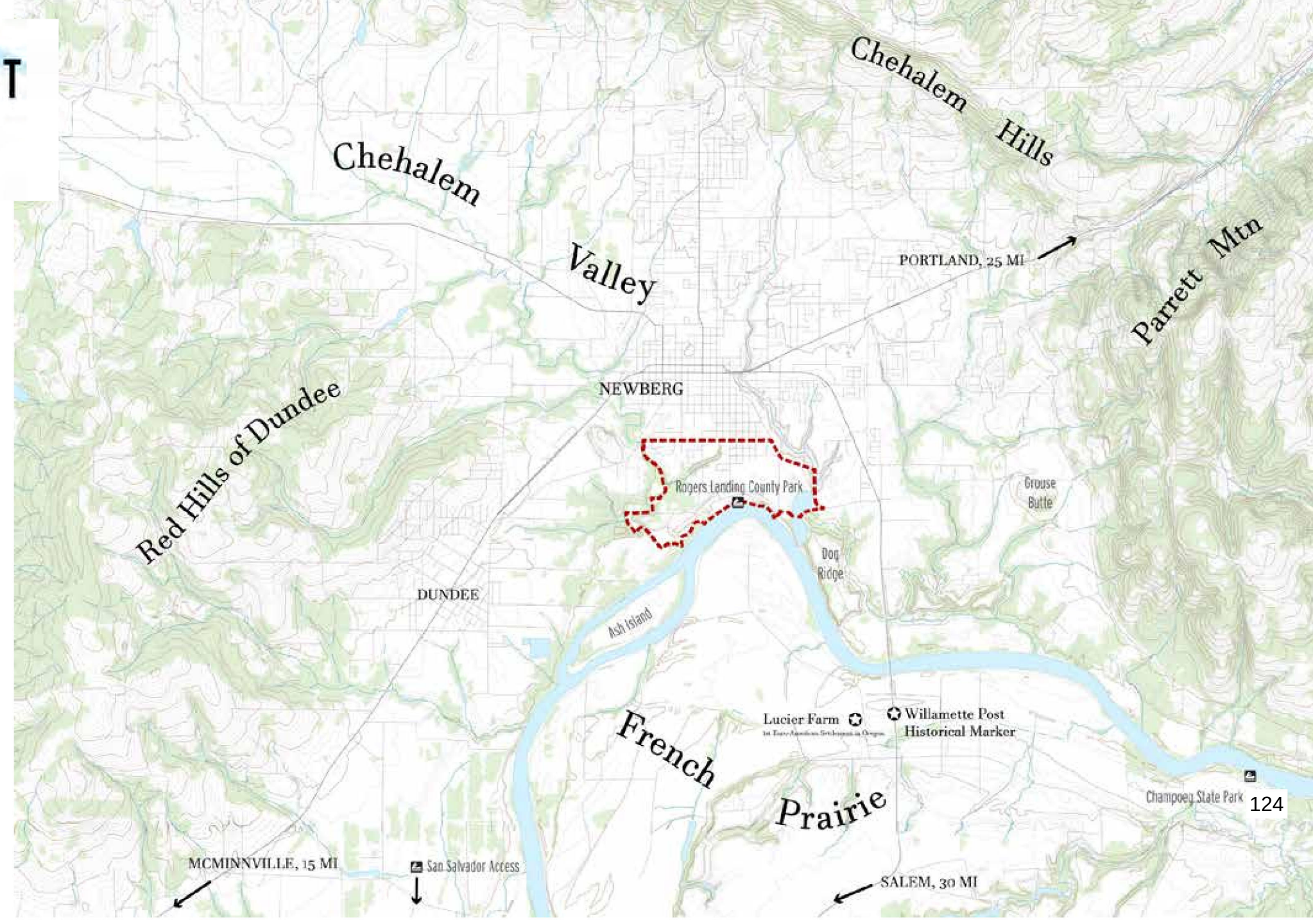

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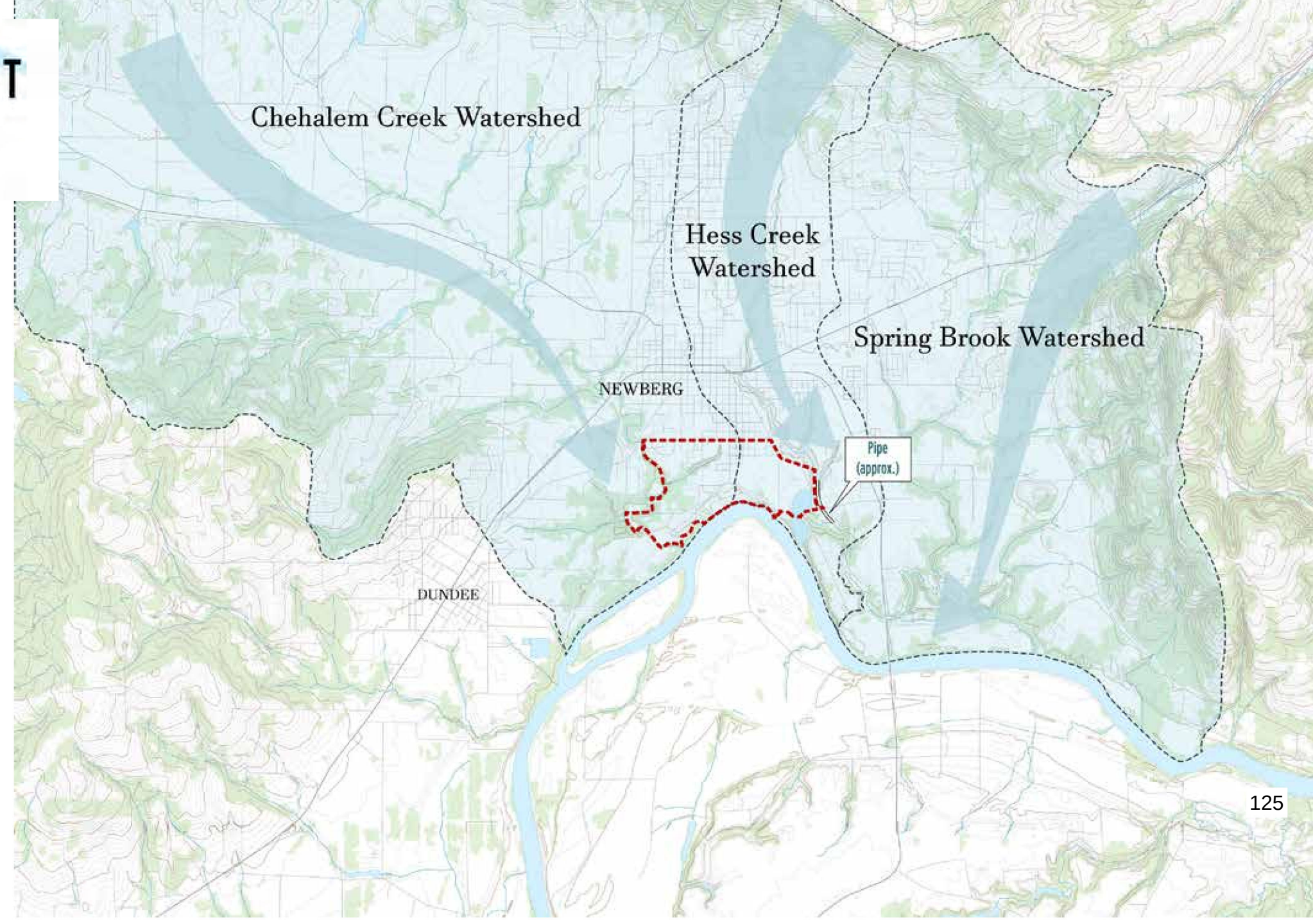
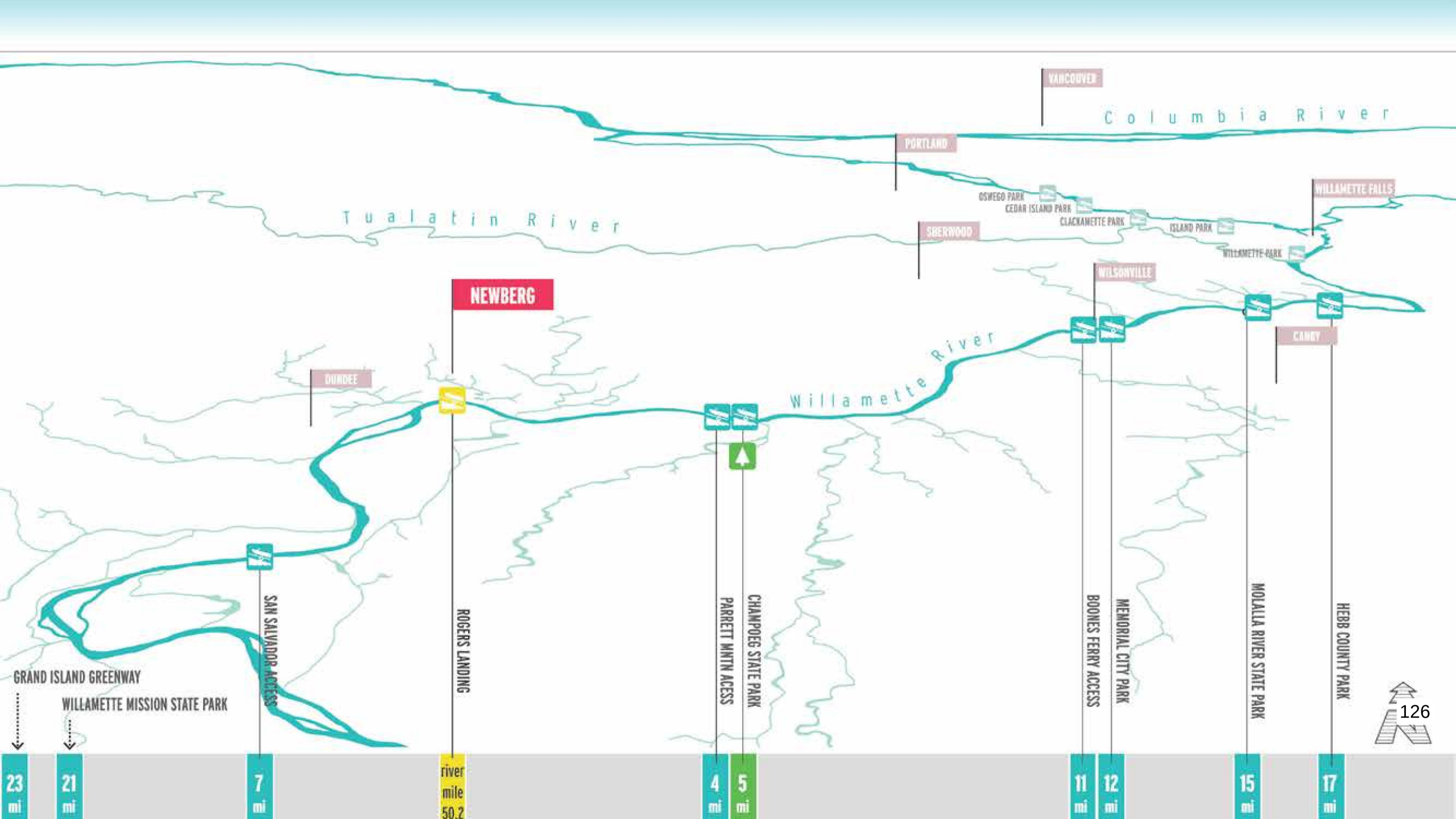
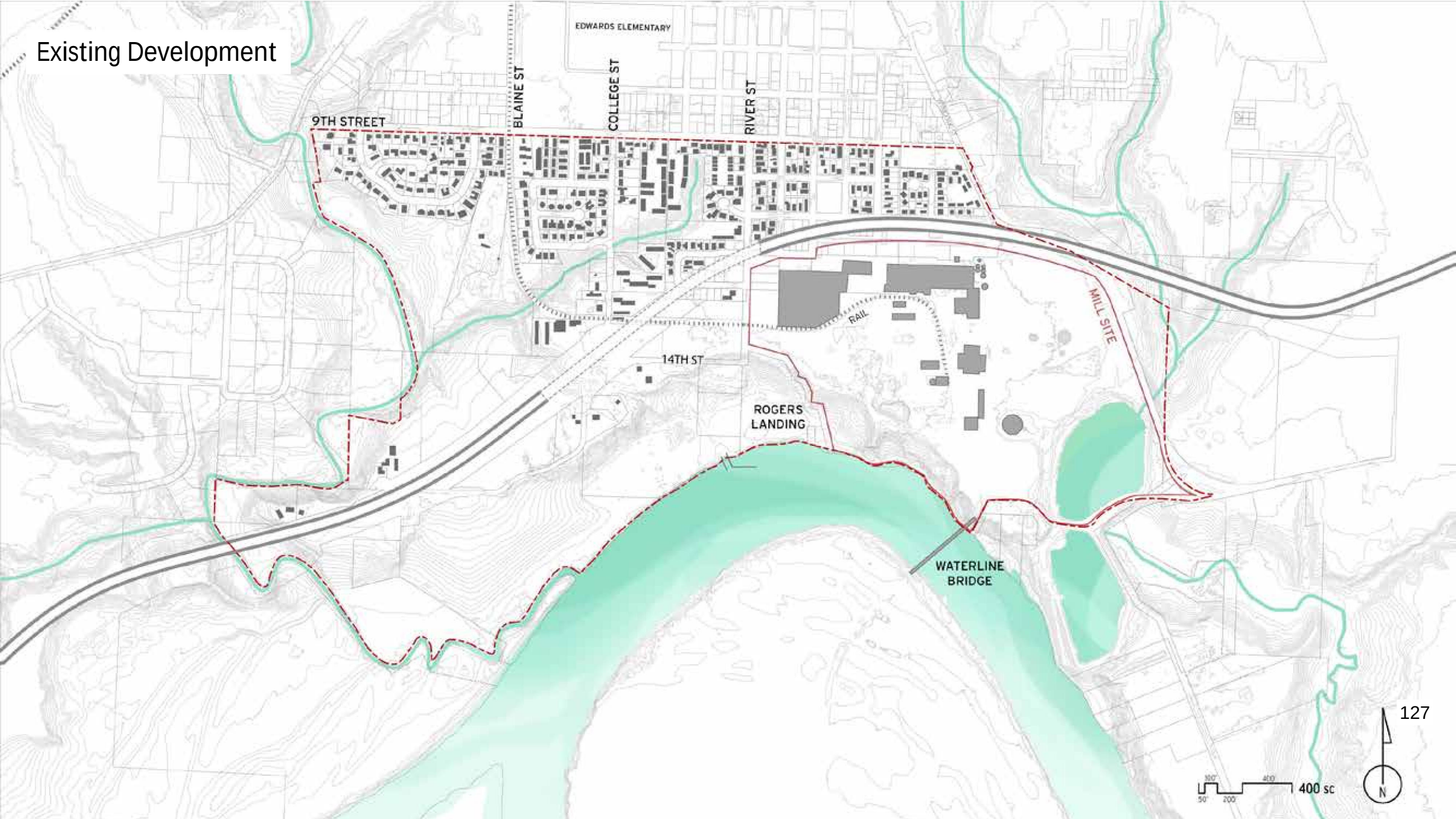
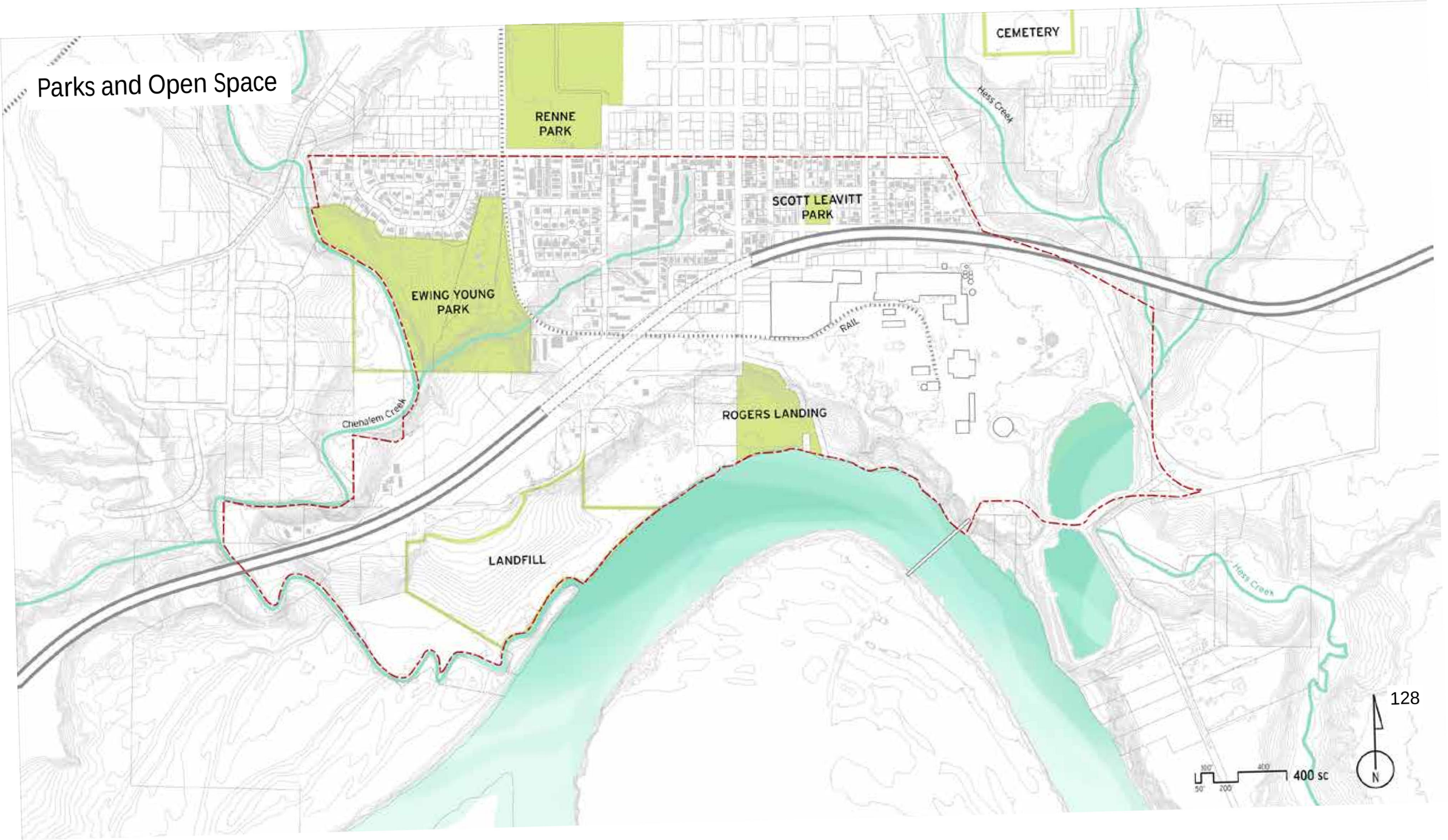



Columbia River
Tualatin River
Willamette River
VANCOUVER
PORTLAND
SHERWOOD
OSWEGO PARK
CEDAR ISLAND PARK
CLACKAMETTE PARK
ISLAND PARK
WILLAMETTE PARK
WILLAMETTE FALLS
WILSONVILLE
CANBY
NEWBERG
DUNDEE
GRAND ISLAND GREENWAY
WILLAMETTE MISSION STATE PARK
SAN SALVADOR ACCESS
ROGERS LANDING
PARRETT MNTN ACESS
CHAMPOEG STATE PARK
BOONES FERRY ACCESS
MEMORIAL CITY PARK
MOLALLA RIVER STATE PARK
HEBB COUNTY PARK
23 mi
21 mi
7 mi
river mile 50.2
4 mi
5 mi
11 mi
12 mi
15 mi
17 mi

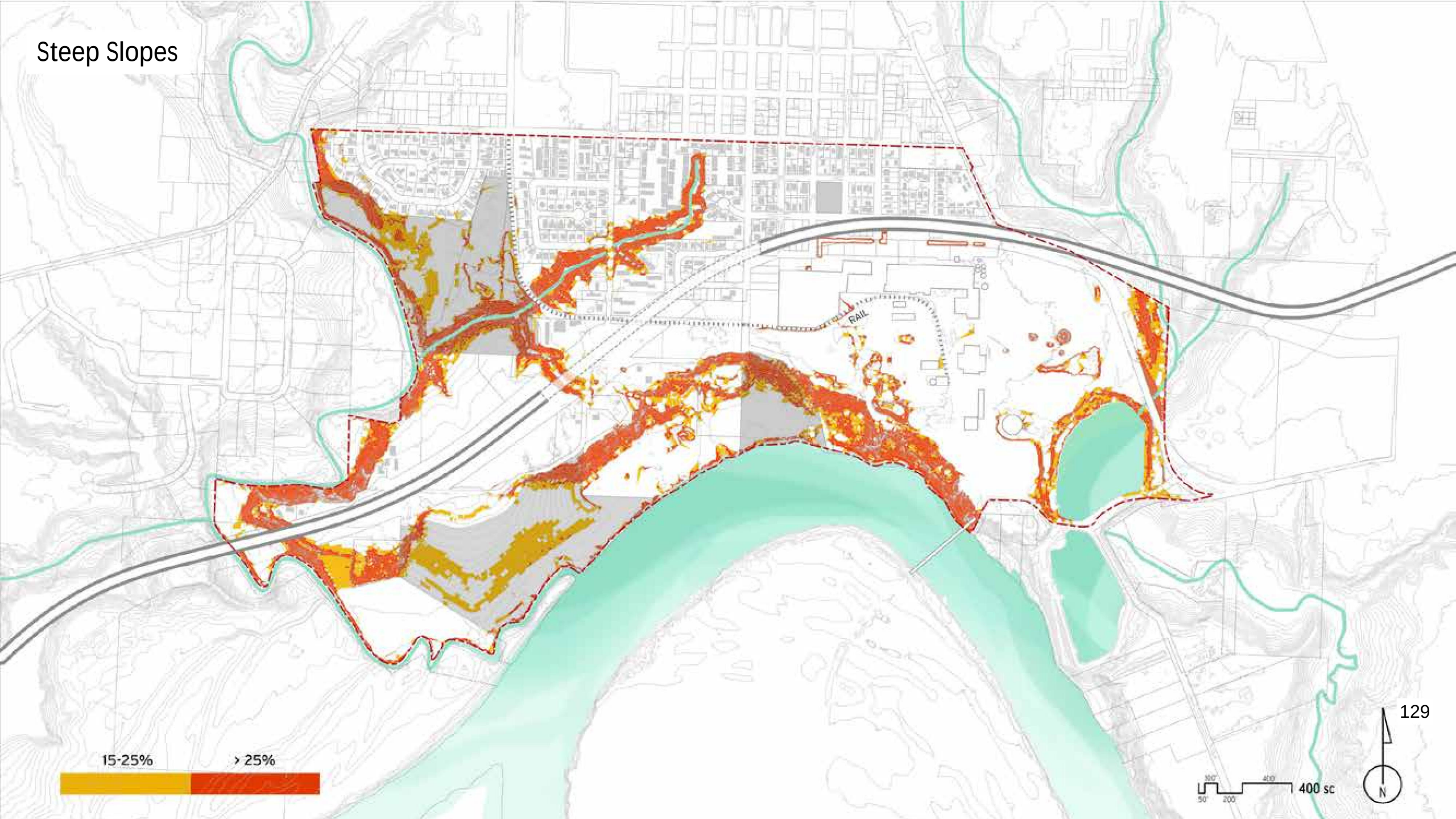
Existing Development



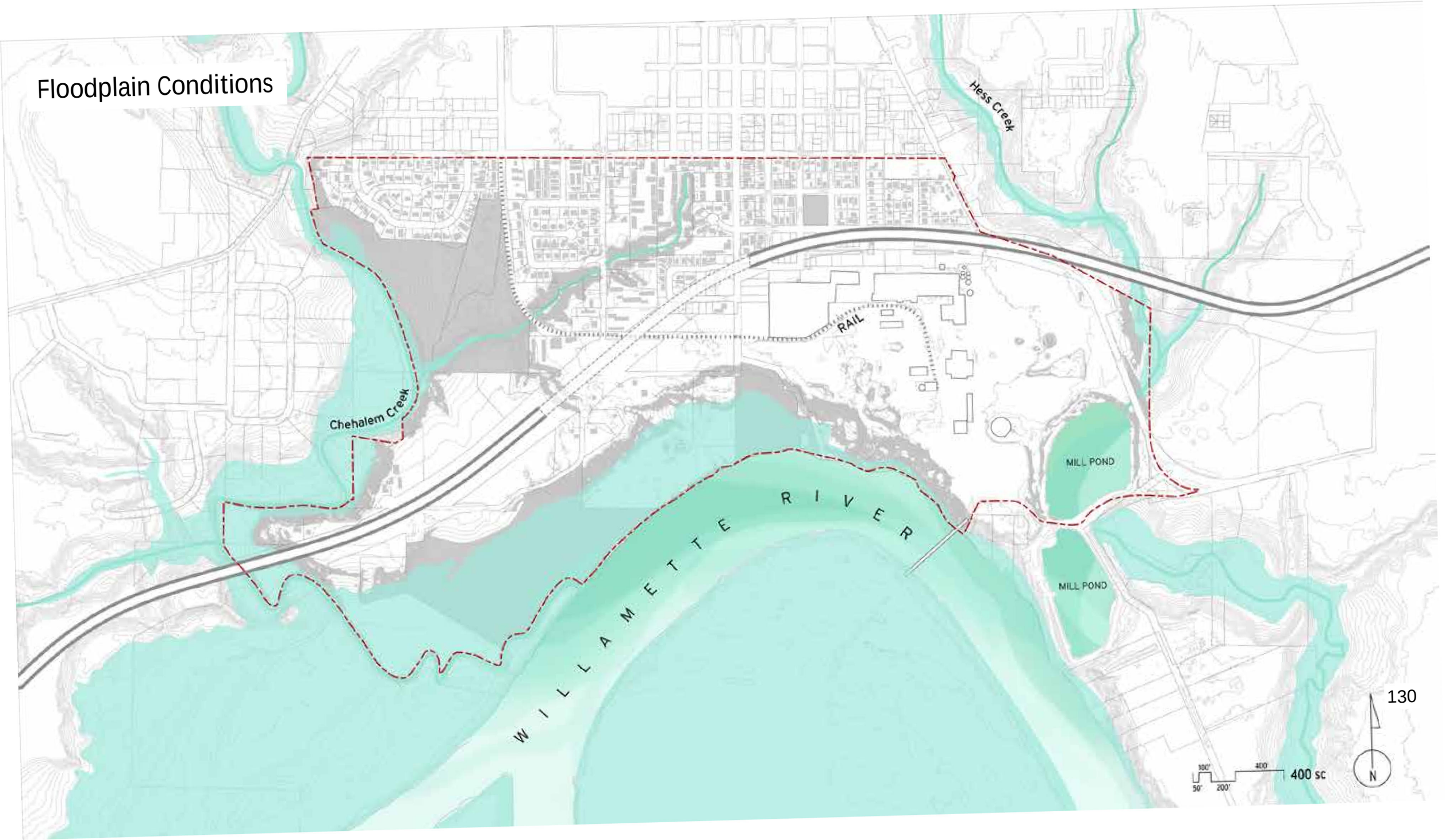
Parks and Open Space



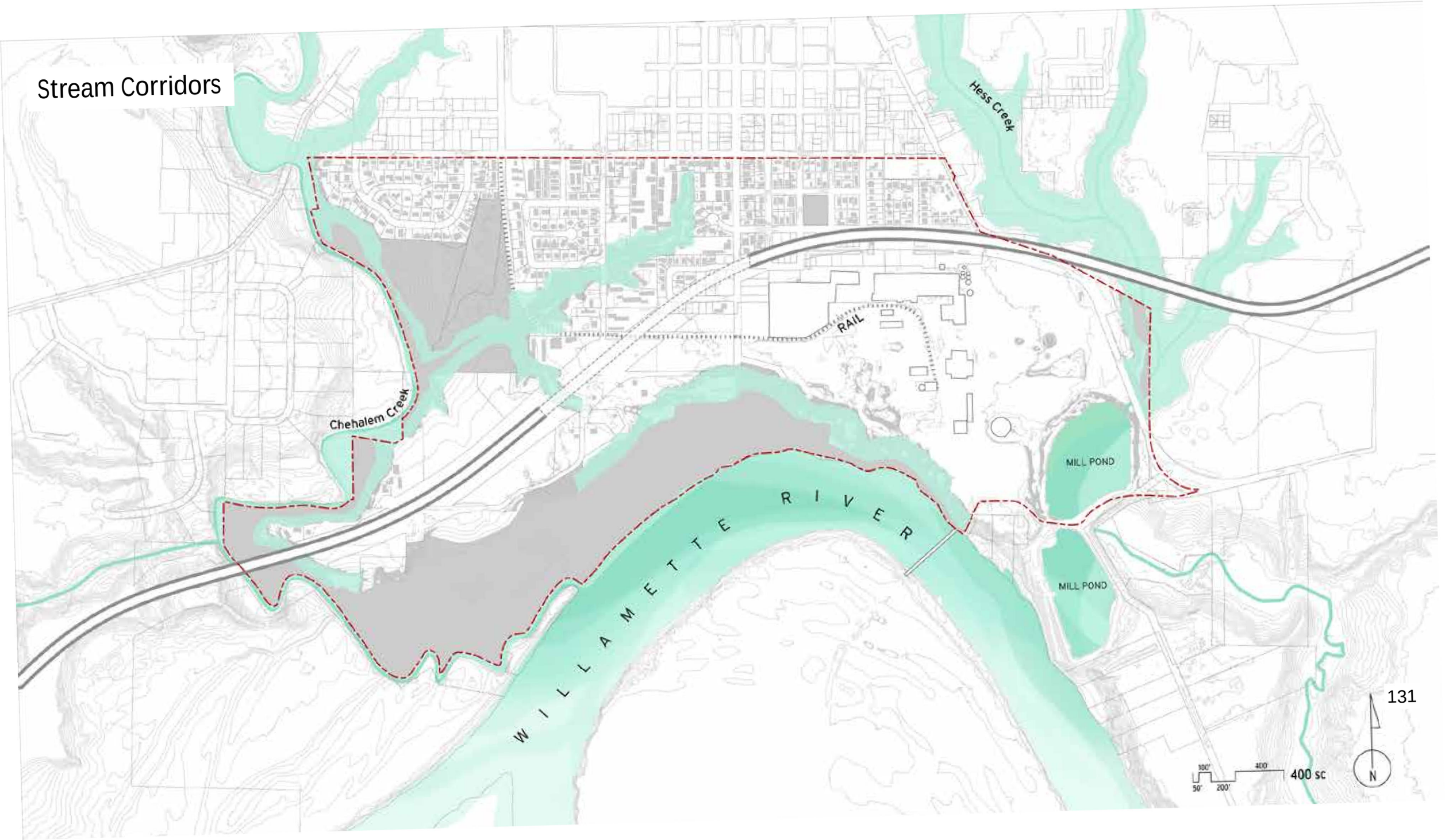
Steep Slopes

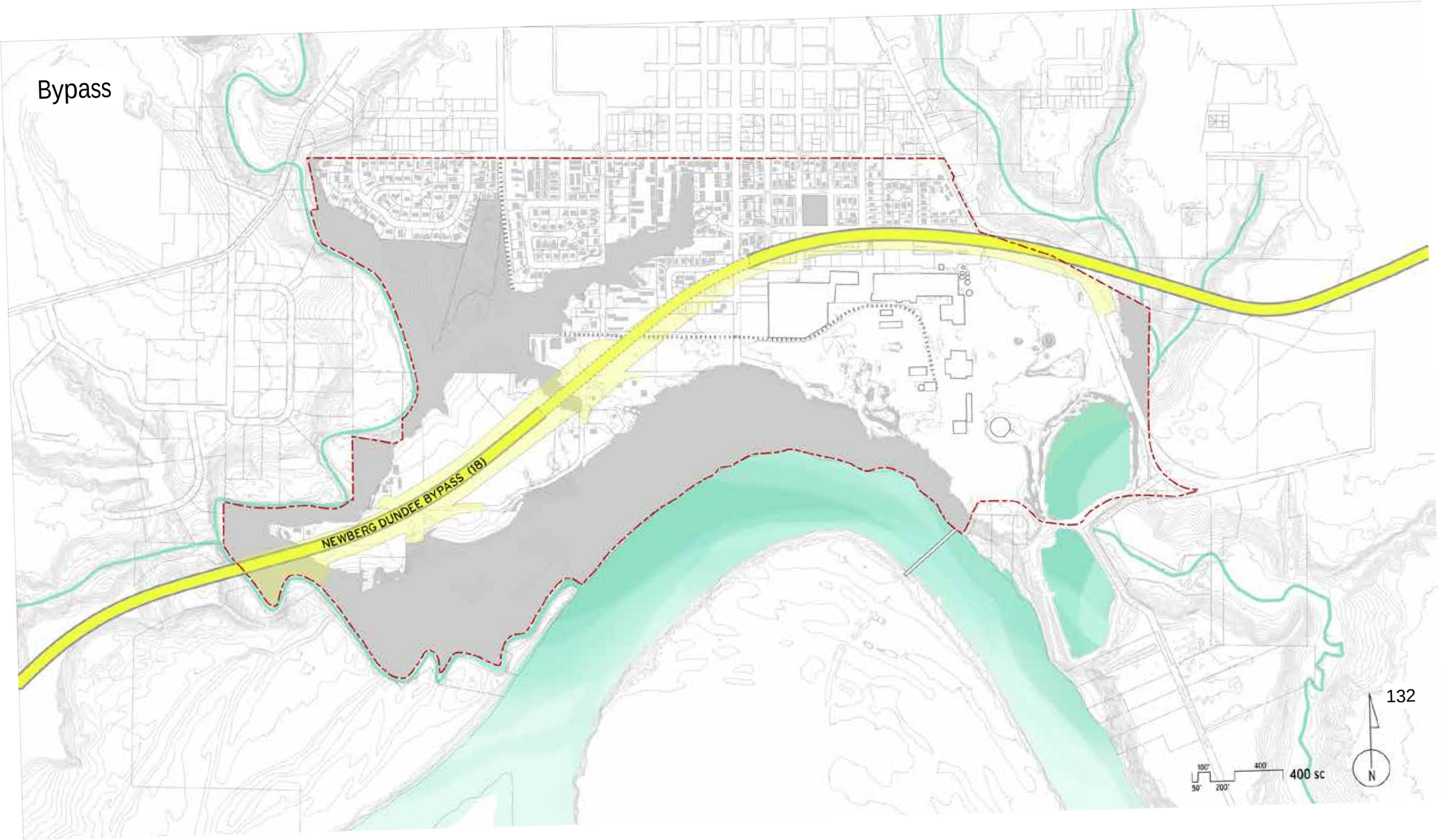


Floodplain Conditions

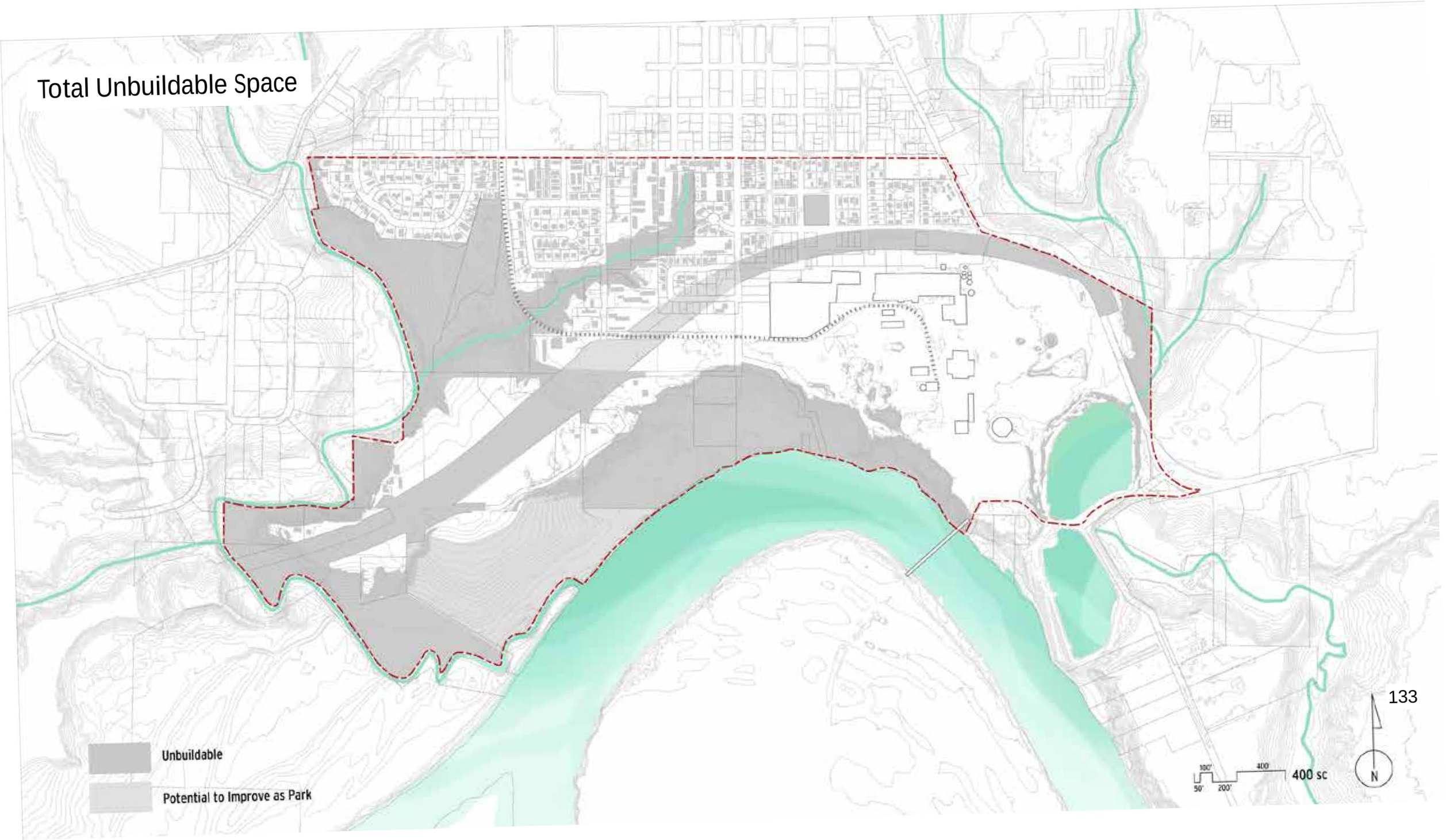


Stream Corridors

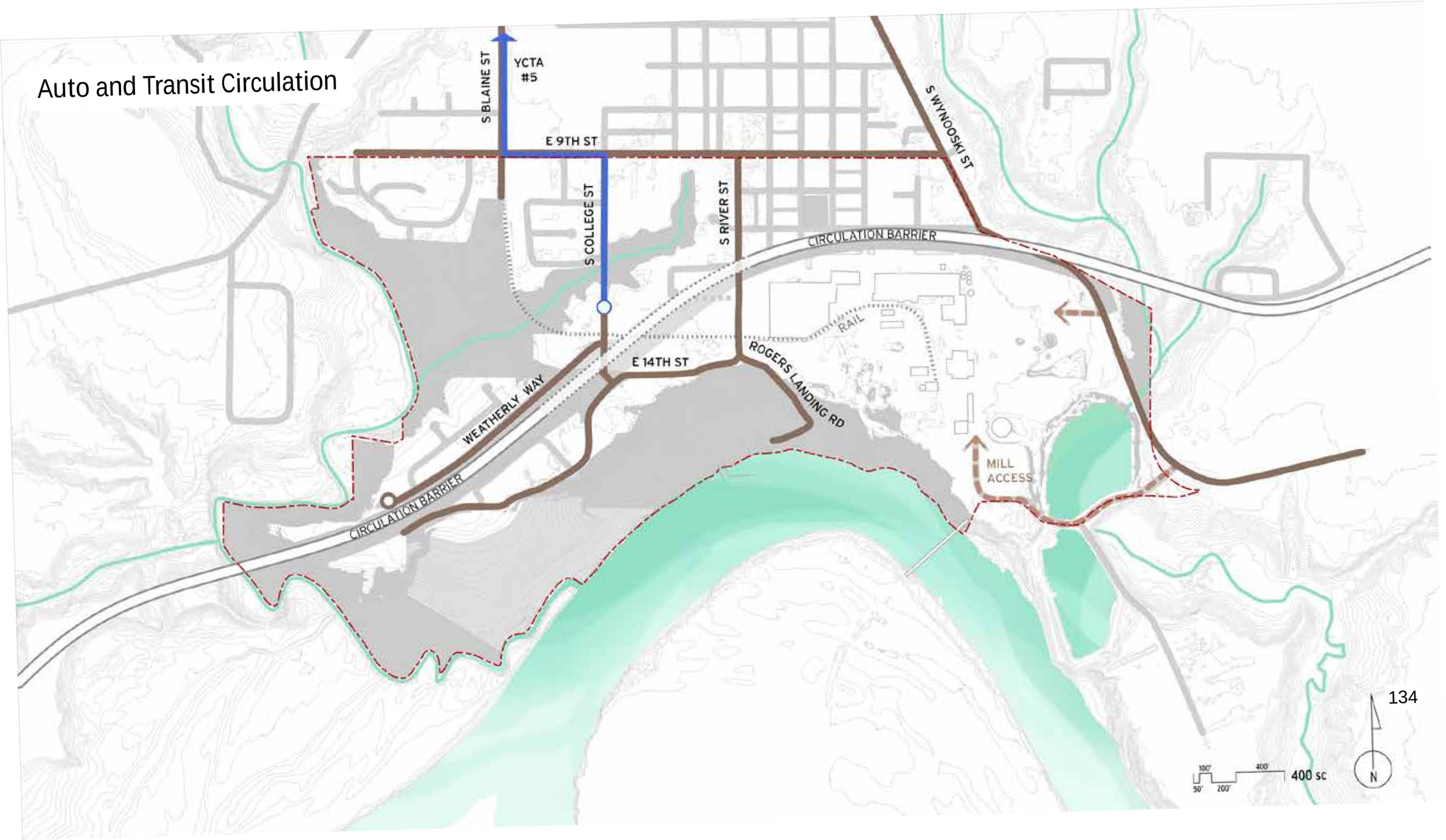



Bypass
NEWBERG DUNDEE BYPASS (18)
100'
400'
50'
200'
400 sc
N

Total Unbuildable Space



Auto and Transit Circulation



Trails and Greenspace

Adapted from Chehalem Parks and Rec District Trail Brochure



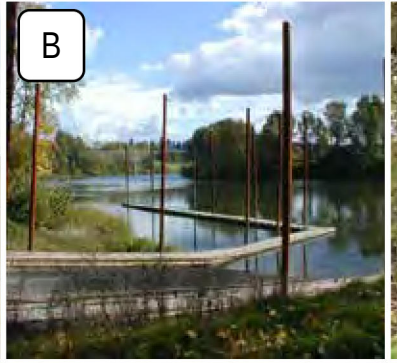
Trails and Greenspace

Adapted from Chehalem Parks and Rec District Trail Brochure





UPRIVER +
CHEHALEM CREEK LOWLANDS



WATERFRONT +
FRENCH PRAIRIE



RIVER FRAMED BY TREES
(if brush cleared)



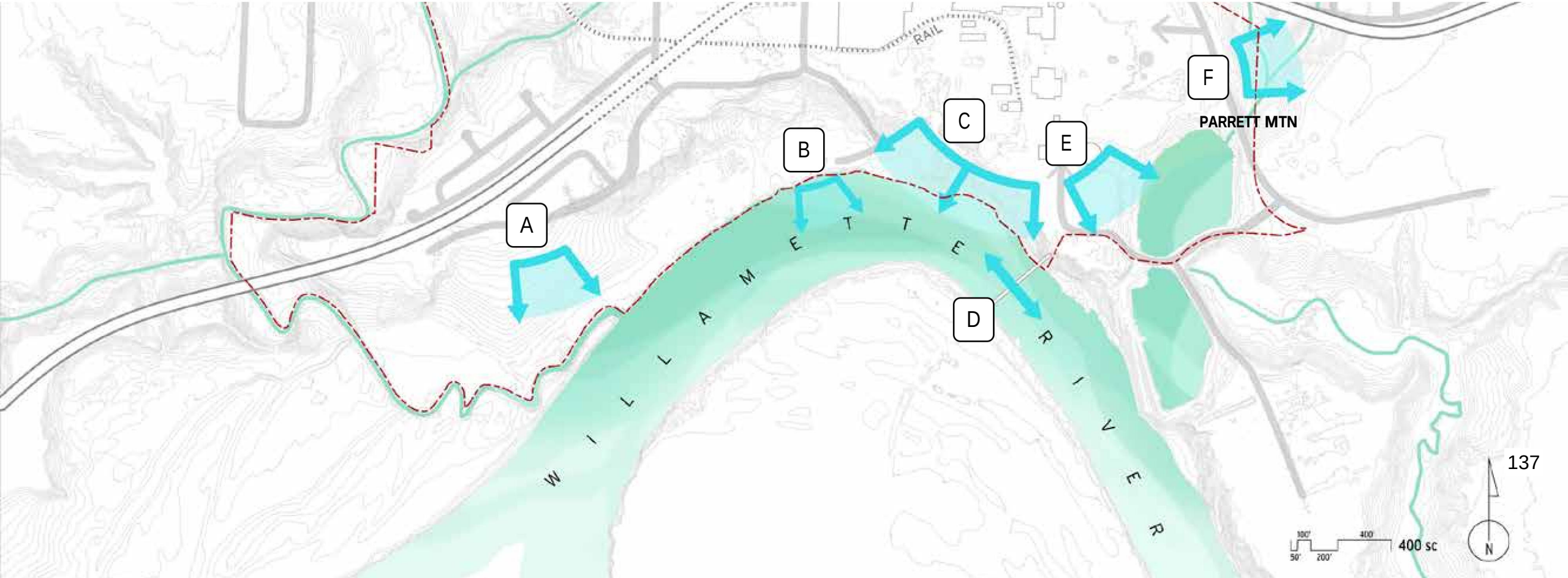
WILLAMETTE + FRENCH PRAIRIE
(if accessible)



PONDS
(if accessible and remaining)



PARRETT MOUNTAIN









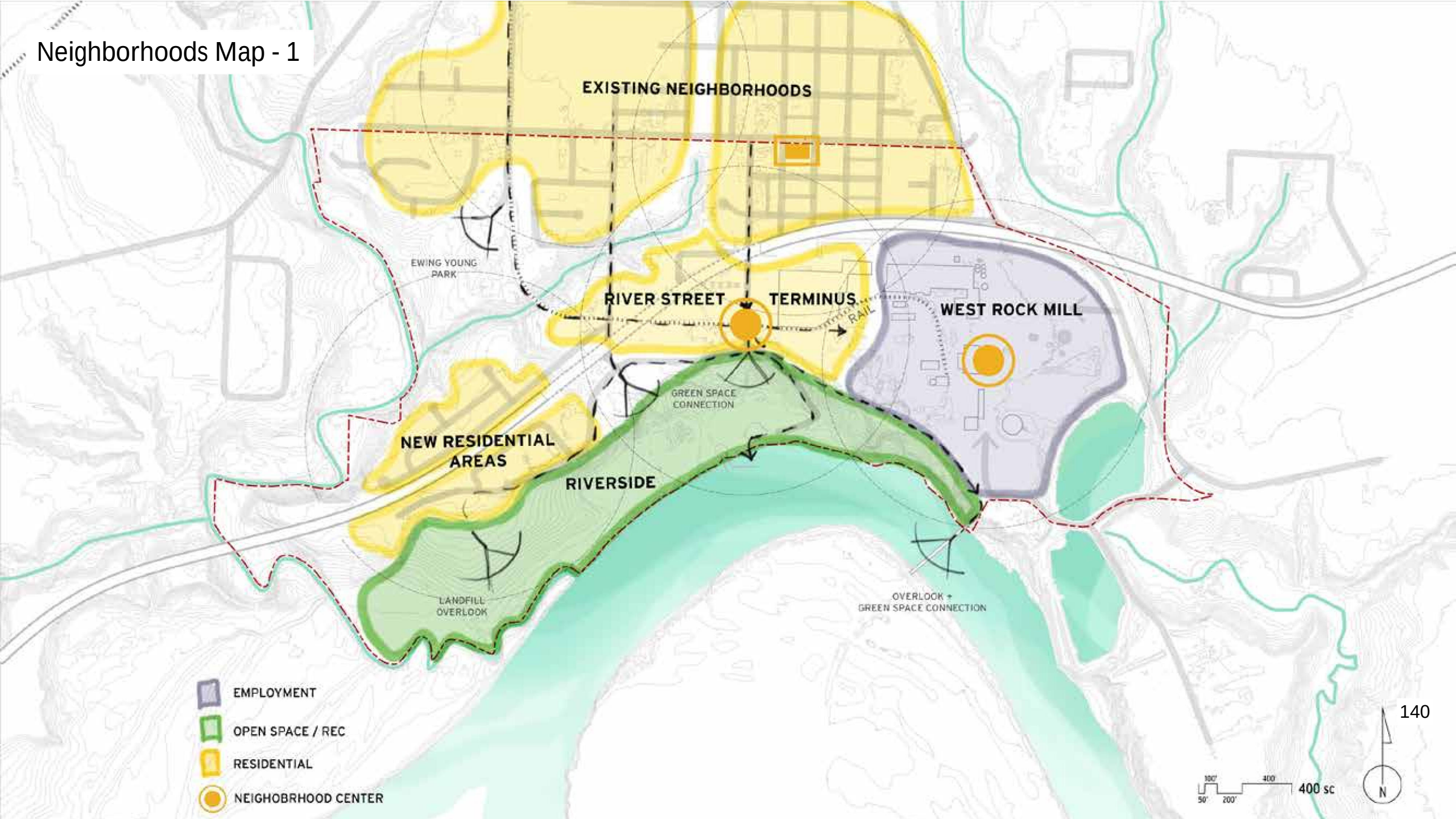




5-minute Walk



Neighborhoods Map - 1





Eugene



Thunder Island Brewing

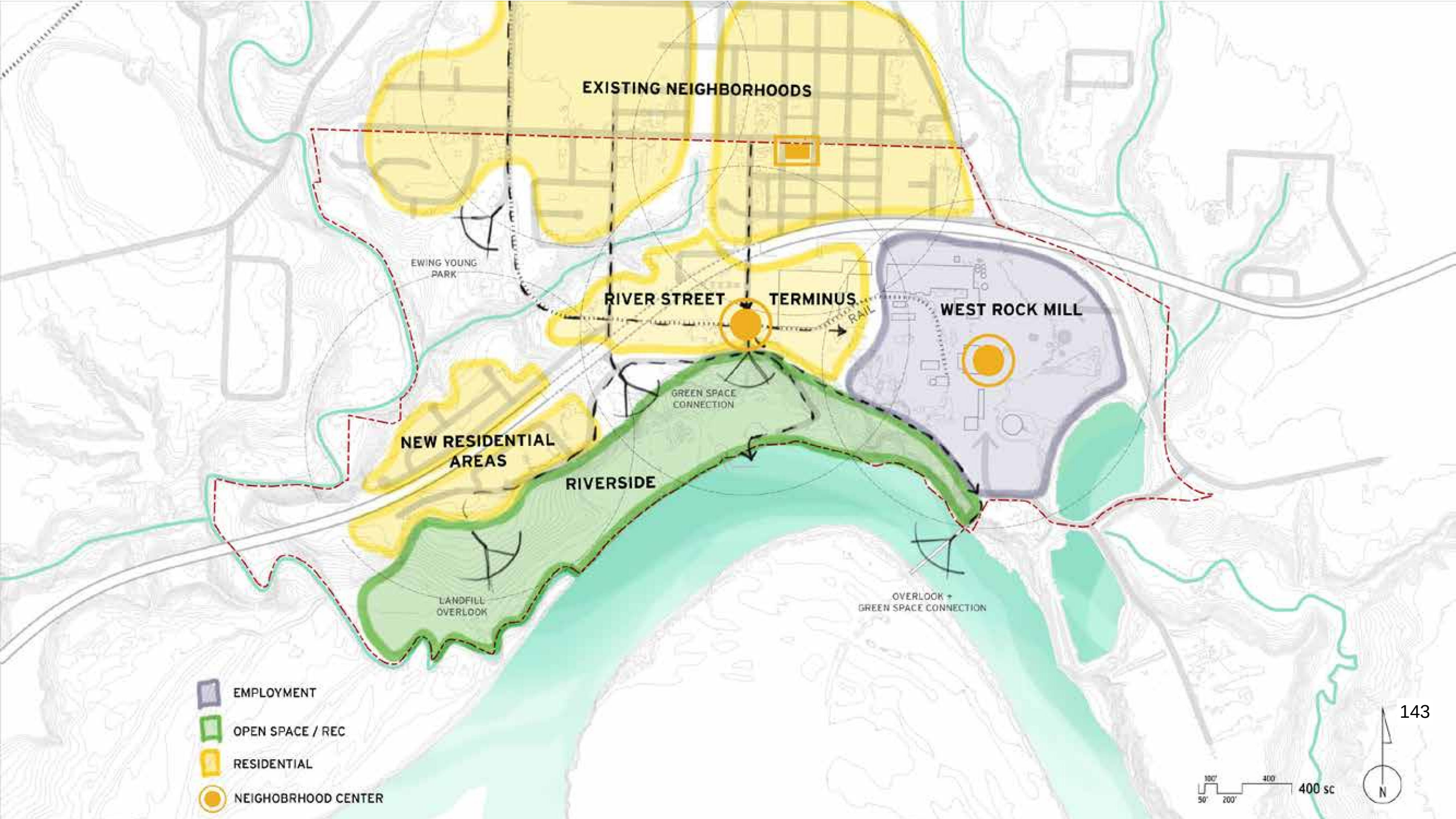


Corvallis

RIVERFRONT
MASTER PLAN
City of Newberg

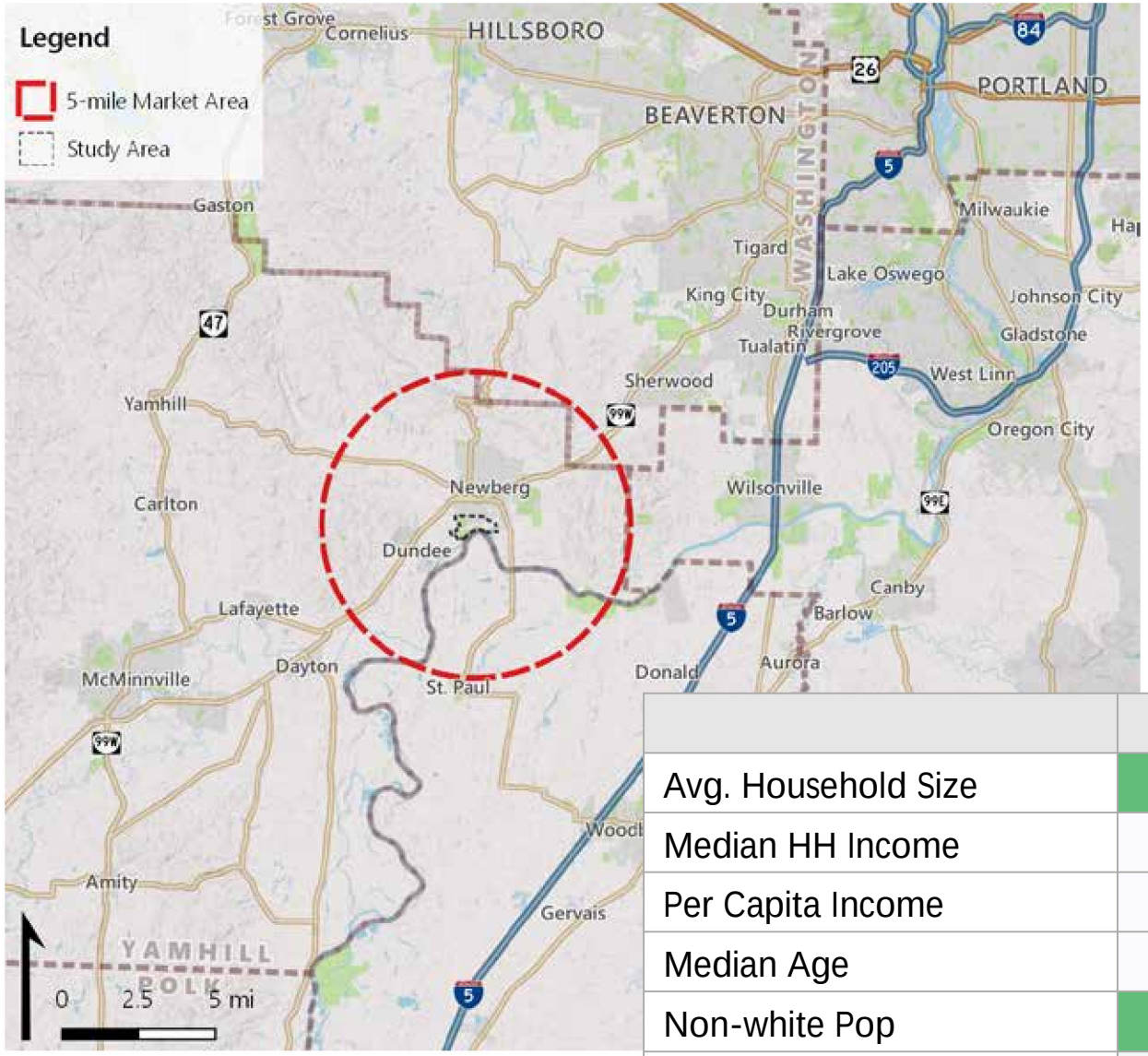
Market Analysis

142


EXISTING NEIGHBORHOODS
EWING YOUNG PARK
RIVER STREET TERMINUS
RAIL
WEST ROCK MILL
GREEN SPACE CONNECTION
NEW RESIDENTIAL AREAS
RIVERSIDE
LANDFILL OVERLOOK
OVERLOOK + GREEN SPACE CONNECTION
EMPLOYMENT
OPEN SPACE / REC
RESIDENTIAL
NEIGHOBRHOOD CENTER
100'
400'
50'
200'
400 SC
N

The Market Area

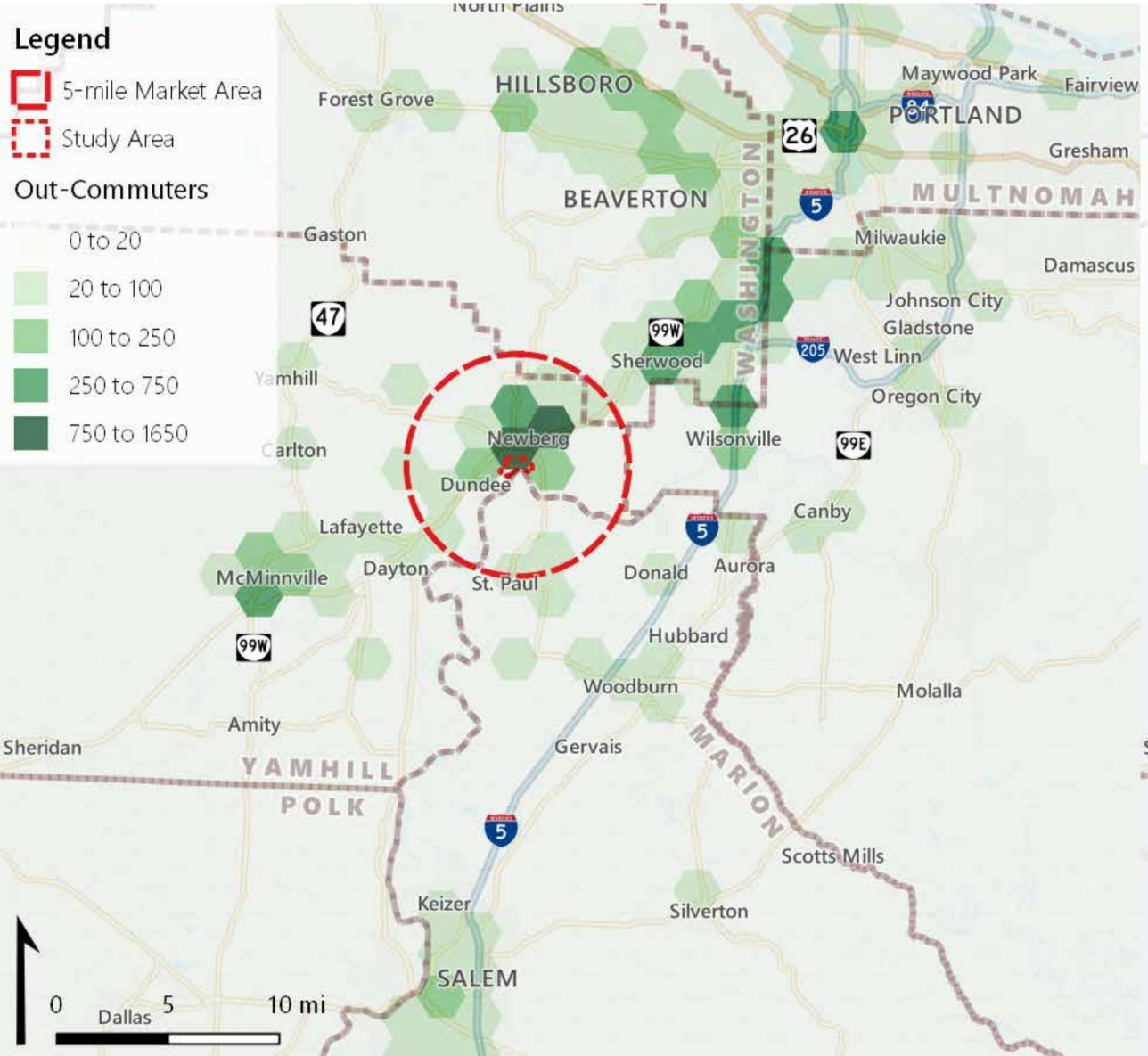
RIVERFRONT MASTER PLAN
City of Newberg



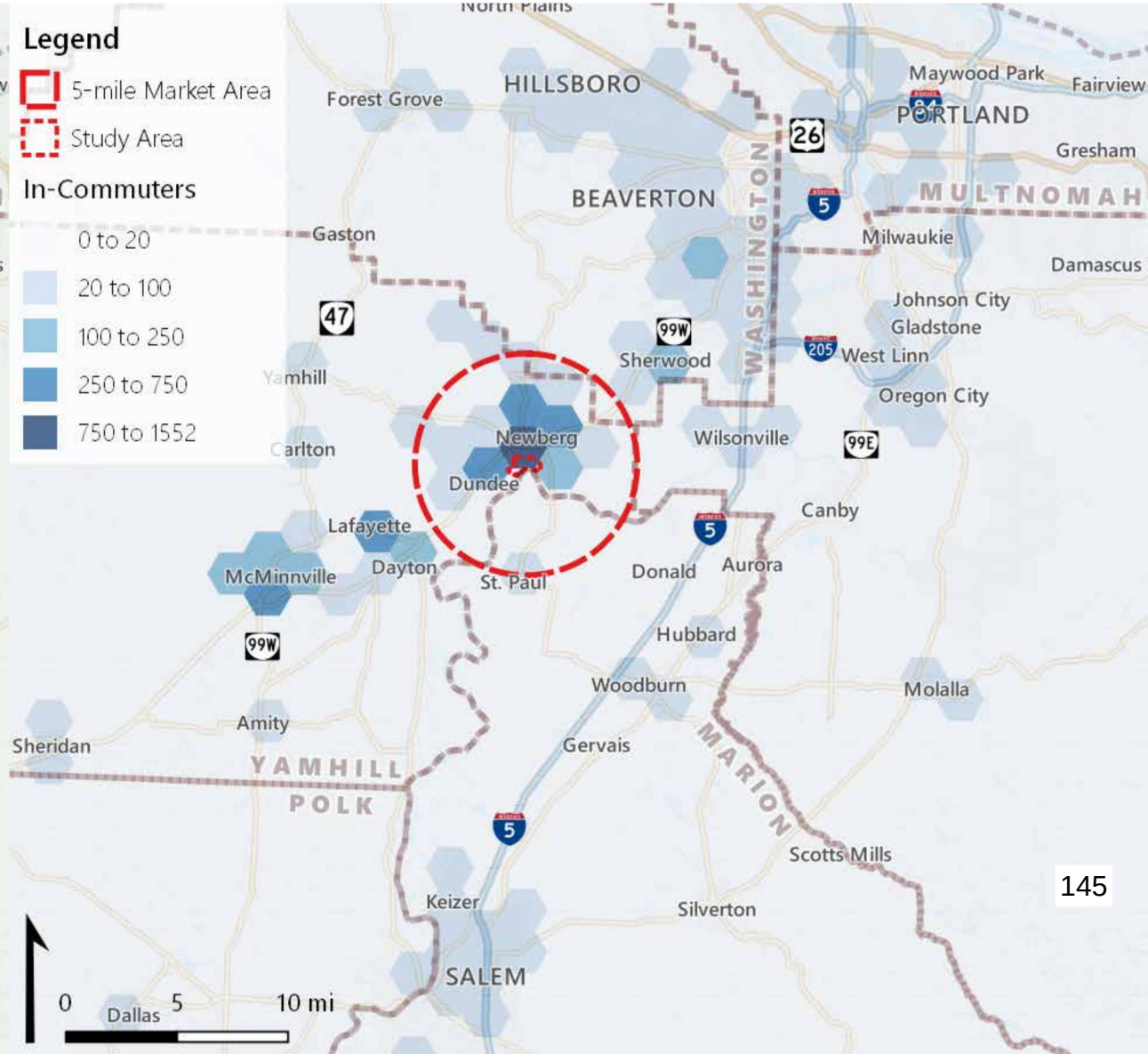
Demographic Summary

	Study Area	Newberg	Market Area	Yamhill Co.
Avg. Household Size	2.74	2.68	2.71	2.72
Median HH Income	$46,251	$60,383	$66,939	$58,446
Per Capita Income	$19,457	$26,136	$29,676	$27,372
Median Age	317	34.3	37.5	37.9
Non-white Pop	22%	14%	12%	15%
Bachelor's +	26%	31%	31%	25%

Where Market Area Residents Commute To

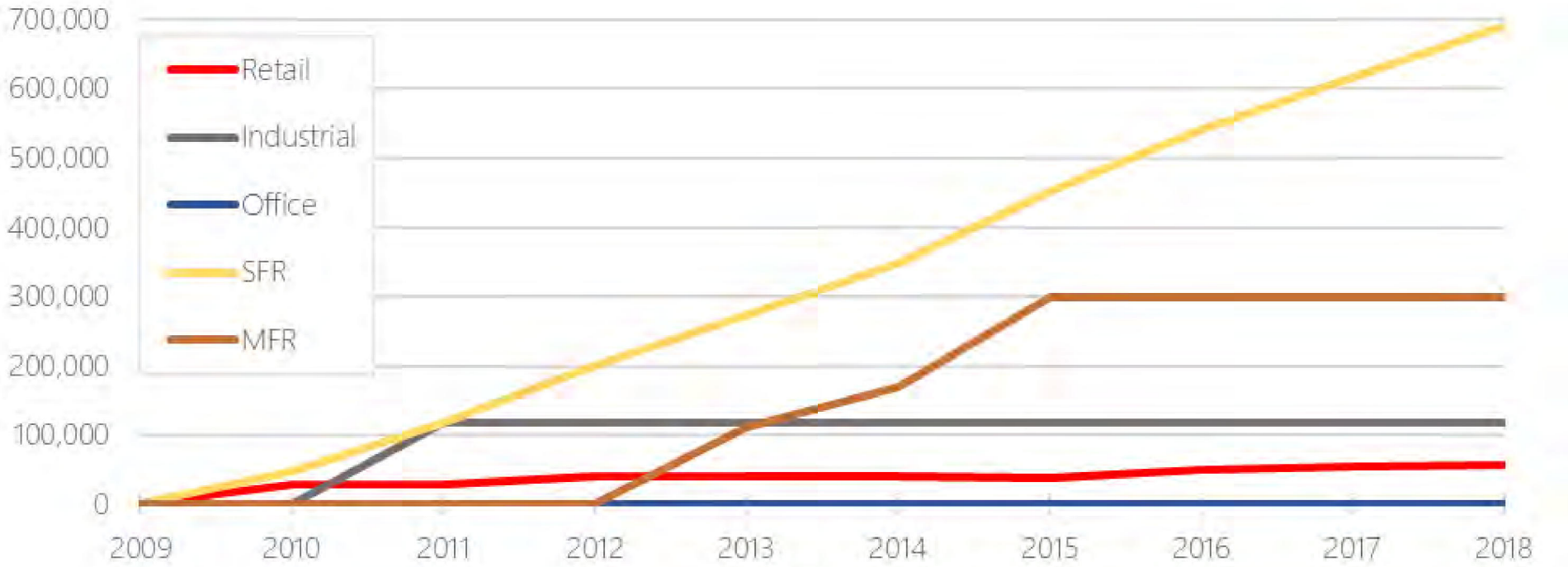


Where Market Area Residents Commute From



Net New Development (SF) Newberg, 2009-2018 YTD

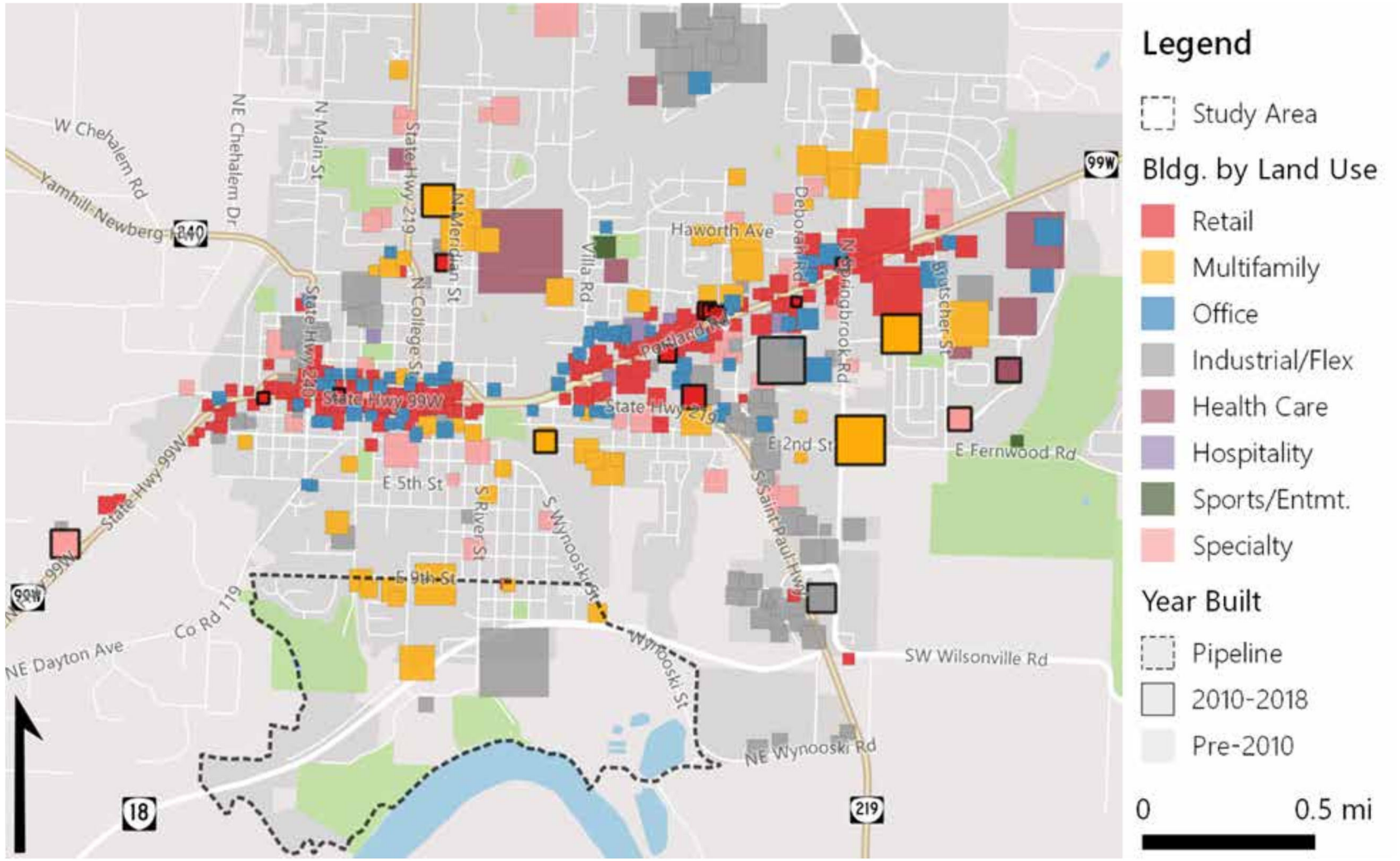
RIVERFRONT MASTER PLAN
City of Newberg



Development by Land Use and Year Built

City of Newberg

RIVERFRONT MASTER PLAN
City of Newberg



Legend

- Study Area

Bldg. by Land Use

- Retail
- Multifamily
- Office
- Industrial/Flex
- Health Care
- Hospitality
- Sports/Entmt.
- Specialty

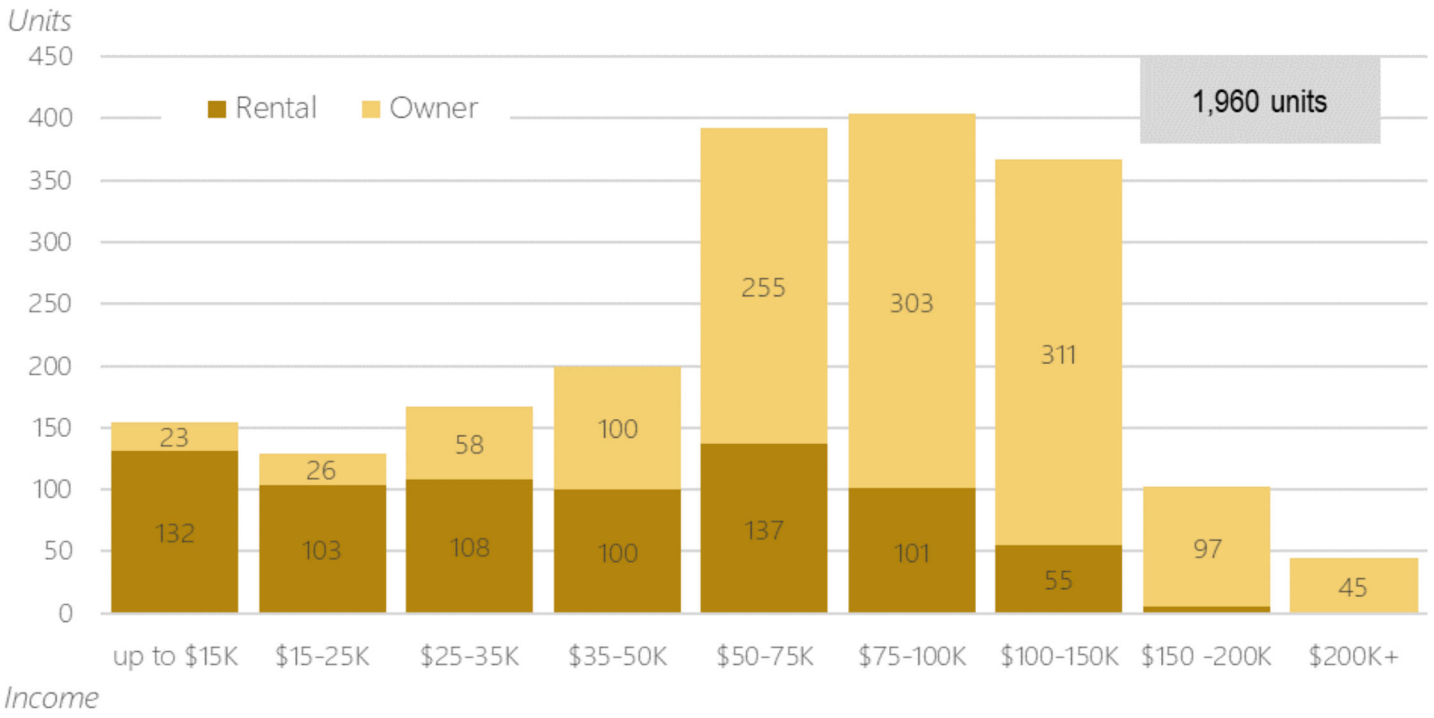
Year Built

- Pipeline
- 2010-2018
- Pre-2010

0 0.5 mi

Market Area Demand, 10 Years

RIVERFRONT MASTER PLAN
City of Newberg



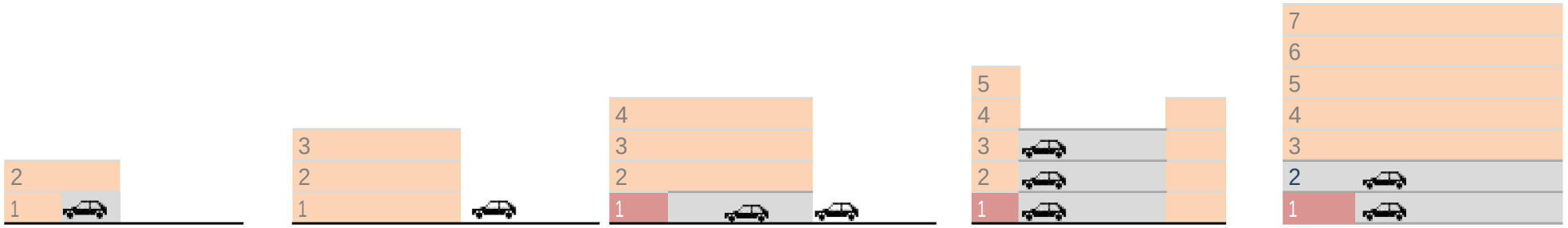
Recent Multifamily Development





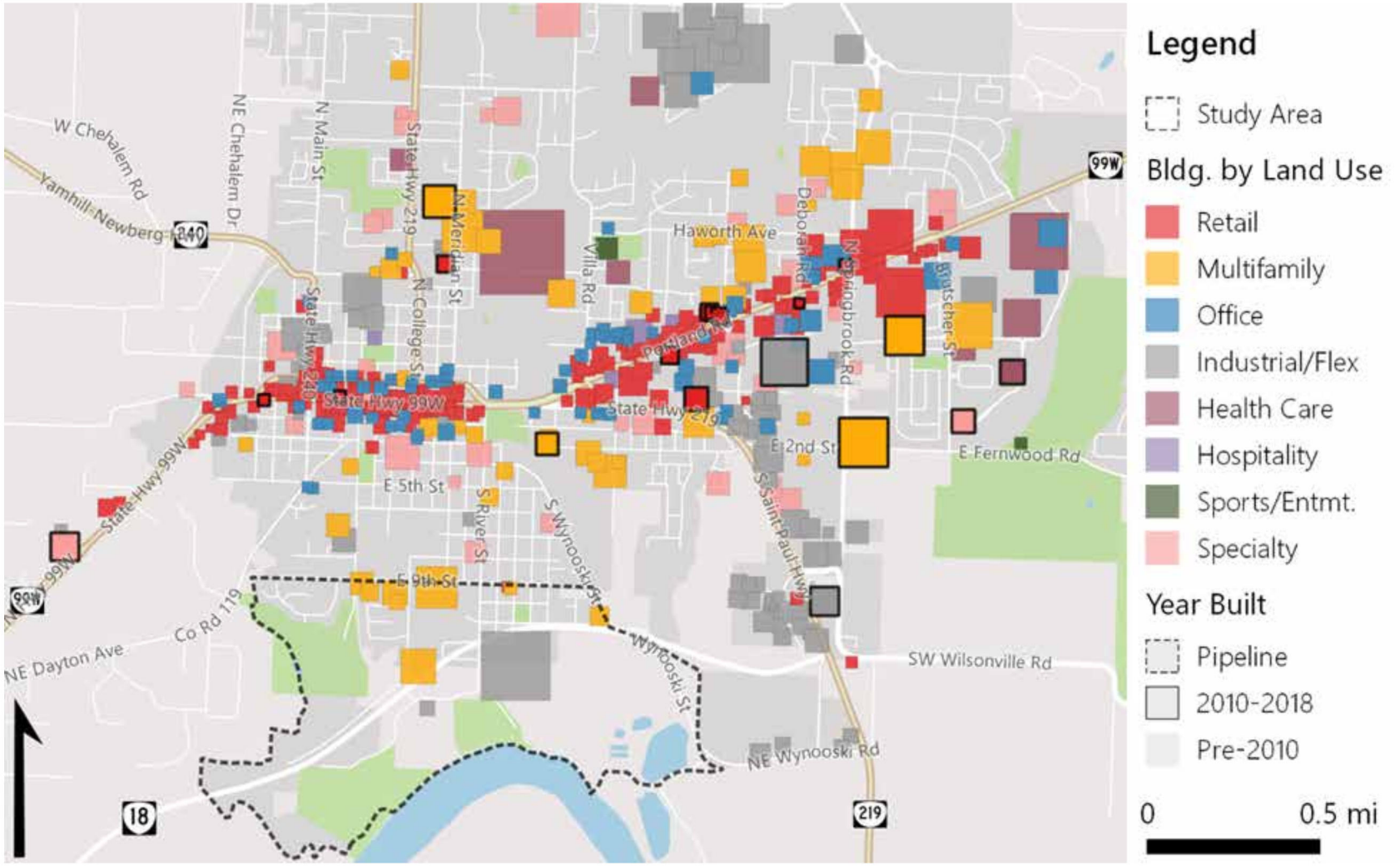


Housing Prototypes

Name	Townhomes	Garden Apartments	Urban Garden Apts.	Wrap	Mid-Rise / Podium
					
Parking	Surface / tuck under	Surface	Surface / tuck under	Structure	Structure
Structure	Wood frame	Wood frame	Wood over concrete	Wood with concrete	Wood over concrete

Retail/Commercial

RIVERFRONT MASTER PLAN
City of Newberg



Riverfront:

- Limited accessibility, visibility, drive through traffic
- “180 degree market”
- Small nearby population today

- Difficult “convenience retail” location

- Destination retail is possible

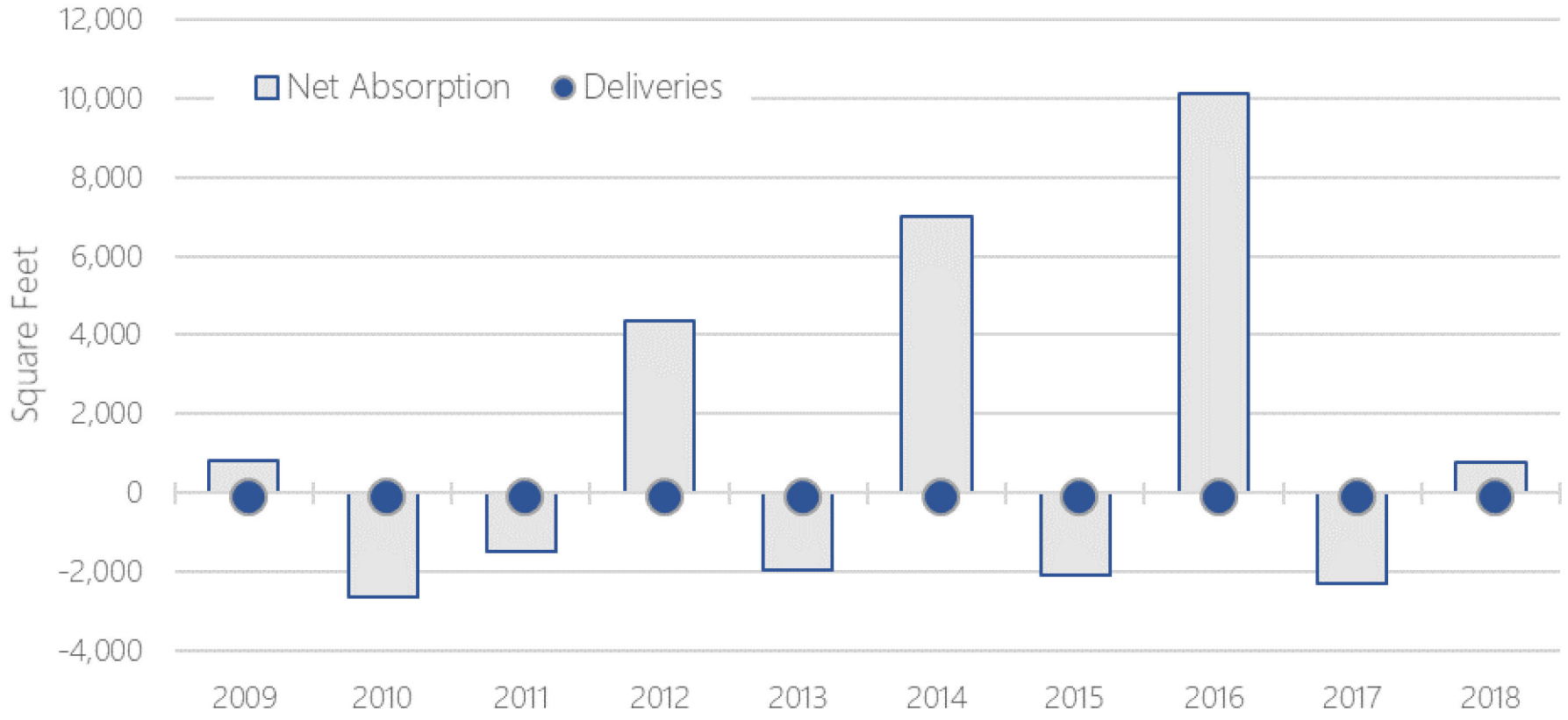
Retail

RIVERFRONT MASTER PLAN
City of Newberg

Declining	Growing
	
• Commodity retail • Food: Casual dining, weaker fast food chains • Mid-priced apparel and shoes; children's • Dollar Stores • Pet supplies • Electronics • Office Supplies • Bookstores • Toy Stores • Video stores • Bank Branches	• **Retail that offers a special experience** • **Food!** • **"Fast Casual," i.e. Little Big Burger** • **Food Halls, artisanal markets** • Trucks to Bricks • Grocery: Ranging from discount, to organic, to small format, and ethnic • Medical users, incl. ZoomCare • Apparel: Fast fashion, off-price, active sportswear • Sporting clubs • Fitness/Health Clubs • Marijuana dispensaries • Auto repair • Convenience stores • Car dealerships • Home improvement and home furnishings

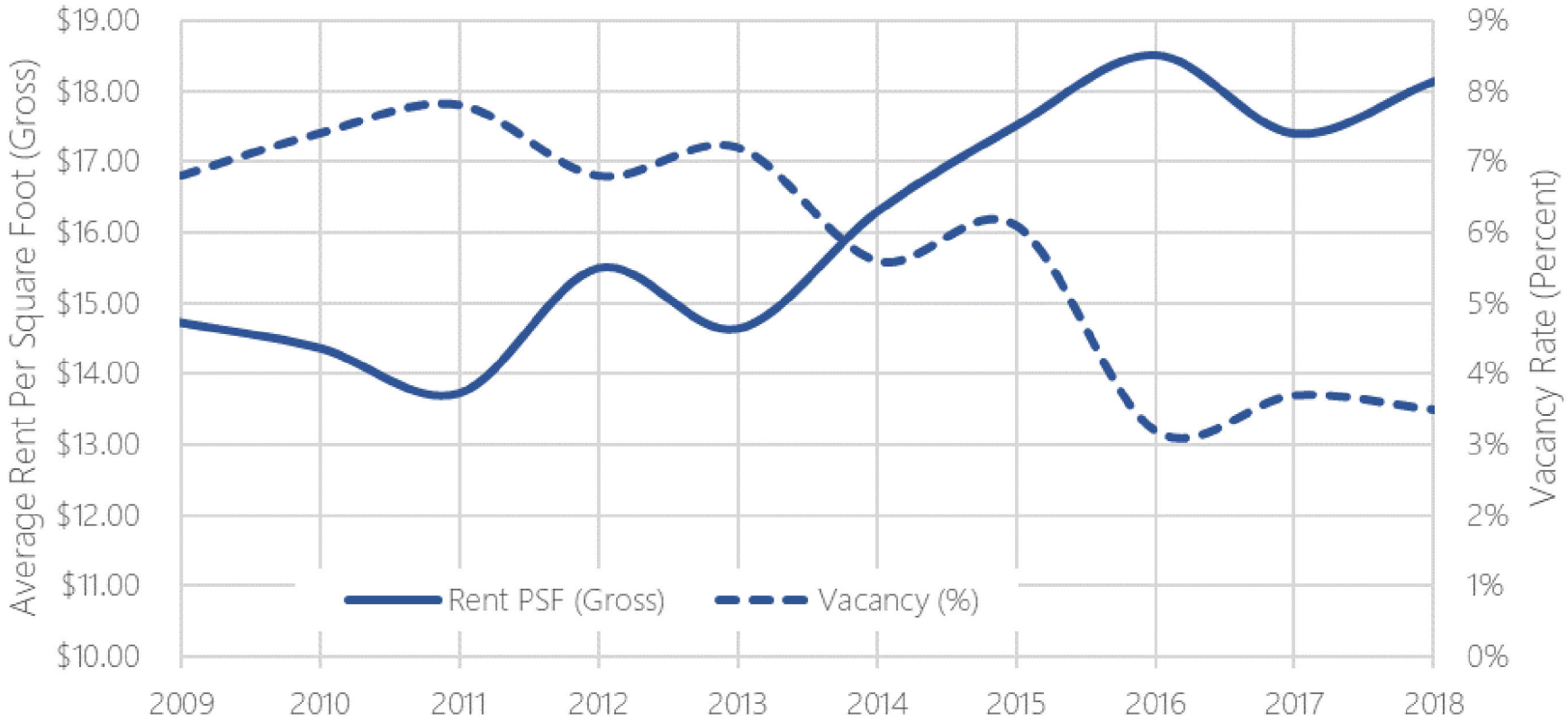
Office Net Absorption and Deliveries (SF) Market Area, 2009-2018

RIVERFRONT MASTER PLAN
City of Newberg

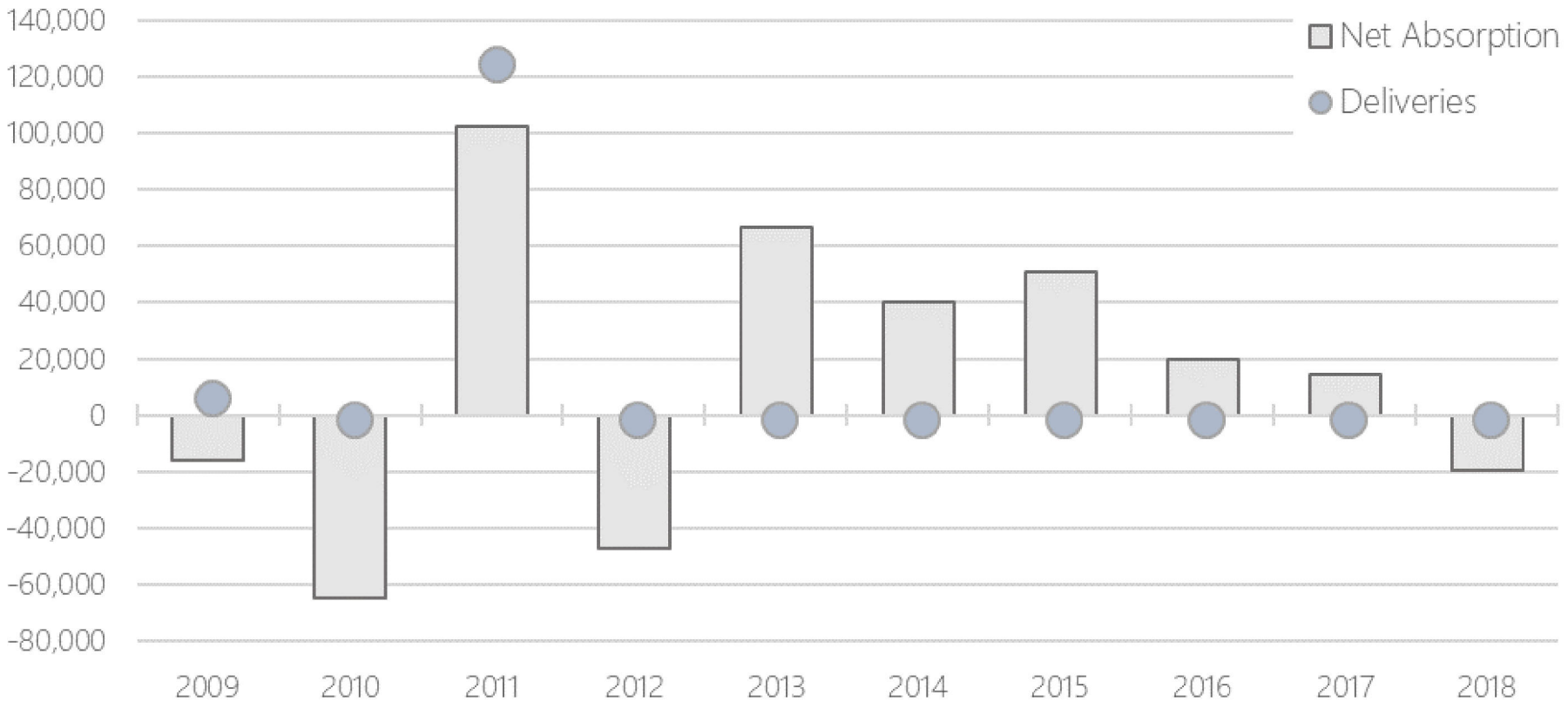


Market Area Office Rent and Vacancy

RIVERFRONT MASTER PLAN
City of Newberg



Industrial Absorption and Deliveries (SF) Market Area, 2009-2018



Industrial Development

RIVERFRONT

2800 Hayes St
Newberg, OR 97132 - Yamhill County Submarket



BUILDING

Type:	Class A Industrial
Subtype:	Manufacturing
Tenancy:	Single
Year Built:	2011
RBA:	126,069 SF
Floors:	2
Typical Floor:	71,630 SF
Construction:	Reinforced Concrete

LAND

Land Area:	5.67 AC

1001 Wilsonville Rd
Newberg, OR 97132 - Yamhill County Submarket



BUILDING

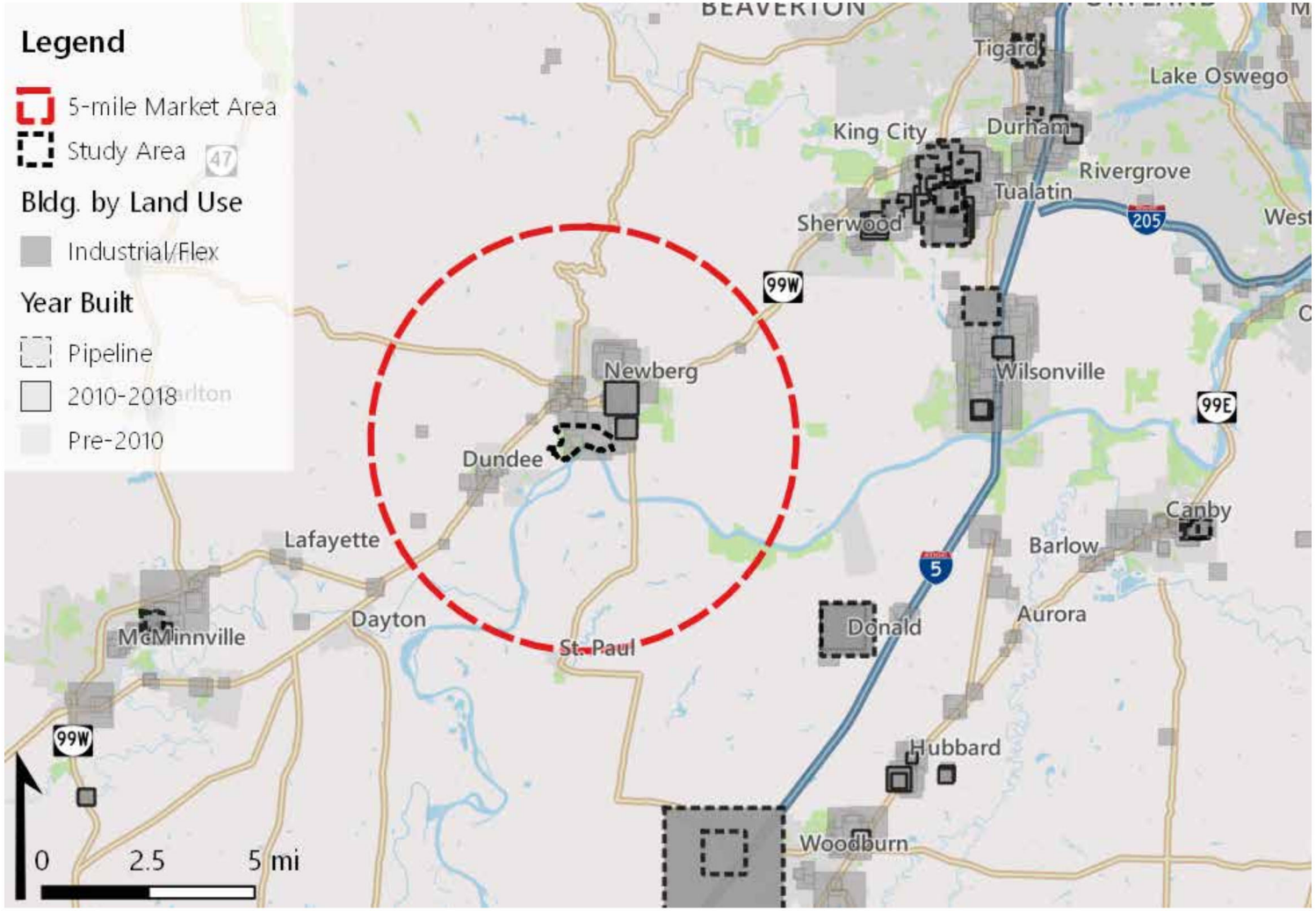
Type:	Class B Industrial
Tenancy:	Single
Year Built:	Under Construction
RBA:	41,000 SF
Floors:	1
Typical Floor:	41,000 SF
Ceiling Ht:	19'6"
Construction:	Reinforced Concrete

LAND

Land Area:	2.04 AC

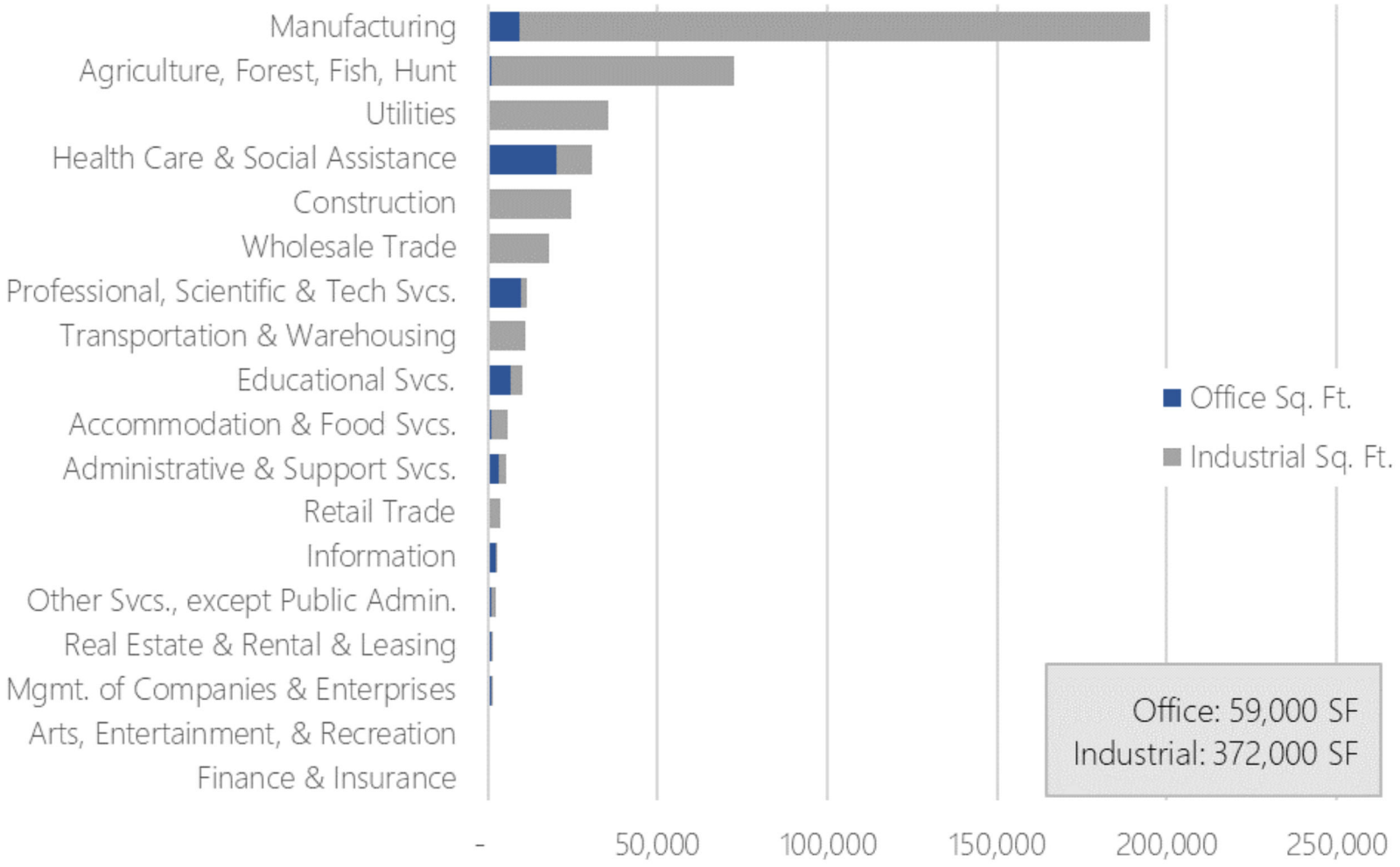
Regional Industrial/Flex Development

RIVERFRONT MASTER PLAN
City of Newberg



Employment Demand, Market Area, 10 years

RIVERFRONT MASTER PLAN
City of Newberg



Employment & Commercial Development Prototypes

RIVERFRONT MASTER PLAN
City of Newberg

	Industrial		Retail	Office	
Name	Adaptive Reuse Craft Industrial	New Construction	Spec or Build to Suit	Creative Office Spec or Build to Suit	Mid Rise
					
Parking Structure	Surface As built	Surface Concrete tilt-up	Surface Steel or concrete	Surface Steel and concrete	Structure 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

RIVERFRONT MASTER PLAN
City of Newberg

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





RIVERFRONT MASTER PLAN
City of Newberg

CASE STUDIES

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







RIVERFRONT MASTER PLAN
City of Newberg

CASE STUDIES

Kendall Yards, Spokane, WA









RIVERFRONT
MASTER PLAN
City of Newberg

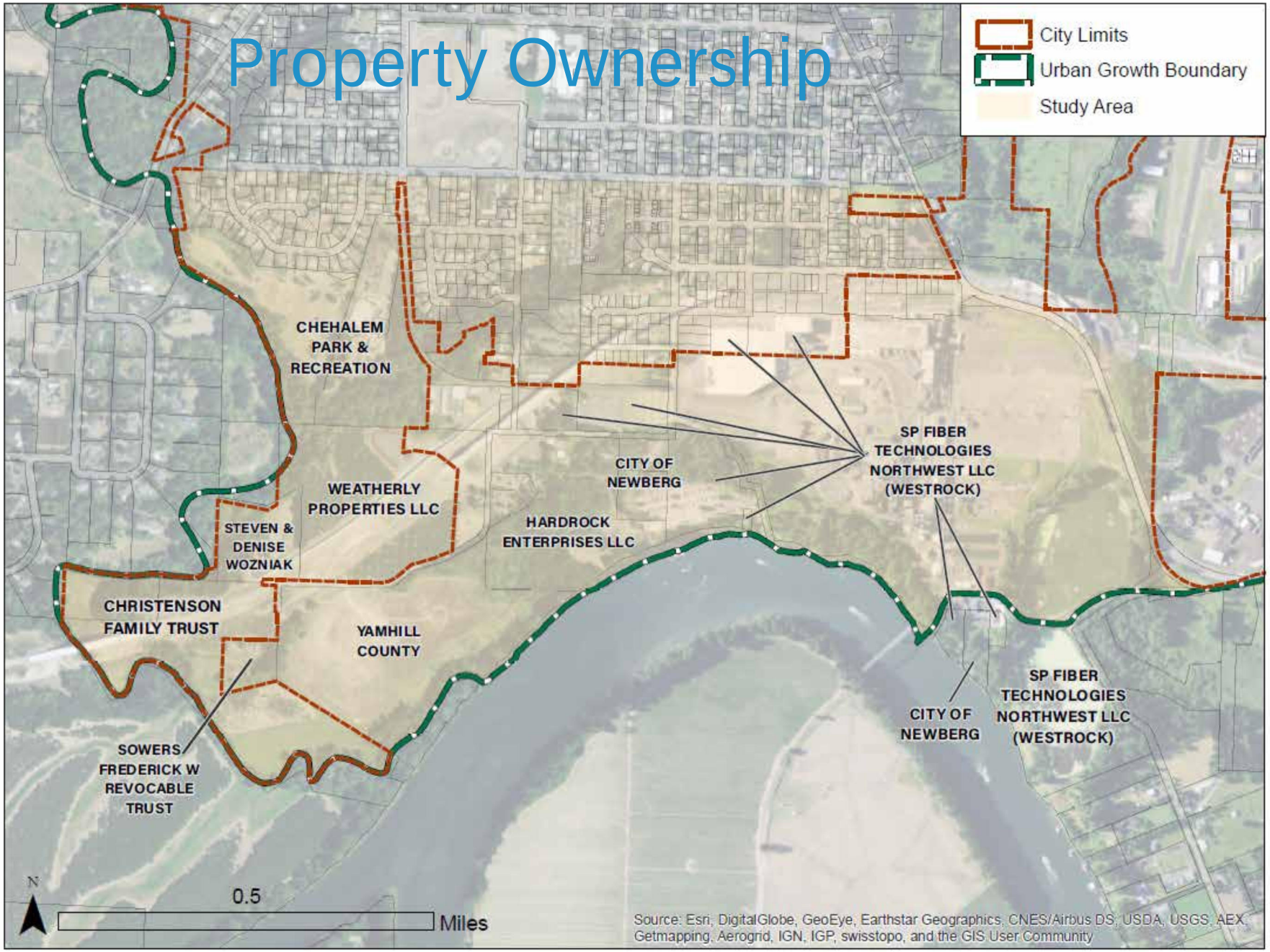


ADDITIONAL CASE STUDIES

RIVERFRONT MASTER PLAN
City of Newberg

- 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

Property Ownership



VERFRONT
MASTER PLAN
City of Newberg

WestRock Mill Properties

RIVERFRONT MASTER PLAN
City of Newberg

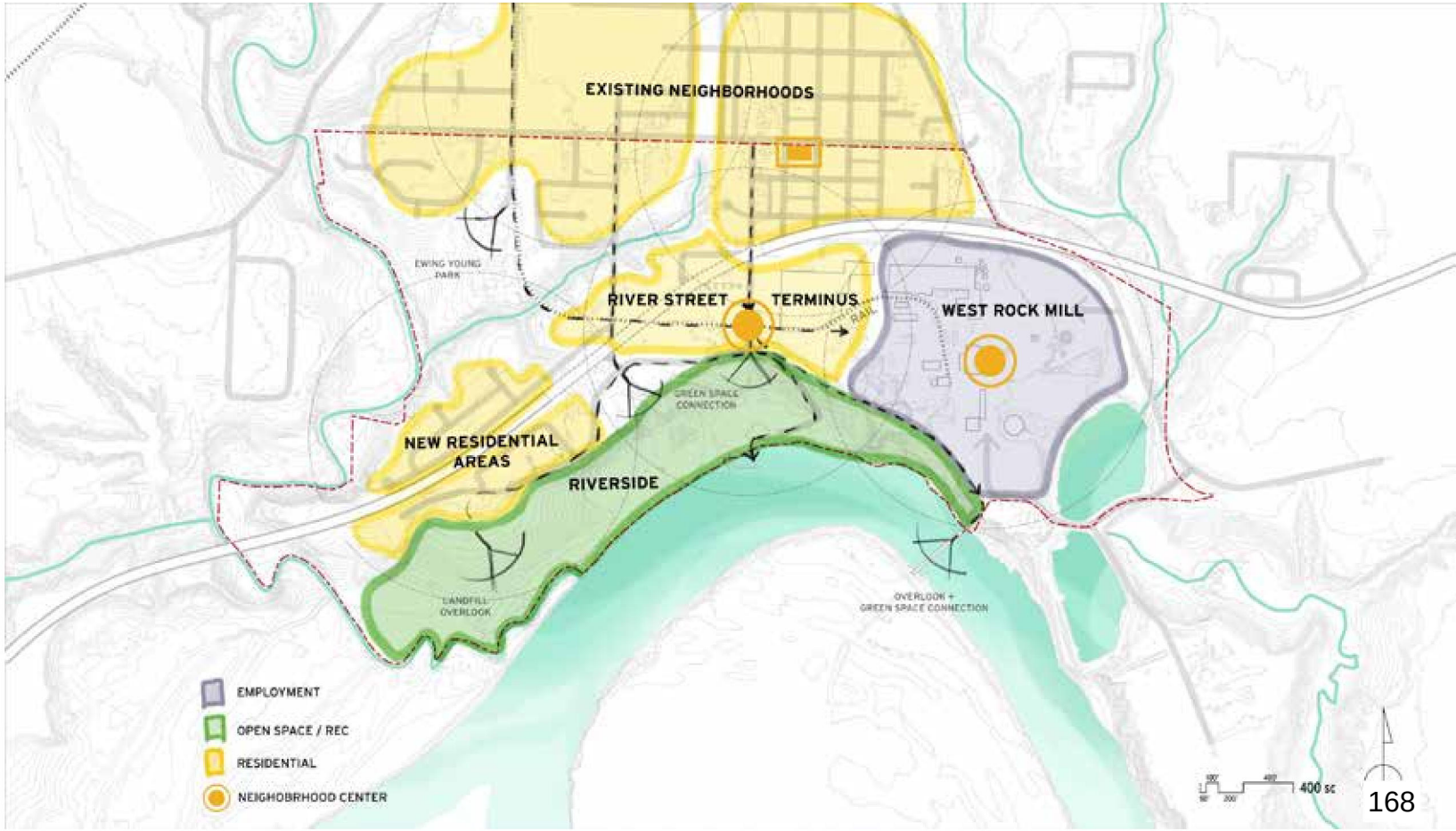
- Property actively being marketed
- Not all in study area/UGB
- High-value industrial facilities and machinery are most likely to remain:
  - Warehouse
  - Office and Co-gen area
- Adaptive reuse of Warehouse challenging
- Soil conditions unknown
- Case studies include both employment and mixed-use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



Findings and Recommendations

RIVERFRONT MASTER PLAN
City of Newberg

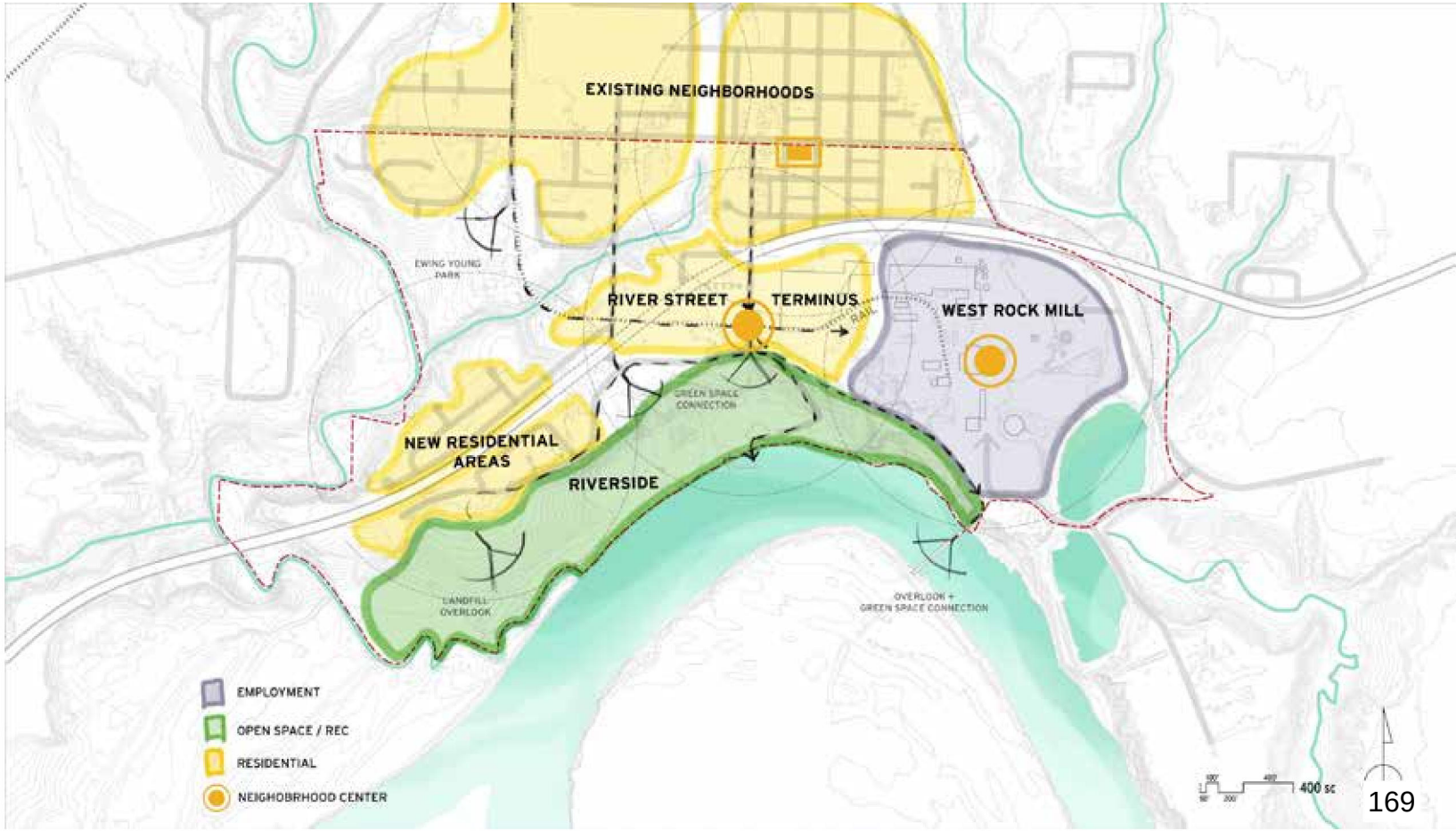
- Diverse subareas
- Connections will be critical: parks, open space, pedestrian, bicycle, in the study area and beyond
- Property owners and developers make development decisions
- Change takes time



Findings and Recommendations

RIVERFRONT MASTER PLAN
City of Newberg

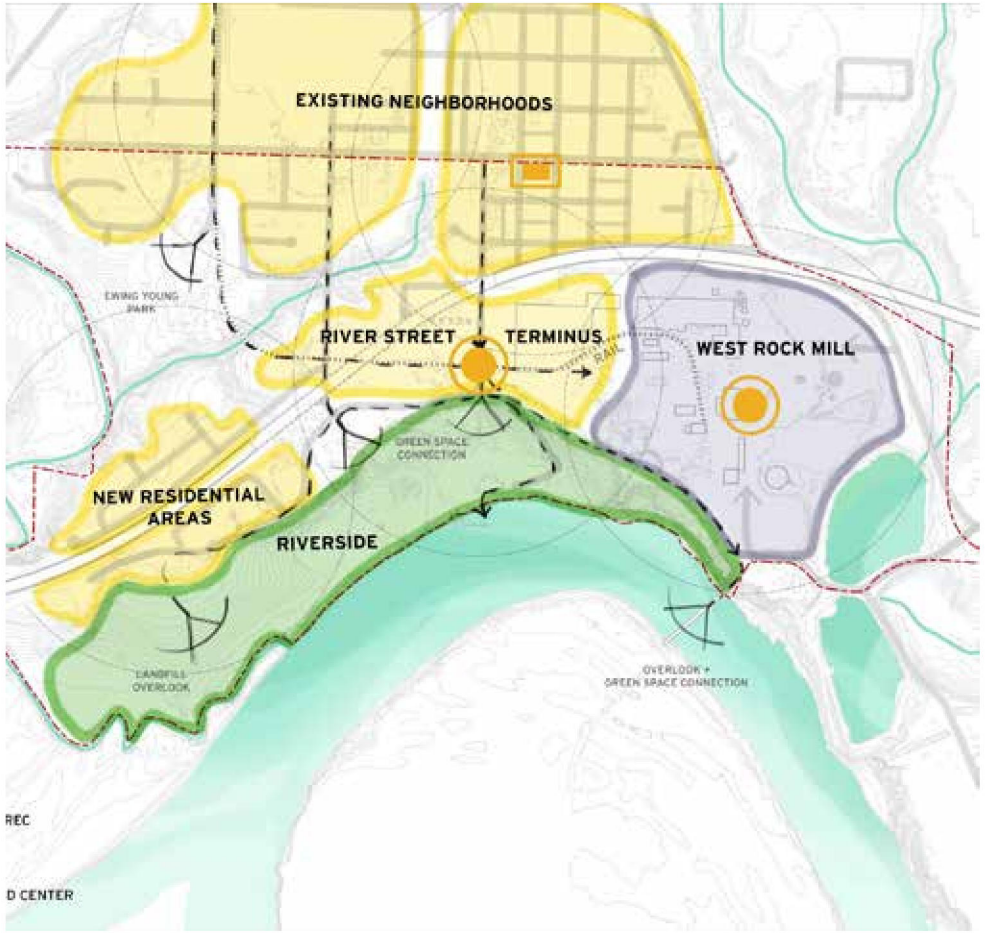
- **Existing Neighborhoods:**
  - Incremental infill
  - Strengthen retail node
  - Explore anti-displacement measures
- **Riverside**:
  - Paths, trails, parks, amphitheater, festival and event space
  - Connections from Dundee to Champoeg



Findings and Recommendations

RIVERFRONT MASTER PLAN
City of Newberg

- **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



RIVERFRONT
MASTER PLAN
City of Newberg

LELAND CONSULTING GROUP

People Places Prosperity

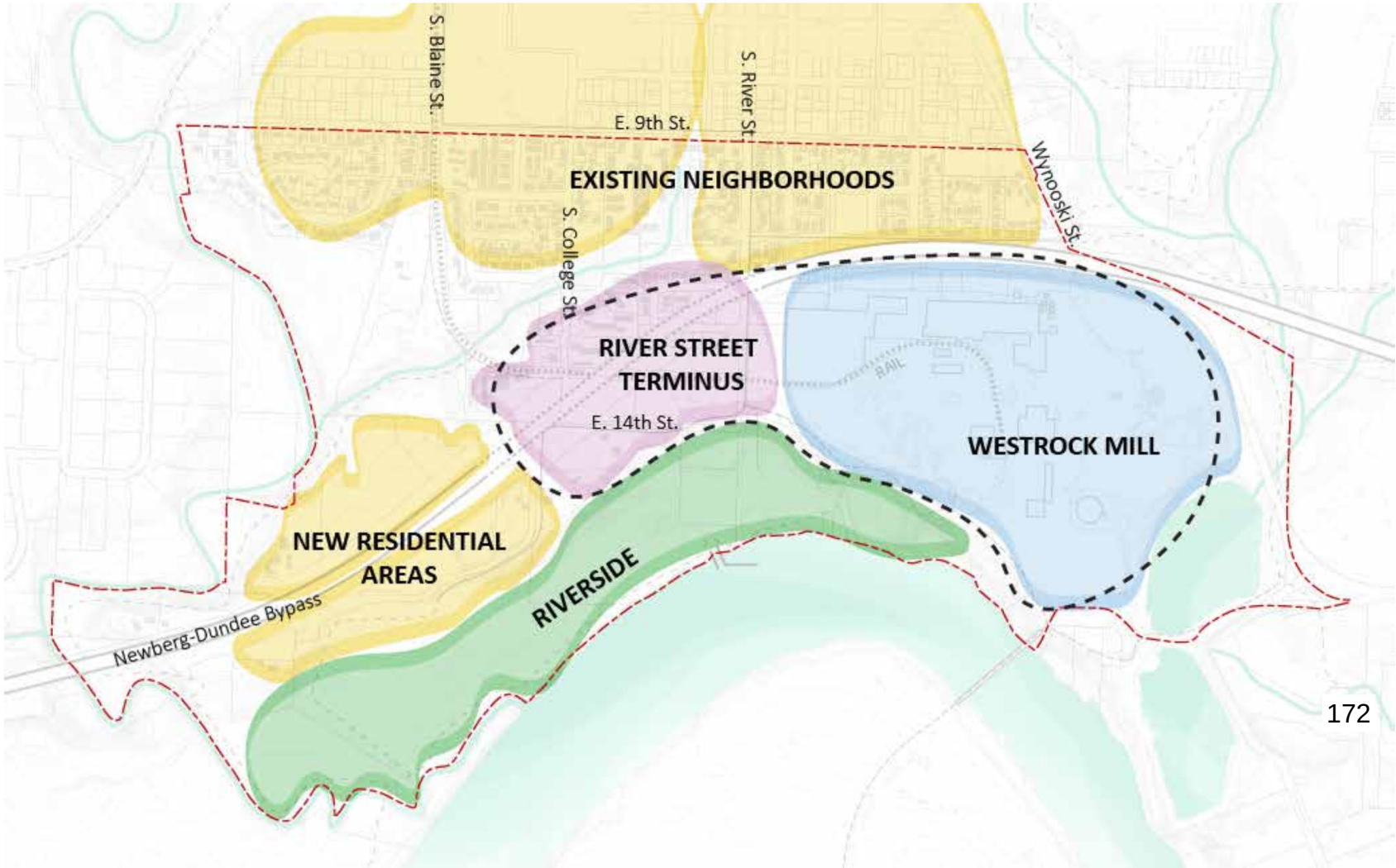
503.222.1600
www.lelandconsulting.com

Strategic Advisors to Public and Private Development

Preliminary Development Program A

RIVERFRONT MASTER PLAN
City of Newberg

- 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

RIVERFRONT MASTER PLAN
City of Newberg

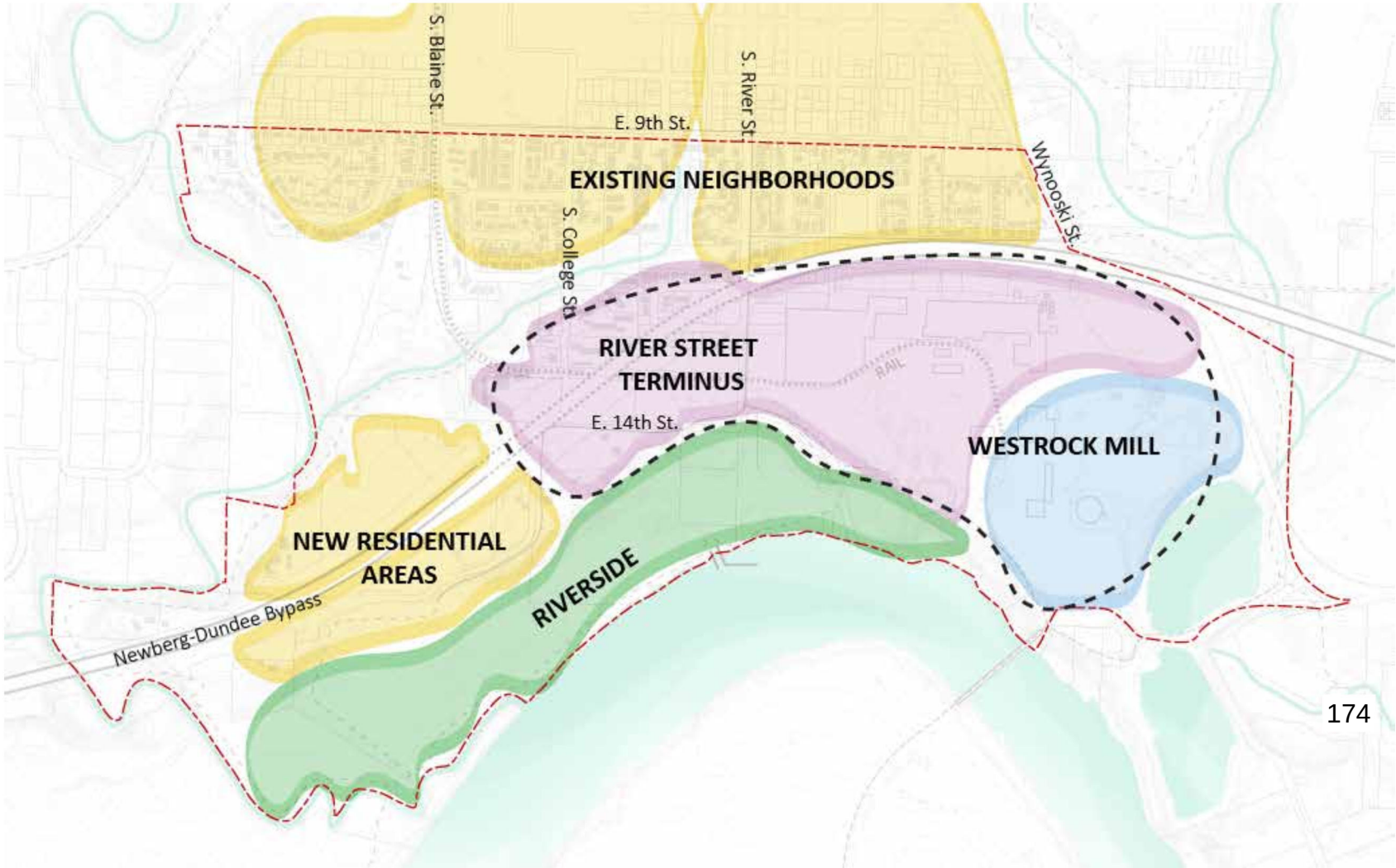
- 10-30 Acres at River Street Terminus includes destination retail, craft industrial, some office/institutional, and roughly 50 units of housing.
- Eastern portions of Westrock Mill remain in industrial or employment use



Preliminary Development Program C

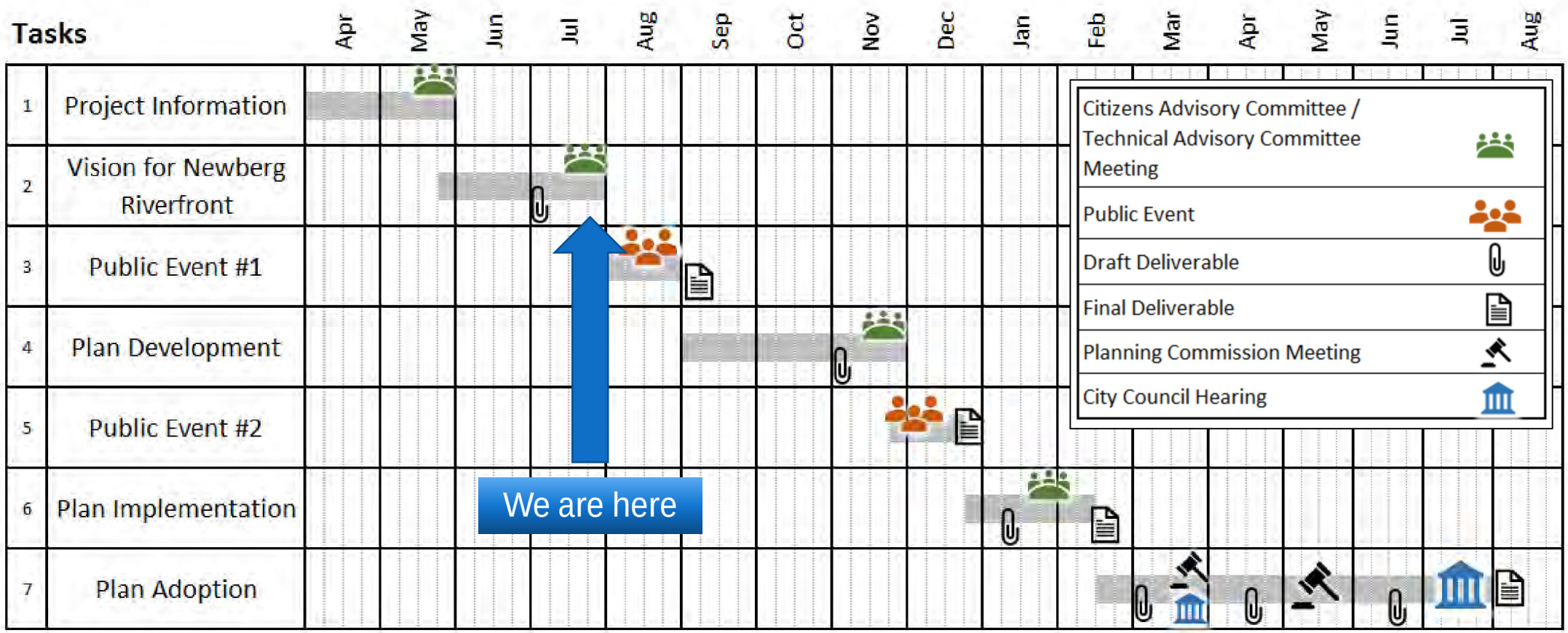
RIVERFRONT MASTER PLAN
City of Newberg

- 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

RIVERFRONT MASTER PLAN
City of Newberg



APPENDIX C

RIVERFRONT MASTER PLAN
City of Newberg

Technical Memorandum 3:

Land Use Alternatives

4/3/2019

To:	Newberg Riverfront Master Plan Citizens Advisory Committee and Technical Advisory Committee
From:	Andrew Parish and Kyra Haggart, APG Ken Pirie and Moran Maiolie, Walker Macy
Re:	Revised Technical Memorandum #3 – Land Use Alternatives

INTRODUCTION TO THE REVISED MEMORANDUM

This memorandum describes the integrated land use, transportation, and open space alternatives presented as part of the Newberg Riverfront Master Plan process. The alternatives consist of "framework plans" that describe the related systems of land use, transportation, open space, and infrastructure that will work together to create a cohesive, viable, and livable Riverfront Area.

In November 2018, three alternatives were provided to the Riverfront Master Plan Technical Advisory Committee (TAC) and Citizens Advisory Committee (CAC), along with memoranda describing infrastructure considerations (Technical Memorandum 4) and a draft "Incremental Implementation Strategy" (Technical Memorandum 5). Initial zoning code and design concepts to implement the plan and vision for Newberg's Riverfront Area were also brought to the committees at that time. These materials were also presented to the public via an in-person and on-line open house, providing the project team with ideas for adjusting these alternatives and preferences in order to create a preferred alternative.

In early 2019, the City of Newberg hosted representatives of WestRock (the owner of the large Riverfront Mill Site within the study area) to discuss their plans for the property. At this meeting, WestRock representatives expressed their desires for the industrial designation on the site to remain unchanged, no new streets to be developed through the industrial site, and to only allow public trail access below the bluff. Because of the timing of this input and the importance of WestRock as a property owner and potential future employment in the area, the project team prepared two additional alternatives to the TAC and CAC for further discussion.

This memorandum has been updated to include descriptions of all five alternatives, labeled Alternative A through Alternative E. At their February 12, 2019 meeting, the CAC chose to move forward with Alternative E as the project's preferred alternative.

LAND USE ALTERNATIVES

The Riverfront Area

The Riverfront Area is shown in Figure 1 and Figure 2 below. It is generally defined as the land within the Newberg Urban Growth Boundary (UGB) south of East Ninth Street. This area contains a mix of existing neighborhoods, parks and natural areas, a small amount of buildable vacant land, and the roughly 115-acre Westrock Mill Site. The land use alternatives differ primarily in the use of this large industrial site – whether it remains entirely in industrial use or whether some portion becomes available over time for non-industrial uses.

Figure 1. Study Area and Regional Context

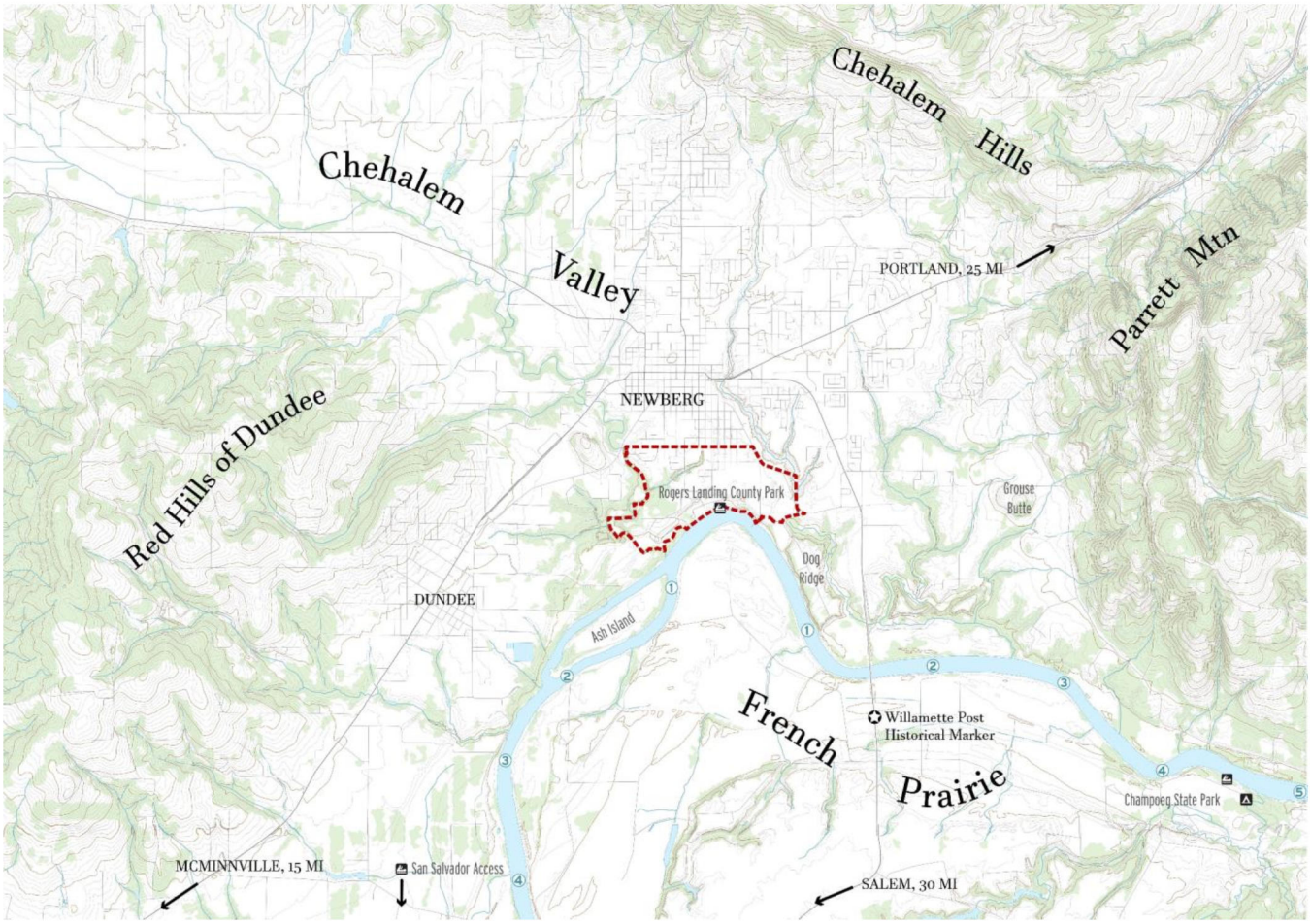


Figure 2. Riverfront Area Map



Common Elements to All Alternatives

Descriptions in the following sections focus on the differences between the alternatives but they all contain the following common elements.

Foundational Elements

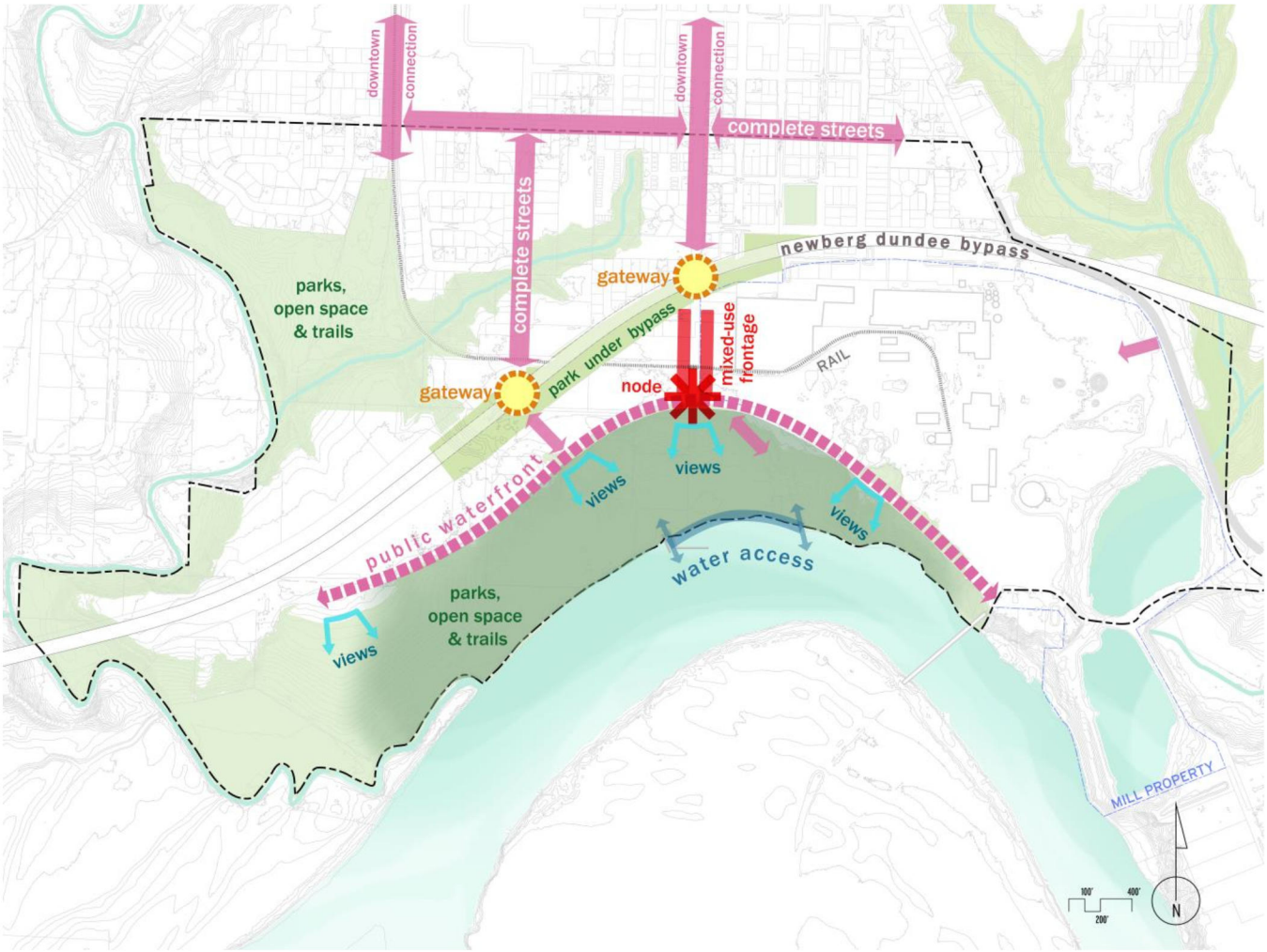
The following items make up the foundational, directive components of all plan alternatives. Figure 3 shows the essence of these elements in what is sometimes called a “noble” or “parti” diagram.

Connections to the river. The basis for each of these alternatives is a strengthened connection between the City of Newberg and the Willamette River, both by providing greater access for Newberg residents to the river, as well as bringing water-related activity and users into the City itself.

Gateways. S College Street and S River Street are important connections between the City of Newberg and the Riverfront Area. In all alternatives, gateway features are proposed where these streets cross under the Newberg –Dundee Bypass, to signal a transition and to welcome visitors and residents to the area.

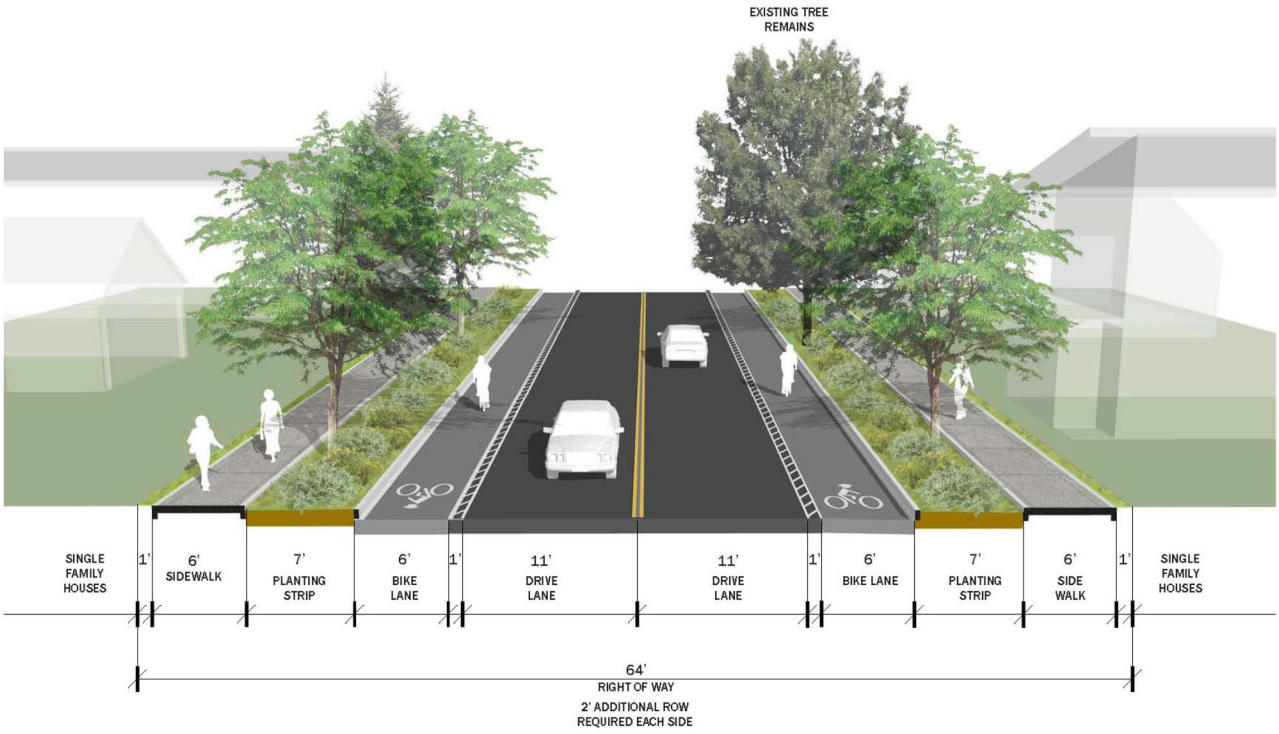
Streetscape Improvements in South Newberg. As documented in the Existing and Planned Conditions presentation, the neighborhoods of South Newberg have many areas with sub-standard roadways, a lack of ADA curb ramps, and poor bicycle infrastructure. Though the specifics have yet to be determined, it is the intent of this master plan that development in the Riverfront Area help improve infrastructure of existing neighborhoods. For more details, see Technical Memorandum 5 – Incremental Implementation Strategy.

Figure 3. Foundational Elements of the Riverfront Master Plan



S River Street. As a primary connection between the Riverfront Area and Downtown Newberg, S River Street plays an important role in all alternatives. A set of concepts for S River Street are included as Appendix A of this report. One diagram is included in Figure 4.

Figure 4. Concept for River Street, North of Newberg-Dundee Bypass



Local and Regional Trails

New trails have been the most desired feature of the Riverfront Plan in public outreach to date. A network of trails throughout the Riverfront Area, connecting to parks in Newberg and to other destinations in the City and region, are proposed. These trails are a combination of those adopted in the Chehalem Park & Recreation District's long-range plans and new ideas that have been identified in the Riverfront planning process. These trails are shown on Figure 5, and general cross sections of the different types of trails are shown in Figure 6.

"Water Trails," or marked routes on navigable waterways for recreational use, are also a great opportunity for the Newberg Riverfront. Single- or multi-day trips along the Willamette River are a popular activity, and may become more popular if the locks at Willamette Falls re-open. Figure 7 shows the distance from the Riverfront to other sites and amenities along the Willamette River.

Figure 5. Riverfront Area Trails Diagram

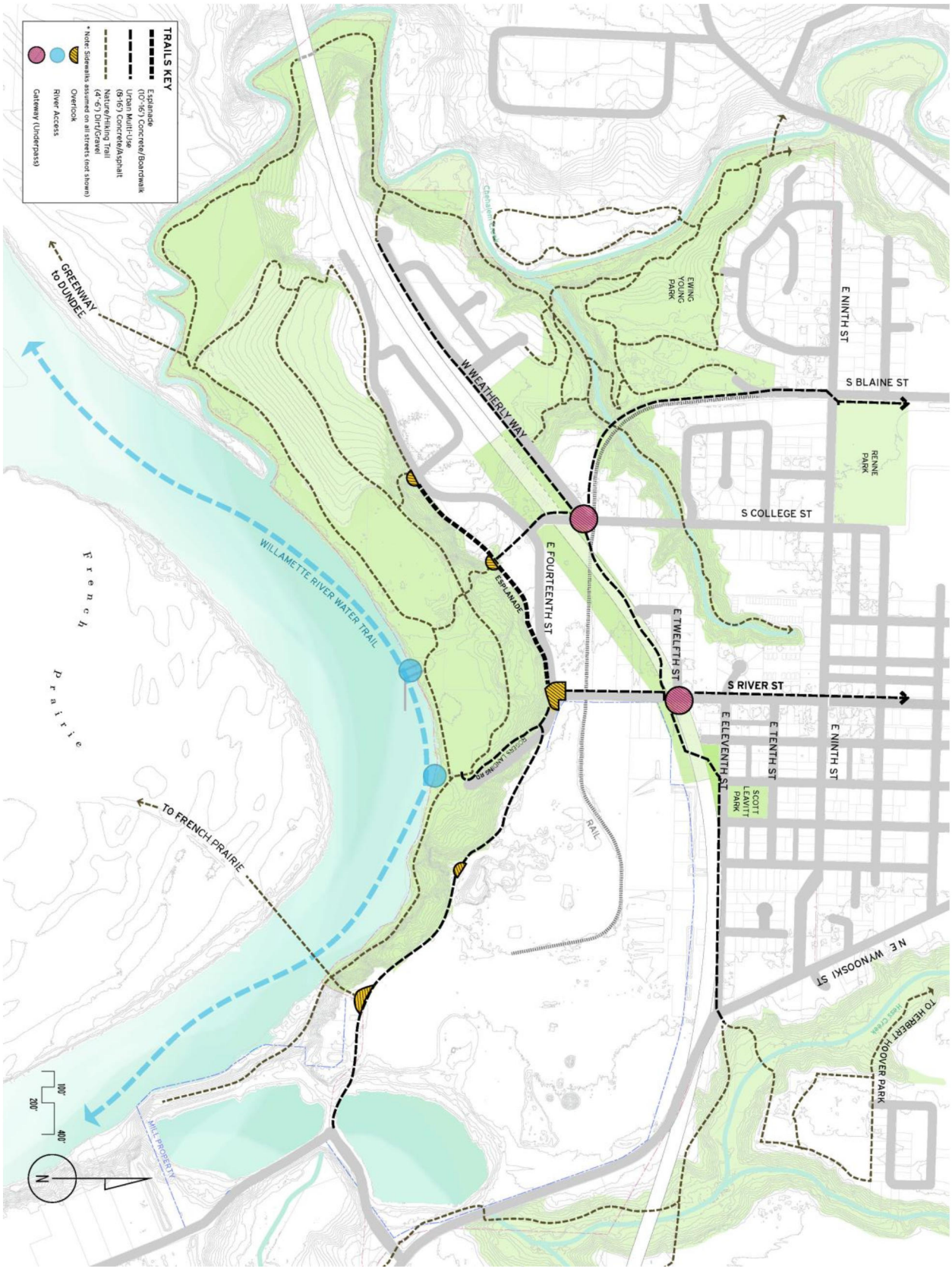


Figure 6. General Trail Cross-Sections

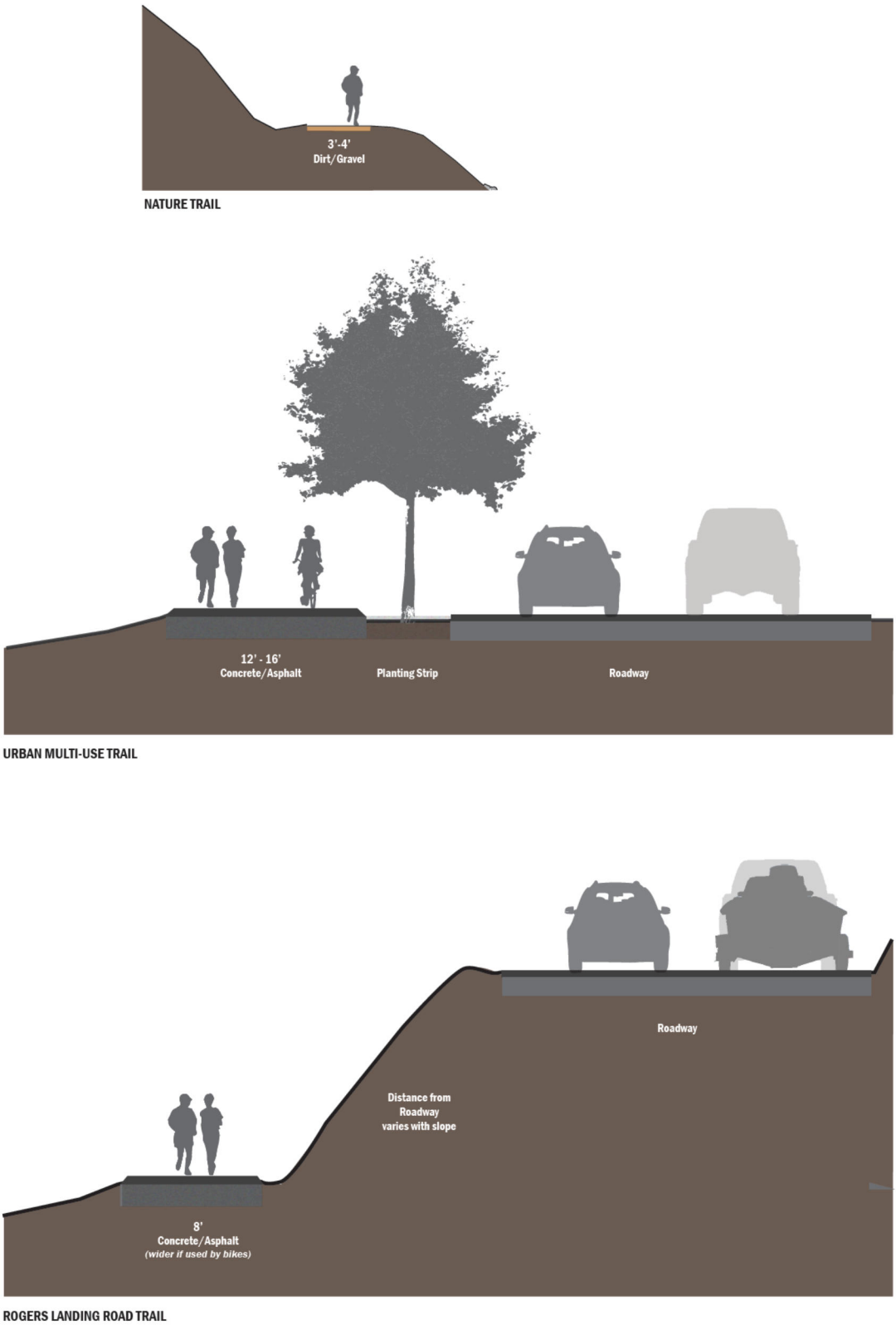
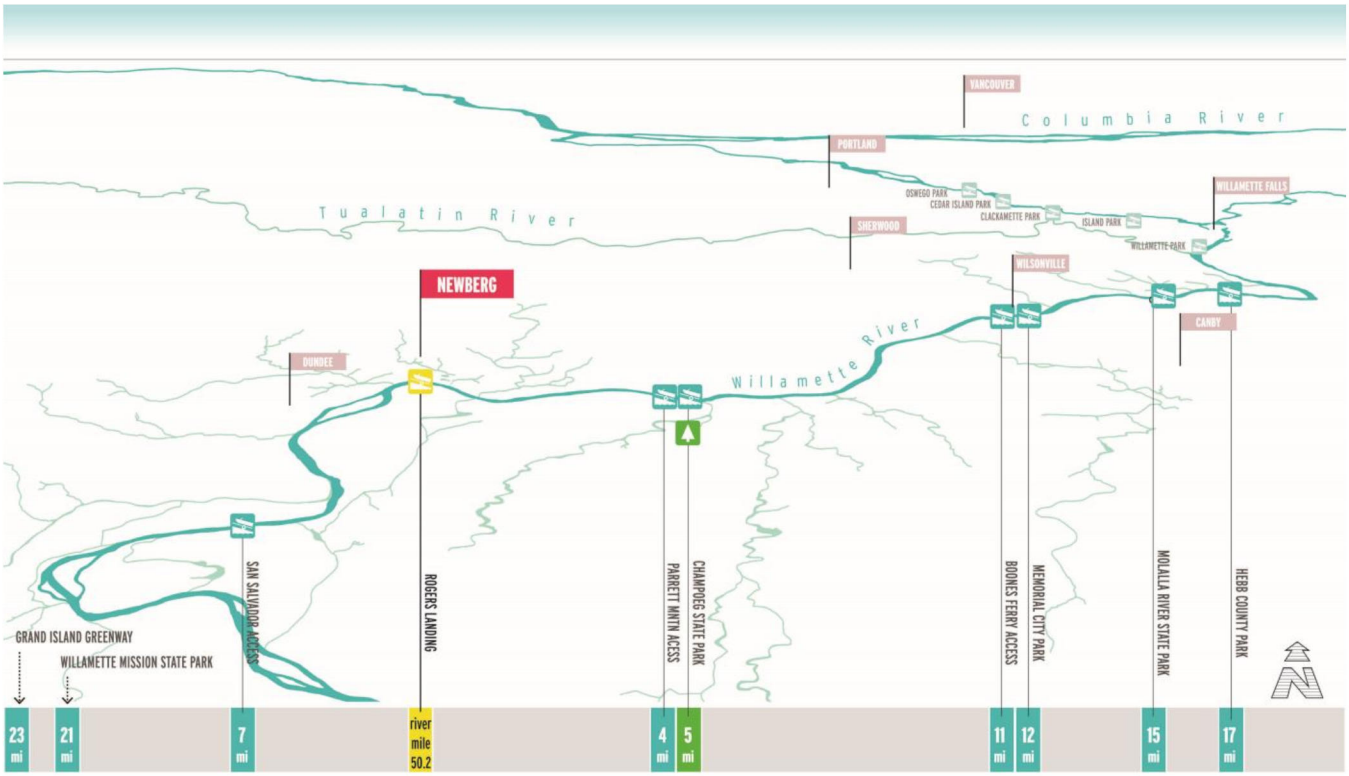


Figure 7. Distance to other sites along the Willamette River



Signature Parks

Riverfront Park. Roger's Landing, and the open spaces adjacent to it, have the potential to be a signature greenspace along the Willamette River and asset to adjacent development. All alternatives show improvements to the riverfront in the vicinity of Rogers Landing. The specific design of the park will be a joint effort between the City, property owners at the riverfront, the Chehalem Park & Recreation District, and the broader community – guided by the Riverfront Master Plan. Specific park improvements associated with each alternative are described in later sections.

Underpass Park. The area generally between S River Street and S College Street beneath the Newberg-Dundee Bypass is an opportunity for a vibrant, active attraction that provides a transition between existing neighborhoods and the Riverfront. A bypass park is identified in all alternatives to make use of this unique space. Figure 8 depicts concepts for this park.

Figure 8. Concepts for Underpass Park and Gateways



Land Use Designations

In the descriptions of these alternatives, both existing land use designations and ideas for new designations are used. They are described briefly here, and more detailed options for how new designations are implemented are discussed in the Code and Design options portion of this memorandum.

Existing Designations

- Residential Medium Density (R-2). Most residential land within the study area today has a designation of R-2, intended to "provide a wide range of dwelling types and styles at an average overall density of nine units per gross buildable acre in the district." (15.302.032.B).
- Residential High-Density (R-3). Portions of the study area with frontage on E Ninth Street have a designation of R-3, which is intended to "provide multifamily dwellings of different types and styles at an average overall density of 16.5 units per gross buildable acre in the district." (15.302.032.C)
- Industrial. Land shown as "Industrial" is generally consistent with the City's M-2 and M-3 district, which are "intended to create, preserve and enhance areas containing a wide range of manufacturing and related establishments and is typically appropriate to areas providing a wide variety of sites with good rail or highway access." (15.302.032.K)

New Ideas

- Mixed Commercial. All alternatives include a "Mixed Commercial" designation, which is intended to provide opportunity for commercial uses as well as limited light industrial and housing.
- Mixed Employment. Alternatives B and C show a "Mixed Employment" designation, which is intended to provide a mix of light industrial and commercial uses without housing.
- Affordable Housing. Alternative C shows an explicit affordable housing component, which has several options for implementation discussed in that section.

Industrial and Other Employment Uses.

All alternatives have some industrial and employment use on the WestRock Mill site, though they differ in the amount and arrangement of these uses. The City is evaluating its land needs citywide as part of its Urban Growth Boundary process. Consistent with discussions and findings in that process, the WestRock site is addressed as an important supply of employment land in the alternatives.

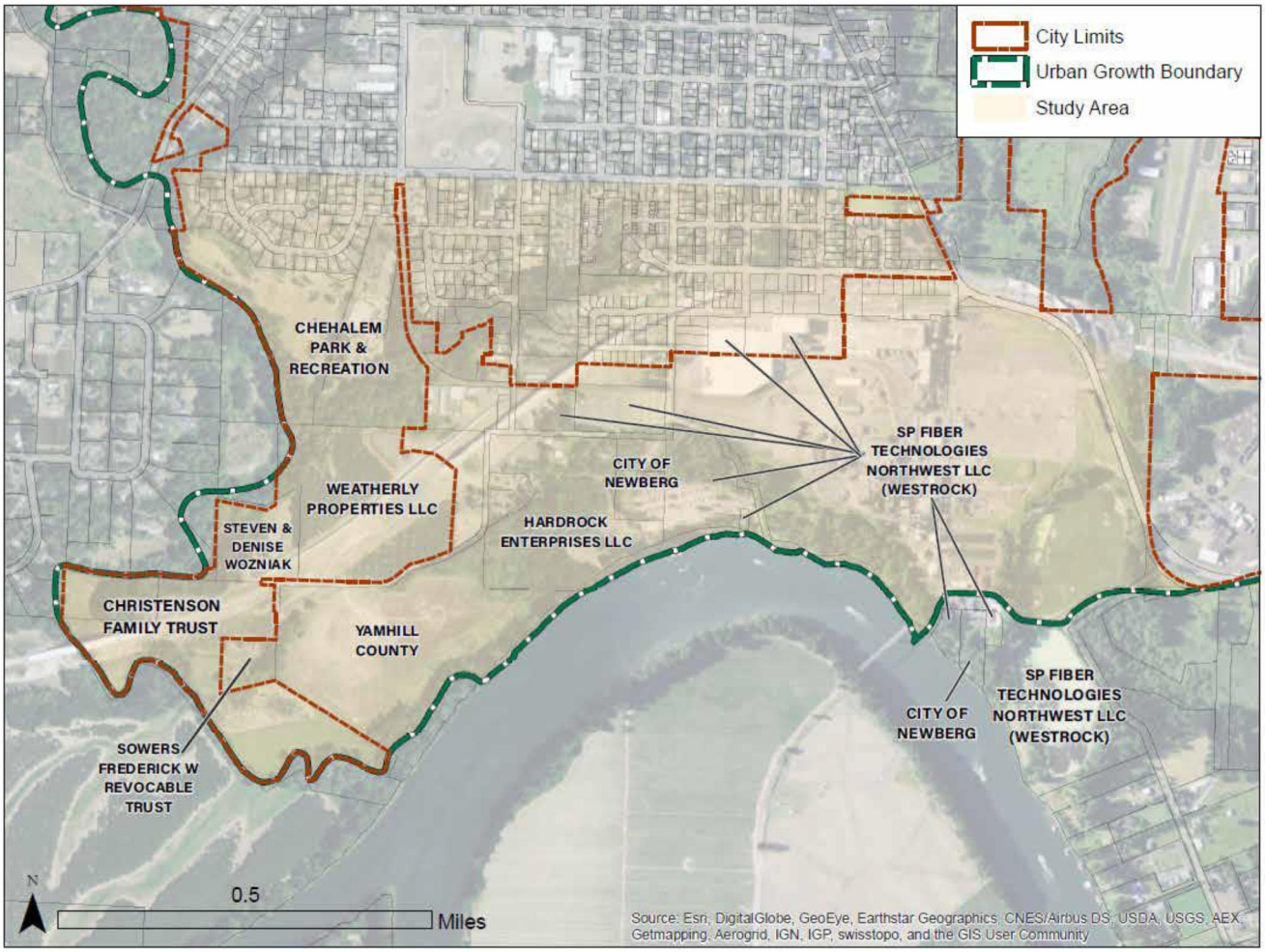
Residential Capacity

Tables describing the estimated residential capacity of all five alternatives are included as Appendix B.

Property Ownership

Figure 9 depicts major property ownerships in the Riverfront Area, which will be useful as a reference for the alternatives presented in the next section.

Figure 9. Property Ownership in the Riverfront Area

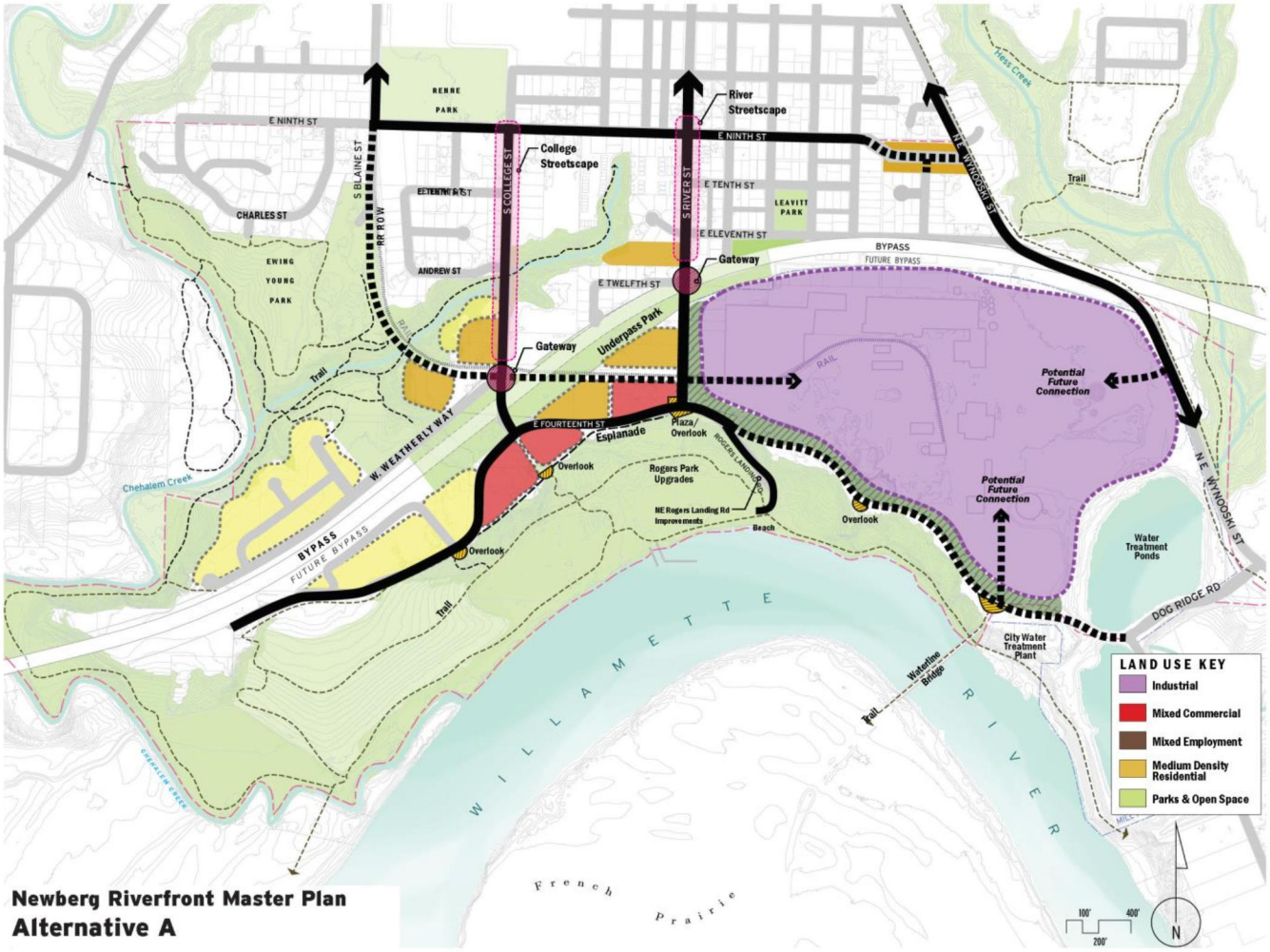


Alternative A

Introduction

Alternative A describes the Riverfront Area in a way that is largely consistent with the 2002 Riverfront Master Plan, with new ideas added. This option keeps the entire WestRock site east of S River Street in its current industrial designation. A new mixed use node is created at the northwestern corner of S River Street and E Fourteenth Street, with scenic views and greatly improved access to the Riverfront Area itself. The Baker Rock property (shown as "Hardrock Enterprises" on Figure 9) and the parcel at the intersection of South River Street and East 14th Street, which currently have a comprehensive plan designation of Commercial/Riverfront, are shown as "Mixed Commercial" to create the potential for a mix of uses on the property. The other residentially-designated properties north and south of the Newberg – Dundee Bypass would retain the current residential zoning.

Figure 10. Alternative A Combined Framework



Parks & Open Space Framework

Alternative A contains the following distinguishing parks and open space features:

Riverfront Park

- An amphitheater is located at Rogers Landing, near the terminus of S River Street. As a use that draws many people to one location, an amphitheater would help create a node of activity and may support commercial businesses in the vicinity.
- Trails and passive open space are located on the western portion of the Riverfront Park, including on the landfill site. Limited parking availability and a lack of roadway connectivity are challenges to a more active use in the western portion of the park.

Underpass Park

A park along the elevated portion of the Newberg-Dundee Bypass is recommended, as described earlier in the "Common Elements" portion of this memorandum.

Riverfront Parkway

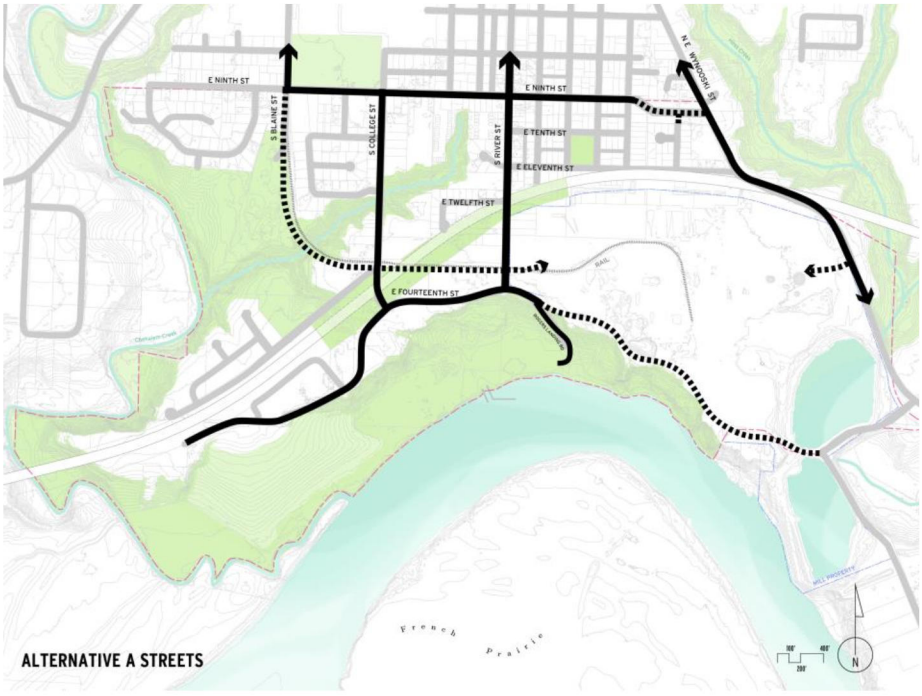
This parkway is anticipated as a combination of on-street sidewalk and off-street path, interspersed with several overlook locations. Through the Baker Rock property in Alternative A, this parkway is a pedestrian esplenade south of E Fourteenth Street.

Transportation Framework

The transportation framework for Alternative A is shown in Figure 11 below. Notable features include:

- Primary North-South Connections of S Blaine, S College, S River, and S Wynooski. S College and S River are priorities for streetscape improvements, as they join gateway features beneath the bypass.
- Extension of S Blaine alongside the existing rail right-of-way and connecting through the WestRock Mill site between S River and NE Wynooski.
- Extension of Et Fourteenth Street along the southern portion of the WestRock Mill site, connecting to NE Dog Ridge Road.

Figure 11. Alternative A Transportation Framework



Implementation Concepts and Additional Information

Major implementation concepts for all alternatives are discussed in Technical Memorandum 5 – Incremental Implementation Strategy. Notable implementation concepts and other information specific to Alternative A include:

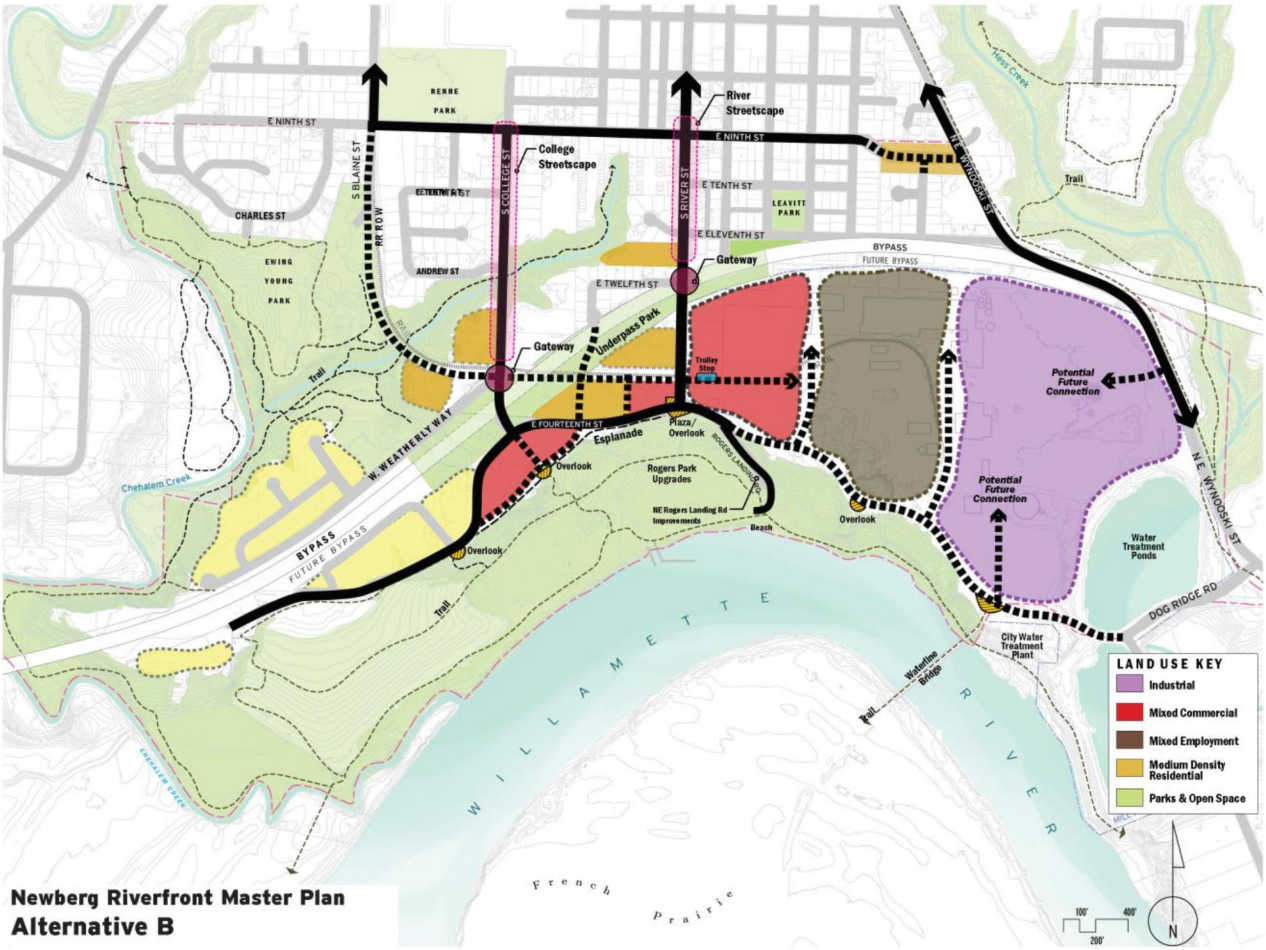
- **Retained industrial use of the full WestRock Site.** No changes to land use designations are required to keep the WestRock Site.
- **Mixed Commercial uses.** The comprehensive plan and zoning code will need to address the mix of uses and design of the "Mixed Commercial" areas shown in this alternative.

Alternative B

Introduction

Alternative B envisions major changes for the WestRock site, to integrate it into the mixed use vision for the Riverfront. East of S River Street, a "transect" of uses is provided: Mixed Commercial, then Mixed Employment, then Industrial. New transportation connections are provided across the WestRock site to provide access and improve connectivity. The additional Mixed Commercial development may support a larger node of activity at the S River Street/E Fourteenth Street intersection, allowing for greater levels of development and amenities at the riverfront.

Figure 12. Alternative B Combined Layout



Parks & Open Space Framework

Alternative B contains the following parks and open space features

Riverfront Park

An amphitheater is located at on the Baker Rock property west of the Rogers Landing parking lot. Trails and passive open space are located on the western portion of the Riverfront Park, including on the landfill site. A dog park is located on the northern (flatter) portion of the landfill site.

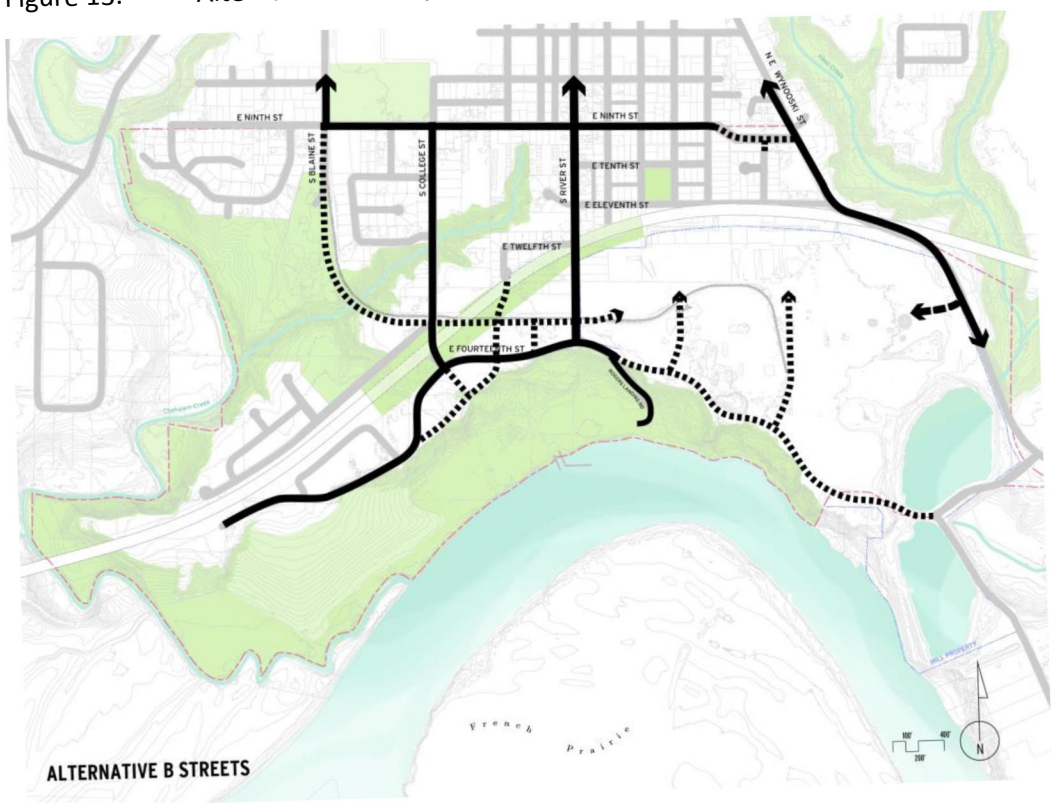
Underpass Park
A park along the elevated portion of the Newberg-Dundee Bypass is recommended, as described earlier in the "Common Elements" portion of this memorandum.

Riverfront Parkway
This parkway is anticipated as a combination of on-street sidewalk and off-street path, interspersed with several overlook locations. Through the Baker Rock property in Alternative B, this esplanade is provided as part of an extension of E Waterfront Street.

Transportation Framework

- Primary North-South Connections of S Blaine, S College, S River, and S Wynooski. S College and S River are priorities for streetscape improvements, as they join gateway features beneath the bypass.
- Extension of S Blaine alongside the existing rail right-of-way and connecting through the WestRock Mill site between S River and NE Wynooski.
- New north-south connections provided through the WestRock Mill site to serve a greater diversity of users.
- Extension of E Fourteenth Street along the southern portion of the WestRock Mill site, connecting to NE Dog Ridge Road.
- Extension of E Twelfth Street south underneath the bypass, connecting to E Fourteenth Street and E Waterfront Street.
- Extension of S Waterfront Street along the ridge through the Baker Rock property.

Figure 13. Alternative B Transportation Framework



Implementation Concepts and Additional Information

Major implementation concepts for all alternatives are discussed in Technical Memorandum 5 – Incremental Implementation Strategy. Notable implementation concepts and other information specific to Alternative B include:

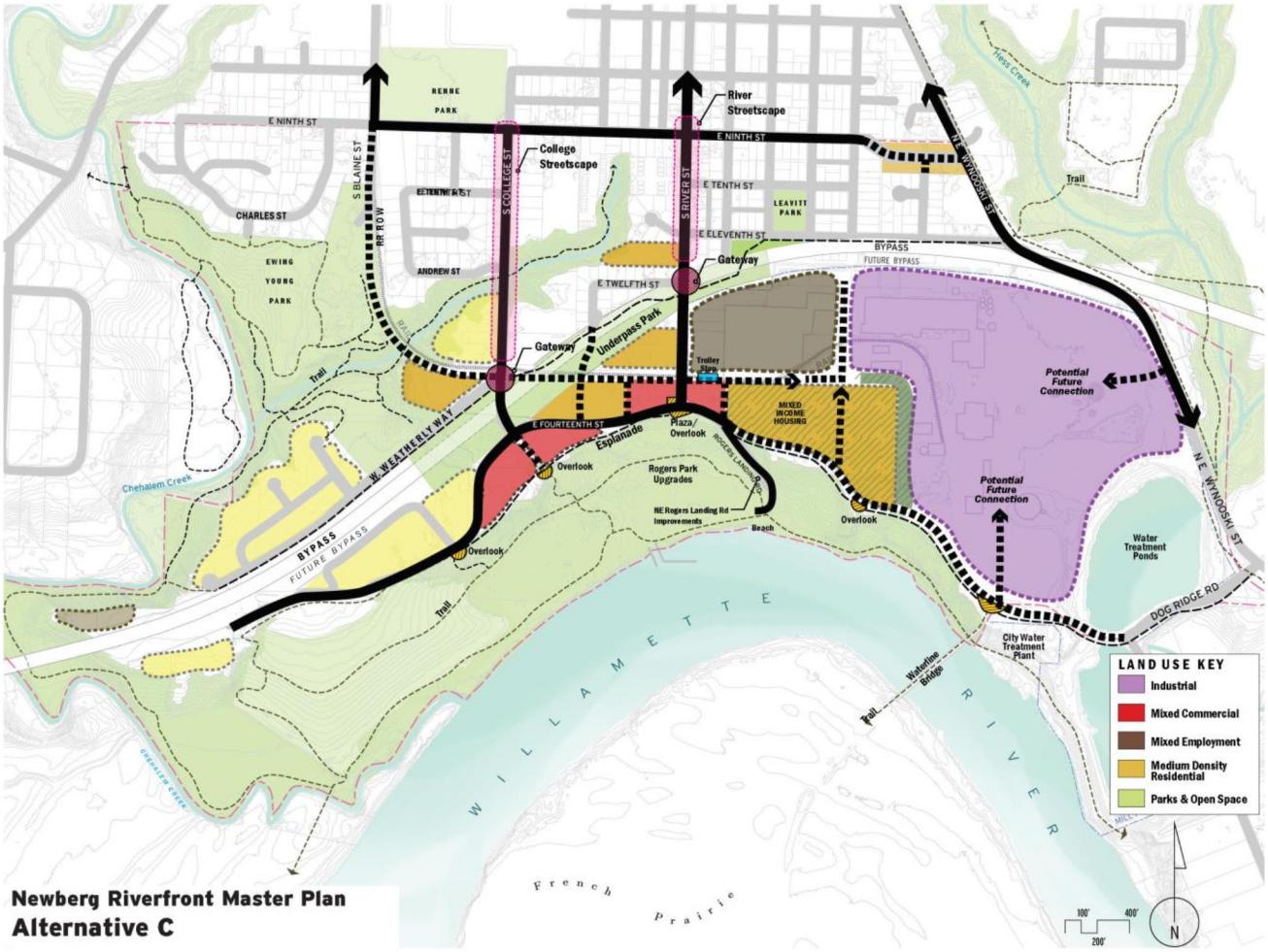
- **Mixed Commercial and Mixed Employment Uses on WestRock Site.** Changes to comprehensive plan and zoning designations are required to create areas of mixed commercial and mixed employment uses. Transition of industrial land to other uses will require study – and likely mitigation – of environmental contamination on the site.
- **Active uses (dog park) on Landfill site.** The ultimate use of the landfill site in the western portion of the Riverfront Area will require coordination between Yamhill County and the Chehalem Parks & Recreation District. There are a variety of issues regarding the ultimate closure and monitoring of the landfill that must be addressed through the Department of Environmental Quality (DEQ).

Alternative C

Introduction

Alternative C repurposes a portion of the WestRock site for Mixed Commercial development, which could include a combination of housing and employment uses, and a portion for an explicitly affordable housing development. The details of the ownership structure, price range, and other specifics of this affordable housing development have yet to be determined, but the overall concept is a Construction Excise Tax (CET) funded partnership between the City and developers of affordable housing.

Figure 14. Alternative C Combined Layout



Parks & Open Space Framework

Alternative C contains the following parks and open space features.

Riverfront Park

Improvements to Rogers Landing include a picnic area, new trails, a screened parking lot, and improved beach access. Trails and passive open space are located on the western portion of the Riverfront Park, including on the landfill site. An amphitheater is located on the northern (flatter) portion of the landfill site.

Underpass Park

A park along the elevated portion of the Newberg-Dundee Bypass is recommended, as described earlier in the "Common Elements" portion of this memorandum.

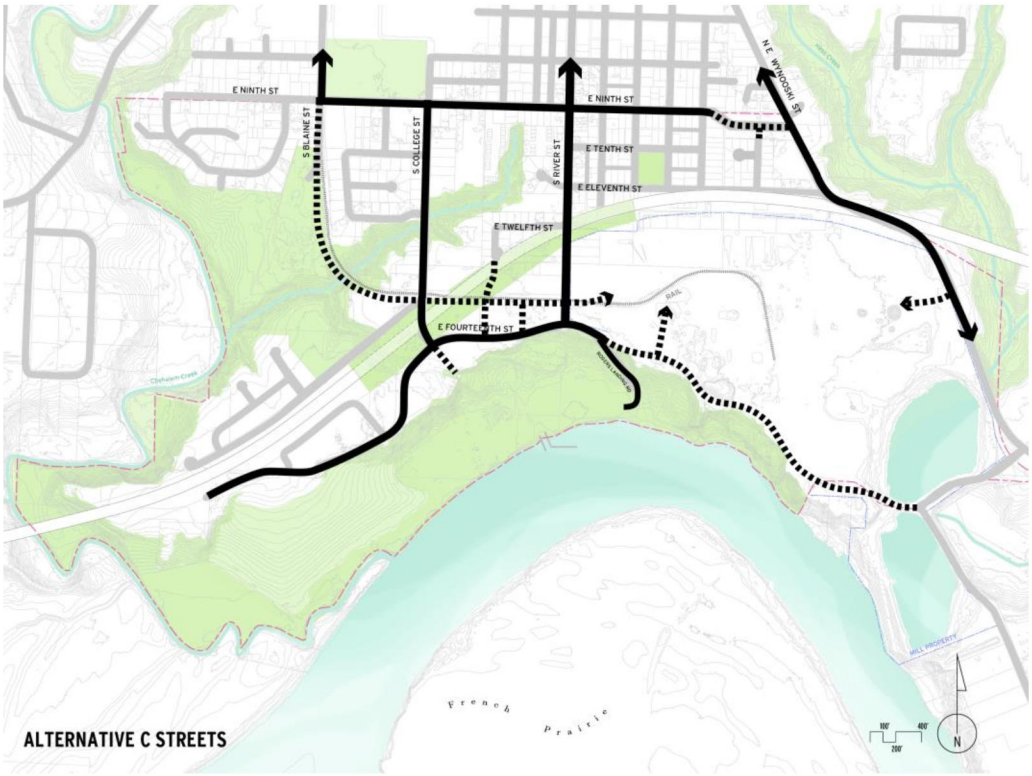
Riverfront Parkway

This parkway is anticipated as a combination of on-street sidewalk and off-street path, interspersed with several overlook locations. Through the Baker Rock property in Alternative C, this is provided as part a pedestrian esplanade (similar to Alternative A).

Transportation Framework

- Primary North-South Connections of S Blaine, S College, S River, and S Wynooski. S College and S River are priorities for streetscape improvements, as they join gateway features beneath the bypass.
- Extension of S Blaine alongside the existing rail right-of-way and connecting through the WestRock Mill site between S River and NE Wynooski.
- New north-south connections provided through the WestRock Mill site to serve a greater diversity of users.
- Extension of E Fourteenth Street along the southern portion of the WestRock Mill site, connecting to NE Dog Ridge Road.
- Extension of E Twelfth Street south underneath the bypass, connecting to E Fourteenth Street and E Waterfront Street.

Figure 15. Transportation Framework for Alternative C



Implementation Concepts and Additional Information

Major implementation concepts for all alternatives are discussed in Technical Memorandum 5 – Incremental Implementation Strategy. Notable implementation concepts and other information specific to Alternative C include:

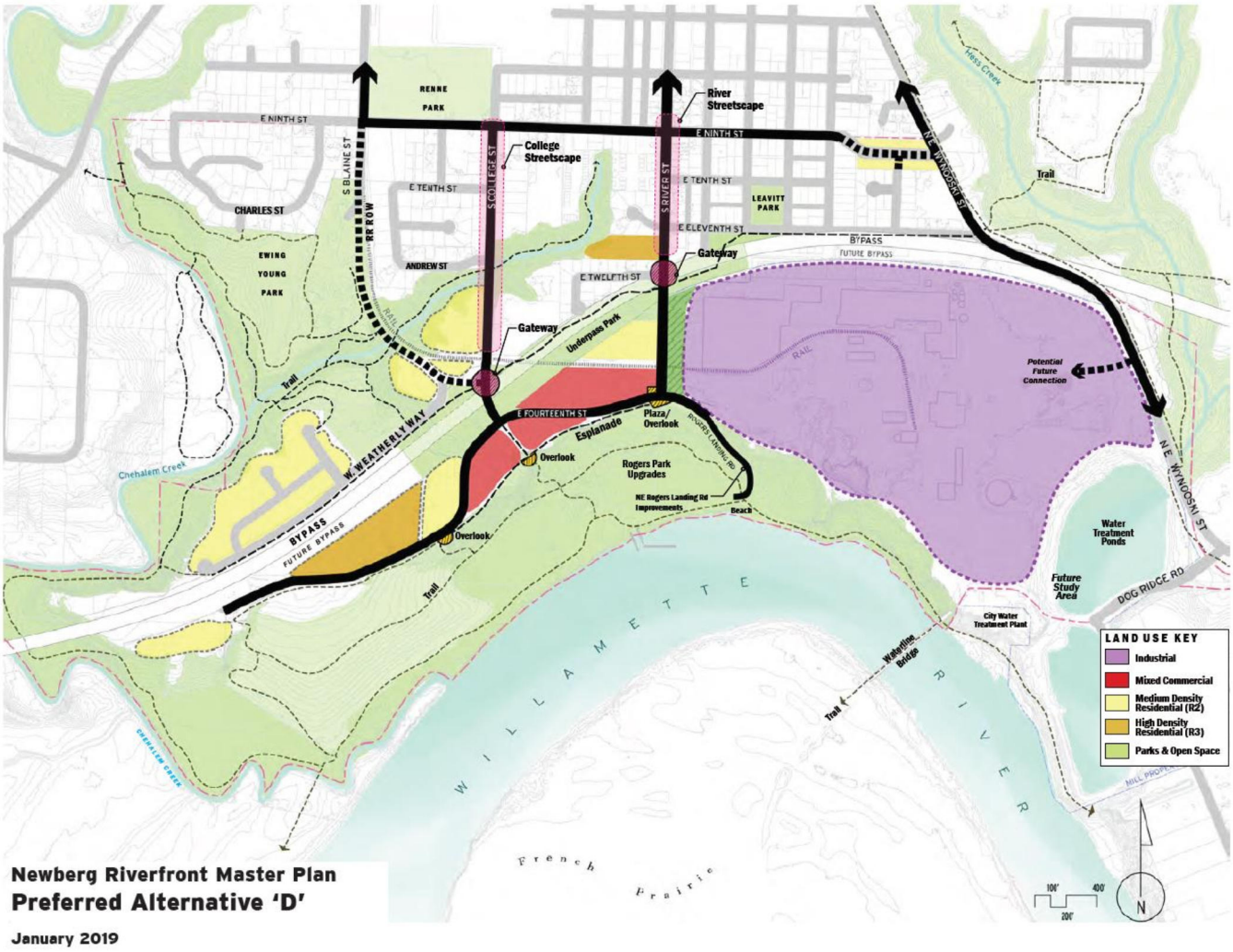
- **Residential, Mixed Commercial, and Mixed Employment Uses on WestRock Site.** Changes to comprehensive plan and zoning designations are required to create areas of mixed commercial and mixed employment uses. Transition of industrial land to other uses will require study – and likely mitigation – of environmental contamination on the site.
- **Affordable Housing on Westrock Site.** The market and regulatory mechanics needed to implement this concept are discussed at greater length in the Code and Design Concepts portion of this memorandum.
- **Active uses (amphitheater) on Landfill site.** The ultimate use of the landfill site in the western portion of the Riverfront Area will require coordination between Yamhill County and the Chehalem Park & Recreation District. There are a variety of issues regarding the ultimate closure and monitoring of the landfill that must be addressed through the Department of Environmental Quality (DEQ).

ALTERNATIVE D

This alternative depicts the stated preferences of WestRock. It is similar in many ways to Alternative A described in Technical Memorandum #3 the entirety of the mill site remains in industrial use with little or no public access across the property. An open space buffer on the east side of S. River Street is intended to separate the industrial area from other uses on River Street.

Unrelated to changes at the mill site, residential land south of the bypass in the western portion of the study area is shown as High Density Residential (R3) due to expressed interest of landowners/developers for a zone change on this site.

Finally, the alignment of S. Blaine St. and its intersection with S. College Street have been revised per discussions with ODOT Rail.

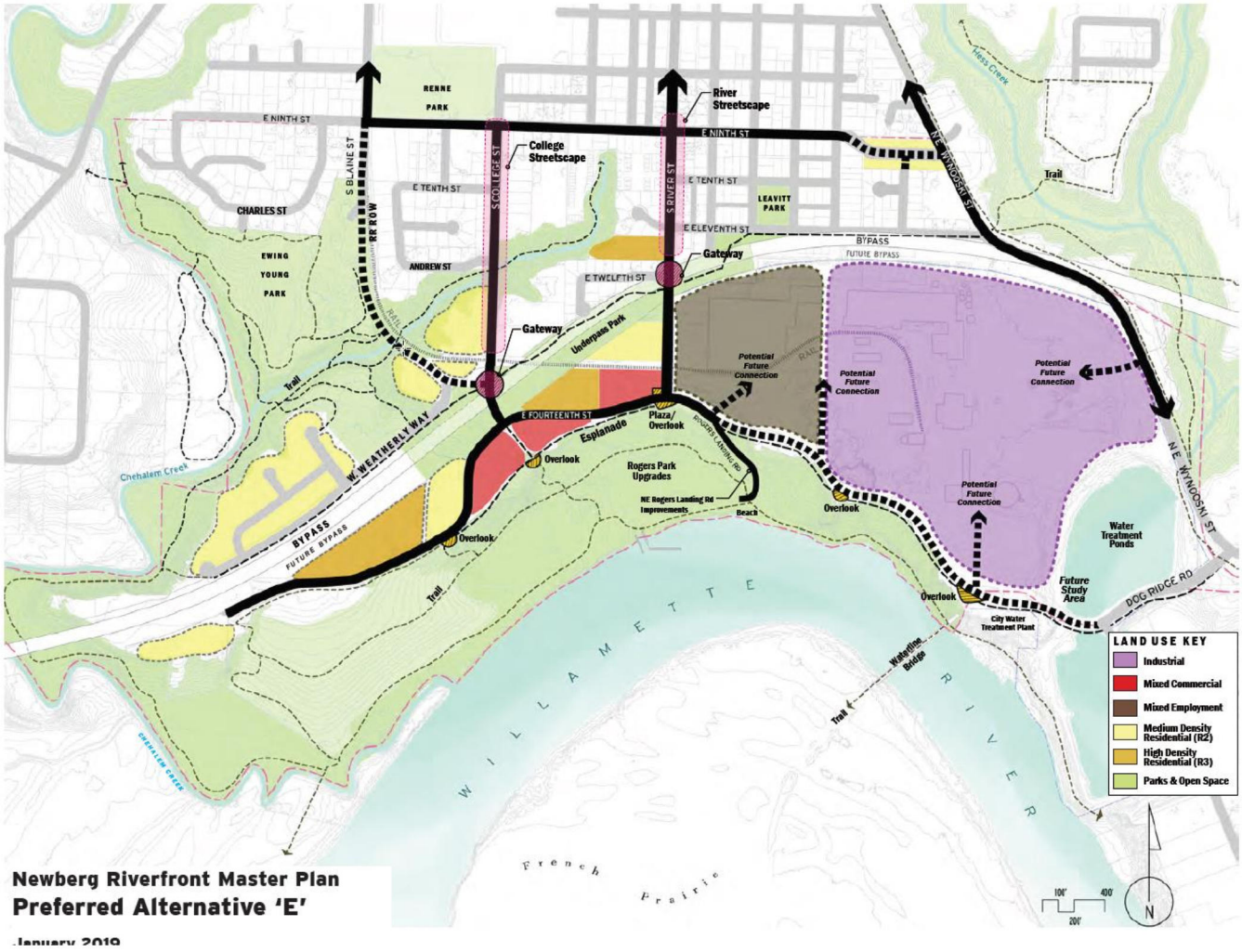


ALTERNATIVE E

Alternative E is a hybrid of elements in earlier iterations of the plan alternatives. It retains most of the mill site in industrial use but adds a "Mixed Employment" designation that would allow for some of the property to be used for smaller employers, or a mix of commercial and employment uses. Public roadways and a pedestrian trail along the top of the bluff are shown. Additional High Density Residential (R3) housing is shown along E. Fourteenth Street.

Unrelated to changes at the mill site, residential land south of the bypass in the western portion of the study area is shown as High Density Residential (R3) due to expressed interest of landowners/developers for a zone change on this site.

Finally, the alignment of S. Blaine St. and its intersection with S. College Street have been revised per discussions with ODOT Rail.



CODE AND DESIGN CONCEPTS

As used in this memorandum, "code and design concepts" are brief statements of what the Newberg Development Code should address to effectively implement the Newberg Riverfront Master Plan. These concepts are at a high level and will be elaborated upon in a later phase of the process.

Pedestrian-Friendly Development

Several design features contribute to a pleasant pedestrian environment envisioned by this plan.

- Orienting buildings toward streets and sidewalks and locating parking lots to the sides/rear of structures
- Variable and interesting building facades and glazing requirements
- Orienting main building entrances toward pedestrian facilities, rather than toward parking lots
- High level of connectivity and permeability of developments for pedestrians

The current riverfront overlay includes design standards that address several of these design principles, and will be reviewed in depth during later code work.

Buffers between non-compatible uses

The 2002 Riverfront Master Plan explicitly called for a buffer along S River Street, due to the presumption of continued paper mill operation on the WestRock site (Newberg Development Code (NDC) 15.352.030.F). The code does not describe who is responsible for the design and construction of this buffer.

In the plan alternatives, buffers are shown in a variety of ways: as physical barriers surrounding an active industrial site, or as a "Mixed Employment" transition zone applied between incompatible uses. The City has options for how it can regulate buffers: (1) the code can reference specific mapped buffers and describe the type and size of the required buffers; (2) the code can describe more generally the situations were buffers are required, and what standards must be met; and, (3) a two track or hybrid system where both approaches are used.

Uses that are supportive of the plan

The uses envisioned in the plan alternatives generally include a mix of single family homes, townhomes/plexes, multifamily homes, commercial uses, industrial uses, and parks/open space. Uses that are allowed on a given property are dictated by the zoning district, which lays out allowed, prohibited, and conditionally allowed activities. The land use districts described in alternatives A, B, and C correspond to zoning districts in most cases, with the notable exceptions of "Mixed Employment" and "Mixed Commercial" described in the Common Elements portion of this memorandum.

Plan Flexibility

Flexibility for a variety of uses – both on the WestRock Site and elsewhere – as well as uncertain timeframes for the area necessitate flexibility in the final Riverfront Master Plan. This can be achieved in part through discretionary review of design criteria embedded in the Riverfront Overlay.

Public Edges and Visual Access to the River

A key component of all alternatives is a public edge at the bluff overlooking the Willamette River, allowing for public visual access to this resource rather than limiting it to back yards and loading zones. This can be accomplished in the development code by protecting view corridors and ensuring the development of a public road or esplanade along the bluff.

View Corridors

View corridors to the river are an important piece of the public realm in all plan alternatives. View corridors are protected in the current Riverfront District (NDC 15.352.030.D) by identifying key views in the Master Plan and referring to those figures in the development code. The code makes provisions that additional important views may be identified and protected through conditions of approval through the land use approval process. This general approach seems suitable for the current planning effort, and will likely be incorporated into the future code work.

Esplanade Development

The current Riverfront District overlay requires development to orient toward and interact with the esplanade, such as by providing an entrance facing the esplanade and encouraging outdoor seating. These requirements and similar measures will likely be included in future code work.

Connections to the Rest of the City

The standard width and design of Newberg's roadways is established by the City's Transportation System Plan. In all alternatives, S College Street and S River Street are identified as special gateways to the Riverfront Area. They are "Major Collectors" per the TSP, with dimensions shown in Figure 16 below. However, the City may desire the development of wider sidewalks or other features to implement the vision of the Riverfront Master Plan. This could be accomplished by adding a new cross-section to the TSP (very directive) or merely a statement of intent within the plan (less directive).

Figure 16. Typical Major Collector Diagram from Newberg TSP



Connections from the River

Ways for water users to access amenities within the City of Newberg is a key concept in all alternatives. This design concept will be achieved through the specific design of Rogers Landing and other waterfront park land, and by improved pedestrian connections to S River Street. In the development code, properties can be required to facilitate this connection through items listed under "Pedestrian-Friendly Development" above.

Housing Affordability

Alternative C identifies roughly 11 acres of housing on the former WestRock Mill site, which is identified as "Affordable". There are several options for how to implement this concept.

- **Flexible Development Track.** Newberg currently has a process intended to allow greater flexibility for developers who voluntarily provide affordable housing as a component of a project. However, this process has not yet been used, suggesting the need for additional measures to ensure housing affordability in this area.
- **Inclusionary Zoning Ordinance.** The City could require any development above a certain size, or meeting other characteristics, to provide a certain number of affordable housing units. Oregon SB1533 allows cities to require that up to 20% of units within a multifamily structure are sold or rented as affordable to households with incomes at 80% of the area's median income, for multifamily structures of 20 units or more. In order not to disincentivize development in the Riverfront area, it would be best to adopt such a measure at a city-wide level.
- **Public-Private Partnerships.** City staff has mentioned the potential for a Construction Excise Tax (CET) that could be used to generate revenue for affordable housing projects, allowing the City to enter into a public-private partnership on the WestRock Mill Site.

Our recommendation is that, if an affordable housing component on this site is desired, the Committee articulate its intent as clearly as possible and the project team can provide tailored code recommendations at that time.

Riverfront Overlay

The 2002 Riverfront Master Plan established the City's Riverfront Overlay. Existing overlay language makes numerous references to the 2002 document and its figures, and contains regulations that implement that document's vision. Options include:

1. Remove overlay and implement the Riverfront Master Plan through a combination of existing and new zoning designations.
2. Selectively modify existing overlay.
3. Replace existing riverfront overlay with new language.

Using an overlay zone is recommended, in part because one already exists for the area. Overlays are a useful tool for tying together design requirements, physical connections, and other regulations across multiple zoning designations in a particular area. Whether it will be more practical to selectively modify the current overlay or to replace it in its entirety will depend on the specifics of the final preferred land use and transportation alternative.

Comprehensive Plan Designations

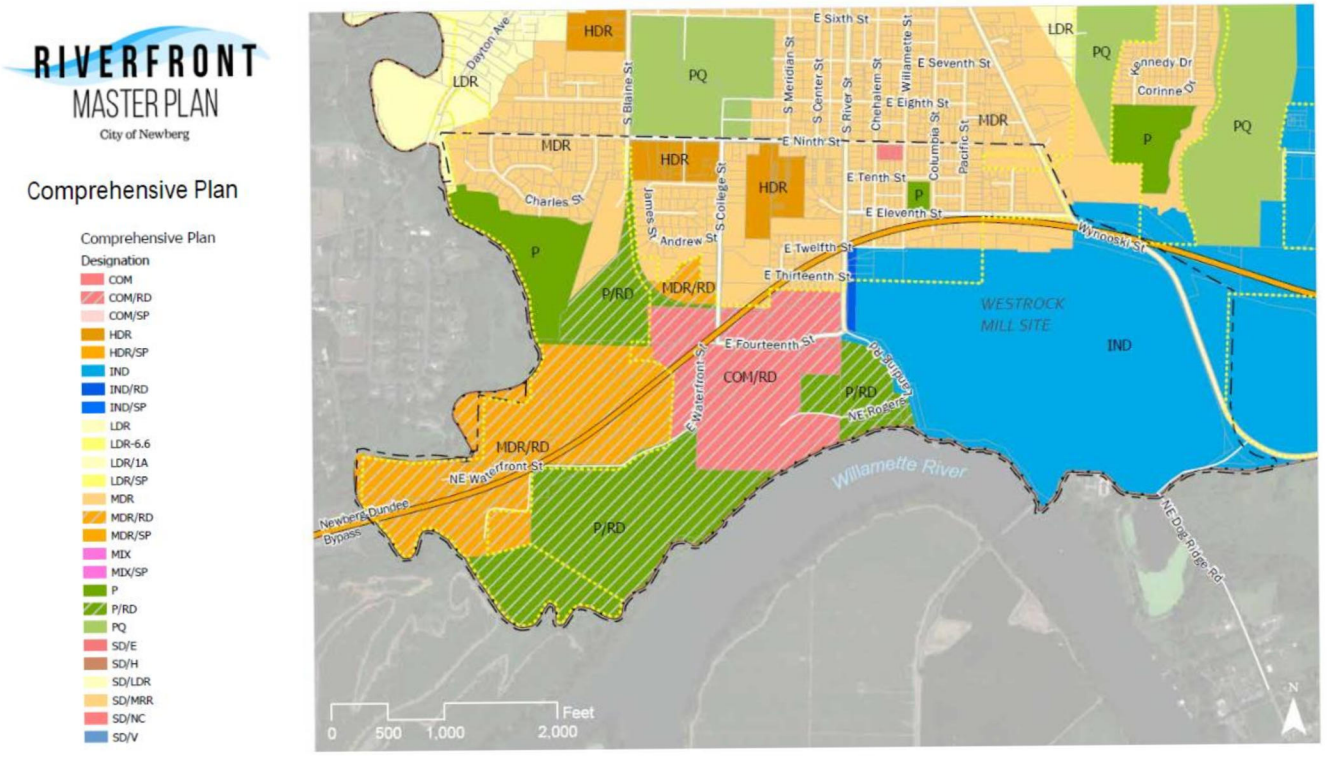
Existing comprehensive plan designations are shown in Figure 17. These designations implement the 2002 Riverfront Master Plan, which created the RD overlay. Depending upon the details of the RD overlay, discussed below, the primary recommended changes to comprehensive plan designations in the plan area are to the WestRock Site, for alternatives B and C.

- **Mixed Commercial.** Alternatives B and C include a "Mixed Commercial" designation. The Newberg Comprehensive Plan contains a Mixed Use (MIX) designation, which is currently applied to the area south of E Portland Road and north of E First Street. Because of its housing component, the MIX

designation may be appropriate for the "Mixed Commercial" intent of the plan alternatives. The property at the corner of E Fourteenth Street and S River Street may also warrant a MIX designation.

- **Mixed Employment.** Alternatives B and C show a "Mixed Employment" designation, which is intended to provide a mix of light industrial and commercial uses without housing. The Comprehensive Plan's Industrial (IND) designation would be suitable for these areas, if modified by the RD Overlay to allow commercial uses.
- **Affordable Housing.** Alternative C shows an explicit "Affordable Housing" designation. This housing component could be implemented with the MIX designation, or with a High Density Residential (HDR) designation that is modified by the RD overlay to require affordable housing.
- **COM/RD Designation.** The COM/RD designation in the central portion of the riverfront in the vicinity of the Baker Rock property. The southern/lower portion of this area is proposed for park use, and property owners have indicated that they no longer intend to use the lower area for commercial uses. Land near the river may therefore be more consistent with the Parks (P/RD) designation.
- **RD Designation Language and Location.** Finally, the language of the Riverfront District (RD) comprehensive plan designation should be revisited to ensure consistency with this plan. This designation should also be applied east of S River Street and south of the Newberg-Dundee Bypass, if the plan moves forward with an option that introduces non-industrial uses to the WestRock site.

Figure 17. Existing Comprehensive Plan Designations



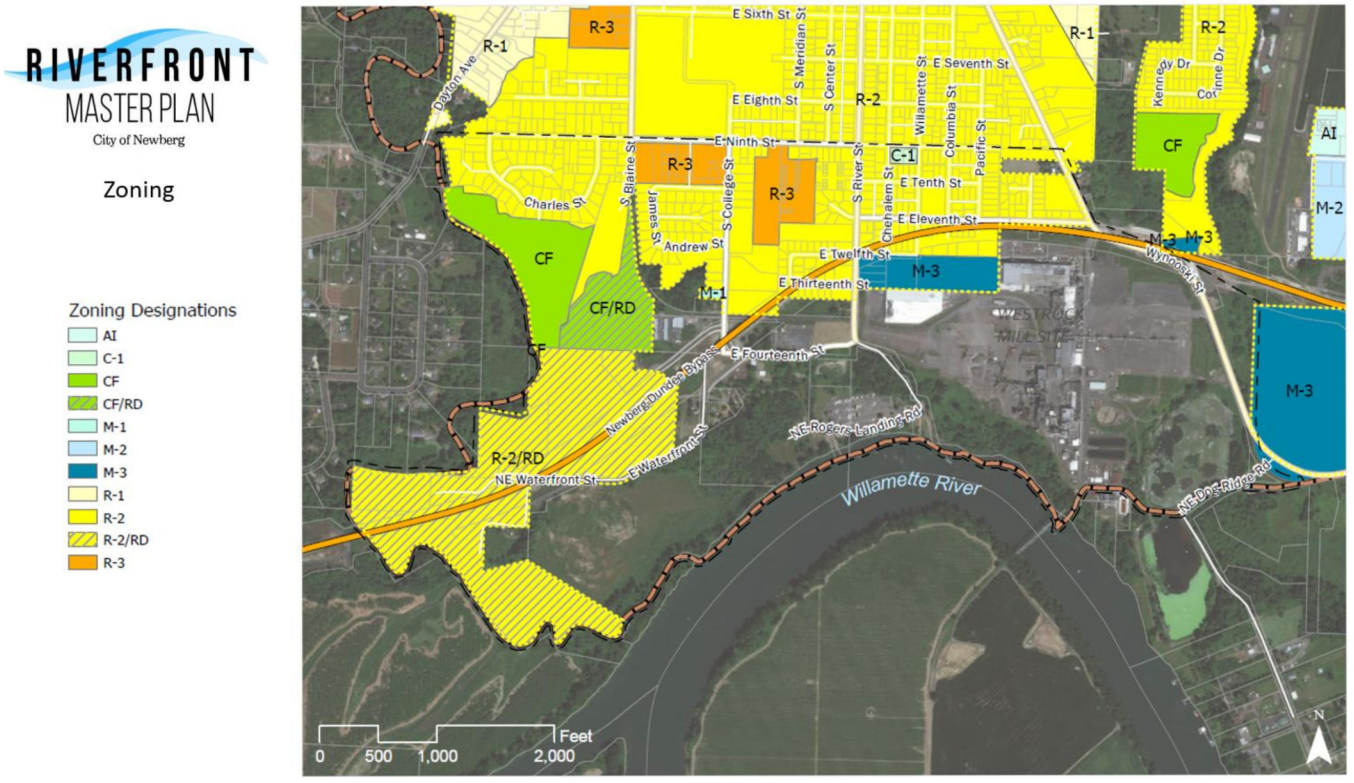
Zoning Designations

Existing zoning designations are shown in Figure 18. All alternatives shown in this memorandum include at least one land use concept that may be suitable for a new City of Newberg zoning designation. The "Mixed

Commercial", "Mixed Employment", and "Affordable Housing" concepts do not have analogous zones in the code today. There are two main options for implementing these concepts:

1. Use existing city zones in combination with an overlay zone. The existing Riverfront Overlay zone does not make any changes to the underlying uses allowed within a given zone, but a revised overlay may allow, for example, housing within commercial zones within the overlay.
2. Create new zones. Theoretically and unless otherwise prohibited, landowners elsewhere in the City may apply for a zone change to one of these zones. This approach might be suitable if the City wishes to allow similar mix of uses in other areas of Newberg.

Figure 18. Zoning Designations



Other Code Issues

The following code ideas need further research and discussion.

- **Airport Overlays.** Ensure compatibility of future development concepts with applicable airport overlay zones, which often restrict certain uses or building heights.
- **Annexation and Coordination with County.** Much of this area is currently outside of the Newberg City Limits. In order to access City services, property will need to annex to the City of Newberg. The details of this process and how it may impact development of this area is addressed in Technical Memorandum 5 – Incremental Implementation Strategy.
- **Implementation of the Transportation and Trail Framework Plans.** Newberg's Transportation System Plan (TSP) should be updated to implement the transportation-related recommendations, including the

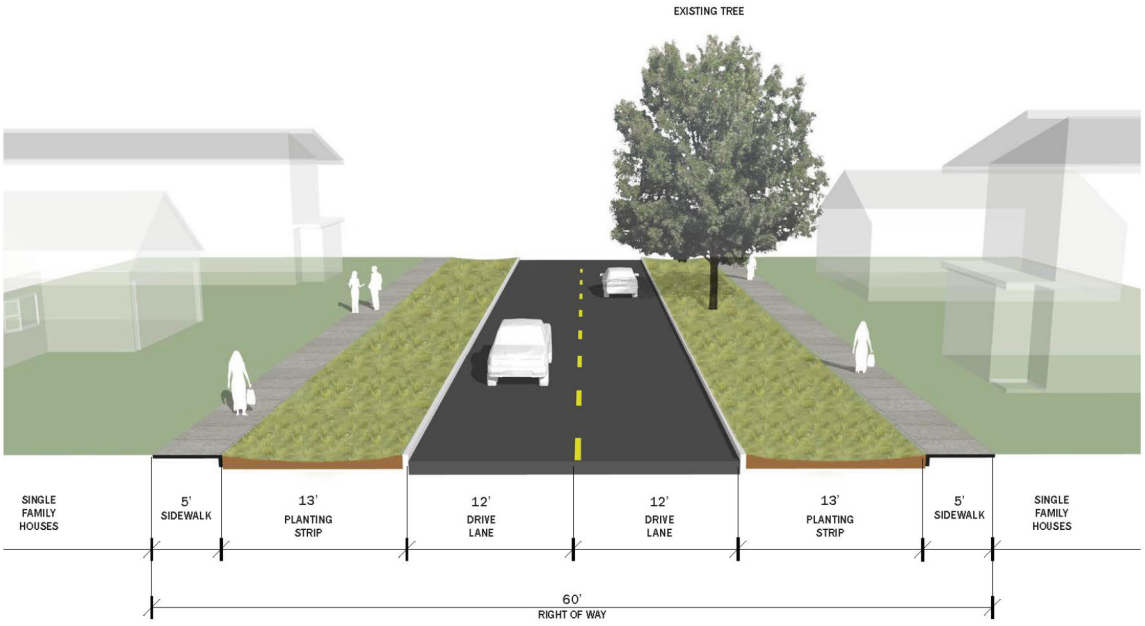
Transportation Framework Plan. The Trail Framework Plan should also be included in, or referenced from the TSP. The Yamhill County TSP and Chehalem Park & Recreation Master Plan should also be reviewed for any amendments that are needed, so that all implementing documents are consistent with one another.



RIVER STREET NORTH OF E. NINTH STREET (looking north): 60’ ROW



RIVER STREET BETWEEN BYPASS and E. NINTH STREET (looking north): 60’ ROW

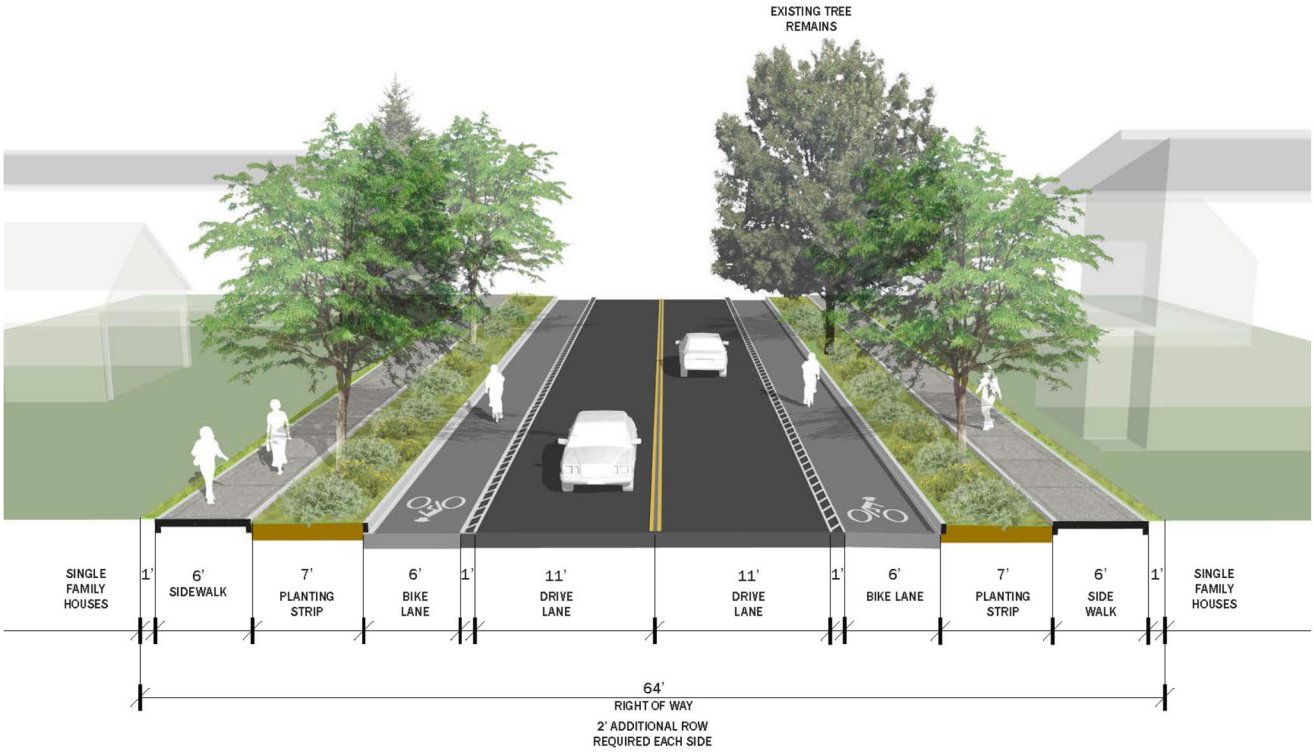


RIVER STREET EXISTING SECTION (looking north): 60’ ROW



Figure 17: Typical Major Collector

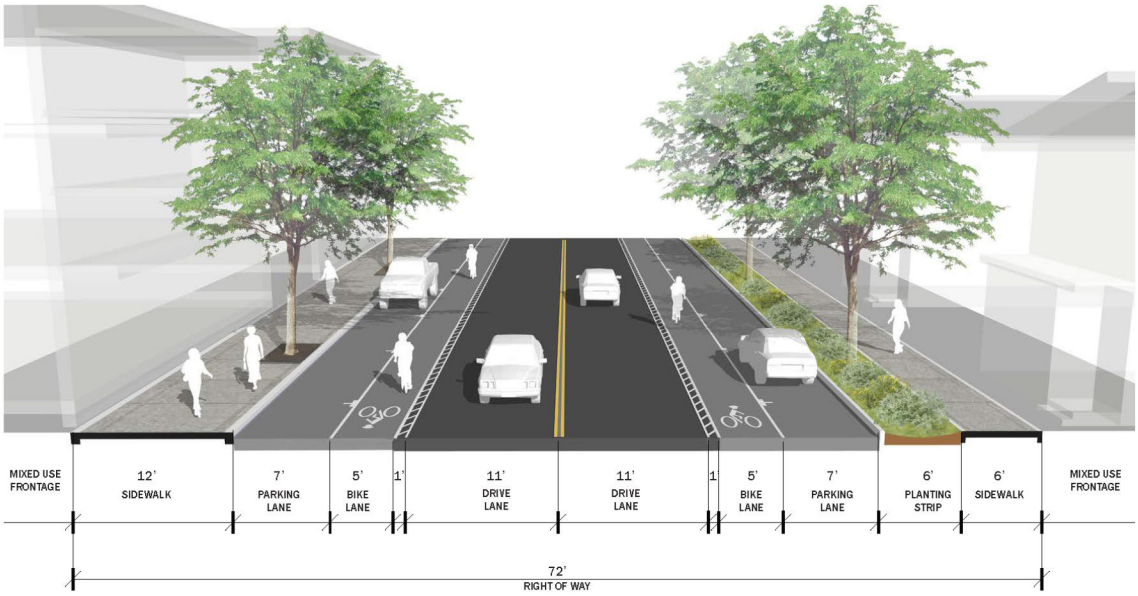
TSP TYPICAL CROSS SECTION FOR S. RIVER STREET/MAJOR COLLECTOR: 57' ROW



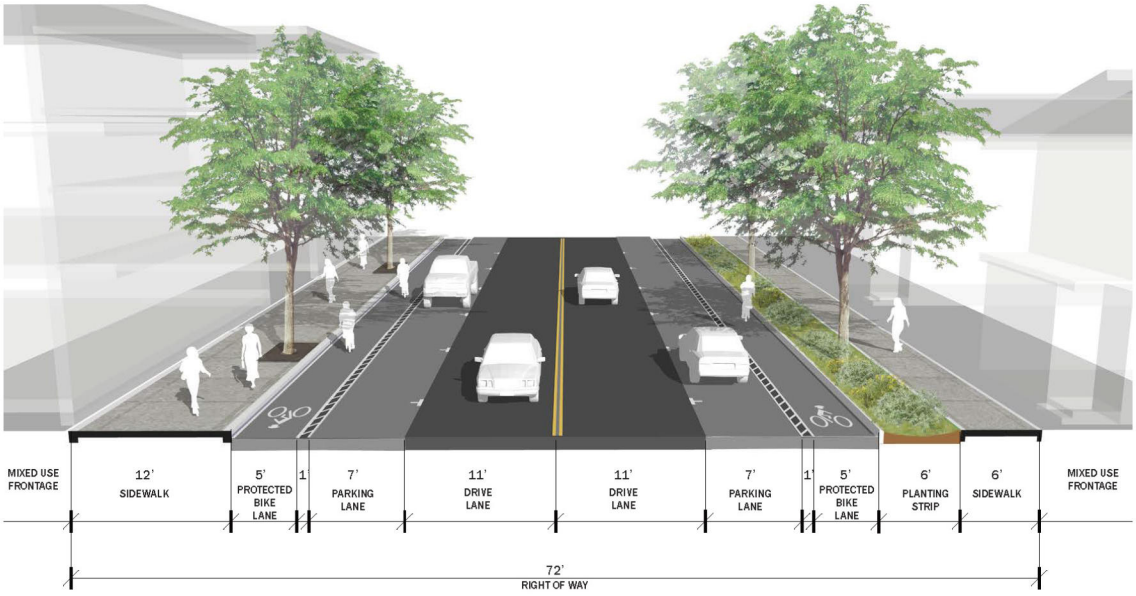
RIVER STREET NORTH OF BYPASS PROPOSED SECTION (looking north): 64' ROW



RIVER STREET SOUTH OF BYPASS



SOUTH RIVER STREET SOUTH



SOUTH RIVER STREET SOUTH OF BYPASS PROPOSED SECTION (looking north): 72' ROW, cycle track bike lane option

Appendix B: Estimates of Residential Capacity within Land Use Alternatives
UPDATED 4/2/2018 to include Alternative E

Alternative A

Land Use	Acres	Existing Residential Units	New Residential Units	Total Residential Units
*Medium Density Residential**	91	459	256	715
*High Density Residential**	13.8	221	45	266
*Mixed Commercial***	8.2	N/A	45	45
Mixed Employment	0	N/A	N/A	N/A
Industrial	116	N/A	N/A	N/A
Parks & Open Spaces	164.5	N/A	N/A	N/A
TOTAL	**396**	**680**	**346**	**1,026**

Alternative B

Land Use	Acres	Existing Residential Units	New Residential Units	Total Residential Units
*Medium Density Residential**	91	459	256	715
*High Density Residential**	13.8	221	45	266
*Mixed Commercial***	21.8	N/A	120	120
Mixed Employment	26	N/A	N/A	N/A
Industrial	75.9	N/A	N/A	N/A
Parks & Open Spaces	164.5	N/A	N/A	N/A
TOTAL	**396**	**680**	**421**	**1,101**

Alternative C

Land Use	Acres	Existing Residential Units	New Residential Units	Total Residential Units
*Medium Density Residential**	91	459	256	715
*High Density Residential**	24.6	221	225	446
*Mixed Commercial***	9.1	N/A	58	58
Mixed Employment	9.9	N/A	N/A	N/A
Industrial	94.3	N/A	N/A	N/A
Parks & Open Spaces	164.5	N/A	N/A	N/A
TOTAL	**396**	**680**	**539**	**1,219**

Appendix B: Estimates of Residential Capacity within Land Use Alternatives
UPDATED 4/2/2018 to include Alternative E

Alternative E

Land Use	Acres	Existing Residential Units	New Residential Units	Total Residential Units
*Medium Density Residential**	87.5	459	185	640
*High Density Residential**	20.4	221	144	365
*Mixed Commercial***	7.6	N/A	45	45
Mixed Employment	21.5	N/A	N/A	N/A
Industrial	94.5	N/A	N/A	N/A
Parks & Open Spaces	164.5	N/A	N/A	N/A
TOTAL	**396**	**680**	**374**	**1,050**

New residential units calculated based on the following current zoning regulations:

- ***MDR: R-2, averaging 9 units/gross acre***
- ***HDR: R-3, averaging 16.5 units/gross acre***

****New residential Units for Mixed Commercial calculated as 1/3 of total acres based on HDR density of 16.5 units/gross acre***

APPENDIX D

RIVERFRONT MASTER PLAN
City of Newberg

Technical Memorandum 4:

Infrastructure Needs

MEMORANDUM

DATE:	April 12, 2019
TO:	Andrew Parish, AICP Angelo Planning
FROM:	Jane Vail, P.E. Wallis Engineering
RE:	Infrastructure Needs for Newberg Riverfront Master Plan Update Job No. 1441A
EXHIBITS:	*Exhibit A – Existing Water System Map* *Exhibit B – Existing Wastewater System Map* *Exhibit C – Existing Storm Drainage Map* *Exhibit D – Recommended Water System Improvements* *Exhibit E – Wastewater System Sub-Basins* *Exhibit F – Recommended Wastewater System Improvements*

BACKGROUND

The City of Newberg's Riverfront Master Plan Update has included the creation and evaluation of several land use/transportation alternatives for the Riverfront Area. Through discussion with the project's advisory committees, stakeholders, and property owners in the Riverfront Area, the process has resulted in the selection of a preferred alternative, "Alternative E." This land use/transportation program includes a variety of uses in the study area, including single-family and multi-family residential developments, mixed-use nodes of activity, parks and passive open space, and employment uses.

This memorandum describes the existing utility infrastructure and previously-planned improvements to this infrastructure within the planning area. It also provides recommendations for improvements to the water, wastewater, and stormwater infrastructure as the area develops.

The current planning effort will update the 2002 Newberg Riverfront Master Plan. That previous plan made specific recommendations as to infrastructure improvements based on anticipated phasing and land use.

At the time of the 2002 Riverfront Master Plan, the riverfront industrial site (WestRock) was not included in the riverfront planning area, and the Newberg-Dundee Bypass was in the conceptual design phase - and at a different alignment than constructed. In other words, the 2002 Master Plan's recommended street and utility improvements were based on different conditions than the current existing conditions. However, from the perspective of total water demand and wastewater flow, there are few differences between the land uses shown in the 2002 Master Plan and Yamhill County zoning efforts and the preferred land use alternatives identified in the current planning effort. The overall water demand and projected wastewater flow values from past land use planning efforts are reflected in the City's 2017 Water Master Plan and 2018 Wastewater Master Plan. The recommendations made in these two utility master plans are still relevant to the current planning effort.

In the course of preparing this memorandum, the following planning documents were reviewed:

- 2002 Newberg Riverfront Master Plan
- 2002 City of Newberg Water Treatment Facilities Plan
- 2007 City of Newberg Wastewater Treatment Plant Facilities Plan Update
- 2007 City of Newberg Sewerage Master Plan Update
- 2014 City of Newberg Stormwater Master Plan Update
- 2015 Newberg Wastewater I&I Study
- 2016 City of Newberg Comprehensive Plan Text (Ordinance 1967)
- 2017 City of Newberg Water Master Plan
- 2018 City of Newberg Wastewater Master Plan
- 1996 Yamhill County Comprehensive Land Use Plan

EXISTING AND PLANNED UTILITY INFRASTRUCTURE

Existing utilities within the project area include wastewater, stormwater, potable water, and private utilities (electricity, natural gas, and telecommunications). Much of the project area is relatively underdeveloped, so utilities are limited in extent and size.

Water System

The existing water system is owned and operated by the City of Newberg. The study area is located within Zone 1, which is served by three reservoirs: the North Valley Reservoir Nos. 1 and 2 located on the north side of the City, and the Corral Creek Reservoir, located east of the City. These reservoirs are fed by transmission mains from the water treatment plant, which is located on the southeast corner of the study area. A well field south of the study area supplies a portion of the City's water, which is conveyed to their water treatment plant. A water transmission main conveys treated drinking water from the treatment plant north through the riverfront industrial site to the rest of the City.

The area north of the Bypass is served by an existing water distribution network, with distribution mains 2 to 8 inches in diameter. Several properties just south of the Bypass, including the riverfront industrial site, are also served by water main extensions from the distribution system north of the Bypass.

Non-potable water system elements were not reviewed as part of this memorandum effort. The City of Newberg has a re-use water system, which is currently confined to the City's Wastewater Treatment Plant. The riverfront industrial site property has water rights to water from the Willamette River, and this privately-owned non-potable water was used in the past

for mill operations. Additional details about this non-potable water system were not available.

A map of the existing potable water system within the project limits is included as *Exhibit A* on the following page.

No planned improvements to the water system within the planning area are described in the City's 2017 Water Master Plan. The 2002 Newberg Riverfront Master Plan proposed water distribution mains along the roads proposed and recommended for improvement by that planning effort.

Wastewater System

Existing wastewater infrastructure within the project limits is largely limited to the area north of the Bypass. The City of Newberg's wastewater treatment plant is located just east of the project study area.

The portion of the study area north of the Bypass is currently served by two lift stations (the Charles Lift Station and the Andrew Lift Station) and a network of gravity sewer mains and trunk lines, which ultimately convey wastewater west to the City's wastewater treatment plant. A small lift station also serves Rogers Landing, conveying wastewater to the gravity sewer system to the north. The riverfront industrial site is served by a single gravity sewer connection at the northwest corner of the site.

A map of the existing wastewater system within the project limits is included as *Exhibit B*.

The City's 2018 Wastewater Master Plan recommends improvements to the existing wastewater system within the planning area. The Wastewater Master Plan proposed abandoning the Charles Lift Station and Andrew Lift Station in the northeast portion of the study area, and replacing them with a single lift station (the Riverfront Lift Station) and a series of gravity mains (projects C4.b and C3.b in the Wastewater Master Plan). The Riverfront Lift Station would also serve a portion of the southeast portion of the study area with several gravity sewer extensions to the south and the east. The Wastewater Master Plan also recommended upsizing several gravity mains within the study area to convey future flows. No wastewater improvements are described for the eastern portion of the study area. The 2002 Riverfront Master Plan proposed some gravity mains along the roads proposed and recommended for improvement by that planning effort.

Stormwater System

The study area is drained by a system of natural drainages, open channels, and storm drain lines. Currently, the study area drains in three directions: west to Chehalem Creek, south to the Willamette River, and east to Hess Creek.

The southern portion of the site lies within the 100-year flood plain of the Willamette River, and Chehalem Creek.

Underground stormwater lines are few in number, and largely confined to the northern portion of the study area. A stormwater main bisects the study area, conveying stormwater from the drainage lines in the northern portion of the study area south to outfall at the Willamette River. This line was previously the wastewater outfall from the former wastewater treatment plant.

A map of the existing drainage and stormwater system within the project limits is included as *Exhibit C*.

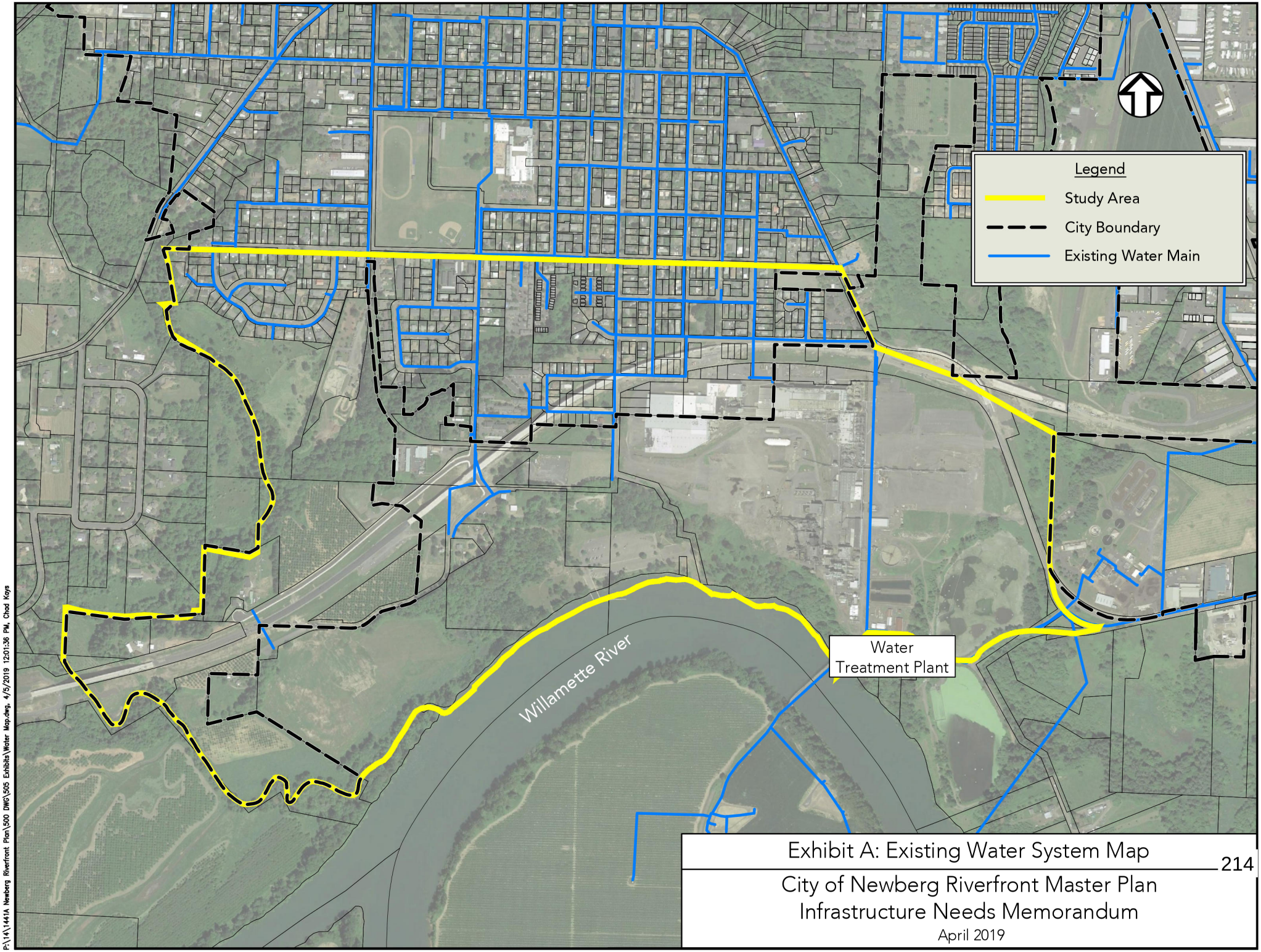


Exhibit A: Existing Water System Map

City of Newberg Riverfront Master Plan
Infrastructure Needs Memorandum
April 2019

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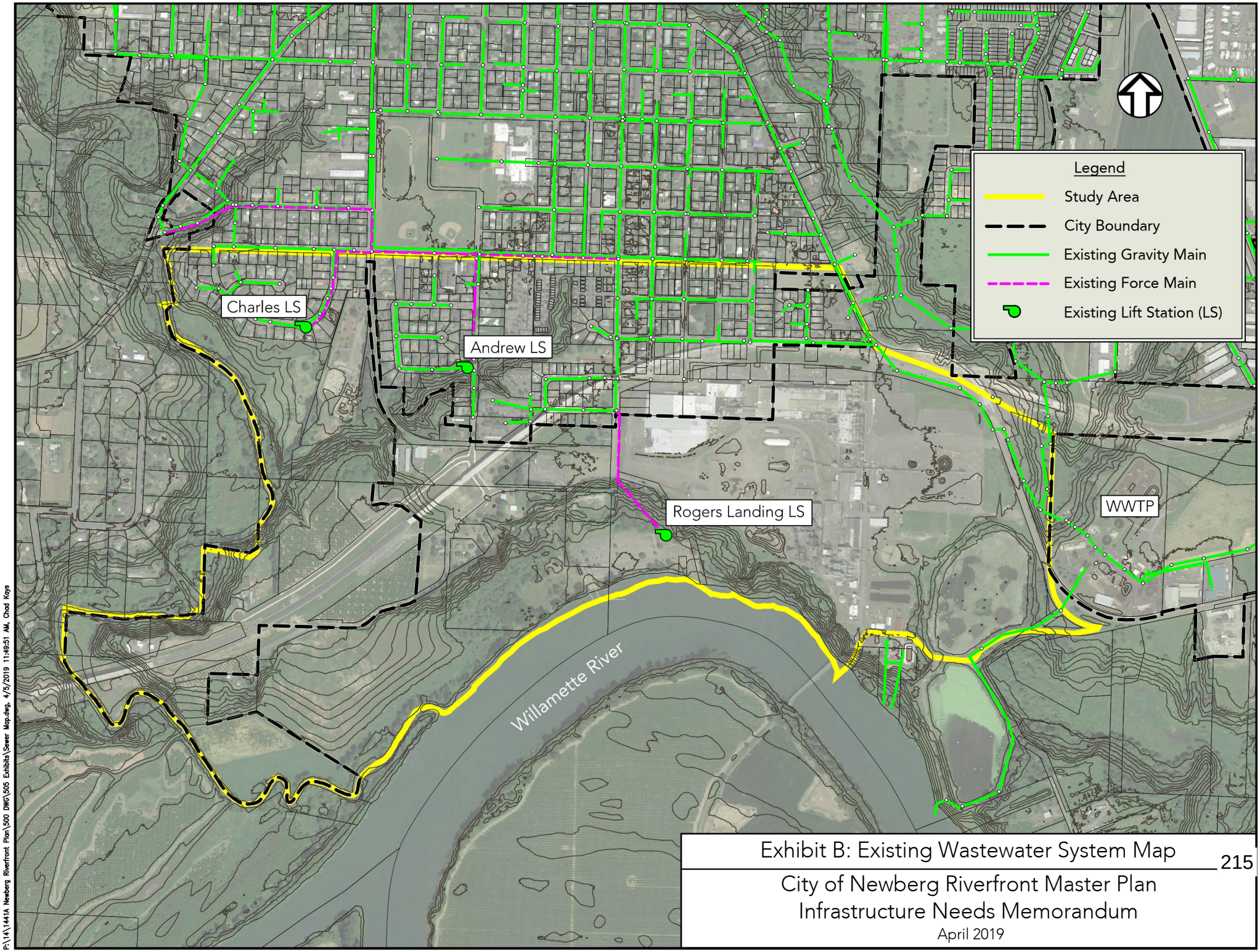

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Exhibit B: Existing Wastewater System Map

City of Newberg Riverfront Master Plan
Infrastructure Needs Memorandum
April 2019

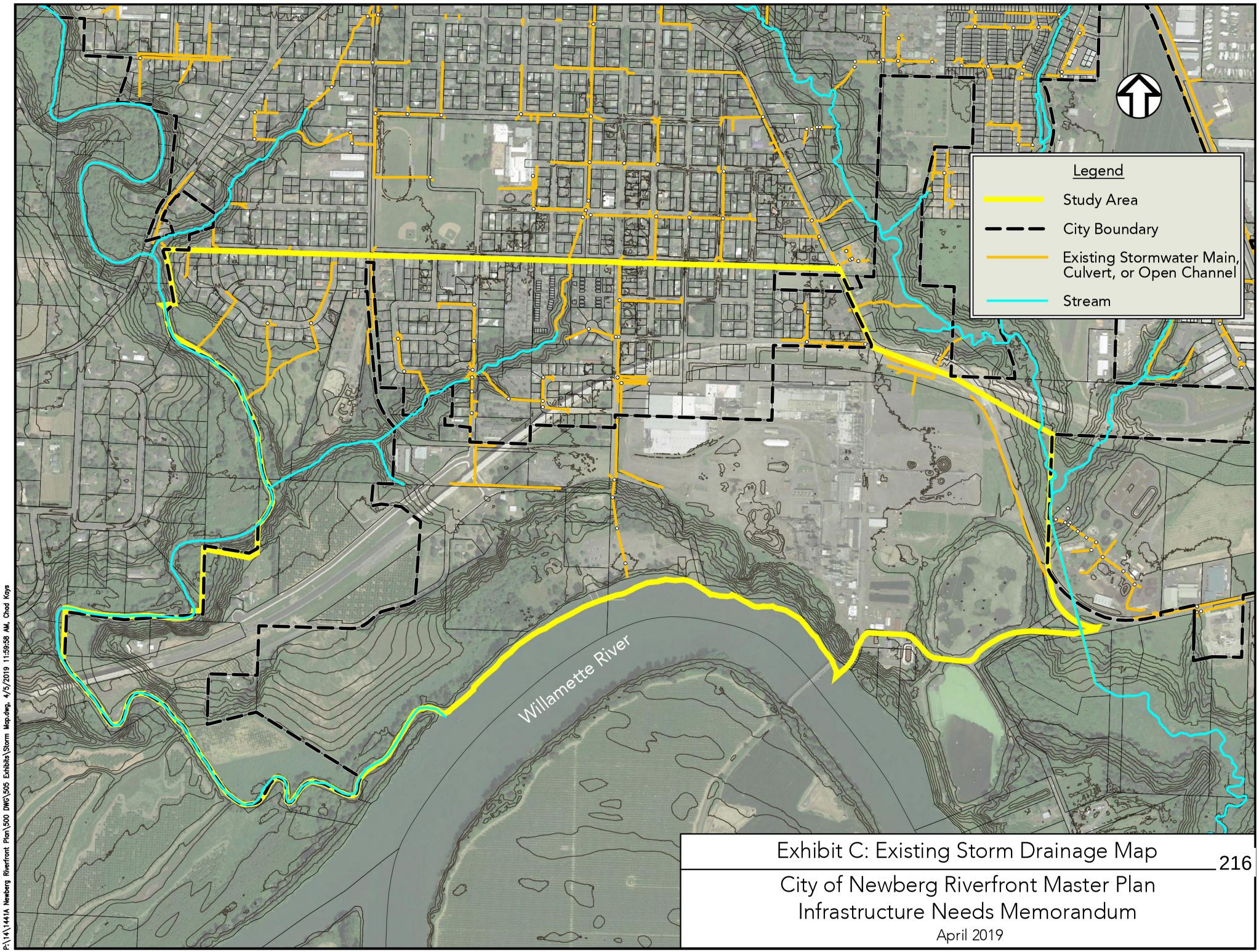

Exhibit C: Existing Storm Drainage Map

City of Newberg Riverfront Master Plan
Infrastructure Needs Memorandum
April 2019

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No improvements to the stormwater system within the planning area are currently included in the 2014 City of Newberg Stormwater Master Plan Update. The 2002 Riverfront Master Plan proposed stormwater lines along some of the roads proposed and recommended for improvement by that planning effort. It also proposed disposal of stormwater runoff into to the existing stormwater main outfalling to the Willamette River. The capacity of that existing stormwater main to accept additional flow was not discussed in the 2002 Plan.

Franchise Utilities

As part of this planning effort, the City of Newberg contacted privately-owned franchise utilities in order to generally ascertain the extent of their facilities within the planning area. These franchise utility companies currently provide electricity, gas, cable, and telephone services to customers within the planning area.

PGE provides electricity to Newberg, and has a substation on the riverfront industrial site. In contacting PGE, they were unaware of any known issues serving the area.

NW Natural provides natural gas within the planning area, though their mapped facilities appear to be largely located north of the Bypass. They do have a 12-inch high pressure gas line serving the riverfront industrial site. This line is also the primary feed for the City of Newberg.

Comcast and Frontier provide cable and telephone services within the planning area. Frontier has very little facilities within the planning area, and no facilities south of the Newberg-Dundee Bypass.

RECOMMENDED UTILITY INFRASTRUCTURE IMPROVEMENTS

Improvements to the existing water, wastewater, and stormwater infrastructure will be necessary in order to support the preferred land use alternative. Recommended improvements are described in the following paragraphs, organized according to the type of infrastructure. These recommendations are based on the City's standards, the City's GIS system, existing utility infrastructure plans, and engineering judgement. No water or wastewater modeling was completed as part of this planning effort.

It is important to note that recommendations are limited by the general nature of land use planning, and that further utility master planning will be necessary to confirm and elaborate on the recommendations made in this memorandum.

Water System

The area south of the Newberg-Dundee Bypass and a small area on the west side of the study area just north of the Bypass currently have no water distribution system. As this area develops, it will require an entirely new water distribution network. New water mains should be constructed within the footprint of proposed roadways. To serve new development south of the Bypass, a water distribution main can be extended west from the transmission main near the water treatment plant. This new water distribution main should extend to the western portion of the study area, and should connect to the existing water system to the north where possible to provide a fully looped system. To serve the north side of the Bypass, a water main could be extended from S College Street southwest along E Weatherly Way. This water main should also be connected to the water main serving the area south of the Bypass to provide a fully looped system.

The majority of the study area north of the Bypass is currently served by an existing water distribution network. The size of existing distribution mains are relatively small within this area, and will likely not provide sufficient fire flow for future connections as the area south of the Bypass develops. Some improvements will be necessary to the distribution system north of the Bypass in order to make distribution network connections to serve the planning area.

The minimum size of water distribution mains will be 8-inches, per City standards. Final sizing will require a more in depth analysis to ensure that minimum fire flow is maintained throughout the water system in accordance with City standards.

Recommended improvements to the existing potable water system are illustrated in *Exhibit D* on the following page and summarized in Table 1 below.

Table 1 – Recommended Water Infrastructure Improvements

Description	Sub-basin	Minimum Size	Length
Water Main	B	8-Inch	8,200 ft

It should be noted that the developer of the riverfront industrial site has the capability of using the existing non-potable water system infrastructure, and water rights.

Wastewater System

The planning area currently lacks a complete wastewater system, and will require extensive sewer infrastructure improvements to serve new development. In order to determine these system improvements, the study area was broken into six sub-basins according to the existing collection system and topography. These sub-basins are shown in *Exhibit E*. The wastewater infrastructure necessary to serve these sub-basins is illustrated on *Exhibit F* and summarized in Table 2 below.

Table 2 – Recommended Wastewater Infrastructure Improvements

Description	Sub-basin Served	Size/Capacity
Riverfront Lift Station	B	950 gpm[1]
Force Main B1	B	8-in[1], 1000 ft
Gravity Main B1	B	8-in, 2600 ft
Gravity Main B2	B	8-in, 1600 ft
Gravity Main B3	B	8-in, 3400 ft
Gravity Main B4	A, B, C, D	18-in[1], 1300 ft
Gravity Main C1	C	8-in, 500 ft
Gravity Main D1	D	10-in, 2400 ft

1. Capacity and size are from the City's 2018 Wastewater Master Plan

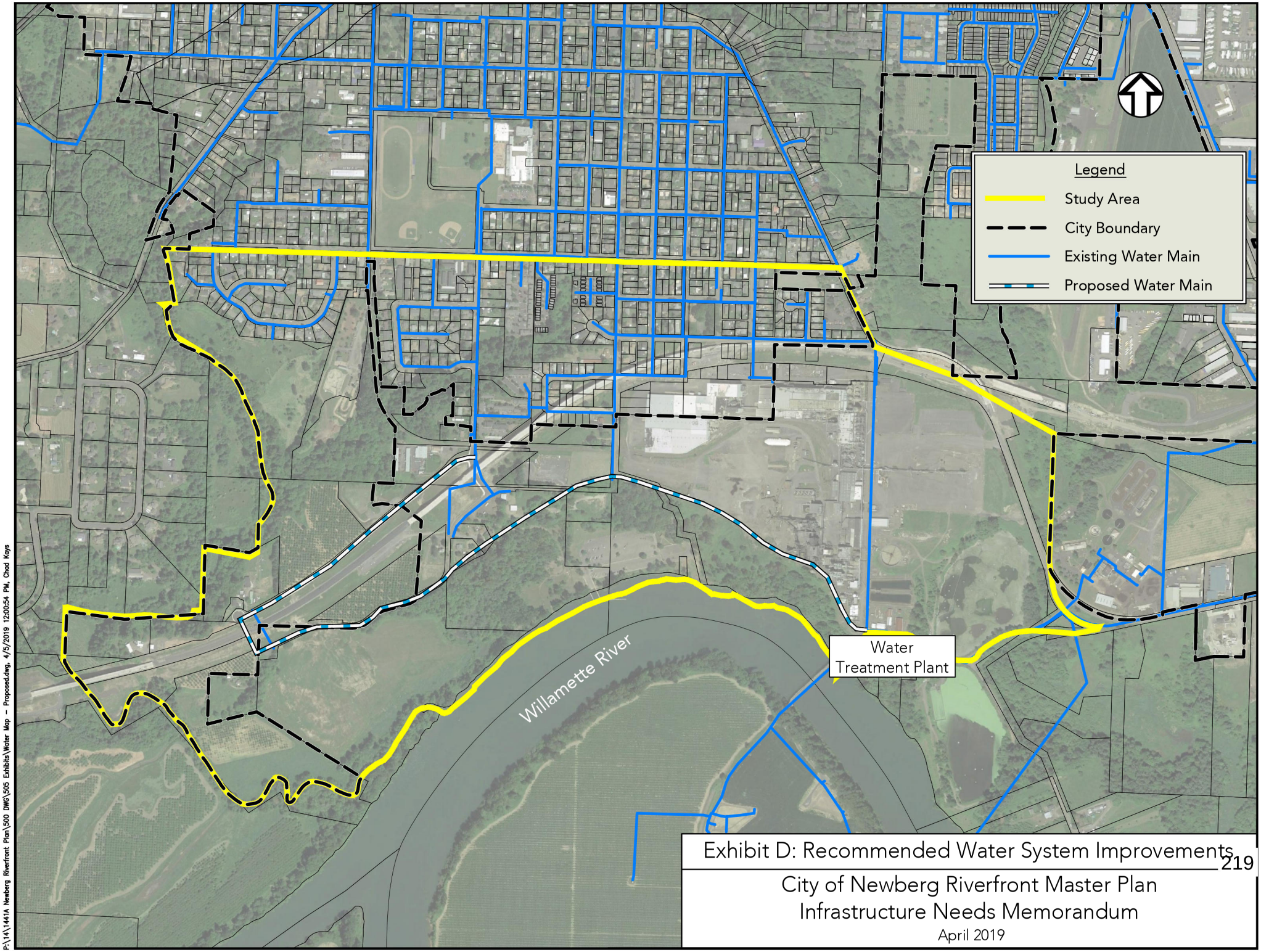

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Exhibit D: Recommended Water System Improvements

City of Newberg Riverfront Master Plan
Infrastructure Needs Memorandum
April 2019

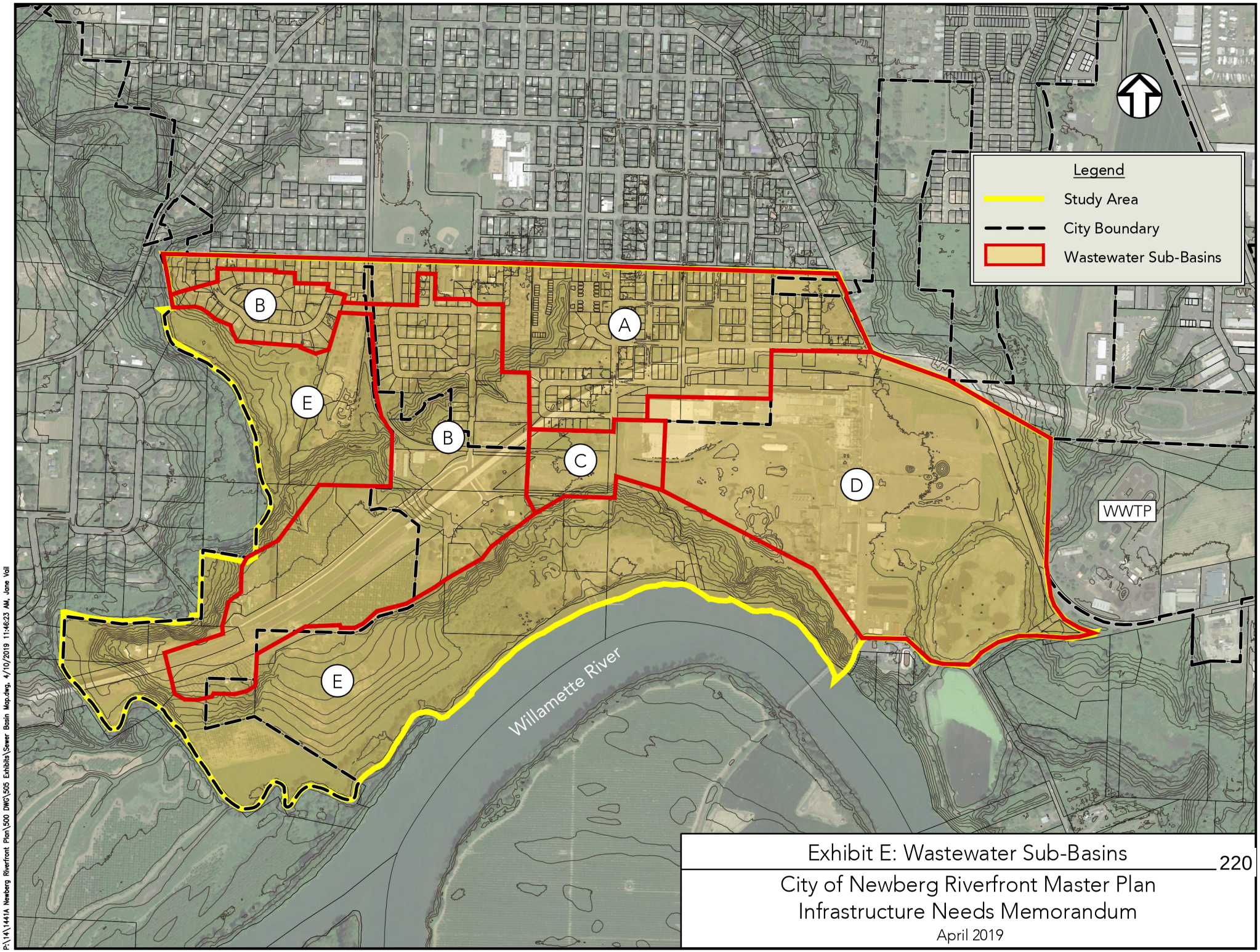

Exhibit E: Wastewater Sub-Basins

City of Newberg Riverfront Master Plan
Infrastructure Needs Memorandum
April 2019

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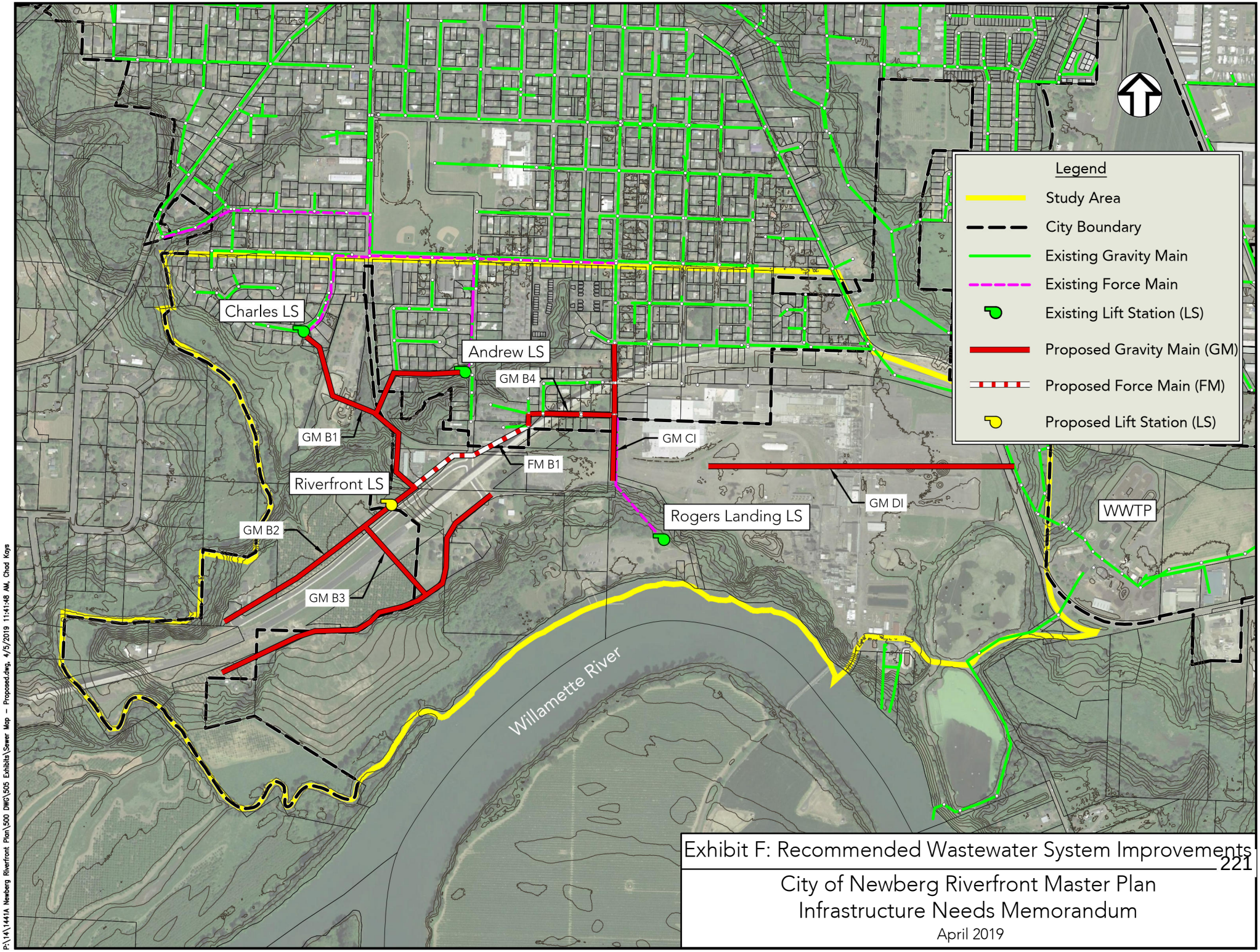

Exhibit F: Recommended Wastewater System Improvements

City of Newberg Riverfront Master Plan
Infrastructure Needs Memorandum
April 2019

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A detailed description of each sub-basin and the recommended improvement is described below.

Sub-Basin A. This sub-basin consists of the northern portion of the study area that is served by an existing network of gravity wastewater lines. Because this area is highly developed, and the proposed master plan does not significantly change land use, no new wastewater infrastructure is required beyond that recommended by the 2018 Wastewater Master Plan.

Sub-Basin B. This sub-basin consists of the western portion of the study area – currently served by the Charles Lift Station and Andrew Lift Station – and the additional area to be served by the proposed Riverfront Lift Station and associated collection system described in the Wastewater Master Plan. As discussed above, the Wastewater Master Plan recommended abandoning the Charles Lift Station and Andrew Lift Station. This will require upgrading the Riverfront Lift Station and force main, constructing several new gravity sewers, and upsizing one existing gravity sewer. No major changes are recommended to this proposed infrastructure, although minor adjustments to sewer alignments will be necessary to match proposed roads. This infrastructure is labeled as Gravity Main B1, B2, B3, and B4, and Force Main B1 on *Exhibit E*.

Sub-Basin C. This sub-basin consists of a mostly undeveloped land and a small portion of the riverfront industrial site in the vicinity of S River Street. Based upon the depth of the existing sewer in S. River Street (per City GIS), this area can be served by a gravity sewer extension, shown as Gravity Main C1 on *Exhibit E*.

Sub-Basin D. This area consists of the eastern portion of the riverfront industrial site. This sub-basin can be served by gravity lines flowing east into the existing trunk line on NE Wynooski Road, which currently conveys wastewater to the wastewater treatment plant. This line is labeled as Gravity Main D1 on *Exhibit E*.

Sub-Basin E. This sub-basin consists of the parks and open space within the study area, largely located within the flood plain and stream corridors. Rogers Landing is currently the only portion of this sub-basin with sewer service. Rogers Landing is served by a lift station, pumping wastewater to the collection system north of the Newberg-Dundee Bypass. Because most of this sub-basin lies within the flood plain, it is unlikely to see significant development. It has been suggested that the Rogers Landing area could be the future site of an amphitheater, as well as potential additional park improvements. Depending on the projected wastewater flows and the capacity of the existing lift station, improvements may be necessary to the lift station and potentially the force main. If new facilities are constructed outside of the Rogers Landing area, they will require new lift stations to convey flow to the collection system, because this sub-basin lies at a lower elevation than the rest of the City.

Final alignment and sizing of new sewer system infrastructure will be determined during final design of street infrastructure and development. Alignment and sizing will depend on the specific developments that are constructed, locations of roads, and exact depths of existing gravity lines.

Stormwater System

The existing stormwater system within the planning area consists of stormwater drainage collection and conveyance facilities north of the Bypass. All development will need to comply with the City's stormwater management requirements, as articulated in their Design Standards.

In accordance with these requirements, any development within the planning area will need to collect, treat, detain, convey, and dispose of the stormwater runoff generated by the development. This applies to public improvements that generate impervious surfaces – such as streets, sidewalks, and paths. It also applies to private developments, which construct roofs, streets, sidewalks, and parking lots.

Collection and conveyance of stormwater runoff will likely consist of a combination of underground structure and pipes, and low-impact development conveyance improvements, such as swales and flow-through planters. Treatment of stormwater runoff will likely consist of either mechanical or low-impact development treatment facilities. Detention of stormwater can take place using underground storage, ponds, and other methods. There is considerable flexibility as to the specific design of stormwater collection, conveyance, treatment, and detention facilities. A variety of factors will influence specific design solutions, such as site geography, available land surface, soil conditions, City preference, developer preference, construction cost, long-term maintenance costs, and aesthetics.

There may be some conveyance within the study area through underground stormwater pipes, which are often constructed within publicly-owned streets. Assuming the proposed and existing streets shown on the preferred alternative, we estimate a total of at least 12,000 linear feet of stormwater mains. This number does not account for the variation of street alignments that may occur as the City moves forward with planning and design, and does not include the construction of additional streets and associated storm conveyance.

Treated stormwater runoff is typically disposed of using infiltration into native soils or by conveyance into an adjacent stormwater facility or natural body of water. All methods of disposal have specific requirements and limitations. Disposal of stormwater runoff will depend on site-specific soil characteristics, the location of the site with respect to adjacent stormwater infrastructure, and the capacity of adjacent infrastructure.

Infiltration of treated stormwater runoff is often preferred over other methods because of its simplicity and relatively lower cost. However, native soils must be capable of infiltrating stormwater at or above a minimum rate for infiltration of runoff to be a viable disposal method. That capability can only be determined by onsite tests, and native soils can vary greatly in characteristics throughout an area.

According to the soils map included in the City's 2014 Stormwater Master Plan Update, native soils within the planning area are generally classified as having lower infiltration capability. This map is based on general information; the actual infiltration rates at specific locations within the planning area will vary. As each property develops, the developer will determine soil conditions and the viability of infiltration as a method of stormwater disposal. It should be noted that the Oregon Department of Environmental Quality requires registration of underground infiltration facilities such as drywells per their Underground Injection Control Program. It should also be noted that infiltration also requires consideration of existing groundwater levels and consideration of the environmental sensitivity of an area; infiltration of stormwater runoff into a floodplain or wetland is not typically acceptable.

If stormwater runoff cannot be disposed of by infiltration, it will need to be conveyed to another location, such as an adjacent stormwater pipe, pond, or infiltration facility. If an adjacent stormwater facility is available, the developer will need to demonstrate that it has capacity for disposing stormwater from the proposed development. If this adjacent stormwater facility is owned by other individuals or entities, rights to access, use, and maintenance will need to be negotiated between all parties.

Treated stormwater runoff can also be disposed of in an adjacent body of water. There are multiple stream corridors within the study area, including the Willamette River. It is important to note that disposal of stormwater runoff to these corridors may trigger additional permitting and engineering requirements according to the governing regulatory authorities. Disposal of stormwater runoff in these bodies of water should consider the hydraulic and erosion control implications of additional runoff, with the goal of protecting these existing stream corridors. They should also consider the characteristics of the treated runoff. The City's TDML Implementation Plan is the primary regulatory driver for stormwater management activities, and has specific parameters of concern for stormwater runoff, including bacteria, mercury, and water temperature. However, other regulatory authorities will have jurisdiction for disposal of treated stormwater runoff within stream corridors in the planning area. The developer will likely need to consult with an environmental permitting specialist in order to determine the specific regulatory requirements for their stormwater management improvements.

The construction of a regional stormwater facility for treatment, detention, and/or disposal may address many of the difficulties individual developers face with stormwater management. There are, however, very limited options for locating such a facility. Public ownership of land is limited within the project area to landfill property owned by Yamhill County to areas within the floodplain (such as Rogers Landing, leased by Yamhill County from the City and two private owners).

One area that might be considered for possible use as a regional stormwater facility are the existing lagoons at the southeast corner of the planning area, within the riverfront industrial site property. It could be feasible to repurpose these existing lagoons as stormwater detention ponds for treated stormwater runoff from the surrounding areas, with modifications to the existing outfall to allow controlled disposal of runoff to the Willamette River. These two lagoons currently hold water, and outfall to the Willamette River. In the past, the lagoons were used for disposal of paper mill process water; the degree of biological and/or chemical contamination, the dimensions, and the condition of the lagoons are relatively unknown.

Any use of these ponds for stormwater management will likely necessitate investigation of the condition of the lagoon basin floor for contaminants which might adversely affect the Willamette River. Depending on the degree of contamination and the requirements of regulatory authorities, cleanup might also be required. In addition, some agreement would need to be made for stormwater conveyance to the pond, pond use, access, and maintenance between the property owner, the City, and properties contributing stormwater.

Please note that we cannot recommend specific details as to proposed stormwater improvements. The sizing of stormwater facilities will depend entirely on development of each site, and how much onsite detention and/or infiltration is built.

Franchise Utilities

As part of this master planning effort, City staff spoke directly with franchise utilities within the planning area to elicit comments and concerns regarding the proposed plan.

When contacted for feedback, PGE noted that some industrial and commercial uses may have larger loads and require upgrades to their facilities. The extent of this work would be determined at the development phase. PGE was concerned that improvements protect their existing facilities in the area – particularly the substation on the riverfront industrial site.

In conversations with the City, NW Natural expressed concerns that their existing infrastructure is protected throughout future development, particularly the high pressure line serving Newberg (located on the riverfront industrial site).

Comcast had no concerns of note.

Frontier noted that they have minimal facilities within the planning area, and noted that with their current facilities they could serve around 200 new customers. Their facilities appear to be largely located north of the Bypass, so serving new customers south of the Bypass would require construction of new facilities – another 100 customers could be served with this work. Increasing service beyond that point would require more new facility construction and considerable expense on Frontier's part.

APPENDIX E

RIVERFRONT MASTER PLAN
City of Newberg

Technical Memorandum 5:

Incremental Implementation Strategy

Newberg Riverfront Master Plan:
Final Draft Incremental Implementation Strategy

Date June 28, 2019

To Newberg Riverfront Master Plan
Project Management Team

From Brian Vanneman and Sam Brookham,
Leland Consulting Group

Introduction

Riverfront Master Plan Study Description

The Newberg Riverfront Master Plan will update the 2002 plan and establish a desired mix of residential and employment uses; protect open space areas and other unique features; take advantage of a special location along the Willamette River; and plan for a multi-modal transportation network to provide internal access and connections to the rest of the City of Newberg.

Figure 1. Riverfront Master Plan Study Area



The Riverfront study area is shown at left. It is located on the south side of Newberg, generally south of 9th Street. The study area is entirely within the City's Urban Growth Boundary (UGB).

Incremental Implementation Strategy Overview

The Incremental Implementation Strategy is a renewable/rolling, action plan that: is annually updated; has regularly scheduled monitoring; and, has a supporting budget. It is an assemblage of objectives and a game plan of projects, actions and partnerships for achieving them, prioritized with regard to timing (e.g., near-term: 1-4 years; mid-term: 5-10 years; and long-term: 10 years and beyond).

This strategy allows the City to review the Master Plan implementation on a regularly scheduled basis and make amendments as opportunity or changing community and economic circumstances necessitate. Should there be a desire to change implementation priorities or shift the emphasis of a particular project, this action plan and update process provides the mechanism for doing so within the context of reviewing the plan as a whole.

In addition, the strategy identifies those short-term actions needing to occur in each of the next three years to set the stage for the activities to be programmed for the next year. The Implementation Strategy calls for the City to develop and maintain a short-term strategic action plan for phasing and carrying out the Plan's improvements and actions.

How Will the Plan Be Carried Out?

The Newberg Riverfront Master Plan is an action-oriented guiding document, focusing upon the projects to be undertaken and the partnerships to be formed to carry out a clearly defined vision, a set of guiding principles, and the conceptual plan for urban form, land use and transportation. Community partners include but are not limited to Chehalem Park and Recreation District, Yamhill County, Oregon Department of Transportation, and property owners. The Plan will be implemented in steps. Some actions will be initiated immediately; others will be initiated in the years to follow.

There are projects, actions and partnerships that are expected to serve as catalysts for investment, development and redevelopment. In some cases, these catalyst activities require a refinement study to pin down a concept, a location, a footprint or criteria for subsequent development proposals. Accordingly, the strategy identifies preliminary "setup" tasks or staffing resources/actions needed to enable projects to move forward (e.g., land assembly, property owner coordination, etc.). The Plan also proposes amendments to the City's Comprehensive Plan and Development Code to carry out Plan intent and to achieve the uses, character and densities envisioned.

Over time, certain major improvements will be made through a variety of funding sources, potentially including urban renewal. Other improvements will be the responsibility of proposers of specific development activities. One or more of the catalyst projects may come about as a result of a "public-private partnership", a contractual arrangement tailor-made for each situation by which the public sector authority assigns certain functions or responsibilities to a private developer.

The important point is that the Riverfront Master Plan is both a community partnership and a long-term plan for the revitalization and growth of the area over the course of the next 20-30 years, in alignment with a vision for the future of the area established by the community.

Action Plan Concept

For a plan to be the "chart for change" it is intended to be, it must be accompanied by an implementation program – a strategy indicating the appropriate tools, actions and timelines for carrying out the plan. The Implementation Action Plan to carry out the Newberg Riverfront Plan focuses on the following:

- Changes to the City's comprehensive plan, development code and implementing ordinances;
- Future infrastructure improvements;
- Development and community projects important for creating a climate of investment within the area;
- Actions to be taken and partnerships to be formed;

- Sources of funding for improvements within the area; and a
- Time frame for initiating key actions and projects.

How the Strategy Works

The Plan's vision and desired outcomes should be examined on a regularly scheduled basis to ascertain the current status of progress in achieving them and actions for moving ahead in each of the next three years. The activities for Year 1 should be tied to the City's annual operating budget. The activities identified for Year 2 and Year 3 would serve as a placeholder or indication of anticipated action-related resource needs for the coming two years. While the status of these activities should be reviewed and subsequent activities adjusted as necessary on a regular basis, the strategy should retain the flexibility to accommodate other high-priority projects, projects that require immediate funding, or projects that can be opportunistic as partnerships arise with other agencies.

The City should identify the coordinating body responsible for the monitoring, development and update of the Incremental Implementation Strategy, and for the coordination of the various City departmental activities to fund and/or carry out the strategy. City staff or the identified coordinating body would provide the City Council with a regularly scheduled status report on implementation activities. This regular monitoring, reporting and updating help to keep the Riverfront Master Plan flexible and current, keeps all City departments and project partners focused on the carrying out of this important public policy objective, and keeps the implementation of the Riverfront Master Plan on the "front burner."

A brief overview of the projects and actions is provided below, accompanied by a summary matrix indicating the suggested timing/programming for initiating them over the short-term (1-3 years), near-term (4-6 years), and long-term (7 years and beyond).

Incremental Implementation Strategy

Implementation strategies are broken down into three broad categories:

1. Regulatory Actions. These include changes to the existing development code and supporting documents. Regulatory actions also include new programs or regulations necessary to implement the Riverfront Plan. Regulatory actions are covered briefly here and will be covered in separate memos that focus on regulatory changes.
2. Funding and Organizational Strategies. These include projects to support existing businesses and bolster economic activity within the Riverfront.
3. Infrastructure Investments. These include streetscape and other multimodal improvements (bicycle, pedestrian and transit), and stormwater, wastewater, and other infrastructure projects. Several of these projects are interconnected and, where appropriate, identified in the same time frame for completion. Where feasible, Quick Win projects are identified where improvements can be completed with relatively little cost.

Summary Matrix of Improvements and Actions

Key

✔	Study; Design and Engineering
✔	Implement Program or Build Improvement
	Continue; ongoing action

Improvements and Actions	Near Term				Mid-Term	Long Term
Target Year:	1	2	3	4	5 - 10	10+
	'20	'21	'22	'23	'24 - '29	'30 onwards
1. Regulatory and Administrative Actions						
a Comp. Plan Amendments	✔					
b Zoning Code Changes	✔					
2. Funding, Studies and Organizational Actions						
A. Organizational						
a Conduct an Urban Renewal Feasibility Study	✔					
b Urban Renewal District and Board Creation		✔				
c Urban Renewal Plan and Report		✔				
d Urban Renewal District Formation		✔				
e Riverfront Implementation Working Group		✔	✔			
f Baker Rock Partnership		✔				
B. WestRock Site						
a Maintain relationship with the industrial site's owners						
b Pursue (EPA) Brownfields Grants					✔	✔
c Identify options for the industrial site's ponds					✔	✔
d Pursue development of property west of S River St					✔	✔
C. Evaluate and Consider Implementing Other Tools						
h Evaluate Anti-displacement Measures			✔	✔		
i Multifamily Housing Tax Incentive Program	✔	✔				
j Opportunity Zone/Fund	✔	✔				
k Construction Excise Tax Study	✔	✔				
l New Market Tax Credits				✔	✔	
m EB-5 Program				✔	✔	
l Other District Infrastructure Funding Tools				✔	✔	

Summary Matrix of Improvements and Actions, Continued

Key

- ✔ Study; Design and Engineering
- ✔ Implement Program or Build Improvement

  Continue; ongoing action

Improvements and Actions	Near Term				Mid-Term	Long Term
Target Year:	1	2	3	4	5 - 10	10+
	'20	'21	'22	'23	'24 - '29	'30 onwards
3. Infrastructure Improvements, Projects, and Actions						
A. Quick Wins						
a Selected Rogers Landing Improvements	✔	✔	✔	✔		
b Underpass Park	✔	✔	✔	✔		
B. Transportation						
a Esplanade and Overlooks					✔	
b S Blaine Street Extension					✔	✔
c Rodgers Landing Extention						
d S College Street Improvements					✔	✔
e S River Street Improvements					✔	
f E Ninth Street Improvements					✔	
g Wynooski Street Improvements					✔	✔
h E Fourteenth Street Sidewalks					✔	
i E Eleventh Street Sidewalks					✔	
j E Ninth Street Bike Boulevard					✔	
k E Eleventh Street Bike Boulevard					✔	
l N Blaine/E Hancock Signal					✔	
m S Blaine St/E First Signal					✔	
n Trolley					✔	
C. Parks and Open Space						
a Esplanade and Overlooks			✔	✔	✔	
b Gateways	✔	✔		✔		
c Rogers Landing Improvements			✔	✔	✔	
d Waterline Bridge Improvements					✔	✔
D. Stormwater, Wastewater, and Other						
a Water Distribution System Improvements				✔	✔	✔
b Wastewater System Improvements				✔	✔	✔
c Stormwater System Improvements				✔	✔	✔
d Regional Stormwater Faciltiy Study					✔	✔

Regulatory Actions

While the emphasis of this Implementation Strategy is on Infrastructure actions, we begin with Regulatory Actions, since these are an essential *first step* towards realizing the Riverfront vision. If regulations are not changed, it is likely that certain elements of the Riverfront vision could not be built, such as the River Street Mixed Commercial Node. Changing City regulations are also squarely within the City's authority, whereas other actions described later may require the City to work with other public agencies or private entities to effect change.

Amend the Comprehensive Plan to Reflect the Intent of the Riverfront Plan

The City of Newberg's Comprehensive Plan is a set of policies and land use designations that guide growth and development within the Newberg Urban Growth Boundary (UGB). It includes several existing policies related to the Riverfront District, put into place by the 2002 Riverfront Master Plan, many of which need to be revised because they are out of date or inconsistent with the current vision for the area.

Amend the Zoning Map and Development Code to Reflect the Intent of the Riverfront Plan

Recommended amendments include: updating the Riverfront (RD) Subdistrict to align its purpose statement with the master plan and its content; updating the Riverfront Commercial (C-4) zone to be the basis for the "Mixed Commercial" concepts of the Riverfront Master Plan; implementing a "Mixed Employment" designation intended to provide for a compatible mix of employment uses for the area.

We assume that the Zoning Map Comprehensive Plan will need to be amended to reflect the new vision, including new land use designations and changes to the development code governing the types, location, massing, setbacks, landscaping, and other elements of development.

Funding, Studies, and Organizational Actions

The actions below enable all of the big ideas to be realized, transcending any one individual concept. These actions provide the funding mechanisms and organizational structure for carrying out all of the other projects and actions in the Plan. These actions include:

Conduct an Urban Renewal Feasibility Study and Plan that includes the Riverfront

Urban Renewal is typically the most powerful tool available for Cities seeking to renew or redevelop a specific area or district. Urban Renewal enables Cities and other government agencies to plan, fund, and implement significant public infrastructure improvements, and thereby catalyze private development. Urban Renewal enables local jurisdictions to capture property tax "increment," (generated by property value appreciation and new development) and reinvest those funds within a defined area. Urban Renewal therefore appears to be a good fit for the Riverfront, which could see significant additional private development. The City may want to study an Urban Renewal Area that includes parts of both the Riverfront and Downtown—two focus areas for economic development.

Consider Appointing a Riverfront Implementation Working Group or Committee

Plans that enjoy the support of a dedicated group or committee are more likely to be implemented over time. Following the completion of downtown plans, merchants' associations or Business Improvement District (BID) boards are often an important constituent group that works to see that the recommendations in a plan are implemented.

At the Riverfront, the Board of a new Urban Renewal Agency/Area could be the primary group responsible for guiding implementation. However, a URA could cover a geographical area that extends beyond the Riverfront. It also would not be set up for a number of years, if at all.

The City Council or Planning Commission could also take the lead. However, these groups also have a wide portfolio of responsibilities and cannot focus solely on the Riverfront.

Therefore, a Riverfront Stakeholder Working Group, which includes members from the Master Plan Citizen Advisory Committee, could continue on following completion of the Plan, with the goal of monitoring implementation. Implementation oversight could transfer to an Urban Renewal Board, if established.

EXPLORE PARTNERING WITH BAKER ROCK PROPERTY OWNERS

A public-private partnership with Baker Rock may help realize the City's vision for developing property at the terminus of S College Street and the envisioned pedestrian esplanade. There may be opportunities for the transfer of the property adjacent to the Willamette River to the park district for parks, trails, and open space uses.

RIVERFRONT INDUSTRIAL AREA

The Riverfront Industrial Area remains an important part of the Riverfront Area given its size and impact on access to the area, regardless of whether it remains an industrial operation or transitions to an alternative use in the future. In the coming years, we anticipate several associated projects and studies to take place in partnership with the site's owners. If or when the time comes that the industrial site's owners decide to transition the site to an alternative use, these studies will lay the foundation to transition some of the land to employment, lodging, commercial, and/or public open space. Some of the strategies for supporting the Riverfront Industrial Area include:

- *Pursue Brownfields Grants from the EPA and/or other agencies.* Reconvene with the owners of the Riverfront Industrial Site to explore opportunities to utilize the EPA Brownfields Program, which provides grants and technical assistance to communities, states, tribes and others to assess, safely clean up, and sustainably reuse contaminated properties. Industrial and intensive commercial uses throughout the Riverfront area have an unknown level of contamination which would need to be cleaned up before there is any other land use on any part of the site. Preliminary discussions with the site's owners, DEQ, and Business Oregon should be a precursor to any other actions.
- *Maintain a strong working relationship with the Riverfront Industrial Site owners and pursue partnership opportunities.* While industrial use of the property is likely to continue in the near to medium term, there should be constant communication efforts to establish a long-term and productive relationship. Partnership opportunities may arise, especially if sections of the site are deemed surplus to the company's continued operations.
- *Identify Alternative Options for the industrial site's Ponds.* If industrial uses shrink in the future, the need for the wastewater treatment ponds may be reduced. Transitioning these ponds to tax-generating uses, stormwater facilities, and/or open space should be a long-term goal.
- *Pursue development of property west of S River Street.* The property at the terminus of S River Street is a key node for the Riverfront Master Plan. Its development as a mixed-use node has many community benefits and should be pursued by the City in partnership with property owners.

EVALUATE AND CONSIDER IMPLEMENTING OTHER FUNDING TOOLS

The State of Oregon enables the use of a variety of tools to help facilitate development as envisioned within this Plan and they should be considered for application within the Newberg Riverfront.

- *Evaluate Anti-displacement Measures.* Measures to preserve and create a range of housing options, including affordable housing, in the Riverfront area may include land trusts, using tax-increment financing (TIF), exploring partnerships with the housing authority and others, or a form of rent control. Any new program would require a study.
- *Multifamily Housing Tax Incentive Program (MHTIP).* This program would offer a financial incentive to stimulate targeted construction of multifamily housing in the Newberg Riverfront by offering temporary property tax exemptions to developers of multifamily housing. The tax exemption is typically 20 percent per floor of residential use (up to 80 percent) for up to 10 years for eligible projects. Often, eligibility includes projects that offer one or more "public benefit," such as ground floor retail, ground floor open space, or affordable housing. By reducing property taxes, the program improves cash flows to the building owner, thereby making projects more feasible. Successful programs in Oregon include Salem's Multi Unit Housing Tax Incentive Program (MUHTIP) and Portland's Multiple-Unit Limited Tax Exemption (MULTE) Program. The program has been implemented in numerous Oregon downtowns to encourage multi-family and mixed-use development.
- *Opportunity Zones and Opportunity Funds.* Opportunity Zones were created by the 2017 Tax Cuts and Jobs Act and were designed to spur investment in distressed communities throughout the country through tax benefits where investors may defer tax on capital gain up to December 31, 2026 by making an appropriate investment through a qualified opportunity fund (QOF) in accordance with certain requirements. This will increase returns and make investing in opportunity zones more appealing.

  Some real estate developers and investors are closely tracking Opportunity Zones and seeking to invest within them. The Newberg Riverfront is located in an Opportunity Zone. Investments are starting now, so Newberg should plan strategically on ways they can prepare for investment. The City could encourage opportunity fund investments in the Riverfront by working collaboratively with public and local organizations to develop a pitch to prospective developers. The City can also start a city-operated Opportunity Fund and establish a nonprofit entity to manage the fund.
- *Construction Excise Tax for Affordable Housing.* In 2016, the Oregon State Legislature passed SB 1533, which enabled local jurisdictions to implement a construction excise tax for affordable housing and allowed inclusionary zoning. This excise tax could be a key resource to assist the efforts of the Newberg Affordable Housing Commission.

  While such an excise tax would be applied City-wide, some of the funds generated could be applied to the Riverfront, since affordable housing has emerged as one element of the Riverfront vision.

  A construction excise tax allows a local jurisdiction to levy a tax of up to 1 percent of the permit value on residential construction. They may also levy a tax on the permit value of commercial and industrial development, and there is no cap to the rate for the commercial and industrial tax. The revenue from a residential construction excise tax must go to incentives for developers to create affordable housing (50 percent), affordable housing programs (35 percent), and to Oregon Housing and Community Services to be

used for programs providing down payment assistance (15 percent).[1] The project team understands that Newberg may be undertaking a study into a city-wide construction excise tax and no further actions are recommended until the findings of the study are finalized.

- *New Market Tax Credits.* The New Markets Tax Credit program is a state program aimed at helping finance investments and create jobs in low-income communities. The program delivers below-market-rate investment options to Oregon businesses and helps attract additional Federal New Markets Tax Credit investments in Oregon. As one of the communities eligible for new market tax credits, Newberg could potentially develop the community development corporation needed to secure new market tax credits and use the resources as incentives to induce employment opportunities.
- *EB-5 Program.* The Federal government created and administers the EB-5 Program to stimulate the U.S. economy through job creation and capital investment by foreign investors. Under this program, entrepreneurs who reside outside of the United States (and their families) are eligible to apply for permanent residence status if they:
    - Make the necessary investment in a commercial enterprise in the United States. This investment must be at least $500,000, and often must be $1 million or more.
    - Plan to create or preserve 10 permanent full-time jobs for qualified U.S. workers.

  This program is known as EB-5 for the name of the visa that participants receive. In order for cities or counties to attract investment from an EB-5–eligible investor, they must have a designated "regional center," a designation awarded by the U.S. Citizenship and Immigration Services via a competitive process. The government takes into account the proponent's economic development plan, job creation, and investment benefits when considering center designations. For more information, see https://www.uscis.gov/eb-5.
- *Other District-Infrastructure Funding Tools.* In addition to tax increment financing/urban renewal, other approaches to district funding are possible. These typically apply a tax or fee on developers operating within a defined area, and use the funds generated to pay for necessary infrastructure. These district funding mechanisms include Local Improvement Districts (LID), area-specific Systems Development Charges, and Reimbursement Fees. Such approaches may be appropriate for infrastructure on the Riverfront.

Infrastructure Improvements, Projects, and Actions

Previous sections summarized the actions, projects and partnerships recommended for carrying out the future vision for the Newberg Riverfront over time. The following sections provide additional detail about the specific infrastructure projects. The implementation of these projects first requires identifying the actions and preliminary subtasks that need to be taken, as well as the timeframe within which they should be initiated (and by whom).

Quick Wins

Identifying and planning for some highly-visible, high-impact activities and projects will help to promote and generate ongoing support for the Newberg Riverfront Plan. These "quick wins" help to keep the team and community engaged and energized, particularly through less visible activities like data collection and analysis.

[1] From the Oregon Housing Alliance

The Underpass Park and some of the improvements at Rogers Landing Park are two quick wins identified for the Newberg Riverfront. Improvements to Rogers Landing Park and development of the Underpass Park will likely have initial phases that are "quick wins", followed by other phased improvements. Additional quick wins should be identified as the implementation strategy shifts to accommodate priorities and budgets.

- *Rogers Landing.* While the Rogers Landing area of the Riverfront includes many components, quick wins may include the following:
    - Construction of pedestrian accessways.
    - Construction of trails through the Baker Rock property and onto the area currently occupied by the landfill.
    - A park planning process in collaboration with the Chehalem Parks and Recreation District (CPRD) and Yamhill County Parks to engage the community in park design.
    - Modest investment in park facilities, such as playgrounds, picnic areas, and a small amphitheater.
- *Underpass Park.* The Underpass Park will provide active, recreational and open space beneath the recently constructed Newberg-Dundee Bypass. Coordination with ODOT – who will need to approve the project – and the Chehalem Park & Recreation District (CPRD) are critical first steps. Subsequent steps include community engagement, design and cost estimates, and construction. Temporary or short-term uses, such as farm stands, lawn games, and other active uses under the bypass could drive attention to the area prior to the implementation of park infrastructure, either as part of a broader park planning process or simply to demonstrate public interest.

TRANSPORTATION

Transportation projects include streetscape improvements, new roads and extensions to existing roads, and the trolley.

- *Esplanade and Overlooks.* The esplanade (walkways) and overlooks shown in current Riverfront Concept Plan maps are likely to be a joint responsibility of Chehalem Park & Recreation District (CPRD), the City of Newberg, and property owners. While adjacent to or within the Waterfront Street right of way, the Esplanade will effectively be a transportation project. When traveling through a designated Park or CPRD property, it will be a Parks and Open Space project, and is therefore mentioned again in the section below. While the project should be seamless and continuous, this does mean that there will likely be different implementing agencies (and potentially, funding sources) for different segments.
- *Streetscape Improvements.* A significant goal of the project is increased connectivity throughout the Riverfront area. Major streetscape projects will require design improvements and cost estimates, incorporating projects into the City's Capital Improvement Plan (CIP) and/or other funding plan, and construction are the three main actions needed for streetscape improvements. Specific projects include:
    - S Blaine Street Extension – E Ninth St to S College St
    - N Blaine/E Hancock Signal
    - S Blaine/E First Signal
    - Rodgers Landing Road Extension (Willamette River to UGB)

- S College Street Improvements – S Ninth St to E Fourteenth St
- S River Street Improvements – S First St to Bypass
- E Ninth Street Improvements – Bypass to Rogers Landing Rd
- Wynooski Street Improvements – S River St to Bypass
- E Fourteenth Street Sidewalks – S College St to S River St
- E Eleventh Street Sidewalks – S River St to Wynooski
- E Ninth St Bike Boulevard – S Blaine St to S River St
- E Eleventh Street Bike Boulevard – East of S River Street
- Trolley (linked to Downtown Plan and Tourism Strategy)

Segment	TSP Project #	Type	Est. Cost
S Blaine St Extension	E04	Major Collector	$1,800,000
N Blaine/E Hancock Signal	-	-	$900,000*
S Blaine/E First Signal	-	-	$900,000*
Rogers Landing Rd Extension	E06	Major Collector	$1,400,000
S College St Improvements	-	Minor Collector	$2,925,000
S River St Improvements	S22	Major Collector	$3,200,000
S River St Improvements	-	Major Collector	$1,215,000
Wynooski St Improvements	S37	Major Collector	$4,400,000
E Ninth St Sidewalks	P08	-	$86,000
E Fourteenth St Sidewalks	P09	-	$83,000
E Eleventh St Sidewalks	P12	-	$78,000
E Ninth St Bike Blvd	B05	-	$118,000
E Eleventh St Bike Blvd	B05	-	$120,000

Over the long-term, local roads in the Riverfront area will also need to be brought up to code, which may include sidewalks and ADA ramps, among other components.

- ***Update the Transportation System Plan to reflect needed changes as identified by the TPR analysis.*** Projects relevant to the TPR include: Adopt alternate mobility targets in Newberg – the intersection of S River Street and OR 99W is expected to meet the new mobility targets
- Incorporate intersection control upgrade (traffic signal) at the intersection of S Blaine Street / OR 99W (E First Street) to support mobility need to/from the Riverfront Area into corridor improvements related to the Downtown Improvement Plan.
- Incorporate intersection control upgrade (traffic signal) at the intersection of N Blaine Street / OR 99W (E Hancock Street) to support mobility need to/from the Riverfront Area into corridor improvements related to the Downtown Improvement Plan. Pending review by the state traffic engineer, this improvement would be identified in the TSP.

While not required to address TPR, the following finding should be considered in future planning efforts related to the Riverfront Area.

- While the intersection of OR 219/NE Wynooski Road would meet mobility targets, it is a key gateway that provides access to the Riverfront Area. The traffic analysis indicates that the intersection would have high delay from the Wynooski Road approach. While the traffic forecasts do not meet the minimum minor street approach thresholds for traffic signal warrants, this location should continue to be monitored for future signalization or traffic control needs.

PARKS, TRAILS & OPEN SPACE

Parks and open space projects include gateways, parks, and trails and walkways (including pedestrian bridges).

- *Gateways*. Gateways inform visitors of their arrival to the Riverfront and in conjunction with a clear system of directional wayfinding signage can make the Riverfront a more legible, identifiable and easily accessible destination. Both the S River Street Gateway and the S College Street Gateway should be specifically identified in a *Streetscape, Wayfinding, and Gateway Plan*, which will identify types and locations for streetscape features, wayfinding markers, gateways, and other components of the pedestrian realm. The plan will inform, guide, and be coordinated with other big ideas.
- *Trails*. The Plan proposes several new or improved trails throughout the Riverfront, including those in Ewing Young Park, along Chehalem Creek, and along the riverfront. Establishing trails will require coordination with Chehalem Park & Recreation District (CPRD) and Yamhill County, discussions with property owners, utilities and other stakeholders. If successful, these discussions would be followed by the preparation of a trail plan and design, and subsequent acquisition of easements, real property, or use agreements to enable improvement, operation and maintenance of the trail. Construction would follow as funding and approvals permit. Efforts should also be made to coordinate with CPRD and the County on a regional trail network that provides additional connections to surrounding amenities.

  The following table provides specific details relating to trail construction costs. Nature trails are generally bark chip, gravel, or earth surface, and urban multi-use trails are typically concrete or asphalt. An additional 25 percent is expected for right-of-way acquisition, engineering, permitting, and other costs, as well as a 30 percent contingency.

Segment	Type	Length/ Width	$/SF	Est. Cost
Ewing Young Park	Nature Trail	11,125, 6 ft	$4.00	$339,000
Hess Creek*	Nature Trail	9,425, 6 ft	$4.00	$226,200
Chehalem Creek	Nature Trail	14,570, 6 ft	$5.50	$480,810
River St to College St	Urban multi-use	1,350, 12 ft	$6.00	$97,200
Esplanade, west of S River St	Urban multi-use	1,520, 10 ft	$10.00	$152,000
Esplanade, south of mill	Urban multi-use	3,940, 10 ft	$10.00	$394,000
Rogers Landing Road	Urban multi-use	780, 12 ft	$12.50	$117,000

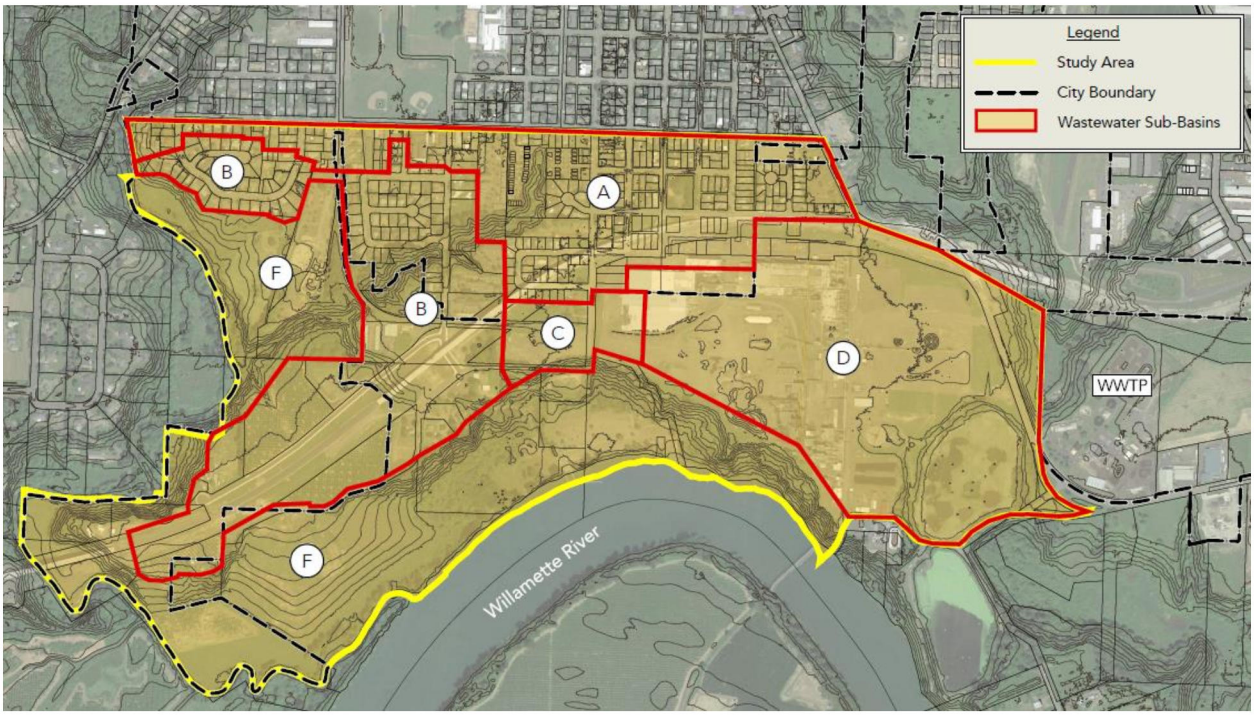
*Area located east of Wynooski Street. Trails proposed throughout the riparian area surrounding Hess Creek

- *Rogers Landing Improvements.* While there are a few low-cost improvements that may be considered "quick wins," most of the project components associated with Rogers Landing will be longer-term improvements. These will likely include the study, design and engineering, and construction of the following:
    - Pedestrian access to Rogers Landing
    - Amphitheater
    - Landfill park area (Study landfill and determine if it can be used as a park)
    - Dog Park
    - Beach/swimming access
    - Waterfront improvements including potential boat rentals and overnight barge moorage.
- *Improve the Waterline Bridge.* The Waterline Bridge provides a regionally significant opportunity to connect the Riverfront area to Champoeg State Park. Options to add pedestrian and bicycle access to the bridge and subsequently across the river would considerably improve the regional network. Improvements would need to be preceded by an engineering study to assess the structural integrity of the bridge. The City should also continue to coordinate with Chehalem Park & Recreation District (CPRD) and Yamhill County in order to leverage other efforts and funding sources if and when the opportunity arises.

SEWER, WATER, & STORMWATER

The Riverfront lacks a complete infrastructure system. Improvements to the existing water, sewer, and stormwater infrastructure will be necessary in order to support the preferred land use alternative. New water mains should be constructed within the footprint of proposed roadways. The recommended improvements pertaining to specific water, wastewater, and stormwater projects refer to Sub-Basin A through F. These sub-basins are located as follow.

City of Newberg Riverfront Stormwater Sub-basins



Source: Wallis Engineering, Infrastructure Needs memorandum, April 5, 2019

- *Extend a Water Distribution Main West from the Transmission Main.* To serve new development south of the Bypass, a water distribution main can be extended west from the transmission main near the water treatment plant. This new water distribution main should extend to the western portion of the study area and should connect to the existing water system to the north where possible to provide a fully looped system.
- *Extend a Water Main from S College Street.* To serve the north side of the Bypass, a water main could be extended from S College Street southwest along S Weatherly Way. This water main should also be connected to the water main serving the area south of the Bypass to provide a fully looped system
- *Improve the Water Distribution Network North of the Bypass.* The existing mains are relatively small and will likely not provide sufficient fire flow for future connections as the area south of the Bypass develops. The minimum size of water distribution mains will be 8-inches, per City standards. Final sizing will require a more in-depth analysis to ensure that minimum fire flow is maintained throughout the water system in accordance with City standards.

Description	Sub-basin	Size/Length	$/LF	Est. Cost
Water Main	B	8-inch, 8,200 ft	$290	$2,372,490

- *Improve the Wastewater System.* The planning area currently lacks a complete wastewater system and will require extensive sewer infrastructure improvements to serve new development. Approximately six gravity mains, one force main, and a Riverfront Lift Station are recommended.

Description	Sub-basin Served	Size/Length	($/LF)	Est. Cost
Riverfront Lift Station	B	950 gpm	-	$770,000
Force Main B1	B	8-in, 1000 ft	-	$119,000
Gravity Main B1	B	8-in, 2600 ft	$320	$832,000
Gravity Main B2	B	8-in, 1600 ft	$320	$512,000
Gravity Main B3	B	8-in, 3400 ft	$320	$1,088,000
Gravity Main B4	A, B, C, D	18-in, 1300 ft	-	$505,000
Gravity Main C1	C	8-in, 500 ft	$320	$160,000
Gravity Main D1	D	10-in, 2400 ft	$350	$840,000

- *Improve the Stormwater System.* Collection and conveyance of stormwater runoff will likely consist of a combination of underground structure and pipes, and low-impact development conveyance improvements, such as swales and flow-through planters. Treatment of stormwater runoff will likely consist of either mechanical or low-impact development treatment facilities. Significant stormwater mitigation measures can often deter prospective developers from the area if they are prohibitively expensive, particularly for small- to medium-sized development projects. Therefore, larger stormwater infrastructure projects, such as regional stormwater solutions, should be a city-led initiative. Ultimately, however, solutions should largely be opportunistic with development and phased in a way that supports continued, incremental growth in the area. Cost estimates for stormwater mains are provided below.

Description	Sub-basin	Size/Length	$/LF	Est. Cost
Stormwater Mains	A, B, C, D	12-18-in, 12,000 ft	$420	$5,040,000

- *Study the Potential Repurposing of the Existing WestRock Lagoons as a Regional Stormwater Facility.* The construction of a regional stormwater facility for treatment, detention, and/or disposal may address many of the difficulties individual developers face with stormwater management. There are, however, very limited options for locating such a facility. The existing lagoons provide an opportunity for stormwater management. However, any use of these ponds will likely necessitate investigation of the condition of the lagoon basin floor for contaminants which might adversely affect the Willamette River. Depending on the degree of contamination and the requirements of regulatory authorities, cleanup might also be required. In addition, some agreement would need to be made for stormwater conveyance to the pond, pond use, access, and maintenance between the property owner, the City, and properties contributing stormwater.

Conclusion

In conclusion, the Riverfront Master Plan, and the Incremental Implementation Strategy, represent a draft framework and guide for the revitalization of the Newberg Riverfront area into a thriving, mixed-use neighborhood that is close-in and complementary to downtown Newberg. As this Plan expresses the community's vision and an expression of their desired outcomes for this area, the Plan must be a dynamic and responsive policy framework and action plan – one that changes as needed to keep pace with changing community values and external factors, and as opportunities arise. The Newberg Riverfront Plan is intended to

evolve accordingly, serving as the framework for further refinement according to changing circumstances and the wishes of the community.

APPENDIX F

RIVERFRONT MASTER PLAN
City of Newberg

Technical Memorandum 6:

Comprehensive Plan Amendments

6/13/2019

To:	Newberg Riverfront Master Plan Citizens Advisory Committee and Technical Advisory Committee
From:	Andrew Parish and Kyra Haggart, APG
Re:	REVISED Technical Memorandum #6 – Comprehensive Plan Amendments

INTRODUCTION

The purpose of this memorandum is to identify specific amendments to the City of Newberg Comprehensive Plan needed to implement the Riverfront Master Plan Update's Preferred Alternative. The Preferred Alternative is an integrated set of land use, transportation, and open space elements that was developed through the Master Plan process.

ROLE OF THE COMPREHENSIVE PLAN

The City of Newberg Comprehensive Plan is a set of policies and map of land use designations that guide growth and development within the Newberg Urban Growth Boundary (UGB). It includes several existing policies related to the Riverfront District, put into place by the 2002 Riverfront Master Plan, many of which need to be revised because they are out of date or inconsistent with the current vision for the area.

Table 1 below provides a list of Comprehensive Plan amendments with descriptions of their purpose and references to specific language that follows the table.

Table 1. Summary List of Recommended Comprehensive Plan Amendments

Reference	Description	Notes
1	Update references to the "Smurfit Newsprint Processing Plan" within II.G.1 (Open Space & Natural Resources Policies)	Recommendation to replace language with “Riverfront Mill Site” or “Riverfront Industrial Area”.
2	Updates to II.H.1 (Economy - General Policies) and II.H.4 (Economy - Riverfront District) policy language to reflect the Master Plan Update	Existing language may be adequate, but should be reviewed by CAC.
3	Updates to II.I.2 (Housing - Location) and II.I.3 (Housing - Mix) policies to revise intent of the Riverfront District language.	Existing policy language encourages housing in commercially-designated areas of the riverfront (i.e. the parcel at 14th and River). The preferred alternative may or may not wish to further this policy due to concerns of residential uses near the Riverfront Mill Site.

Reference	Description	Notes
		Additionally, current proposals for multifamily housing within the Riverfront District are being reviewed. Language could be updated from "medium density" to "medium- to high-density" housing. Recommended change to broaden language to include both horizontal- and vertical- mixed use housing under both alternatives.
4	Updates to language in II.J.1.2 (Urban Design - Industrial Areas) and II.J.1.6 (Urban Design - Riverfront District), and II.J.2.E to address the Riverfront District and the Bypass.	Numbering of this section is somewhat inconsistent with other chapters.
5	Update K.4 (Transportation policies related to the impact of regional traffic on the local system) to match the current Bypass and related planning efforts.	Recommended removal of items that appear to no longer be relevant.
6	Update K.12 (Minimize negative impact of the bypass) to include language about bike/ped friendly gateways as a means to improve connections to downtown.	Recommended change to remove policies about desired location of the bypass.
7	Revise III.9 Industrial Use Areas (IND) Master Plan to remove reference to the "Smurfit Newsprint" facility.	Existing policy appeared to call for additional heavy industrial uses near the paper mill. Recommended removal
8	Revise III.13 Riverfront District (RD) Plan Classification to better match the intent of this master plan update.	
9	Revise Comprehensive Plan Map to change the boundary of the Riverfront District (RD) plan classification and to change the designation of the southern portion of the Baker Rock property from COM/RD to P/RD.	The RD classification could be expanded to include some or all of the Riverfront Industrial Site, depending on the desired Preferred Alternative. Commercial designation on Baker Rock property recommended to change to P/RD south of the bluff. Exact location to be determined.

Recommended changes to the current adopted City of Newberg Comprehensive Plan are shown in underline (new text) and strikethrough (deleted text).

REFERENCE 1

II. GOALS AND POLICIES

G. OPEN SPACE, SCENIC, NATURAL, HISTORIC AND RECREATIONAL RESOURCES

1. Open Space & Natural Resources Policies

…

f. The ~~Smurfit Newsprint processing plant~~ Riverfront Mill Site has a waste treatment lagoon located inside the urban growth boundary and within a designated open space area. The waste treatment system has been in place for 35 years and is not incompatible with the identified fish and wildlife habitat. This system shall be permitted to continue, subject to applicable State and Federal environmental regulations.

REFERENCE 2

II. GOALS AND POLICIES

H. THE ECONOMY

POLICIES:

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, industrial, and employment 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)

REFERENCE 3

II. GOALS AND POLICIES

I. HOUSING

POLICIES:

…

1. Location Policies

…

c. The City will encourage medium- to high-density housing in and adjacent to the commercial core of the Riverfront District and lower intensity residential uses in the western portions of the Riverfront District. (Ordinance 2002-2564, April 15, 2002; Ordinance 2018-2826, May 7, 2018)

…

3. Mix Policies

…

n. The City will encourage housing development in commercial areas within the Riverfront District as part of vertical- or horizontal-mixed-use developments. ~~on upper floors, above ground floor commercial, office, or retail spaces. (Ordinance 2002-2564, April 15, 2002)~~

…

r. The City shall support the retention of affordable housing through public education, planning, zoning, and community development programs.

REFERENCE 4

II. GOALS AND POLICIES

J. URBAN DESIGN

2. Industrial Areas Policies

…

c. Where industrial uses abut residential zones or uses, special development standards relating to setbacks, screening, signs, building height and architectural review should be established.

…

6. Riverfront District Policies

a. The City will encourage a mix of employment, housing, and retail uses serving the neighborhood and the surrounding community to enhance the Riverfront's identity as a vital and attractive City asset and to ensure an active, pedestrian friendly and thriving Riverfront area.

b. Development and land uses will be encouraged that promote the Riverfront area as a convenient and attractive environment for residents of Newberg as well as for visitors from other cities and the region as a whole.

c. The development of storefront scale commercial uses will be encouraged in the Riverfront area along 14th, College, and River Streets.

d. The City will encourage the use of a common language of design elements for new and/or improved development in the Riverfront District in order to create a sense of identity that is unique to this area of Newberg.

e. The City will permit land uses with design features along River Street ~~Between 12th and 14th Streets~~ that are compatible with or provide a buffer to ~~SP Newsprint~~ industrial uses on the Riverfront Mill Site.

~~f. The City will encourage new commercial and mixed use development in the Riverfront District to step down in scale in the western and northern portions of the planning area in order to relate to the scale and character of the adjacent established neighborhoods.~~

g. The City will encourage commercial structures within the Riverfront District that are small in scale and suitable for river-oriented businesses.

h. On-street parking will be encouraged on streets with commercial or mixed use development to provide a buffer between pedestrians on the sidewalk and auto traffic.

i. Businesses and other property owners will be encouraged to minimize the number of off-street parking spaces and to share off-street parking facilities.

j. The City should re-evaluate the inclusion of the old municipal sewage treatment plant (tax lot 3219-2700) within the stream corridor overlay.
(Ordinance 2002-2564, April 15, 2002; Ordinance 2016-2810, December 19, 2016)

Goal 2: To develop and maintain the physical context needed to support the livability and unique character of Newberg.

…

5. Measures should be taken to prevent having areas east and southeast of the proposed bypass isolated from the rest of the City. (Ordinance 2006-2634, January 3, 2006)

REFERENCE 5

II. GOALS AND POLICIES

K. TRANSPORTATION

Goal 4: Minimize the impact of regional traffic on the local transportation system

POLICIES:

…

~~e. The City actively supports the development of the Bypass in the southern location corridor described in the Tier 2 Environmental Impact Statement (EIS) process. (Ordinance 2005-2619, May 16, 2005, Ordinance 2008-2708, December 1, 2008, Ordinance 2011-2734, March 7, 2011, Ordinance 2016-2810, December 19, 2016)~~

REFERENCE 6

II. GOALS AND POLICIES

K. TRANSPORTATION

Goal 12: Minimize the negative impact of a Highway 99 Bypass on the Newberg community.

~~A. The bypass should be located within the study area as far from the Willamette River as practical.~~

B. Pedestrian/bike trails, streets, and rail lines should have access across the bypass route. The bypass should not block access to the Willamette Greenway or the Chehalem Creek corridor and Ewing Young Park. Trails connecting across the bypass should be welcoming and include pedestrian-friendly amenities, such as benches, decorative lighting, decorative walkway paving materials, and special landscaping.

~~C. The bypass route should be located as far north as practical within the study area to consolidate the Riverfront District residential and commercial land on the south side of the bypass.~~

D. Significant landscaping should be located along the bypass, including trees. (Ordinance 2016-2810, December 19, 2016)

E. Measures should be taken to minimize noise in adjacent residential, tourist commercial and recreational areas. (Ordinance 2016-2810, December 19, 2016)

F. Impacts to Scott Leavitt Park should be mitigated to significantly enhance the function of the park after construction of the bypass. (Ordinance 2016-2810, December 19, 2016)

G. Safe, complete, and accessible pedestrian and bicycle connections should be maintained between the riverfront area and downtown. (Ordinance 2016-2810, December 19, 2016)

H. Pedestrian-and bicycle-oriented gateway features to the Riverfront District should be constructed on S. River Street and S. College Street to improve connections to and from surrounding neighborhoods.

REFERENCE 7

III. PLAN CLASSIFICATIONS

9. Industrial Use Areas (IND)

The objective of this designation is to provide land for a variety of light industrial, heavy industrial and industrial park areas.

~~Heavy industrial uses should be located in the area near Smurfit Newsprint, an existing pulp and paper mill. Other designated areas should be developed to light industrial or industrial park type uses.~~

REFERENCE 8

III. PLAN CLASSIFICATIONS

13. Riverfront District (RD)

The riverfront provides a unique setting that, if properly developed, will elevate the quality of life for citizens of Newberg and the region. Development of the riverfront that provides the greatest benefit requires a flexible approach. Development should not be limited to a single type of use; residential and certain commercial activities can be located together without conflicts. Commercial uses must have a demonstrated need to be located near the river. Appropriate zones include Riverfront Commercial District (C-4), High Density Residential (R-3), Medium Density Residential (R-2), and Community Facilities (CF). Proposals for development shall be consistent with the availability of services and should not adversely impact existing or potential development of adjacent lands. Natural habitats and riparian areas should be protected and enhanced as much as is reasonable.

~~Good~~ Multi-modal transportation links, including trails and multi-use pathways, should be developed to connect the riverfront to the local community and the region.

REFERENCE 9

See attached map for proposed amendments. (Maps will be included once amendments are finalized.)

APPENDIX G

RIVERFRONT MASTER PLAN
City of Newberg

Technical Memorandum 7:

Zoning Map and Development Code Amendments

6/13/2019

To:	Newberg Riverfront Master Plan Citizens Advisory Committee and Technical Advisory Committee
From:	Andrew Parish, APG
Re:	REVISED Technical Memorandum #7 – Zoning Map and Development Code Amendments

INTRODUCTION

The purpose of this memorandum is to identify development code concepts and recommended changes for the implementation of the Riverfront Master Plan Update. These code changes build upon the recommended changes to the Comprehensive Plan identified in Technical Memorandum #6.

The first part of this memorandum discusses options and discusses general issues of implementing the Riverfront Master Plan Update through the City of Newberg's zoning map and development code (Newberg Municipal Code Title 15). The second part of this memorandum provides specific amendments to sections of the City's development code and zoning map.

ZONING APPROACH TO IMPLEMENTATION OF THE RIVERFRONT MASTER PLAN

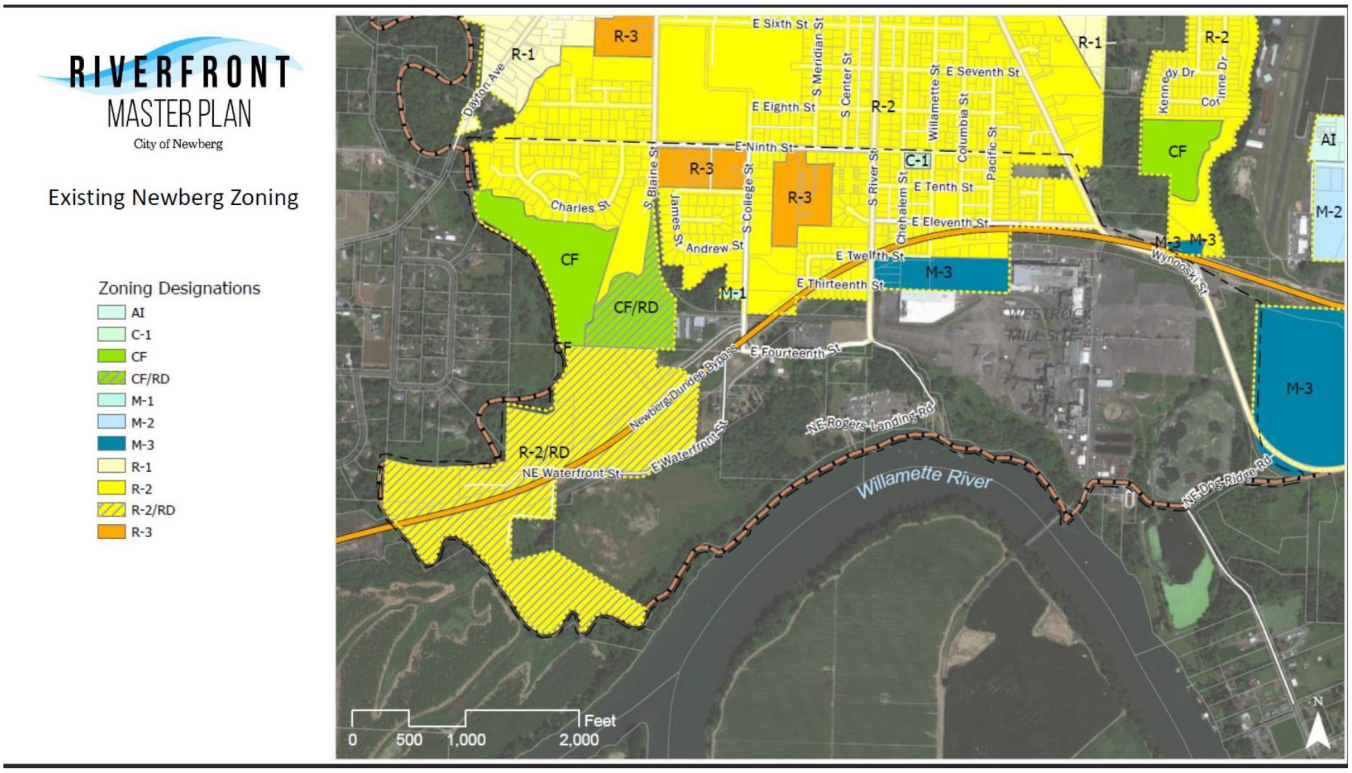
As part of the City of Newberg's 2002 Riverfront Master Plan, the City created the Riverfront Subdistrict (15.352) to encourage access to the Willamette River and allow for specific design standards for development in the area. For this Master Plan Update, we recommend amending this overlay as the primary zoning vehicle to implement the plan for the following reasons:

- Updating the existing zoning regime, rather than relying on entirely new code language, will reduce the amount of new and unfamiliar material for the City to administer.
- The Riverfront Subdistrict applies to several properties today – removing this sub-district would change the zoning designation on these properties whereas amendments to the text may be seen as less of a change.
- One of the key components of the Riverfront Master Plan is a cohesive district-focused set of design and connectivity requirements. This can be more easily accomplished with one unifying set of standards within a sub-district than across several base zones.

Today, the Riverfront District lies mostly outside of the Newberg City Limits (but within the Urban Growth Boundary). It should be noted that the Newberg Development Code currently identifies the Riverfront Subdistrict overlay with a RF designation, but the Comprehensive Plan and Zoning Maps were adopted with an RD overlay designation. To address this inconsistency, the amendments include changing all RF code references to RD. All new code language will use the RD overlay designation

There are only two zones that have the RD subdistrict applied currently: Community Facilities/RD on the Ewing Young park site and R-2/RD on land in the southwest of the study area (see Figure 1). For reference, the Comprehensive Plan designations are shown on Figure 2.

Figure 1. Zoning Designations (as of 6/1/2018)



The following elements of the Newberg Riverfront Master Plan Update will be addressed in the development code:

- Zoning designations that allow for a mix of uses in the riverfront area, including employment, housing, commercial, active and passive open space, and water uses.
- Requirements for pedestrian-oriented development
- Buffers and/or transitions between industrial uses and other uses
- Multi-modal connections within the study area and to other destinations
- Commercial uses related to Rogers Landing (boat rentals, concessions)
- Visual and physical access to the river

Figure 2. Comprehensive Plan Designations (as of 6/1/2018)

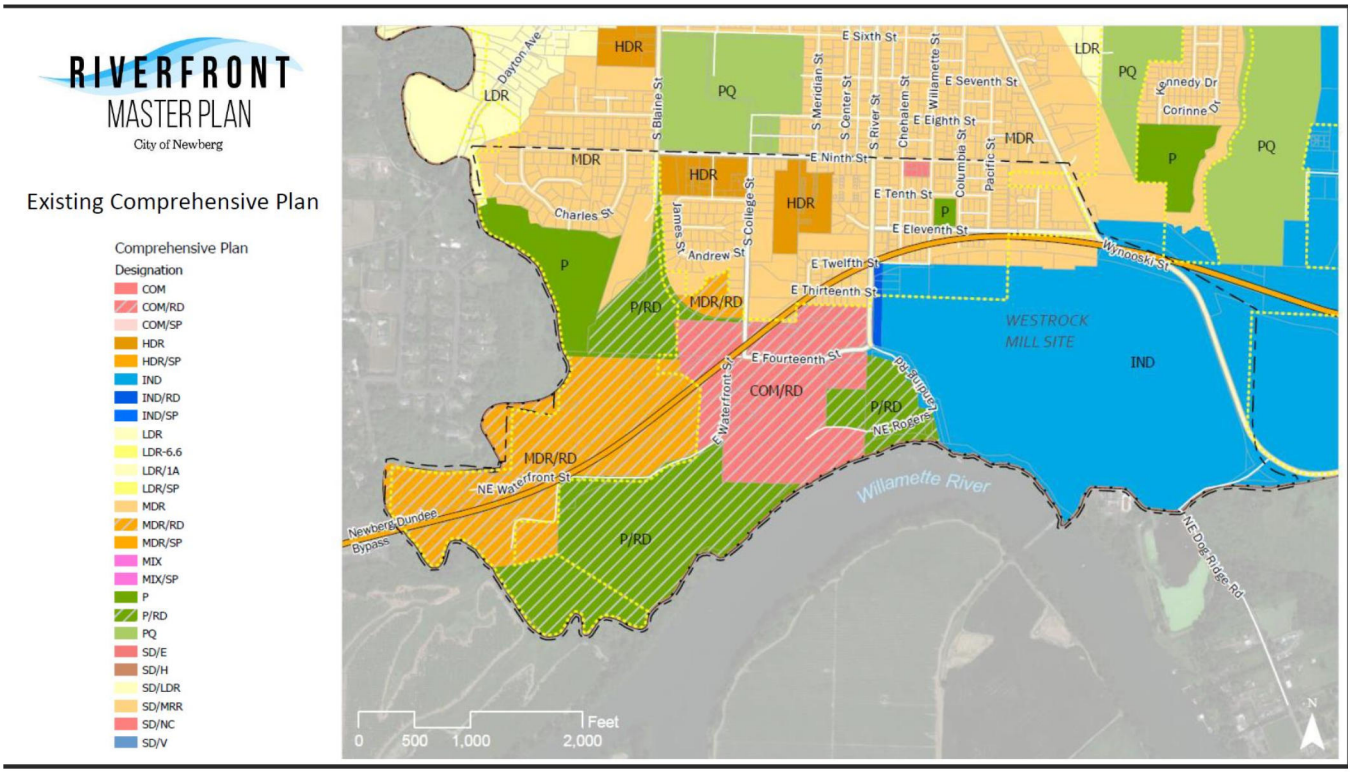


Table 1 below provides a list of amendments with descriptions of their purpose and references to specific language that follows the table.

Summary List of Recommended Development Code Amendments

Reference	Amendments	Notes
1	Update the Subdistrict statement for Riverfront (RF) Subdistrict (NMC 15.302.040)	Recommended updates to the purpose statement of the overlay district will align with the Riverfront Master Plan Update.
2	Update Riverfront (RF) Subdistrict (Chapter 15.352)	The RD Subdistrict is an important tool to implement the Riverfront Master Plan Update. Several changes are recommended to this overlay and detailed in this reference.
3	Update the purpose statement and allowed uses of the Riverfront Commercial (C-4) Zone	The C-4 district implements the COM/RD Comprehensive Plan designation, currently applied to property in the central portion of the plan area. It will be the basis for the "Mixed Commercial" concepts of the Riverfront Master Plan. Several updates are recommended and discussed below.

Reference	Amendments	Notes
4	Implement a "Mixed Employment" designation intended to provide for a compatible mix of employment uses for the area.	A new "Mixed Employment" area is a component of the Master Plan. A new Mixed Employment (M-E) zone will be created to implement this designation.
5	Update use table to include new M-E zone	A new column in the City's use table is required to implement the M-E zone

REFERENCE 1 – UPDATE RD SUBDISTRICT STATEMENT

The Riverfront (RD) Subdistrict is established and described in NMC 15.302.040. These changes allow the overlay to be applied to R-3 and M-E zones.

15.302.040 Subdistricts.

…

F. ~~RF~~ RD Riverfront Overlay Subdistrict. The riverfront overlay subdistrict may be applied to R-1, R-2, R-3, M-1, M-2, M-3, M-E, C-1, C-4, and CF zoning districts. This subdistrict may be applied to lands within close proximity to the Willamette River. The overlay shall be designated by the suffix ~~RF~~ RD added to the symbol of the parent district. All uses permitted in the parent zone shall be allowable in the ~~RF~~ RD overlay zone except as otherwise may be limited in this code. Where provisions of the subdistrict are inconsistent with the parent district, the provisions of the subdistrict shall govern.

REFERENCE 2 – UPDATED RIVERFRONT DISTRICT TEXT

Details of the RD subdistrict are contained in NMC 15.352. Recommended changes to this code section are provided below.

Chapter 15.352 RIVERFRONT (~~RF~~RD) SUBDISTRICT

15.352.10 Purpose.

The purpose of the riverfront overlay district is to provide for a unique identity for the riverfront area because of the district's special character as a result of its proximity to the Willamette River. The riverfront overlay is also intended to encourage access to and enjoyment of the Willamette River and to protect and enhance views of the river and connections to the river. Specific building design standards for commercial and ~~residential~~ industrial buildings, streetscapes, and parking within the riverfront overlay district are included to achieve development that is consistent with the vision identified in the ~~riverfront master plan~~ Riverfront Master Plan. This vision includes, but is not limited to, attractive pedestrian-oriented streets~~, small-scale businesses, a connected network of streets and pedestrian ways, and cohesive residential neighborhoods;~~ an integrated mix of residential, commercial and industrial development; preservation of natural spaces along the riverfront; a network of off-street paths and trails; and space for large group activities such as concerts, cultural gatherings, or sporting events.

Purpose statement changes reflect current vision statement of the Riverfront Master Plan.

Cross-reference: For Newberg Riverfront Master Plan – Proposed Newberg Zoning map~~, see Appendix B, Map 5~~.

…

15.352.030 The Riverfront Plan General Provisions.

A. Report ~~Adopted~~ Accepted. The Newberg Riverfront Master Plan ~~Final Report~~, dated X ~~June 29, 2001~~, ~~is adopted by reference. The development standards listed in this chapter shall take precedence over those listed in the report. If ambiguity exists, this code shall govern~~ was accepted by the City Council.

The 2001 Riverfront Master Plan was adopted by reference – this will not be the case for this planning effort. The revisions to the above section change the date and relevant language.

B. Permitted Uses and Conditional Uses. The permitted and conditional uses allowed under the ~~RF~~ RD overlay subdistrict shall be the same as those uses permitted in the base zoning districts, subject to the provisions of 15.352.030(I).

C. Street, Bike Path, and Pedestrian Walkway Standards. All development improvements shall comply with standards contained in the ~~circulation and transportation element of the~~ Newberg R~~r~~iverfront M~~m~~aster P~~p~~lan.

Changes reference to the plan more generally rather than to a specific element.

D. View Corridors. Designated key views shall be protected. Key views include the view from the top of the bluff ~~on parcel 12 as noted in Figure 2 of the riverfront master plan~~, on the south side of the intersection of E Fourteenth Street and S River Street, and the view from the top of the bluff south of E Fourteenth Street generally between S College and S River Streets~~, and the view from the riverbank near the barge tie-up facility~~. These key views shall be protected as follows:

1. Any development on ~~parcel 12 as noted in Figure 2 of the riverfront master plan~~ on the south side of the intersection of E Fourteenth Street and S River Street shall provide a public viewing area accessible from E Fourteenth Street that allows views from the top of the bluff to the river. Any viewing area at this location may be connected to the public esplanade or the E Fourteenth Street public sidewalk.

2. Development ~~along the bluff on parcels 14, 15, and 16 as noted in Figure 2 of the riverfront master plan~~ south of E Fourteenth Street shall protect views of the river by providing a public esplanade with a public walkway ~~easement~~. Standards for the esplanade are identified in the circulation and transportation element.

~~3. Development in the vicinity of the barge tie-up facility shall protect views of the river by providing a public viewing area near the bank of the river. A public viewing area in this location may be combined with the Willamette Greenway Trail that will run through this location.~~

3. Additional important views may be identified through the land use approval process. Additional views identified through the land use process may be protected through conditions of approval.

> Updates remove references to specific figures and parcel numbers in the old plan, and remove references to the "Barge Tie-Up Facility," which is no longer in operation.

E. Significant Tree Grove. ~~The area containing the~~ Oregon White Oaks within the significant tree grove located north of E Fourteenth Street and between S College and S River Streets shall be preserved, with the exception of removal necessary for a public infrastructure project or removal of trees deemed hazardous by a certified arborist.

~~F. Visual/Noise Buffer. A visual/noise buffer shall be developed along River Street in such a manner as to:~~

~~1. Promote the protection of SP Newsprint, or current owner of paper mill, from uses that may complain against or otherwise hinder the operation of this important industrial facility due to visual and noise impacts; and~~

~~2. Enhance the vitality and qualities of the land uses within the Newberg riverfront;~~

~~3. Hardscape designs such as sound walls and similar barriers should only be located on the east side of River Street. Buffers located on the west side of River Street shall be designed in such a manner as to serve as a gateway to invite and attract people into the riverfront area.~~

> Removed River Street buffer requirements to encourage active Mixed Employment uses that engage with the sidewalk and other parts of the Riverfront Area. This will allow transition from commercial and residential uses west of S River Street and provide a visual buffer.

G. Separate Rail Traffic from Other Modes. Major transportation improvements shall be designed with considerations intended to separate rail traffic from other modes of transportation.

H. Esplanade Development. Prior to the development of the riverfront esplanade, a slope stability and flood study shall be performed.

I. Limits to the Floor Area of Commercial and Office Development within the M-E/RD Subdistrict. Within the M-E/RD Subdistrict, limits to total floor area shall be imposed in order to (a) preserve the predominantly employment-focused nature of the district east of S River Street and (b) limit traffic impacts of development within the M-E/RD subdistrict on nearby intersections, as identified in the Riverfront Master Plan and its Transportation Planning Rule (TPR) findings. The limits are as follows.

1. Commercial Development. Within the M-E/RD subdistrict, the total combined floor area for development within the categories of Commercial Sales and Rental Uses, Eating and Drinking Establishments, Commercial Services, and Commercial Recreation shall not exceed 60,000 SF.

2. Commercial Office Development. Within the M-E/RD Subdistrict, the total combined floor area for development in the category of Commercial Office shall not exceed 60,000 SF.

> The above provision establishes two separate limits on the total amount of development in the M-E/RD subdistrict. The use categories of Commercial Sales and Rentals, Eating and Drinking Establishments, Commercial Services, and Commercial Recreation are limited to 60,000 square feet in total. Separately, Commercial Office uses are limited to an additional 60,000 square feet in total.

15.352.040 Commercial Design Standards.

…

J. Building Design.

1. Building Height. Maximum building height ~~north of Fourteenth Street~~ in the Riverfront District is 45 feet. ~~Maximum building height south of Fourteenth Street is 30 feet.~~ Minimum building height is 16 feet on the exterior elevation, and a parapet can be included in the measurement.

The current overlay adopts a step-down approach in height as development gets closer to the bluffs in order to preserve views. However, the presence of the Bypass makes this approach less sensible as it prevents a large amount of the development north of E Fourteenth Street.

15.352.050 Residential Design Standards.

…

~~B. Attached and Multifamily Dwellings. The intent of the standards is to provide for multifamily development of a smaller-scale character that is compatible with the vision contained in the riverfront master plan. The standards are intended to require larger developments to be compatible with single-family detached housing by requiring the building to have a massing and appearance that are consistent with a single-family house or townhouse.~~

~~1. For multifamily or attached housing, each dwelling unit shall be emphasized by providing a unique element on the street-facing elevation. Examples of such elements include roof dormers, roof gables, bay windows, porches, and balconies.~~

~~2. Each dwelling unit with windows facing the street frontage shall also have an exterior entrance on the street-facing elevation. Dwelling units on the corner of an intersection shall only be required to meet this standard on one street-facing elevation.~~

~~3. Individual units shall be articulated either with a change in roof line or in building plane at an interval of no more than 40 feet. Roof line offsets shall be a minimum four-foot variation vertically as measured from the gutter line. Gable ends facing the street shall be considered to provide a roof line offset. Building plane offsets shall be a minimum of three feet.~~

~~4. For multifamily dwellings and all nonresidential structures in residential districts, at least two of the following design features must be provided:~~

~~a. Covered front porch at least six feet in width and length for each individual unit that faces a public street. If a covered front porch is provided to serve two or more units, the porch must provide not less than 30 square feet of area for each unit served within a single building and have a minimum width of six feet.~~

~~b. Eaves (minimum 12-inch overhang).~~

~~c. Bay or bow windows.~~

~~d. Dormers.~~

~~e. Window shutters.~~

~~f. Cupolas.~~

~~g. Horizontal lap siding.~~

~~5. T1-11 and all other wood-based "full sheet" or panel-type siding is prohibited on elevations visible from public rights-of-way.~~

These requirements were likely deemed necessary prior to the construction of the bypass, which provides a significant barrier between potential mixed-use or multifamily development in the riverfront area and existing single family neighborhoods. These requirements are no longer part of the design aesthetic of the current riverfront plan nor important as a transition to existing neighborhoods, and have been deleted.

…

15.352.070 Mixed Employment Design Standards

A. General. The Mixed Employment design standards apply to any development located within the Mixed Employment (M-E) zoning district(s) within the riverfront overlay subdistrict. These standards are in addition to the standards and requirements of the Newberg development code. The development standards listed in this chapter shall take precedence over those listed elsewhere in this code.

B. Minimum Lot Size. There is no minimum lot size required, provided the other standards of this code can be met.

C. Lot Coverage. There is no maximum lot coverage.

D. Building Maximum Square Footage Requirements. Except as otherwise may be approved through a conditional use permit, the ground floor of buildings shall not exceed 20,000 square feet.

E. Setbacks.

1. Minimum. No minimum setbacks are required.

2. Maximum.

a. The maximum front yard setback shall be 10 feet for at least 50 percent of the length of the street-facing lot line. A building must be constructed that is located within 10 feet of the street-facing lot line for at least 50 percent of the length of the street-facing lot line. If the development is on a corner lot, this standard applies to both streets.

b. The maximum front yard setback may be increased to 20 feet if the following conditions are met:

i. Landscaping or a hard-surfaced expansion of the pedestrian path must be provided between the front of the building and the sidewalk.

ii. For each 100 square feet of hard-surfaced area between the building and the street lot line, at least one of the following amenities must be provided:

(A) A bench or other seating that will accommodate at least three people.

(B) A tree with a minimum caliper of two and one-half inches.

(C) A landscape planter not less than 20 square feet in area.

(D) A drinking fountain.

(E) Similar pedestrian-scale amenities.

F. Vision Clearance. Development shall comply with NMC 15.410.060.G. Signs. Signs shall comply with NMC 15.435.

H. Parking.

1. Interior Lots. Within a development site, parking is not permitted between a building and a public street. Parking must be located to the side or rear of buildings.

2. Corner Lots. Parking may be located no closer than 40 feet from the intersection of two public streets.

3. Minimum Required Off-Street Parking. The minimum number of required off-street parking spaces is described in NMC 15.440.030.

4. Off-Site Parking. Required off-street parking is permitted to be located off-site, as long as the off-street parking is located within 400 feet of the development.

5. Shared Parking. Shared parking facilities shall be exempt from setback and building square footage requirements, provided the parking facility does not abut E Fourteenth Street. An intervening building must be provided between E Fourteenth Street and the parking facility, or the facility must be set back a minimum of 40 feet from E Fourteenth Street. Accessways to E Fourteenth Street are permitted.

6. Bicycle Parking. Two bicycle parking spaces, or one per 5,000 square feet of building area, must be provided, whichever is greater.

I. Screening.

1. Refuse and Recycling. Refuse collection containers (dumpsters) and recycling areas shall be screened from the street and neighboring properties. Trash receptacles for pedestrian use are exempt from this requirement. One of the following standards must be met for refuse collection screening:

a. Refuse collection and recycling areas may be screened by being located completely within a building.

b. If located outside of a building, refuse collection and recycling areas must be located within an enclosure at least six feet in height. The enclosure shall be a sight-obscuring masonry wall or nonflammable sight-obscuring fence. The material selected for the enclosure must be consistent with the building materials permitted on the surrounding buildings. Slatted chain link fencing is not permitted.

2. Roof-Mounted Equipment. All roof- mounted equipment, including satellite dishes and other communication equipment, must be screened in one of the following ways. Solar energy systems and heating panels are exempt from this standard:

a. A parapet as tall as the tallest part of the equipment;

b. A screen around the equipment that is as tall as the tallest part of the equipment; or

c. The equipment is set back from the street-facing perimeters of the building three feet for each foot of height of the equipment.

d. The review body may allow exemptions for equipment that contributes to the architectural design of the structure, such as piping in a brewery.

3. Ground-Mounted Equipment. Mechanical equipment on the ground must be screened from view by walls, fences, or vegetation as tall as the tallest part of the equipment. Any vegetation must be 95 percent opaque year-round. Fences or walls must be totally sight-obscuring. Slatted chain link fencing is not permitted.

J. Building Design.

1. Building Height. Maximum building height is 45 feet. Minimum building height is 16 feet on the exterior elevation, and a parapet can be included in the measurement.

2. Building Facades. Facades shall be varied and articulated to provide visual interest to pedestrians.

a. Building facades shall extend no more than 30 feet without providing a variation in building material or building offsets. Building offsets must articulate at least two feet.

b. Building facades shall be articulated into planes of 500 square feet or less either by setting part of the facade back at least two feet from the rest of the facade, or by the use of fascias, canopies, arcades, windows, breaks in relief, or other similar features.

c. Buildings must include changes in relief on 10 percent (in area) of facades facing public rights-of-way. Relief changes include cornices, bases, arcades, setbacks of at least two feet, canopies, awnings, projecting window features, or porticos.

3. Building Length. Building length shall not exceed 200 feet without a pedestrian connection through the building or between buildings. This is applicable to both a single building and to a group of individual buildings connected by common walls.

4. Building Materials. Exterior building materials shall convey an impression of durability.

a. Masonry, stone, stucco, and wood are permitted as the primary material for exterior appearance. Metal is not permitted as a primary exterior building material, but may be used as an accent or awning.

b. Where concrete masonry units (concrete block) are used for exterior finish, decorative patterns must be used, such as split-face concrete block or by incorporating layering or patterns.

c. Where brick, rusticated concrete block, or stone masonry is used as a veneer material, it must be at least two and one-half inches thick. Brick and stone street-facing facades shall return at least 18 inches around exposed side walls.

d. Wood or wood-look siding must be lap siding, board and batten, shingle siding or channel siding and is not permitted to be applied in a diagonal or herringbone pattern. T1-11 and all other wood-based "full sheet" or panel-type siding is prohibited. Lap siding, shingles, and shakes shall be exposed a maximum of six inches to the weather. In board and batten siding, battens shall be spaced a maximum of eight inches on center.

e. Preferred colors for exterior building finishes are earth tones, creams, and pastels of earth tones. High-intensity primary colors, metallic colors, and black may be used for trim or accent colors, but are not permitted as primary wall colors.

5. Ground-Floor Windows. Exterior walls on the ground level which face a street lot line or other public right-of-way must have windows at least 50 percent of the length and 25 percent of the ground-level wall area. Ground-level wall areas include all exterior wall areas up to nine feet above the finished grade. To qualify as ground-floor windows, window sills must be no more than four feet above exterior grade. The ground-floor window requirement does not apply to the walls of residential units. Qualifying window features must be either windows or doors that allow views into working areas or lobbies, pedestrian entrances, or display windows set into the wall.

6. Window Glazing. Any windows facing public rights-of-way on the ground floor shall have clear glazing. Restroom windows are exempt from this requirement. On any floor, tinted or reflective glass shall not be visible from public rights-of-way, other than ornamental stained glass windows.

7. Main Building Entrance., The main building entrance shall connect to adjacent public rights-of-way with a paved walkway at least six feet in width. For buildings with more than one major entrance, only one entrance is required to meet the main building entrance standard. The walkway must not be more than 120 percent or 20 feet longer than the straight line distance between the entrance and the closest improved right-of-way, whichever is less.

K. Landscaping. Where 100 percent of a lot is covered by a building, no landscaping is required.

1. All setback areas and lands not otherwise developed shall be landscaped. Courtyards, plazas and pedestrian walkways, esplanades and natural riparian vegetation are considered to be landscaping.

2. Parking Lot Landscaping. In addition to other Newberg development code standards for interior parking lot landscaping, special screening standards shall apply to parking lots. Parking areas shall be screened from neighboring properties and public rights-of-way. Perimeter landscaping at least five feet in width shall be provided. The following standards must be met for the perimeter landscaping areas:

a. Enough low shrubs to provide a continuous screen at least three feet high and 95 percent opaque year-round.

b. One tree per 30 linear feet or enough trees to provide a tree canopy over the landscaped area.

c. Ground cover plants, perennials, or shrubs must fully cover the remainder of the landscaped area.

d. A three-foot-high masonry wall may substitute for the shrubs, but trees and ground cover at the above-cited rates are still required.

L. Outdoor Storage and Display.

1. Outdoor Storage. Outdoor storage of merchandise or materials directly or indirectly related to a business is prohibited.

2. Outdoor Display. Outdoor display of merchandise is permitted during business hours only. A minimum pedestrian walkway of six-foot clear width must be maintained at all times.

This new section applies to development within the M-E designation in the RF district. Design standards are similar to those of the overlay's commercial zones and are intended to create a visually pleasing and pedestrian-friendly environment. However, requirements related to loading zones are less restrictive than the C-4 zone and there are no reductions in parking requirements from the City's base standards.

REFERENCE 3 – UPDATES TO C-4 DISTRICT

The City of Newberg currently has a C-4 Riverfront Commercial District, which was created by the 2001 Riverfront Master Plan, intended to be consistent with the COM/RD designation of the comprehensive plan. This zoning designation is not applied to any parcels in Newberg, as the commercially designated area of the Riverfront District lies outside the current City Limits.

Changes to Footnote 11 create mixed-use regulations similar to that of the C-3 zone, which allows horizontal as well as vertical mixed use developments, provided units do not occupy the first floor storefront area.

15.302.032 Purposes of each zoning district.

…

I. C-4 Riverfront Commercial District.

1. The purpose of the C-4 riverfront commercial district is to allow a mix of uses that:

a. Provides a variety of ~~retail, and commercial service type~~ retail, commercial, and residential uses that benefit from proximity to the river.

b. Encourages access to and enjoyment of the Willamette River.

c. Ensures compatibility of development with the surrounding area and minimizes impacts on the environment.

2. Properties zoned in this district must comply with the development standards of the riverfront subdistrict, as described in NMC 15.352.010 through 15.352.050.

3. The C-4 district is intended to be consistent with the commercial/riverfront district (COM/RD) designation of the comprehensive plan.

15.305.020 Zoning Use Table – Use Districts

Footnote (11): ~~Must be located above ground floor commercial uses.~~ The units must be located on the same lots as another use permitted or conditionally permitted in the C-4 district and may not occupy the first floor storefront area (the portion of the building closest to the primary street). There shall be no density limitation. Parking shall be provided for all new dwelling units in private parking areas or garages on the basis of one parking space for each dwelling unit.

REFERENCE 4 – MIXED EMPLOYMENT DISTRICT

The Riverfront Master Plan includes a new "Mixed Employment" (M-E) district that will be applied as annexation occurs within the Riverfront Area. This district implements the Industrial (IND) and Mixed Use (MIX) comprehensive plan designations, and allows for a mix of light industrial and commercial uses intended to create a buffer between heavy industrial uses to the east and pedestrian-friendly mixed-use development within the core of the Riverfront District.

Newberg's zones are implemented across several code sections, so minor modifications in several places are required to create the M-E zone.

These standards could be applied citywide – they are superseded in the riverfront district by the language in Reference 2.

Division 15.300 Zoning Districts

Chapter 15.302

DISTRICTS AND THEIR AMENDMENT

15.302.010 Establishment and designation of use districts and subdistricts.

A. Use Districts.

…

18. M-E Mixed Employment District

15.302.032 Purposes of each zoning district.

…

R. M-E Mixed employment District. The M-E mixed employment district is intended to create a mix of light industrial and limited commercial uses that provide employment opportunities for the City of Newberg while also creating a high-quality urban environment. This designation can provide a buffer between industrial uses with a high degree of external impact and other uses such as residential and recreational areas. The M-E designation is intended to be consistent with the industrial (IND) and mixed use (MIX) designations of the comprehensive plan.

Division 15.400 Development Standards

15.405 Lot Requirements

…

4. In the M-1, M-2 ~~and~~ M-3, and M-E districts, each lot or development site shall have a minimum area of 20,000 square feet.

…

6. Within the commercial and mixed employment ~~zoning~~ district(s) of the riverfront overlay subdistrict, there is no minimum lot size required, provided the other standards of this code can be met.

> These changes create minimum lot size requirements for the M-E district similar to the M-1, M-2, and M-3 districts, except in the Riverfront Area where there are no minimum lot sizes for commercial and mixed employment zones.

15.410 Yard Setback Requirements

15.410.020 Front yard setback.

B. Commercial.

1. All lots or development sites in the C-1 district shall have a front yard of not less than 10 feet. Said yard shall be landscaped and maintained.

2. All lots or development sites in the C-2 district shall have a front yard of not less than 10 feet. No parking shall be allowed in said yard. Said yard shall be landscaped and maintained.

3. All lots or development sites in the C-3 district shall have no minimum front yard requirements. The maximum allowable front yard shall be 20 feet. In the case of a through lot with two front yards, at least one front yard must meet the maximum setback requirement. In the case of three or more front yards, at least two front yards must meet the maximum setback requirements. No parking shall be allowed in said yard. Said yard shall be landscaped and maintained.

4. All lots or development sites in the C-4 district will comply with the front yard requirements described in NMC 15.352.040(E).

C. Industrial. All lots or development sites in the M-1, M-2 or M-3 districts shall have a front yard of 20 feet. Lots or development sites in the AI district shall have a front yard of 10 feet. Lots or development sites in the M-4 district shall have a front yard of 20 feet where abutting Highway 219, arterials, and collectors, and a front yard of 10 feet along other streets.

D. Mixed Employment. All lots or development sites in the M-E district shall have no minimum front yard requirements. The maximum allowable front yard shall be 20 feet. No parking shall be allowed in said yard. Said yard shall be landscaped and maintained. Lots or development sites within the Riverfront District will comply with the front yard requirements described in NMC 15.352.070(E)

> These provisions mirror those of the more urban commercial districts in Newberg, providing for a more pedestrian-oriented environment without large setbacks or parking in front of buildings. Added language that distinguishes ME within the riverfront area to ME that might eventually be applied elsewhere. Outside of the riverfront district ME front yard setback is the same as the C-3 designation.

15.410.030 Interior yard setback.

…

B. Commercial.

1. All lots or development sites in the C-1 and C-2 districts have no interior yards required where said lots or development sites abut property lines of commercially or industrially zoned property. When interior lot lines of said districts are common with property zoned residentially, interior yards of not less than 10 feet shall be required opposite the residential districts.

2. All lots or development sites in the C-3 district shall have no interior yard requirements.

3. All lots or development sites in the C-4 district will comply with the interior yard requirements described in NMC 15.352.040(E).

C. Industrial and Mixed Employment. All lots or development sites in the AI, M-1, M-2, M-3, ~~and~~ M-4, and M-E districts shall have no interior yards where said lots or development sites abut property lines of commercially or industrially zoned property. When interior lot lines of said districts are common with property zoned residentially, interior yards of not less than 10 feet shall be required opposite the residential districts.

15.410.070 Yard exceptions and permitted intrusions into required yard setbacks.

D. Fences and Walls.

1. In the residential district, a fence or wall shall be permitted to be placed at the property line or within a yard setback as follows:

a. Not to exceed six feet in height. Located or maintained within the required interior yards. For purposes of fencing only, lots that are corner lots or through lots may select one of the street frontages as a front yard and all other yards shall be considered as interior yards, allowing the placement of a six-foot fence on the property line. In no case may a fence extend into the clear vision zone as defined in NMC 15.410.060.

b. Not to exceed four feet in height. Located or maintained within all other front yards.

2. In any commercial, ~~or~~ industrial or mixed employment district, a fence or wall shall be permitted to be placed at the property line or within a yard setback as follows:

a. Not to exceed eight feet in height. Located or maintained in any interior yard except where the requirements of vision clearance apply. For purposes of fencing only, lots that are corner lots or through lots may select one of the street frontages as a front yard and all other yards shall be considered as interior yards, allowing the placement of an eight-foot fence on the property line.

b. Not to exceed four feet in height. Located or maintained within all other front yards.

…

Unless the City wishes to establish the Mixed Employment district firmly as either commercial or industrial, changes such as this are required in various parts of the code.

E. Parking and Service Drives (Also Refer to NMC 15.440.010 through 15.440.080).

1. In any district, service drives or accessways providing ingress and egress shall be permitted, together with any appropriate traffic control devices in any required yard.

2. In any residential district, public or private parking areas and parking spaces shall not be permitted in any required yard except as provided herein:

a. Required parking spaces shall be permitted on service drives in the required front yard in conjunction with any single-family or two-family dwelling on a single lot.

b. Recreational vehicles, boat trailers, camperettes and all other vehicles not in daily use are restricted to parking in the front yard setback for not more than 48 hours; and recreational vehicles, boat trailers, camperettes and all other vehicles not in daily use are permitted to be located in the required interior yards.

c. Public or private parking areas, parking spaces or any building or portion of any building intended for parking which have been identified as a use permitted in any residential district shall be permitted in any interior yard that abuts an alley, provided said parking areas, structures or spaces shall comply with NMC 15.440.070, Parking tables and diagrams (Diagrams 1 through 3).

d. Public or private parking areas, service drives or parking spaces which have been identified as a use permitted in any residential district shall be permitted in interior yards; provided, that said parking areas, service drives or parking spaces shall comply with other requirements of this code.

3. In any commercial or industrial district, except C-1, C-4, ~~and~~ M-1, and M-E, public or private parking areas or parking spaces shall be permitted in any required yard (see NMC 15.410.030). Parking requirements in the C-4 district and the M-E district within the Riverfront Overlay Subdistrict are described in NMC 15.352.040(H).

4. In the I district, public or private parking areas or parking spaces may be no closer to a front property line than 20 feet, and no closer to an interior property line than five feet.

Chapter 15.415
BUILDING AND SITE DESIGN STANDARDS

15.415.020 Building height limitation.

…

B. Commercial, ~~and~~ Industrial, and Mixed Employment.

…

2. In the AI, C-2, C-3, M-E, M-1, M-2, and M-3 districts there is no building height limitation, except, where said districts abut upon a residential district, the maximum permitted building height shall not exceed the maximum building height permitted in the abutting residential district for a distance of 50 feet from the abutting boundary.

3. In the C-4 district, building height limitation is described in NMC 15.352.040(J)(1).

4. In the M-E district within the Riverfront Overlay Subdistrict, building height limitation is described in NMC 15.352.070.

15.440 Off-Street Parking, Bicycle Parking, and Private Walkways

15.440.010 Required off-street parking.

A. Off-street parking shall be provided on the development site for all R-1, C-1, M-1, M-2 and M-3 zones. In all other zones, the required parking shall be on the development site or within 400 feet of the development site which the parking is required to serve. All required parking must be under the same ownership as the development site served except through special covenant agreements as approved by the city attorney, which bind the parking to the development site.

> Making no change to this code section allows M-E developments to utilize off-site parking in the riverfront area.

B. Off-street parking is not required in the C-3 district, except for:

1. Dwelling units meeting the requirements noted in NMC 15.305.020.

2. New development which is either immediately adjacent to a residential district or separated by nothing but an alley.

C. Within the C-4 district, the minimum number of required off-street parking spaces shall be 50 percent of the number required by NMC 15.440.030, except that no reduction is permitted for residential uses.

> The commercial area within the riverfront district has lower parking requirements than other commercial districts within the city. This could be modified to apply to the M-E district within the Riverfront Area as well, if desired.

D. All commercial, office, or industrial developments that have more than 20 off-street parking spaces and that have designated employee parking must provide at least one preferential carpool/vanpool parking space. The preferential carpool/vanpool parking space(s) must be located close to a building entrance.

REFERENCE 5 ZONING USE TABLE

Note: Proposed changes are highlighted as well as underlined.

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
AGRICULTURAL USES										-										
Horticulture	P	P	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	P(1)	
Livestock and poultry farming	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Home gardening	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Home livestock and poultry raising	S	S																S		NMC Title 6
RESIDENTIAL USES																				
Dwelling, single-family detached	P(2)	P	P(3)		P		C(4)	C(5)									P	P(6)		Subject to density limits of NMC 15.405.010(B)
Dwelling, single-family attached	S(2)	S	S(3)		S		C(4)	C(5)									P	P(6)		NMC 15.415.050; subject to density limits of NMC 15.405.010(B)
Manufactured home on individual lot	S(2)	S	S(3)	P(7)	S													P(6)		NMC 15.445.050 – 15.445.070; subject to density limits of NMC 15.405.010(B)
Manufactured dwelling park		S	S	S																NMC 15.445.075 – 15.445.160

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
Mobile home park		S	S	S																NMC 15.445.075 – 15.445.160
Manufactured home subdivision		S		S																NMC 15.445.075 – 15.445.160
Dwelling, two-family (duplex)	P(2)	P	P	C	P		C(4)	P(8)/ C(5)									P			Subject to density limits of NMC 15.405.010(B)
Dwelling, multifamily	C	P	P	C	P		C(4)	P(8)/ C(5)									P			Subject to density limits of NMC 15.405.010(B)
Dwelling, accessory	S	S	S		S		C	C									S	S		Chapter 15.445 NMC, Article V
Dwelling, mixed use						P(9)	P(10)	P(8)/ C(5)	P(11)		C	C								
Dwelling, caretaker											P	P	P	C					P(12)	Limited to one per **lot**, and allowed whenever the **use** requires the on-site residence of such **person**.
Dormitory		C	P		P												P			
Home occupation(no more than one outside paid employee)	S	S	S(13)	S	S	S(13)	S(13)	S(13)	S(13)		S(13)	S(13)	S(13)	S(13)	S(13)	S(13)	S	S	S(13)	NMC 15.415.060
Home occupation(more than one outside paid employee)	C	C	C(13)	C	C	C(13)	C(13)	C(13)	C(13)		C(13)	C(13)	C(13)	C(13)	C(13)	C(13)	C	C	C(13)	NMC 15.415.060
INSTITUTIONAL AND PUBLIC USES																				

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
INSTITUTIONAL CARE AND HOUSING																				
Family child care home	P	P	P(13)	P(13)	P	P(13)	P(13)	P(13)	P(13)								P	P(13)		ORS Chapter 657A
Day care	P	P	P	C	P	P	P	P		P	C	C	C	C	P		P		P(14)	ORS Chapter 657A
Residential care home (5 or fewer people)	P	P	P(13)	P(13)	P	P(13)	P(13)	P(13)	P(13)								P	P(13)		ORS 197.665
Residential care facility (6 – 15 people)	C	P	P	C	P		C	C									P			ORS 197.665
Group care facility(16+ people)	C	C	C		C		C										P			
Hospital	C	C	C		C		P	P		C							P			
Prison											C	C	C	C						
ASSEMBLY																				
Religious institution, place of worship	P	P	P	P	P	P	P	P	P			P(29)				C	P			
Private club, lodge, meeting hall			C	C			P	P	C								P			
SCHOOLS																				
School, primary or secondary	P	P	P		P											C				
College	P	P	P		P	P	P	P(15)		P(15)						C	P			
Commercial educational services	C	C	C		C	P	P	P		P							C			

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
PARKS AND OPEN SPACEs																				
Open space	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	
Park	P	P	P	P	P	P	P	P	P					P(16)		P(17)	P			
Golf course	P	P	P													P(17)				
PUBLIC SERVICES																				
Community services	C	C	C	C	P		P	P	P	P						C	P			
Emergency services	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	
Pound, dog or cat							C	C		C	C	P	P	C	C					
Cemetery	C	C	C	C	C	C	C	C	C		C	C	C	C	C	C	C	C	C	ORS Chapter 97.46
TRANSPORTATION																				
Transportation facilities and improvements	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Transit center							P	P	P		P	P	P							
Parking facility			P		C	C	P	P(18)	C	P	P	P	P		P		P			
Airport, landing field												C	C						P	
Heliport, helipad	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	P	
Marina									C							C				
Pilings, piers, docks, and similar in-water structures									C							C				
UTILITIES										-										

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
Basic utilities	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Utility distribution plant or yard												P	P	P						
Wastewater treatment plant												C	P	C						
Telecommunication facility incorporated into existing structure/utility pole and no taller than 18 feet above existing structure/utility pole	C	C	C	C	C	S	S	S	S	S	S	S	S	S	S		S			Chapter 15.445 NMC, Article IV
Telecommunication facility, including radio towers and transmitters, which are 100 feet or less in height, except those incorporated into an existing structure no taller than 18 feet above that structure						C	C	C		C	C	S(19)	S(19)	P	C		C			Chapter 15.445 NMC, Article IV
Telecommunication facility, including radio towers and transmitters, which are over 100 feet						C	C	C		C	C	C	C	C	C		C			Chapter 15.445 NMC, Article IV
COMMERCIAL USES																				
COMMERCIAL OFFICES																				
Medical office			C		P	P(20)	P	P(21)		P							P			

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
Local business office					P(22)	P(20)	P	P(21)		P										
COMMERCIAL SALES AND RENTALS																				
Retail sales – General						P(20)	P	P(15)/(21)	P	P		P(23)								
Retail sales – Bulk outdoor							P	C		P		P								
Retail sales – Convenience						P(20)	P	P(21)	P			P(24)			P(25)					
Temporary merchant							S	S(21)		S										NMC 5.15.050 et seq.
Retail food and beverage production							S	S		P										Chapter 15.445 NMC, Article VIII
EATING AND DRINKING ESTABLISHMENTS																				
Eating and drinking – Alcohol-related							P	P(21)	P	P										Requires liquor license
Eating and drinking – Non-alcohol-related						P(20)	P	P(21)	P	P	P	P							C(26)	
COMMERCIAL SERVICES																				
Personal services					P	P(20)	P	P(21)	P	P										
Commercial services						P(20)	P	P(21)		P										

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
Commercial vehicle service							P	C			P(27)	P			P(28)					
Kennel, commercial							C	C			C	P	P	C	C					
COMMERCIAL RECREATION										-										
Commercial recreation – Indoors							P	P(15)		P	P(29)	P(29)								
Commercial recreation – Outdoors							P					C								
Commercial recreation – Motor-vehicle-related												C							C(33)	
COMMERCIAL LODGING																				
Vacation rental home	C	C	S	S	S	S(13)	S(13)	S(13)	S(13)											Chapter 15.445 NMC, Article VII
Bed and breakfast(2 or fewer rooms)	C	S	S		S	S	S	S	S											NMC 15.445.010
Bed and breakfast(3 or more rooms)	C	C	C		C	C	S	S	S											NMC 15.445.010
Hotel or motel							P	P(15)	P	P									C(26)	
Recreational vehicle park							C		C		C	C	C							NMC 15.445.170
INDUSTRIAL USES										-										
Traded sector industry office					P(30)	P(30)	P	P		P	P	P		P					P(33)	
Industrial services							C			P		P	P	P					P(33)	

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
Wholesale and industry sales							C(31)			P	P(31)	P	P	P					P(33)	
Warehouse, storage, and distribution										P	P(32)	P	P	P					P(33)	
Self-service storage							P			~~P?~~	P	P	P	P						
Light manufacturing										P	P	P	P	P					P(33)	
Heavy manufacturing												P(34)	P	C						
Waste-related													C	C						
MISCELLANEOUS USES																				
Accessory buildingand use incidental to other permitted usesin the zone	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Uses similar to permitted uses in the zone and not defined or categorized	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Uses similar to conditional uses in the zone and not defined or categorized	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	
Medical marijuana dispensary	X	X	X	X	X	P(35)	P(35)	P(35)	P(35)		X	X	X	X	X	X	X	X	X	
Medical marijuana processor	X	X	X	X	X	X	P(38)	X	X	P(37)	P(37)	P(37)	P(37)	P(37)	X	X	X	X	X	

Use	R-1	R-2	R-3	R-4	RP	C-1	C-2	C-3	C-4	M-E	M-1	M-2	M-3	M-4-I	M-4-C	CF	I	AR	AI	Notes and Special Use Standards
Medical marijuana grow site	P(36)	P(36)	P(36)	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	X	
Medical marijuana wholesaler	X	X	X	X	X	X	C(31)/(38)	X	X	P(38)	P(38)	P(38)	P(38)	P(38)	X	X	X	P(38)	X	
Recreational marijuana processor	X	X	X	X	X	X	C(38)	X	X	P(37)	P(37)	P(37)	P(37)	P(37)	X	X	X	X	X	
Recreational marijuana producer(indoor)	X	X	X	X	X	X	X	X	X	P	P	P	P	P	X	X	X	X	X	
Recreational marijuana producer(outdoor)	X	X	X	X	X	X	X	X	X	C	C	C	C	C	X	X	X	X	X	
Recreational marijuana retailer	X	X	X	X	X	P(38)/(39)/(40)	P(38)/(39)/(40)	P(38)/(39)/(40)	P(38)/(39)/(40)		X	X	X	X	X	X	X	X	X	
Recreational marijuana wholesaler	X	X	X	X	X	X	C(31)/(38)	X	X	P(38)	P(38)	P(38)	P(38)	P(38)	X	X	X	P(38)	X	
Marijuana laboratories	X	X	X	X	X	P	P	P	P	P	P	P	P	P	P	X	P	X	X	
Marijuana research certificate	X	X	X	X	X	P	P	P	P	P	P	P	P	P	P	X	P	X	X	

15.305.030 Zoning use table – Use Subdistricts

Note, only subdistricts with proposed changes are shown below

600	MISCELLANEOUS USES	M-E/RD	CF/~~RF~~ RD	~~RF~~ RD
	Medical Marijuana Dispensary	(5)(6)	X	X
-	Medical Marijuana Processor	(5)(6)	X	X
	Medical Marijuana Grow Site	(5)(6)	C	C
	Medical Marijuana Wholesaler	(5)(6)	X	X
	Recreational Marijuana Processor	(5)(6)	X	X
	Recreational Marijuana Producer (Indoor)	(5)(6)	X	X
	Recreational Marijuana Producer (Outdoor)	(5)(6)	X	X
	Recreational Marijuana Retailer	(5)(6)	X	X
	Recreational Marijuana Wholesaler	(5)(6)	X	X
	Marijuana Laboratories	(5)(6)	X	X
	Marijuana Research Certificate	(5)(6)	X	X

Key: P – Permitted Use ; S – Special Use ; C – Conditional Use ; X – Prohibited Use ; (#) See notes for limitations

(1) The use is not allowed within 1,000 feet of the real property comprising a public park, a public elementary or secondary school for which attendance is compulsory under ORS 339.020 or a private or parochial elementary or secondary school, teaching children as described in ORS 339.030 (1)(a). Distance is measured in a straight line in a radius extending for 1,000 feet or less in any direction from the closest point anywhere on the boundary line of the real property comprising an existing public park, public elementary or secondary school or a private or parochial elementary or secondary school to the closest point of the premises of a recreational retailer or wholesaler; or medical marijuana wholesaler.

(2) 1,000 foot separation between retailer to retailer premises and 1,000 foot separation between retailer to dispensary premises.

(3) Operating hours limited to the hours between 9:00 a.m. and 10:00 p.m.

(4) Shall not be located at the same address as a state-registered marijuana grow site, or within 1,000 feet of the real property comprising a public park, a public elementary or secondary school for which attendance is compulsory under ORS 339.020 or a private or parochial elementary or secondary school, teaching children as described in ORS 339.030 (1)(a). Distance is measured in a straight line in a radius extending for 1,000 feet or less in any direction from the closest point anywhere on the boundary line of the real property comprising an existing public park, public elementary or secondary school or a private or parochial elementary or secondary school to the closest point of the premises of a dispensary. The premises consist of the dispensary building, or the portion of the building used for a dispensary. Shall not be located within 1,000 feet of another medical marijuana dispensary. Operating hours are limited to the hours between 9:00 a.m. and 10:00 p.m.

(5) See 15.305.020 Zoning use table - Use Districts for Districts where Medical Marijuana Dispensaries, Processor, Grow Site, and Wholesalers are allowed or prohibited.

(6) See 15.305.020 Zoning use table - Use Districts for Districts where Recreational Marijuana Processor, Producer (Indoor and Outdoor), Retailer, Wholesaler, and Marijuana Laboratories and Research Certificates are allowed or prohibited.

RIVERFRONT MASTER PLAN
City of Newberg

Market Analysis

Newberg Riverfront Master Plan: Market Analysis

Date February 15, 2019

To Newberg Riverfront Master Plan Project Management Team

From Brian Vanneman and Sam Brookham, Leland Consulting Group

Executive Summary

Introduction

This executive summary provides an overview of the Newberg Riverfront Master Plan Market Analysis, which assesses conditions for residential, commercial, office, and industrial development, as well as public recreational facilities at the Riverfront. The executive summary includes a description of Riverfront subareas; residential, commercial, office, and industrial forecasts and demand; and three preliminary development programs for the Riverfront that are based on this analysis. A full version of the report is available on the project website at www.newbergoregon.gov/planning/page/riverfront-master-plan-0.

Study Area and Market Area

The Riverfront study area is shown below. It is located on the south side of Newberg, generally south of 9th Street. The study area is entirely within the City's Urban Growth Boundary (UGB).

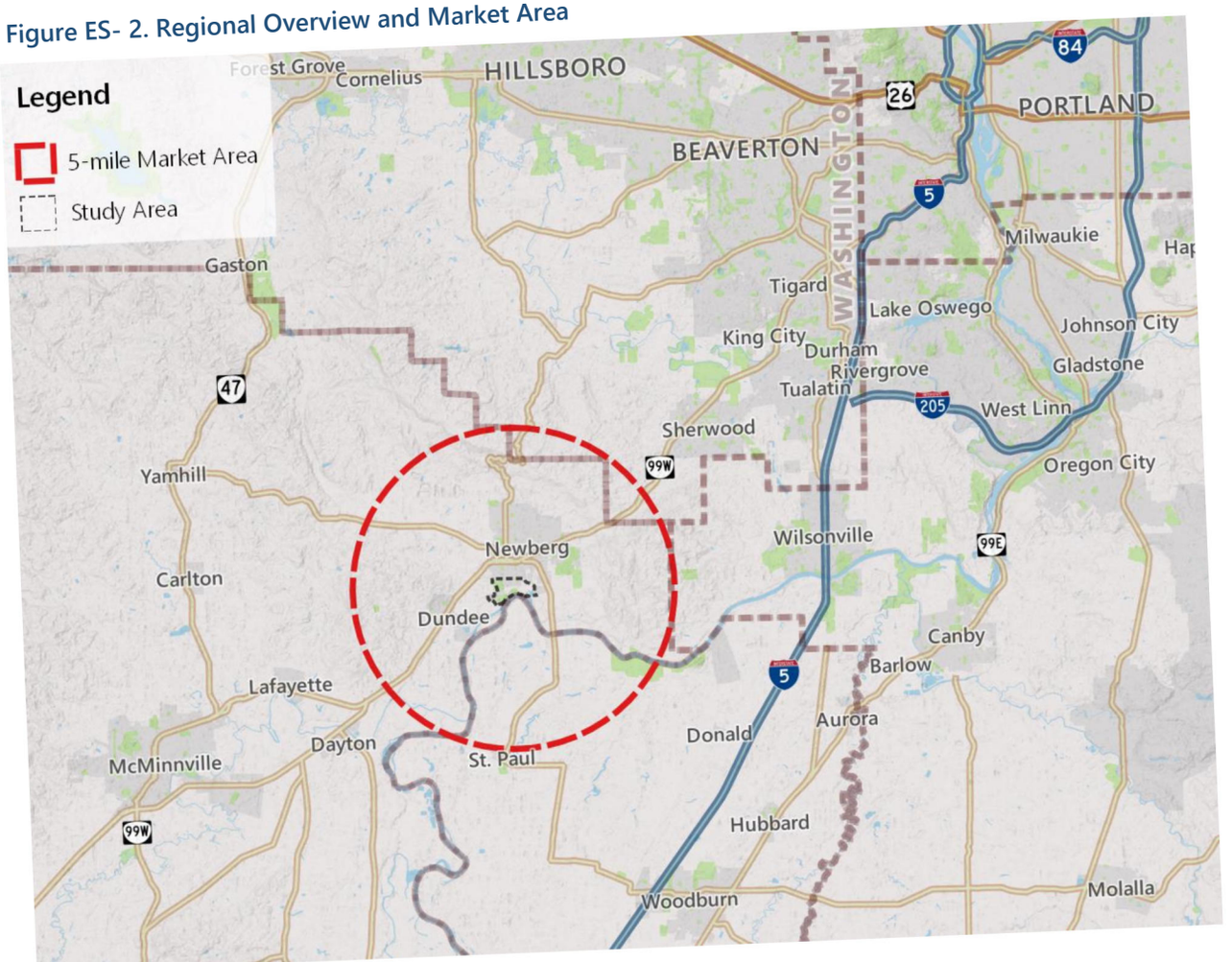
Figure ES- 1. Riverfront Master Plan Study Area



Source: TIGER, Leland Consulting Group

The market area, as defined in Figure ES- 2, represents the area from which the most demand for residential, commercial, and industrial growth will originate, and where most of the competitive development is located. Residents and businesses located in this area are the most likely groups to support retail on site, lease/utilize office space, and live in the study area. The market area is approximately defined as a five-mile radius around the study area—roughly a 15-minute drive time from the study area.

Figure ES- 2. Regional Overview and Market Area



Source: TIGER, Leland Consulting Group

Residential and Employment Forecasts

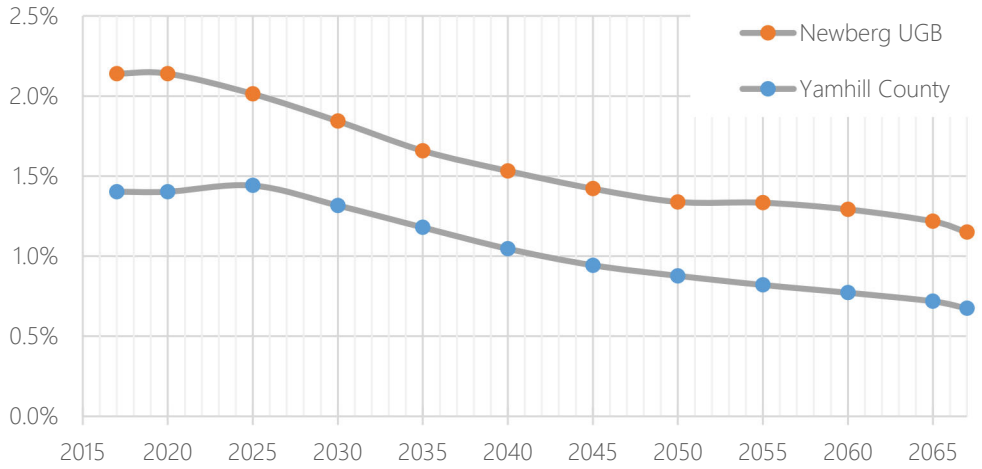
The Population Research Center at Portland State University (PSU) produces the annual Population Estimates for Oregon and its counties and cities, as well as the estimates by age and sex for the state and its counties. Population is projected to grow faster within the Newberg UGB than in Yamhill County as a whole.

Table ES- 1. Population Forecasts, 2017-2040

Area / Year	2017	2020	2025	2030	2035	2040
Yamhill County	106,555	111,101	119,339	127,404	135,096	142,311
Newberg UGB	24,296	25,889	28,602	31,336	34,021	36,709

Source: Portland State University

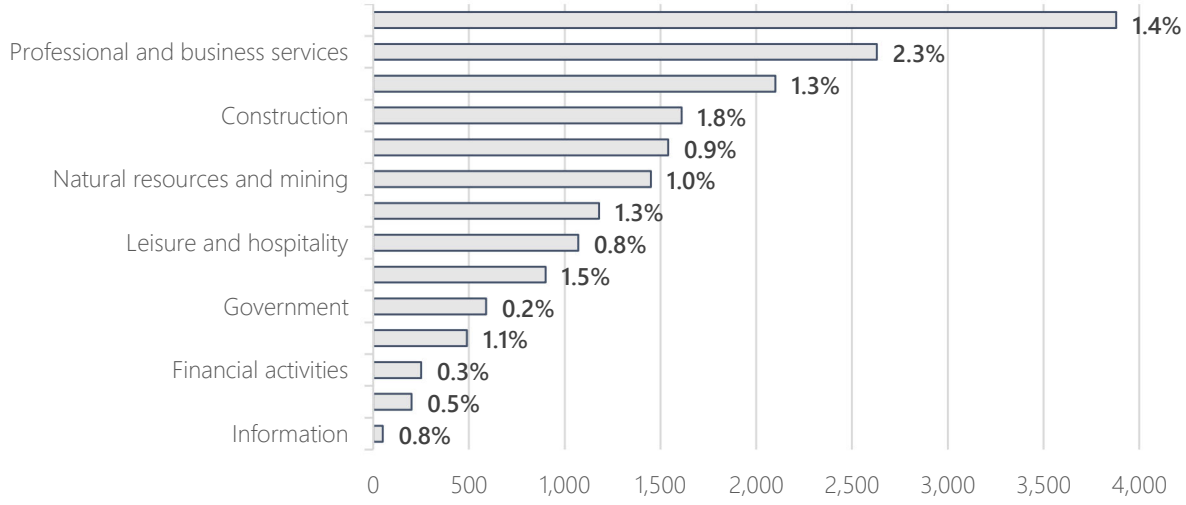
Figure ES-3. Annual Population Growth Rates, Newberg UGB and Yamhill County, 2017-2067



Source: Portland State University

In order to understand future employment, Leland Consulting Group (LCG) uses the State Employment Department's 10-year projections for each industry. Almost half of all projected employment growth is expected to be in the industries of Educational and Health Services, Professional and Business Services, and Manufacturing. The fastest-growing industry is Professional and Business Services. Aside from manufacturing, these industries tend to drive the most demand for new office construction.

Figure ES-4. Projected New Employment Growth, Yamhill & Marion Counties, 2014-2024



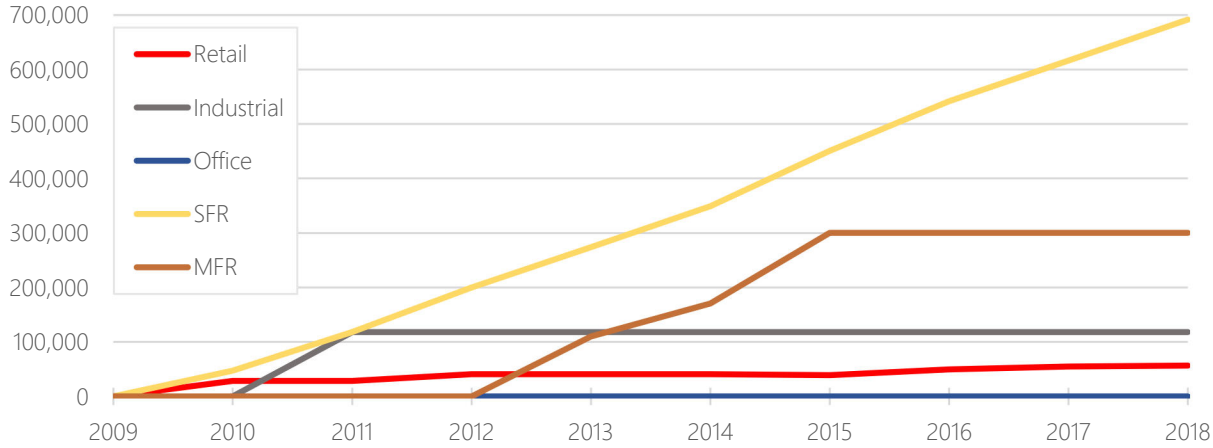
Source: Oregon Employment Department (QualityInfo.org).

However, caution is required with these projections. Not only do they apply to a more general area than the residential projections (two-county region of Yamhill and Marion versus the Newberg UGB), but the employment projections are given by industry, likely resulting in a significant margin of error.

All Development Types

Figure ES-5 shows all new real estate development that has taken place within the City of Newberg since 2009. This figure shows that single family and multifamily housing have comprised the vast majority of all development in the market area. Single family development has comprised 59% of all building area, and multifamily has comprised 26% of all building area, for a total of 85% in both housing categories. This is due to relatively rapid population growth and ongoing housing scarcity in Yamhill County and the Portland metropolitan region. If the Riverfront area were an undeveloped greenfield site, the highest and best use for most of the site would be a mix of single and multifamily housing. However, it is not a greenfield site, and therefore more nuanced development programs are appropriate.

Figure ES-5. Net New Development (square feet), City of Newberg, 2009-2018 YTD



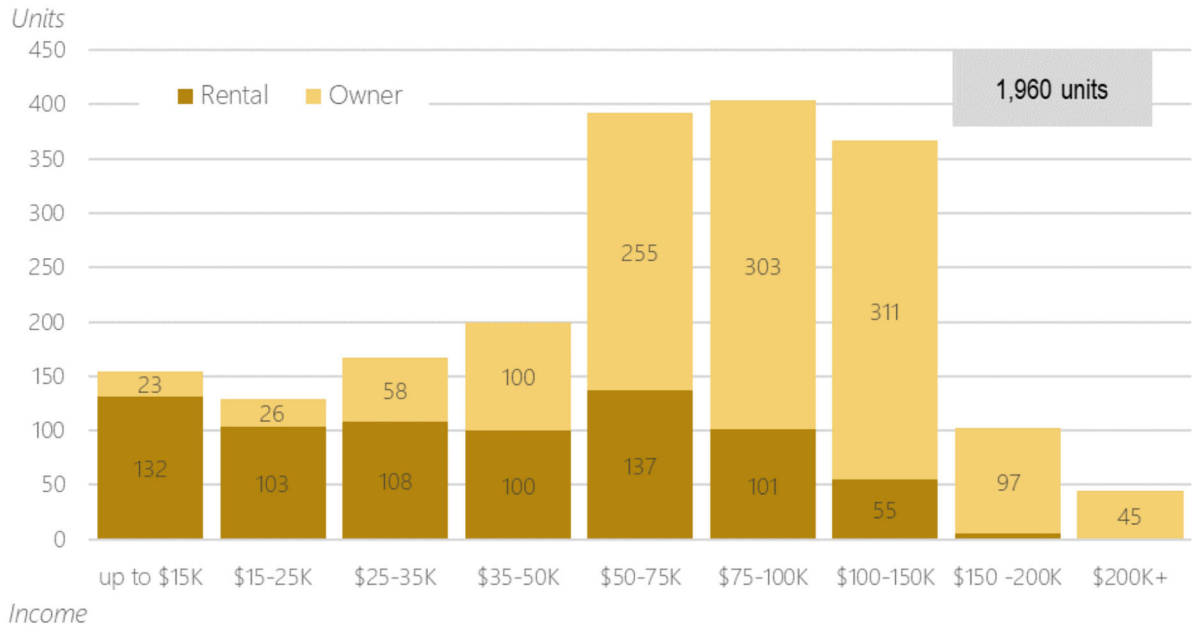
Source: Costar and Yamhill County Assessor

Residential Demand

For the residential and retail demand forecasts, we assume that actual household growth will be approximately 1.4%, which is closest to PSU's projection for the County, and between the lower historic rate observed in the market area, and the higher PSU projection for the UGB. LCG views this 1.4% rate as reasonable and potentially conservative. Based on this household growth rate, we project market area demand for an additional 1,960 units over the next 10 years within the market area, or about 196 units per year. We anticipate that the most demand for new *rental* units will be from households with incomes less than $75,000, and the most demand for new owner-occupied housing to be from households earning between $50,000 and $150,000. We expect about 38 percent of future housing demand to be for renter-occupied units, resulting in about 741 rental units and 1,218 owned units in the market area.

Feasible building forms are likely to include detached single-family homes, townhouses, and garden apartments, generally ranging from at 6 to 30 units per acre. "Urban garden apartments" (three to four stories, with tuck-under parking) require higher rents than are currently being achieved in Newberg but could be feasible in the medium- to long-term.

Figure ES-6. Residential Development, 10-Year Market Area Demand



Source: Costar and Yamhill County Assessor

Retail/Commercial Demand

LCG expects population and employment growth to drive demand for several hundred thousand square feet of retail throughout the market area, including demand for general merchandise, dining, grocery, building materials, and other commercial needs.

However, the Riverfront is a unique location and has significant challenges and strengths for retail/commercial development. Challenges include the fact that it is not well-known or highly visible from any major roadway, except for the "pass-through" visibility from the Newberg-Dundee Bypass. Traffic volumes are low, and it is not a convenient location for most residents and employees, who are located to the north, or visitors/passers-by. Its natural market-area of nearby residents is today virtually non-existent. Even if the Riverfront were to build out rapidly, it would still struggle due to a 180-degree, rather than 360-degree, potential market area. It is a weak "convenience retail" location.

However, the Riverfront also has strengths including special views and high usage during warm-weather months, when residents and visitors use Rogers Landing in much greater numbers. This suggests that retail and commercial uses here are likely to be "destination" uses, trends that can been seen in all of the case studies described in the market analysis. Commercial tenants in this category include restaurants, wine-tasting and wine sales, unique Willamette Valley food growers and vendors, other food and beverage vendors (coffee, ice cream, bakeries), and outdoor recreation suppliers. Secondary commercial tenants can fill space alongside these "anchor" tenants.

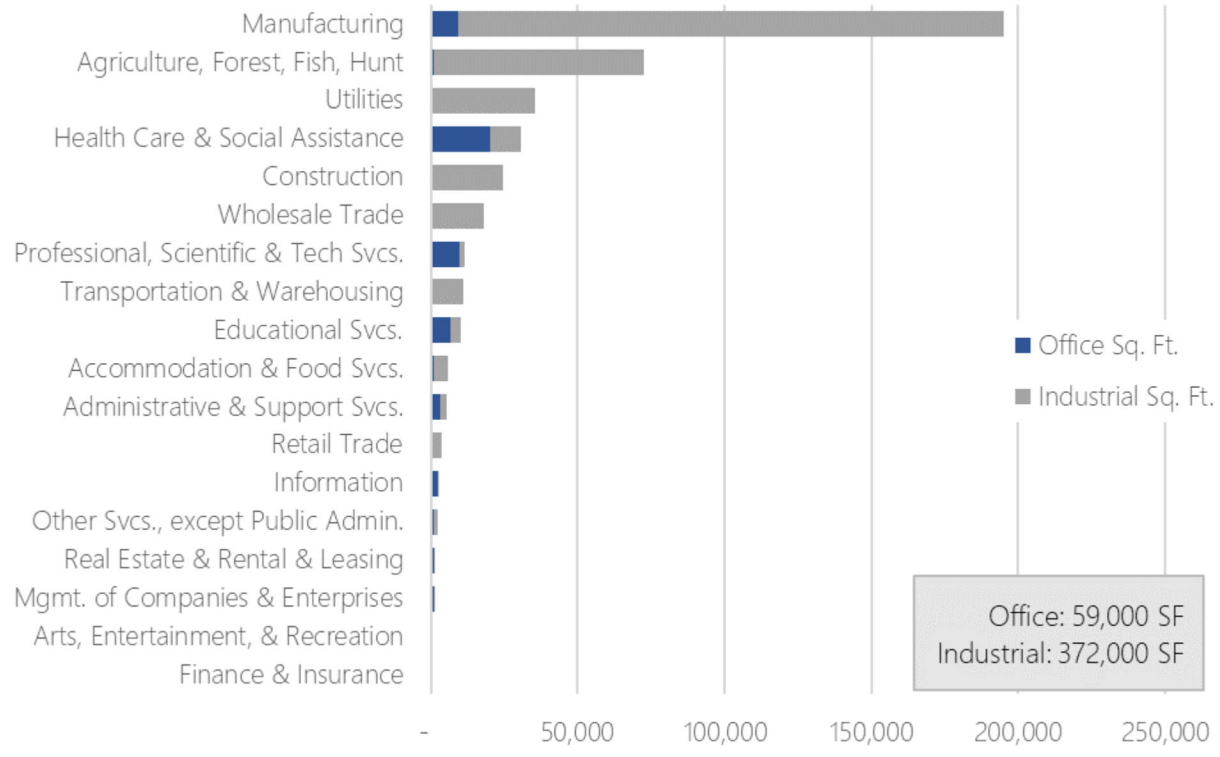
LCG's assessment is that 5,000 to 20,000 square feet of destination retail/commercial space is achievable in the medium term.

Employment: Office and Industrial

The demand for new office and industrial space is more difficult to predict than the demand for housing. This is because, although employment growth has been strong in the market area over the past decade, very little office and industrial development has actually been built. In the past decade, 41,000 square feet of industrial development has been built, and no office development.

Figure ES-7 shows LCG's projection for office and industrial development demand in the market area. This projection is based on State of Oregon job growth projections, and the amount of space needed for each employee. Industrial demand is expected to be significantly higher than office demand, with demand for manufacturing space leading all sectors. The manufacturing sector currently employs the most people in the market area, is projected to grow in the future, and typically requires relatively large amounts of space for each employee. Sources of office space demand include manufacturing, health care, professional services, and education.

Figure ES-7. Office and Industrial Development, 10-Year Market Area Demand



Source: Oregon Employment Department (QualityInfo.org).

Office at the Riverfront

The dearth of new office development in the market area is an indication that office rents are generally too low to justify the high costs of new, high-quality, speculative office development. Therefore, *speculative* office development is likely to be minimal in the Riverfront area in the near and mid-term. It is possible that build-to-suit office development could be completed for one or more tenants looking for a special site and campus environment, particularly on the WestRock campus. However, a majority of new office development built in the last decade has been in urban, mixed-use environments, close to Downtown Portland.

Industrial Development at the Riverfront

Some or all of the WestRock site is likely to continue as an industrial facility. The center and eastern side of the WestRock site are the most likely areas to remain in industrial use due to valuable, in-place buildings and infrastructure (center), and land uses that will be difficult to reuse (e.g., lagoons).

The planning team should investigate the potential to transition some of the property and/or WestRock buildings to "commercial industrial," "craft industrial," and/or makers space. These are concepts that combine industrial production and/or warehousing, with some commercial element. One local example is a winery with a tasting room at front; others include furniture makers with a sales area. The best location for such commercial/industrial uses is at the west end of the WestRock site, planned in combination with the River Street Terminus subarea.

Lodging

Near Term. Due to the area's current industrial character, lack of commercial amenities on-site today, lack of major nearby employment clusters, and lack of visibility from major roadways, a hotel is not likely to be feasible in the near term.

Long Term. In the longer term, numerous amenities would improve prospects for hotel development, including: pedestrian and bicycle trails; additional parks, open spaces, and festival venues; restaurants and retail; wine tasting and wine-related uses; other residential and commercial development. The Riverfront will likely require a "destination hotel," that is special and differentiated from the Hwy 99W hotels now in Newberg, and also has a higher price point in order to justify the higher level of amenities. Numerous cities have transitioned their waterfronts from industrial to mixed-use. The Hood River and Independence waterfronts are two local examples, and both include hotels. Hood River "set the stage" with restaurants, retail, office space, and an exceptional series of parks and open spaces. Therefore, if place making amenities are built, and commercial amenities added, a hotel could be feasible in the medium or long-term. The more that a hotel developer needs to create these amenities "from scratch," the more difficult the economics will be.

Recreation and Open Space

Real estate developers and commercial tenants place a high value on quality of place and special amenities such as views, open space, and riverfronts (although these amenities can also limit visibility and access to larger market areas). In particular, restaurants, destination retail, housing, and lodging tend to pay a particular premium for these amenities, as seen in waterfronts around the Pacific Northwest such as RiverPlace in Portland, the Mill District in Bend, and First Street in Corvallis.

Quality bike and pedestrian facilities are increasingly important. *Active Transportation and Real Estate*, a recent report by the Urban Land Institute (ULI), states that, "active transportation infrastructure can catalyze real estate development. Trails, bike lanes, and bicycle-sharing systems can improve pedestrian and bicyclist access to employment centers, recreational destinations, and public transit facilities, thereby enhancing the attractiveness of developments along active transportation corridors. In some cases, former industrial districts and towns outside urban cores have benefited from active transportation infrastructure due to improved walking and cycling connectivity."

Therefore, LCG recommends that the City and its partners look to include pedestrian and bicycle paths, parks and open space, community event spaces, and related recreational opportunities at the Riverfront to the greatest extent feasible.

Case Studies

LCG evaluated five case studies for this market analysis: Columbia Riverfront, Hood River, Oregon; Independence Landing, Independence, Oregon; Columbia Riverfront, Astoria, Oregon; Kendall Yards, Spokane, Washington; and Vintner's Village, Prosser, Washington. Some key takeaways of the case studies conducted for this market analysis are:

- Employment and other uses can coexist. The Hood River and Astoria riverfronts indicate that industry, employment, and other uses such as commercial, open space/recreation, and food and beverage, can coexist if all site users are respected, signage guides visitors away from private areas, and public spaces are thoughtfully designed. At the Hood River waterfront, industrial and retail uses have long been adjacent; now, reportedly, they will be accommodated in the same building.
- Adaptive reuse. As seen at the Astoria Riverfront, adaptive reuse is often a logical and cost-effective way to bring current modern commercial tenants to historic waterfronts. When done right, adaptive reuse is less expensive than new construction, and therefore enables new uses in markets where current rents cannot support the cost of new construction. While opportunities for adaptive reuse are limited at the Newberg Riverfront, reuse is certainly possible in some locations such as the WestRock warehouse, and some office buildings. Due to its size and height, however, the warehouse will require a very creative approach to renovation. Most tenants are small and will be overwhelmed by a five-acre building with almost no interior light. Future industrial or office users will probably look to repurpose and improve the office and other buildings near the center of the WestRock campus.
- Housing is a key use at many waterfronts. Multifamily and single-family development comprise the majority of development within the mixed-use projects at Kendall Yards and Independence, Oregon. Housing is integrated with retail/commercial, limited office, generous open spaces, and lodging (at Independence).

Subareas

LCG has divided the Newberg Riverfront into five subareas, which are shown in the diagrams on following pages. Each of these subareas differs from the others in significant ways, including existing land use and transportation conditions; property ownership; parcel size; access and visibility; natural features including proximity to the Willamette River, slope, floodplain, soil and geotechnical conditions; and other features. These differences mean that the types of development that make sense in one area may not make sense in another.

The five subareas are the Existing Neighborhoods (between 9th Street and the Bypass); New Residential Areas (towards the western edge of the study area, both north and south of the Bypass); the Riverside, which includes property owned by Yamhill County, Hardrock Enterprises, the City of Newberg, and some sloped and wooded property owned by SP Fiber (WestRock) but not used for mill purposes; the River Street Terminus, comprised of multiple small properties near the southern end of River Street; and the WestRock Mill property.

Preliminary Development Alternatives

Based on the market analysis and case studies summarized above, and input from stakeholders and the Riverfront consulting team, LCG has developed the three preliminary development alternatives that are summarized in this section.

These alternatives describe development *programs and concepts*, that is, the types and locations of land uses and new development that can help tap into the market and achieve Newberg's vision for the area. We provide

three different development programs here because there is no single, predetermined way in which the Riverfront will develop in coming decades. In addition to market forces, City policy and the input of the community, property owners, developers, and other stakeholders all will have some influence on the plan and its implementation.

The alternatives are quantified here only to illustrate development potential – the numbers are secondary to the *strategy* for transforming the Newberg Riverfront. LCG and APG team recommend that City's strategy focus on a strong vision, identifying a range of potential uses in appropriate locations, planning and delivering needed infrastructure and amenities, and forging partnerships and identifying resources to implement the plan. The exact uses and amounts of development will play out over time, guided by the strategy and framework established in the Riverfront Master Plan.

The images below depict the rough size and locations of the preliminary development alternatives.

Figure ES-8. Preliminary Development Alternative A

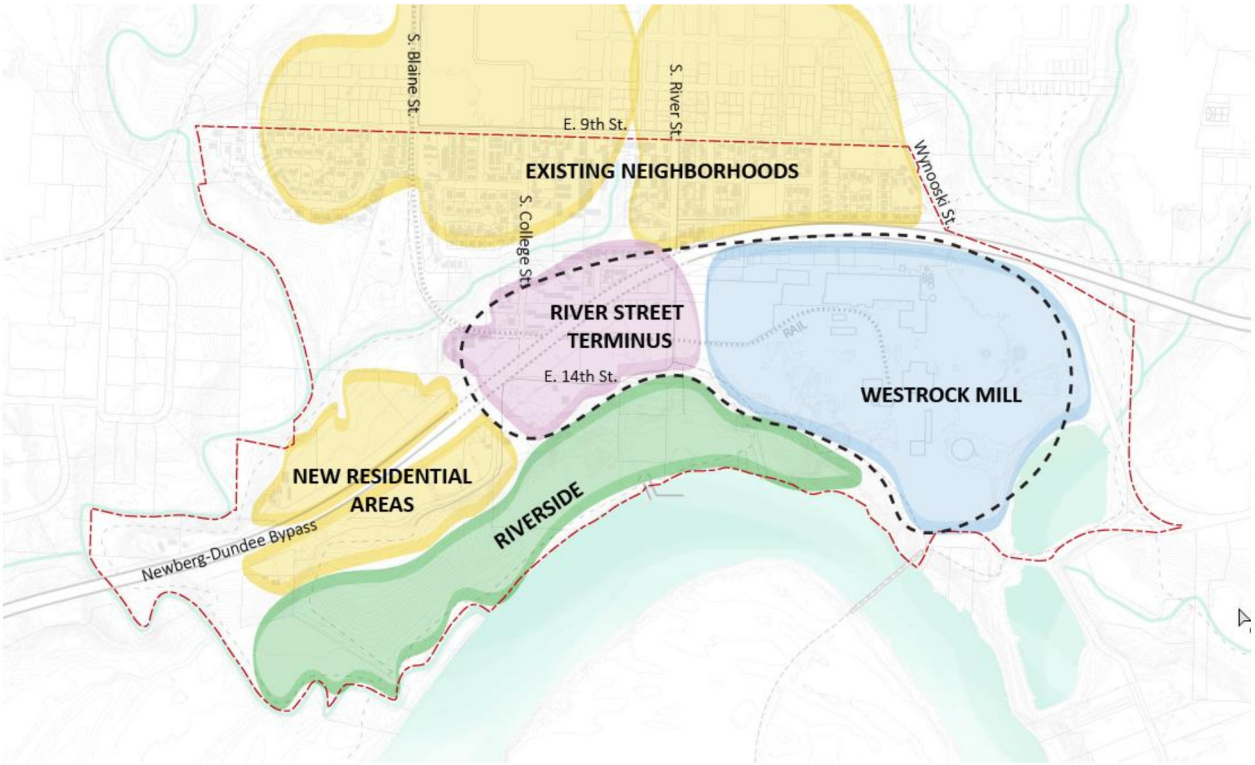


Figure ES-9. Preliminary Development Alternative B

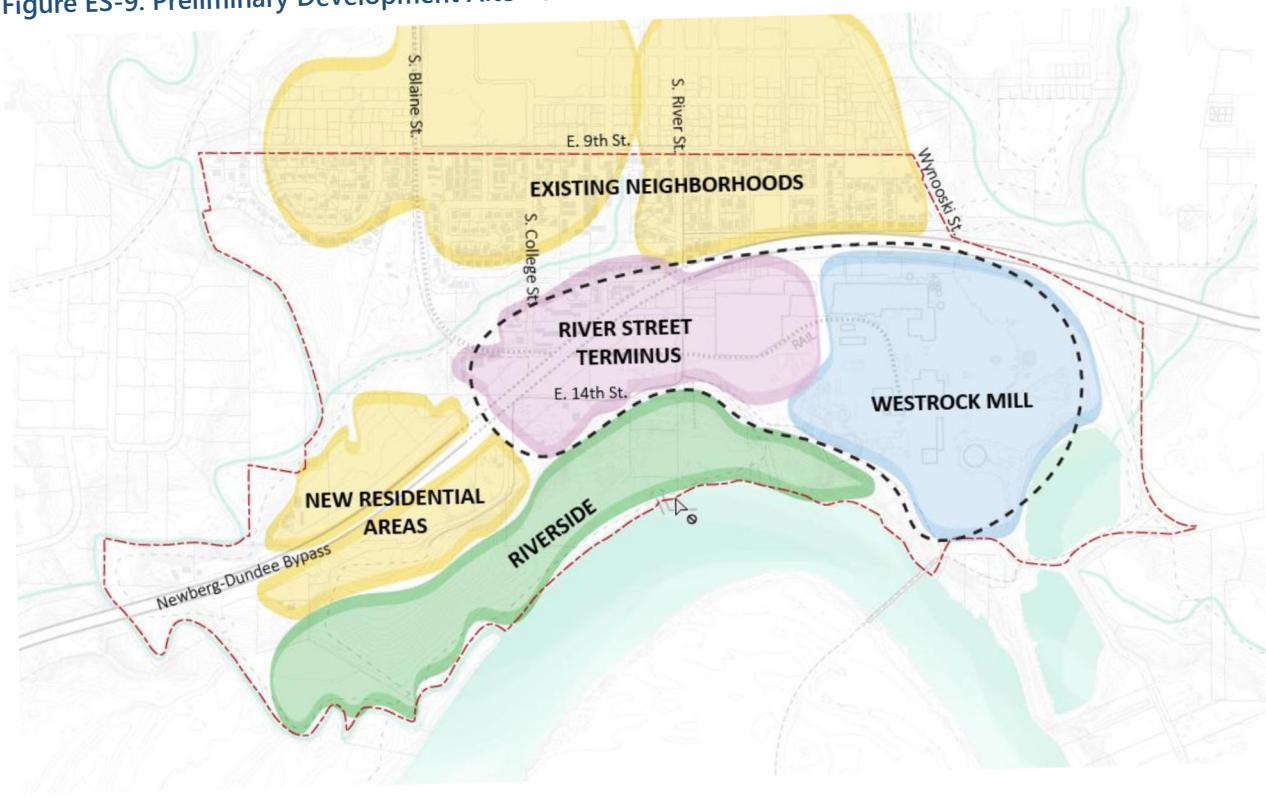


Figure ES-10. Preliminary Development Alternative C



Existing Neighborhoods, New Residential, and Riverside Subareas

The future land use programs for three of the subareas are the same in all three development alternatives. These subareas are the Existing Neighborhoods, New Residential Areas, and Riverside.

The table below summarizes the current and future land use program for these subareas, which are described in greater detail following the table. The net area shown below is the total area within all properties/tax lots in the subarea and does not include roads, natural areas, or other undefined acreage outside of tax lots.

Table ES-2. Subareas Summary: Existing Neighborhoods, New Residential, and Riverside

Subarea Name	Net Area (Acres)	Current Land Uses / Program	Development Concepts and Future Program
Existing Neighborhoods	115	• Approximate 665 housing units • Mix of single family and multifamily • Commercial node near Ninth and Willamette Streets • Ewing Young Park • Chehalem Creek	• Incremental change; the existing pattern of single and multifamily housing remains, along with some infill • Additional dwelling units on vacant and/or underutilized properties over the long term • Addition of a small amount (3,000 to 10,000 square feet) of neighborhood-serving retail near Ninth and Willamette/River Streets
New Residential Areas	18	• Agricultural (orchards), bisected by Bypass	• 130 to 150 single family homes • Local streets • Small neighborhood parks
Riverside	95	• Rogers Landing Park: Parking, boat launch, parking, riverfront open space. • Industrial uses (HardRock Enterprises) • County Landfill	• Current uses, and: • Pedestrian and bicycle pathways, potentially connecting several miles up- and down-stream • Additional parks • Enhanced natural areas • Community gathering spaces for events, including potential concert space/amphitheater

Existing Neighborhoods. Newberg's Existing Neighborhoods are largely built out, with a mix of single and multifamily homes, and the built form of the majority of this neighborhood is unlikely to change. Incremental change will come through the residential infill development of vacant lots; potentially addition of accessory dwelling units; and potentially some small-scale multifamily redevelopment (lot sizes are too small to accommodate larger-scale multifamily development). The City should consider anti-displacement strategies to ensure that current residents can remain in place as improvements to the area take place. This Plan will also evaluate the potential for road and infrastructure improvements, wayfinding and signage, lighting, and other improvements that will connect existing neighborhoods to new amenities along the River.

New Residential Areas. The New Residential Areas (which are orchards today) are already seeing development interest for new single-family residential neighborhoods. Developers are planning two subdivisions which will result in 130 to 150 single family housing units, plus neighborhood streets, and small, neighborhood-scale parks.

Riverside. This sloped and natural area is treasured by the Newberg community and unlikely to be developed because of issues relating to floodplain, slope, geotechnical (County Landfill), and property ownership; as well as the community's desire for open space. However, this area can be enhanced and can become more of an asset for the entire Riverfront. It could be the location of future pedestrian and bicycle paths, active and passive park space, an amphitheater, event and festival space, etc.

The waterfront should be accessible to the general public to the greatest extent possible. The Project for Public Spaces (PPS) suggest that waterfronts with continuous public access are significantly more popular than those where public space is interrupted. Even small stretches where the waterfront is unavailable to people can greatly diminish the experience. Access also means that people can actually interact with the water in numerous ways—from swimming and fishing, to picnicking dockside and feeding the ducks.[1] This will ensure the Newberg Riverfront is a destination that can catalyze greater use and private investment in surrounding subareas.

The River Street Terminus and WestRock Mill Subareas

The Riverfront Vision and Goals statement calls for, "a mix of residences, public spaces, services, commerce, and industrial uses [that] will tie together through great design, creating a unique, mixed use setting on the Willamette River," and "a mix of uses that seamlessly integrates residential, commercial, and industrial development while preserving natural spaces."

The three development alternatives (A, B, and C) shown below, together with development concepts described above, provide different approaches to achieving the vision. Alternatives A, B, and C explore how redevelopment of the River Street Terminus and portions of the WestRock subareas could be integrated to establish a focal point and opportunity area. The key variables are how much of the WestRock Mill property would redevelop and what uses would be located there. Moving from alternative A to C, the amount of area in the River Street Terminus increases, while the WestRock Mill subarea decreases.

[1] https://www.pps.org/article/stepstocreatingagreatwaterfront

Table ES-3. Summary of Development Alternatives – River Street Terminus and WestRock Mill Subareas

Development Alternative	Area (Acres) by Subarea				
	Existing Neighbor-hoods	New Residential Areas	Riverfront	River Street Terminus	West Rock Mill
A	115	18	95	8	133
B	115	18	95	20	120
C	115	18	95	90	50
Primary Land Uses	Residential	Residential	Open Space Recreation	Retail Craft Industrial Office/Campus/ Institutional Housing Lodging	Industrial Office/Campus/ Institutional



Source: Leland Consulting Group.

The River Street Terminus is envisioned as an active area that provides Newberg residents and visitors with a wide range of uses—including food and beverage (e.g. wine tasting), destination retail, general commercial, "craft industrial," (e.g. small-scale wine production or makers space), housing, office, and lodging—and opportunities to socialize, shop, and conduct business, with views of the Willamette River, and easy pedestrian, bicycle, and auto access to the riverfront itself, downtown, and rest of Newberg. The Hood River, Independence, Astoria, and Kendall Yards (Spokane) waterfronts are examples of the potential River Street use mix and development concept. As one of the main thoroughfares that connects the Riverside area to downtown Newberg, River Street and the Terminus area is a key connection and natural activity center for the study area.

The WestRock Mill subarea is envisioned to accommodate industrial, office, campus/institutional (e.g. hospital, community college, major employer), potentially "craft industrial," (e.g. small-scale wine production or makers space), and potentially other related employment uses. It is an employment subarea.

Some or all of the subarea is likely to remain industrial. The central and eastern parts of the site are the most likely to remain industrial, due to valuable, in-place buildings and infrastructure, and land uses that will be difficult to reuse (e.g., lagoons). There are also significant water rights associated with the property, which may be valuable to industrial users.

Alternative A envisions a 5 to 10-acre (8 acres is assumed here), mixed-use River Street Terminus node located entirely west of River Street (and south of the Bypass). Uses would be destination retail and a small amount (15-20 units) of housing. The 130+ acres to the east remain in industrial/ employment uses.

Alternative B envisions a 10 to 30-acre (20 acres is assumed here), mixed-use River Street Terminus node that includes the areas west of River Street, and also the areas west of the Pacific Street alignment, including the current WestRock warehouse. This larger area would allow destination retail, craft industrial, some office/institutional, and about 50 units of housing. The warehouse could be renovated/adaptively reused as office, institutional, craft industrial, or retail, or demolished and redeveloped. The 120+ acres to the east remain in industrial/employment uses.

Alternative C envisions a significant expansion of the River Street Terminus – to the WestRock property's primary north-south road, or potentially further. With this larger amount of land, the River Street program can include all uses in Alternative B (including significantly expanded office/campus/institutional and housing components), and a hotel.

Development Programs

The estimated land use mix, gross and net areas, floor area ratios, residential densities (dwelling units per acre) and other metrics for the WestRock and River Street Terminus subareas are shown below for reference. As noted above, the alternatives are quantified here only to illustrate development potential – the numbers are secondary to the *strategy* for transforming the Newberg Riverfront. In all cases, LCG has made a 50% reduction when transferring from gross area to net buildable area, in order to take into account many areas on the WestRock site that are likely unbuildable today and in the future, including ponds, some structures, steeply sloped land, future roads, and other unbuildable lands.

Employment Demand and Development Alternatives

The WestRock site/subarea is large: about 130 gross acres today located within the UGB. This amount of land is likely to take a long time to absorb and develop or redevelop. Land uses with high levels of demand will be able to absorb this land more quickly; and faster development is typically associated with greater levels of profitability/feasibility for developers.

Based on past data and future forecasts, the Newberg industrial market appears to be considerably stronger than the office market. LCG estimates that the WestRock site could capture between 87 and 33 percent of all industrial development in the market area over the next 20 years. This is a high capture rate and suggests that buildout will take longer than 20-years. The parking lot at the site's northeast edge alone is more than 60 acres and could accommodate several hundred thousand square feet of industrial development. The Newberg office market has been slower than the industrial market. LCG estimates that the WestRock site could easily

accommodate all office demand in the market area over a 20-year period, under Alternatives A and B. This also suggests a buildout of over 20 years.

Mixed Use Demand and Development Alternatives

LCG estimates the River Street Terminus' capture rate of retail uses to be very small. Most retail in the market area will be built in the Hwy 99W corridor and in central Newberg and Dundee. The +/- 30,000 square feet of destination retail proposed here should be slowly built-out and will need to succeed based on its ability to attract locals and visitors, capitalize on riverfront views and access, and quality products and services that compel people to go out of their way to dine and shop here.

Table ES-4. WestRock Mill Programs

A						
Employment Area (Acres)	130	-	135			
Land Use	**Use Mix**	**Gross Area (Acres)**	**Net Area (Acres)**	**FAR**	**Square Feet**	**Market Capture (20 Year)**
Industrial	90%	119	59	0.25	646,714	87%
Office/Institutional	10%	14	7	0.70	209,296	177%
Total		**133**	**66**		856,010	

B						
Employment Area (Acres)	110	-	130			
Land Use	**Use Mix**	**Gross Area (Acres)**	**Net Area (Acres)**	**FAR**	**Square Feet**	**Market Capture (20 Year)**
Industrial	90%	108	54	0.25	585,703	79%
Office/Institutional	10%	12	6	0.70	189,551	161%
Total		**120**	**60**		775,254	

C						
Employment Area (Acres)	20	-	80			
Land Use	**Use Mix**	**Gross Area (Acres)**	**Net Area (Acres)**	**FAR**	**Square Feet**	**Market Capture (20 Year)**
Industrial	90%	45	22	0.25	244,043	33%
Office/Institutional	10%	5	3	0.70	78,980	67%
Total		**50**	**25**		323,023	

Gross to Net deduction for ROW, ponds, structures, and other unbuildable lands: 50%

LCG has projected demand for 1,960 housing units over 10 years (or 3,920 units over 20 years). Alternatives A through C therefore assume a 0 to 8% housing capture rate. This should be easy to achieve. A critical unknown is the level of environmental contamination on the WestRock site and the degree to which this would preclude single-family residential development. One the one hand, we know that housing has been developed at other industrial sites (including Independence Landing and Kendall Yards; and projects such as The Cove in Oregon City). On the other hand, environmental contamination can impose high remediation costs, and therefore preclude residential development in some cases. WestRock has not provided site-specific environmental analyses to the City or LCG. The concept of housing in the WestRock subarea, even in small amounts, is noted here based primarily on strong market demand. The City should examine the potential for housing from a policy perspective (what type of housing is needed for Newberg and whether this the right location), and, from an urban design perspective (the pros and cons for creating a walkable and desirable place to live). The policy discussion, and the urban design study, will occur as part of the Riverfront Master Plan process.

Table ES-5. River Street Terminus Programs

A

River Street Terminus (Acres)	5	-	10

Land Use	Use Mix	Gross Area (Acres)	Net Area (Acres)	Density		Area SF or Dus	
Destination Retail	60%	4.5	2.3	0.30	FAR	29,403	SF
Craft Industrial	0%	-	-	0.40	FAR	-	SF
Office/Campus/Institutional	0%	-	-	0.60	FAR	-	SF
Housing	40%	3.0	1.5	12	Du/Ac.	18	Dus
Lodging	0%	-	-	50	Rooms/Ac.	-	Rooms
Total	**100%**	**7.5**	**3.8**			47,403	SF

B

River Street Terminus (Acres)	10	-	30

Land Use	Use Mix	Gross Area (Acres)	Net Area (Acres)	Density		Area SF or Dus	
Destination Retail	20%	4.0	2.0	0.30	FAR	26,136	SF
Craft Industrial	10%	2.0	1.0	0.40	FAR	17,424	SF
Office/Campus/Institutional	30%	6.0	3.0	0.60	FAR	78,408	SF
Housing	40%	8.0	4.0	12	Du/Ac.	48	Dus
Lodging	0%	-	-	50	Rooms/Ac.	-	Rooms
Total	**100%**	**20.0**	**10.0**			169,968	SF
		-					

C

River Street Terminus (Acres)	60	-	120

Land Use	Use Mix	Gross Area (Acres)	Net Area (Acres)	Density		Area SF or Dus	
Destination Retail	6%	5.4	2.7	0.30	FAR	35,284	SF
Craft Industrial	5%	4.5	2.3	0.40	FAR	39,204	SF
Office/Campus/Institutional	25%	22.5	11.3	0.60	FAR	294,030	SF
Housing	58%	52.2	26.1	12	Du/Ac.	313	Dus
Lodging	6%	5.4	2.7	50	Rooms/Ac.	135	Rooms
Total	**100%**	**90.0**	**45.0**			769,468	SF

Gross to Net deduction for ROW, ponds, structures, and other unbuildable lands: 50%

Introduction

Project Description

The Newberg Riverfront Master Plan will update the 2002 plan and establish a desired mix of residential and employment uses; protect open space areas and other unique features; take advantage of a special location along the Willamette River; and plan for a multi-modal transportation network to provide internal access and connections to the rest of the City of Newberg.

Task Overview

This Market Analysis assesses conditions for residential, commercial, and industrial development as well as public recreational facilities. The report includes existing and future market conditions for development in the Project Study Area based on current forecasts for population and employment growth; published forecasts for expected growth and development trends; contact with industry professionals; and information provided by participants in Stakeholder Outreach Meetings, PAC and TAC meetings, and other public input.

The outline of the report is as follows.

Executive Summary	1
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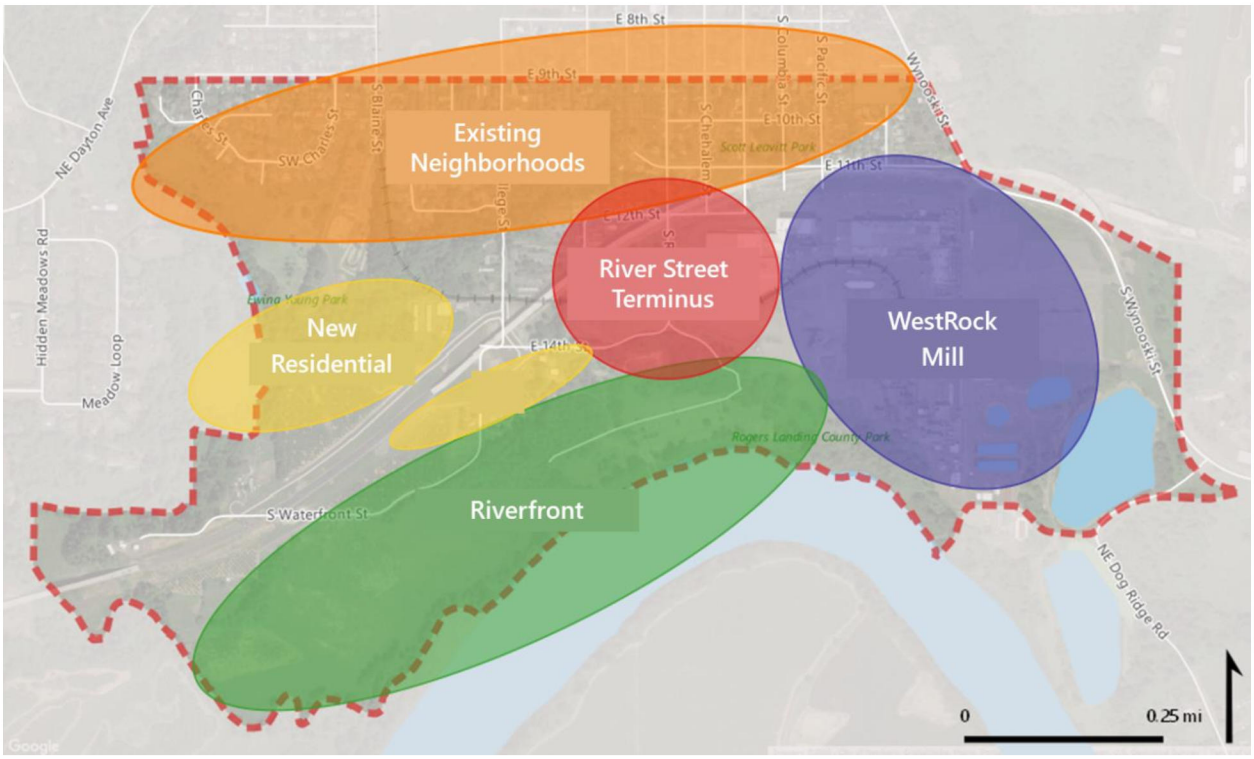
Project Study Area

The project study area is located on the south side of Newberg, generally south of 9th Street, and is entirely within the City's Urban Growth Boundary (UGB). The study area is primarily composed of neighborhood-density residential uses (which includes single family detached homes, attached homes, and multifamily housing); undeveloped open space areas, developed neighborhood parks, Rogers Landing Boat Ramp and park, and the former WestRock paper mill site. An initial phase of the Newberg-Dundee Bypass has been completed and is elevated through much of the Project Study Area. Portions of the Bypass are elevated on structures that allow passage underneath, while other portions are at grade and create a barrier to movement to and from the study area at grade level. The Bypass is a limited-access facility with no access to or from the Bypass in the Project Study Area itself. The closest access to the Bypass from the Project Study Area is the Bypass intersection with Highway 219.

Leland Consulting Group (LCG) has prepared the conceptual map of the project study area in Figure 1 below based on conversations to-date with community stakeholders, City staff and elected leaders, and the consultant team. As we move through this market analysis and ultimately estimate future demand for new commercial and residential development it is important to remember where new development is likely to occur to maintain a sense of the market realities and the greater context. As such, the following map provides an overview of the basic characters within the study area.

Figure 1. Newberg Riverfront: Current Uses and Potential Future Use Scenario



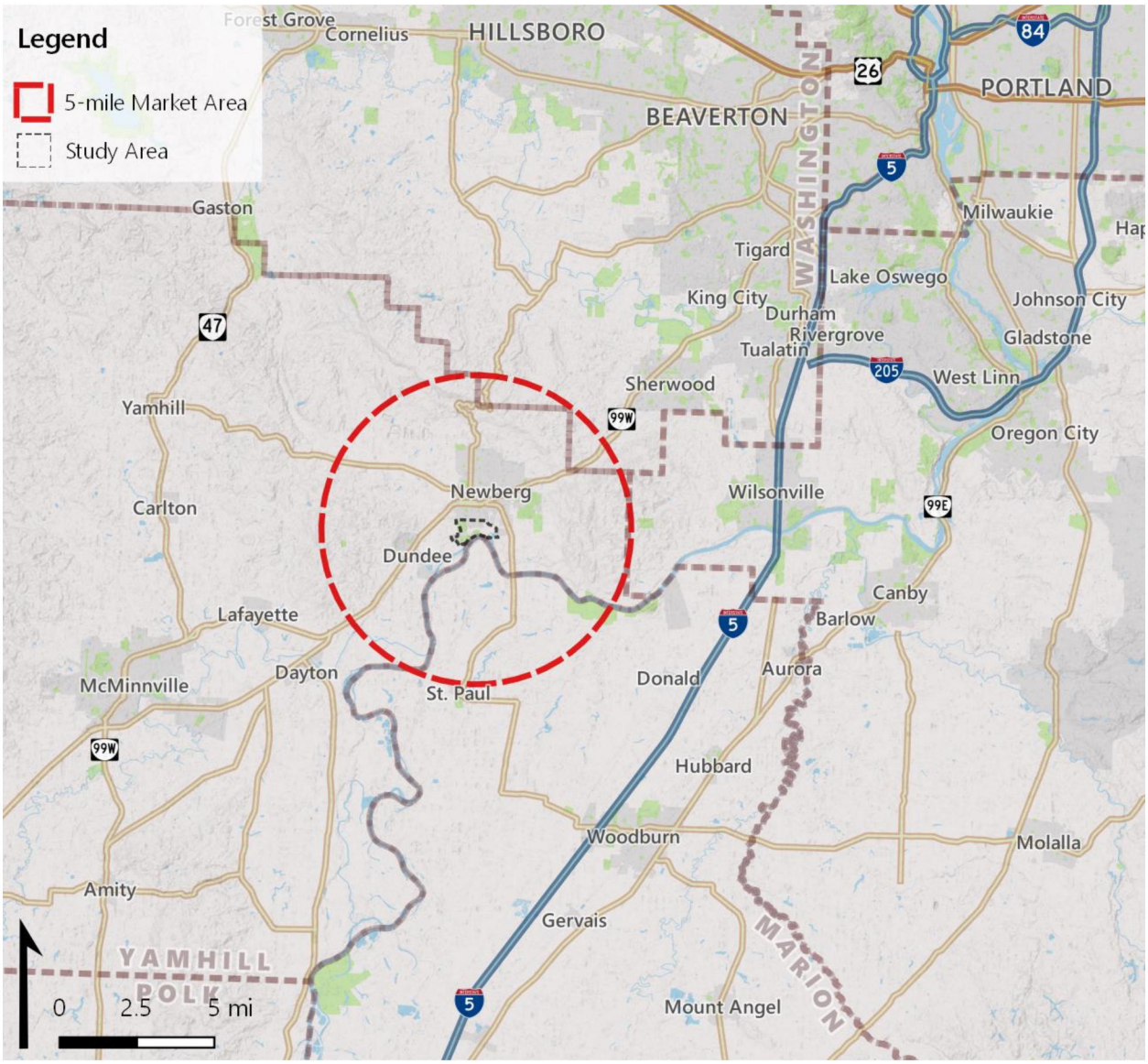
Source: Google, TIGER, Leland Consulting Group

The Market Area

The market area, as defined in Figure 2, represents the area from which the most demand for residential, commercial, and industrial demand will originate, and where most of the competitive development is located. Residents and businesses located in this area are the most likely groups to support retail on site, lease/utilize office space, and live in the study area. The market area is approximately defined as a five-mile radius around the study area—roughly a 15-minute drive time from the study area.

The boundaries of Newberg's market area fall about halfway between Newberg and McMinnville to the west, and halfway between Newberg and Sherwood to the east. McMinnville and other cities located on the western periphery are likely to capture the majority of demand in the Western Willamette Valley, while Sherwood is closer to the Portland Metropolitan Area and more likely to capture housing, retail, office, and industrial demand for residents and businesses whose lives and livelihoods are oriented towards Portland.

Figure 2. Regional Overview and Market Area



Source: TIGER, Leland Consulting Group

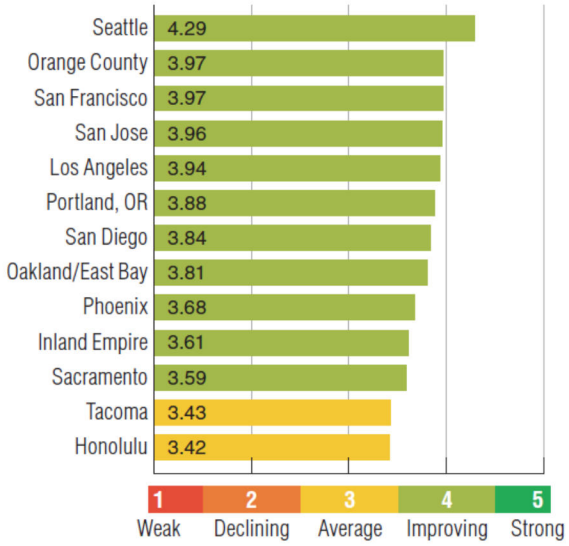
National and Regional Context

Development Context and Market Trends

Development and Land Use Types

This section includes excerpts from the Urban Land Institute's (ULI) Emerging Trends in Real Estate report for 2018, an annual publication that assesses the state of real estate markets both nationally and locally. Both national and regional trends have an impact on future land uses in the study area: they set the stage for the types of investments that are desirable for real estate developers and investors.

Figure 3. Local Outlook: Pacific Northwest



Emerging Trends[2] suggests that access to talent (i.e., well-educated workers) is what drives the economies of many of the Pacific Northwest markets.

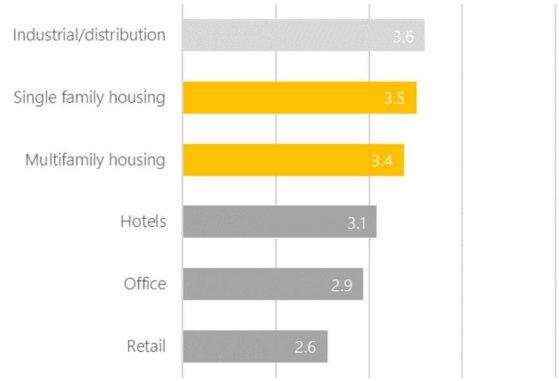
ULI describes Portland[3] as a "solid 18-hour city" whose strengths include strong economic growth due to increased wealth in the market, a high quality of life and attractive outdoor activities, and a diverse workforce that helps to supply trained labor to industries.

The Portland regional economy has experienced the benefit of being able to offer a more competitive cost structure to its more expensive neighbors (Seattle and San Francisco, for example) along with a high quality of life for residents. It is a prime example of how this can drive an economy as it continues to see job creation from firms headquartered in other Pacific Northwest region markets. The main challenges in the Portland area are housing affordability and critical infrastructure enhancements.

Emerging Trends also provides guidance about the types of development that are likely to be most desirable in the coming years. While this is a national outlook, the guidance is relevant for most local markets, including in Newberg.

The following figure shows ULI's high-level summary of national development prospects for 2018 and coming years. Several notable features are described below.

Figure 4. Development Prospects, 2018



Desirable Development Types. Industrial and distribution are favored development types, largely because of the acceleration of online retailing, and the need for distribution points for these goods. However, developers will seek to locate online distribution centers near the center of metropolitan areas where the density of residents and businesses is greatest, therefore the impact of this trend in Newberg is likely to be modest. Single-

[2] https://americas.uli.org/wp-content/uploads/sites/125/ULI-Documents/EmergingTrendsInRealEstate2018.pdf
[3] As ULI only includes major metropolitan markets, the local outlook for Newberg is not available.

family housing has picked back up significantly; for many years following the great recession the development of single-family housing was much slower. Multifamily housing is also seen as having fair to good development prospect. Hotel development is judged to be just above fair. LCG's experience is that hotel development is a specialized form of development, which will continue to work in specific locations, often with an established base of major employers or a major tourism draw. Office development is less desirable, in part because the new generation of white-collar employees require less space: many hard-wall offices have been eliminated in favor of open floor plans, more employees are working remotely, and paper filing and other "analog" space requirements have become digitized. A majority of new office development has also taken place in close proximity to central business subareas (e.g., Downtown Portland), where many young professionals locate and where job growth has been fastest. Retail development is seen as the riskiest and least desirable, primarily due to the rapid expansion of Amazon and other online retailers who are capturing market share from mall anchors and commodity retailers. Sears, Macy's, Toys R Us, Sam's Club, J.C. Penny, and Payless Shoes are among the chains that have completed major store closures. The retrenchment of these traditional retailers and years of high vacancies that followed the great recession have made retail developers much more cautious.

Existing Conditions

This section provides an overview of existing demographic and employment conditions.

Demographics

Household and Population Characteristics

In 2017, the project study area was home to almost 1,700 residents—approximately seven percent of Newberg's total population and five percent of the five-mile market area. The market area contains about one-third of Yamhill County's population.

The study area's population has grown very little since 2000, while the rest of Newberg has experienced significant population growth—particularly from 2000 to 2010.

Table 1. Population Counts

	Study Area	Newberg	Market Area	Yamhill Co.
2000 Total Population	1,651	18,246	27,866	84,992
2010 Total Population	1,718	21,980	32,491	99,193
2017 Total Population	1,689	23,319	34,290	104,675
00 to 10	0.4%	1.9%	1.5%	1.6%
10 to 17	-0.2%	0.8%	0.8%	0.8%
00 to 17	0.1%	1.5%	1.2%	1.2%

Source: ESRI and Leland Consulting Group

Selected household characteristics are provided in the following table. On average, existing households in the study area are slightly bigger, have lower incomes, and are significantly younger, more diverse, and less educated than Newberg and the wider region.

Table 2. Select Housing Characteristics, 2017

	Study Area	Newberg	Market Area	Yamhill Co.
Avg. Household Size	2.74	2.68	2.71	2.72
Median HH Income	$46,251	$60,383	$66,939	$58,446
Per Capita Income	$19,457	$26,136	$29,676	$27,372
Median Age	31.7	34.3	37.5	37.9
Non-white Pop	22%	14%	12%	15%
Bachelor's +	26%	31%	31%	25%

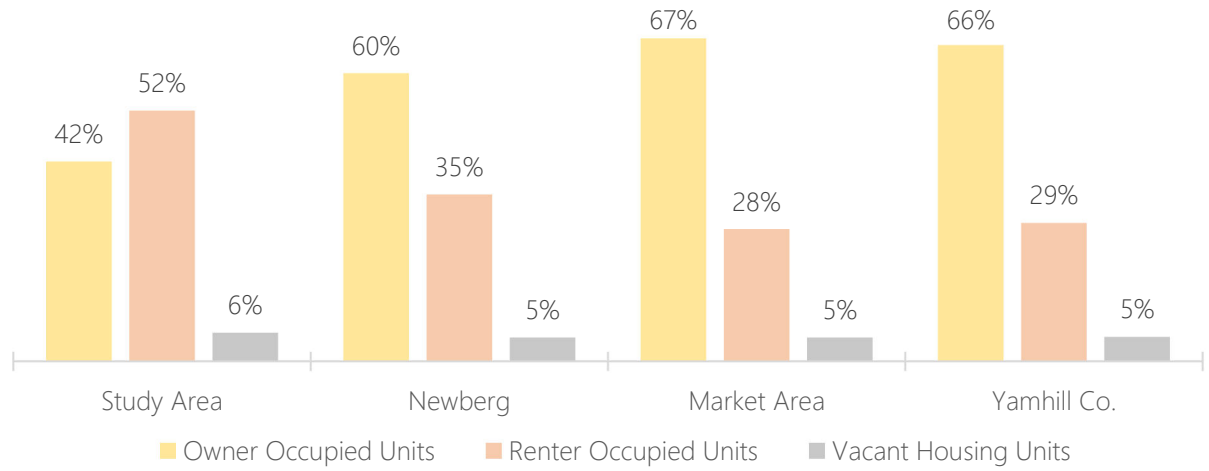
Source: ESRI and Leland Consulting Group

As shown in Figure 5, the study area has a significantly greater proportion of renters as compared to the city, market area, and county (where owner-occupied households are the norm). This is likely reflective of the higher proportion of younger and lower-income households in the study area.

The Pew Research Center indicates that certain demographic groups—such as young adults, nonwhites, and those with less educational attainment—have historically been more likely to rent than other groups, and rental rates have increased among these groups over the past decade. However, rental rates have also increased among some groups that have traditionally been less likely to rent, including whites and middle-aged adults.[4]

In fact, although renting is most common among young adults, nearly everyone rents at some point in their lives—whether by choice or by necessity. However, rental housing is particularly important for low-income and minority households, about half of whom are renters. As a result, supplying affordable units in a variety of structure types and neighborhoods is a critical housing policy priority.[5]

Figure 5. Tenure, 2017

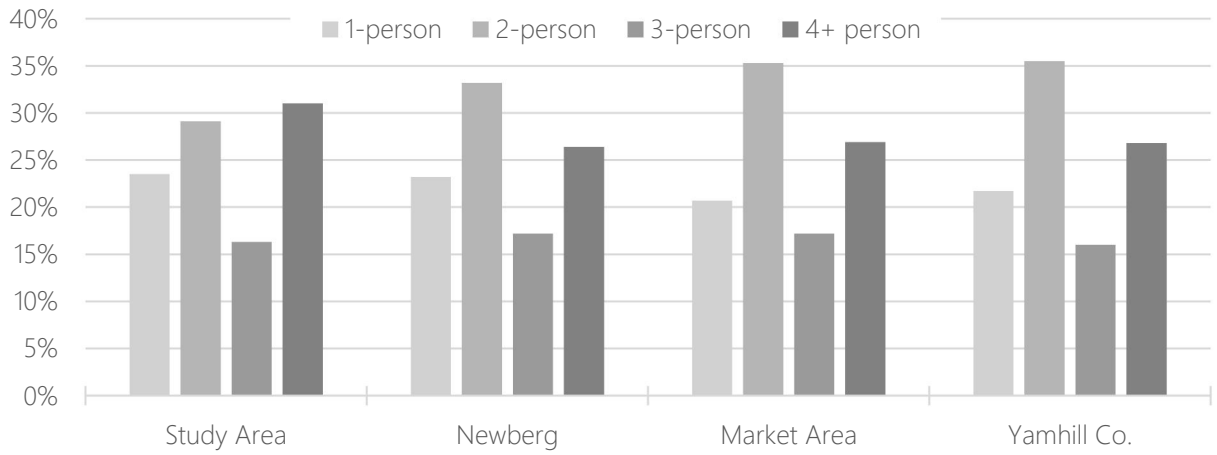


Source: ESRI and Leland Consulting Group

[4] Pew Research Center, "More U.S. households are renting than at any point in 50 years," 2017, URL
[5] From "Renter Demographics" by the Joint Center for Housing Studies of Harvard University, URL

Figure 6 shows the proportion of households by size for each comparison area. The study area currently has the greatest proportion of large (four or more people) households, but also has the greatest proportion of one-person households. Generally, two-person households are the most common household size.

Figure 6. Households by Size, 2010



Source: ESRI and Leland Consulting Group

The WestRock Mill Properties

The WestRock paper mill properties, shown in the map below, are the largest collection of properties in the project study area by a large margin. They comprise about 218 gross acres, though the actual useable acreage (whether by future industrial or other uses) is considerably smaller. Some of this acreage is located outside the UGB and the study area, and some of the acreage is not useable because it is sloped, used as ponds, etc. The useable area may be 160 acres of flat land, an unusually large site. The site is served by a rail line. WestRock is actively marketing the site and looking to sell it. Colliers' Portland office is representing WestRock, and some of the information summarized here was provided by Colliers.

As shown below, some buildings and machinery on the site are likely to be more valuable than others and therefore are more likely to remain intact. This includes the warehouse (a five-plus-acre building on the west side of the site); a series of offices, buildings, and machinery along the main north-south road, including the co-gen plant; and the hog fuel boilers just west of the co-gen plant. The co-gen and hog fuel facilities can be used to generate energy for future uses. There are a series of ponds/lagoons at the east end of the property that are unlikely to change. The site has rights to 19 million gallons of cool water from the Willamette River, which is unusual and valuable. This is of particular interest to heavy industrial users and data centers.

Figure 7. WestRock Paper Mill Properties



Source: Colliers

By contrast, the paper production building (approximately 100 feet east of the Warehouse) likely will not remain. The paper production machines are likely to be removed, which will open up large holes between the first and second floors, and it would be less expensive to demolish the building and rebuild than to renovate. Some future users, however, may want to retain this building. Any future development should stay about 75 feet away from the bluff due to erosion concerns.

Most or all of the property is outside Newberg city limits. Future users may or may not want to annex; large industrial users would be less likely to seek annexation, while smaller industrial uses would be more likely. This plan should consider whether annexation is desirable for the City.

A "waterline bridge" runs across the Willamette River near the WestRock property, however, WestRock does not own this bridge and does not output water or anything else across this bridge. The bridge is owned by the City.

Employment

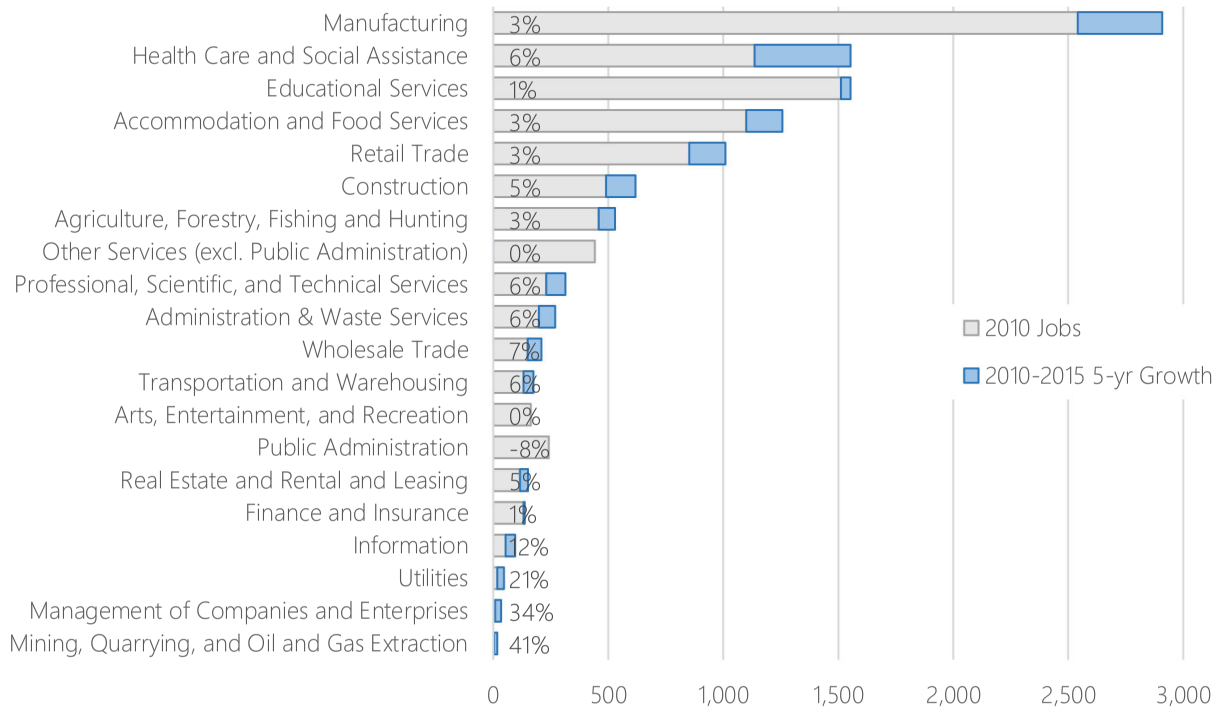
Total job counts for 2010 and 2015 and annual employment growth are shown in Figure 8. Employment in the Newberg market area predominantly consists of jobs in manufacturing, education, healthcare, accommodation and food services, and retail. These five industries were responsible for over 71 percent of all jobs in 2015. Approximately one-quarter of all jobs in 2015 were in the manufacturing industry. Of these top five industries, all but Educational Services experienced high annual growth of over two percent.

- The fastest growing industries between 2010 and 2015 were:

- Management of Companies and Enterprises (33.6% annually)
- Utilities (21.2% annually)
- Information (12.2% annually)
- Wholesale Trade (7.0% annually)
- Healthcare and Social Assistance (6.5% annually)
- Professional, Scientific and Technical Services (6.4% annually)
- Administrative & Support, Waste Management & Remediation Services (6.3% annual)
- Transportation and Warehousing (5.8% annually)

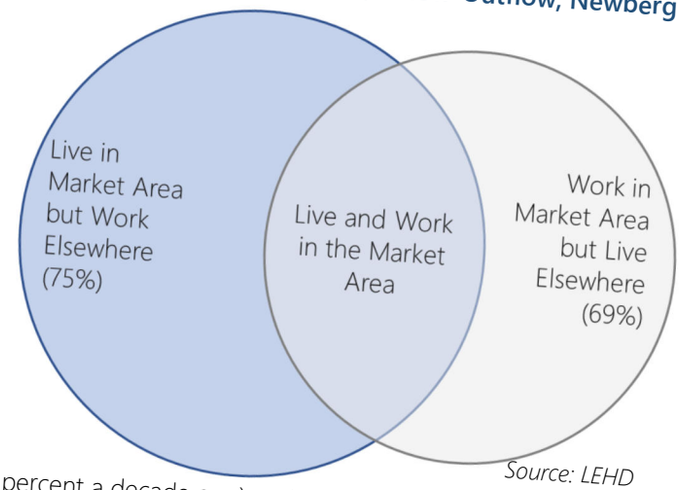
- The only industries to lose jobs in the five-year period between 2010 and 2015 were:
  - Public Administration (-8.0% annually)
  - Other Services (-0.4% annually)
  - Arts and Entertainment (-0.4% annually)

Figure 8. Employment Profile, Newberg Market Area



Source: LEHD. Percentages shown above are compound annual growth rates for the past five years.

Figure 9. Commute Patterns, Inflow-Outflow, Newberg Market Area, 2015



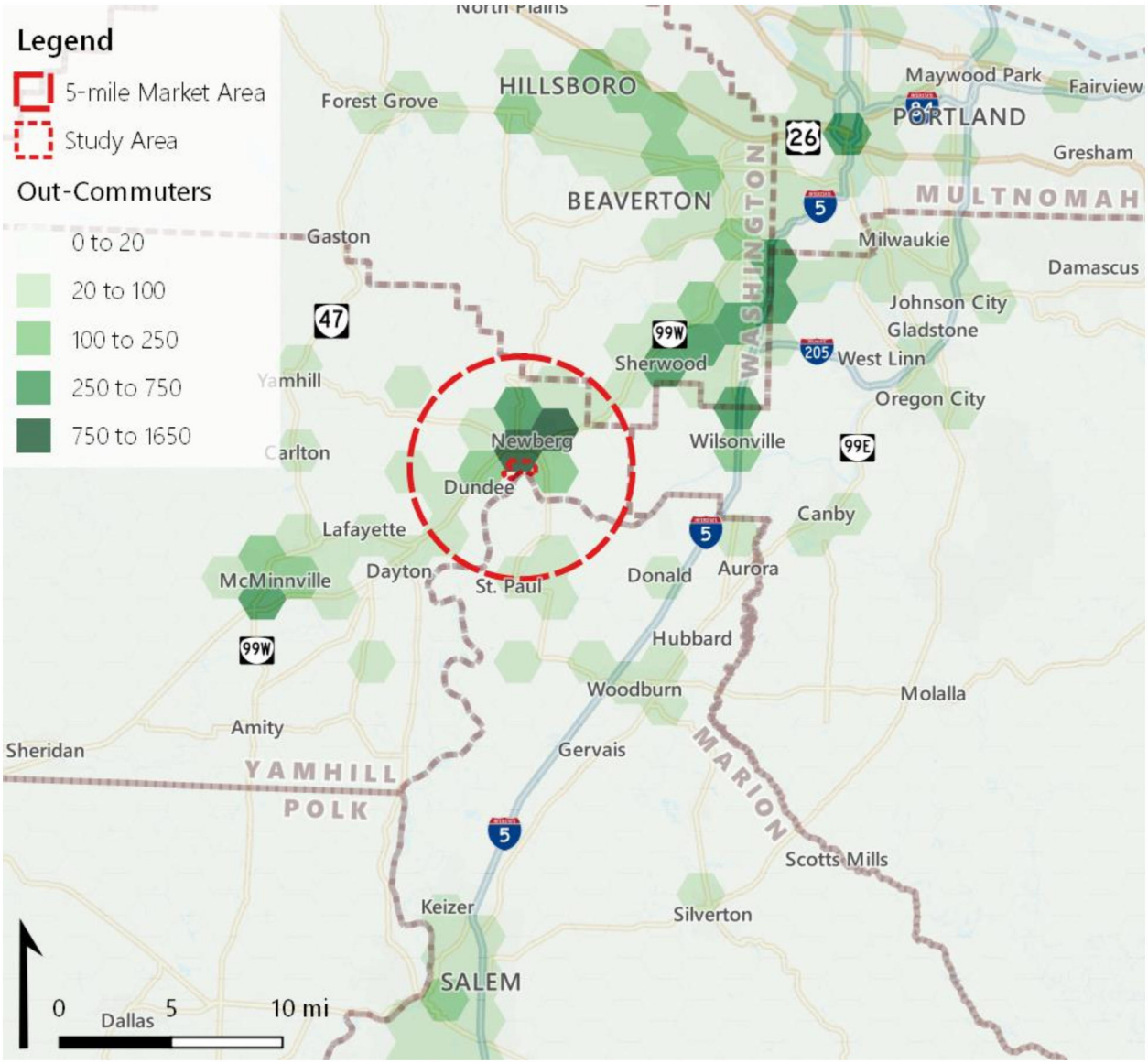
Source: LEHD

As of 2017, the Newberg market area included about 34,500 residents—17,500 of which were employed—and about 14,000 employees, indicating a greater number of out-commuters than in-commuters.

The number of people that both live and work in the Newberg market area decreased every year between 2005 and 2015, suggesting that Newberg may increasingly be becoming a bedroom community to employment centers elsewhere. Only about one-quarter of all residents also work in the area (down from 30 percent a decade ago) and only 31 percent of employees also live in the area (down from 38 percent a decade ago).

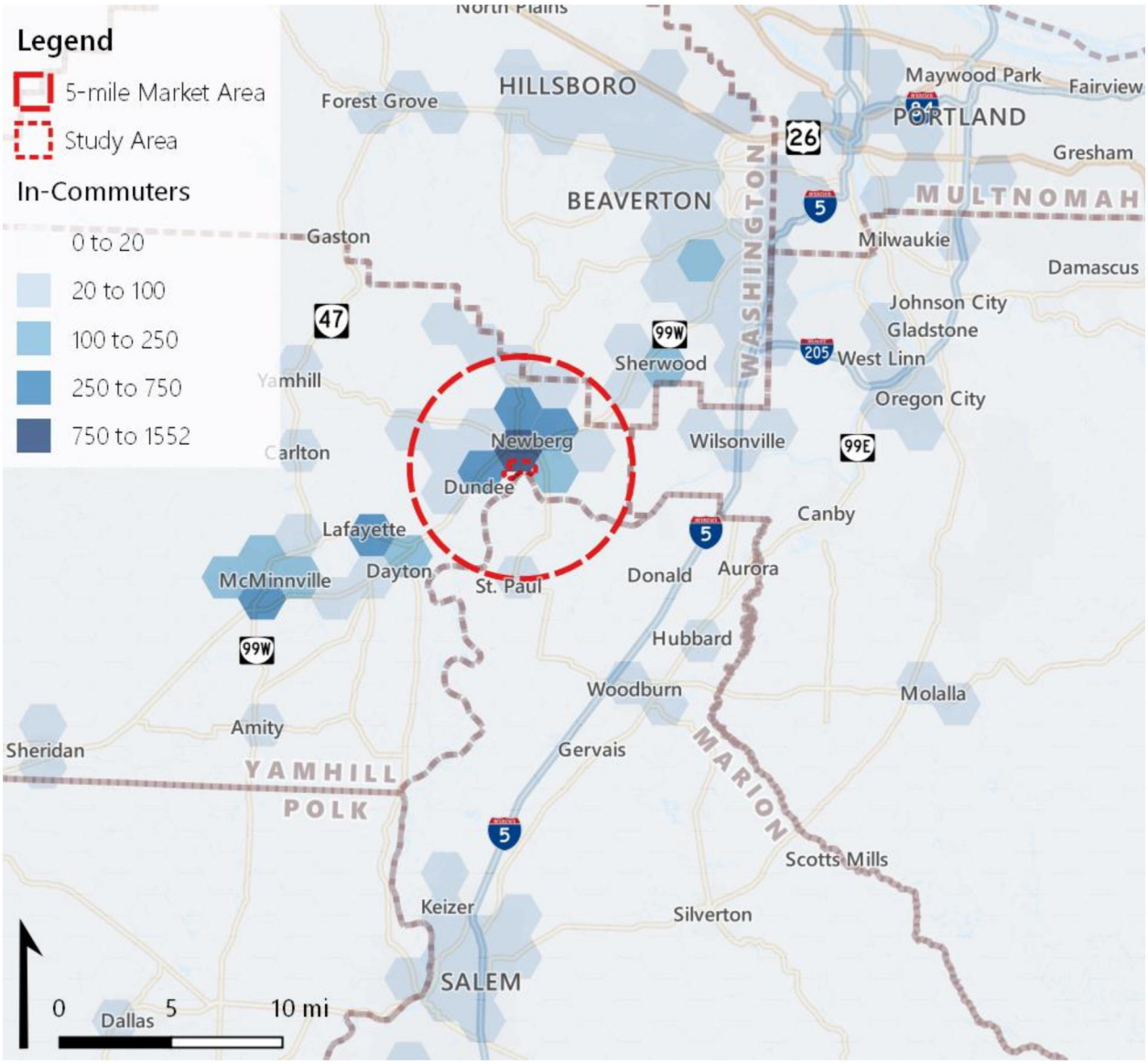
Figure 10 below shows where residents of the market area commuted to work in 2015. While there is a concentration of commuters within Newberg, significantly more residents commute north to various parts of the Portland Metropolitan Region. The highest concentrations of commute destinations are along the Highway 99W corridor, Beaverton, Hillsboro, downtown Portland, Wilsonville, and McMinnville. Commute destinations are also dispersed throughout other parts of the greater Portland area including Washington, Multnomah, and Clackamas counties. Residents also commute south to Woodburn and Salem. On the other hand, people who work in Newberg tend to be more concentrated in cities and towns to the southwest of Newberg (as well as residents of Newberg itself), as shown in Figure 11.

Figure 10. Where Market Area Residents Commute To, 2015



Source: LEHD OnTheMap and Leland Consulting

Figure 11. Where Market Area Employees Commute From, 2015



Source: LEHD OnTheMap and Leland Consulting

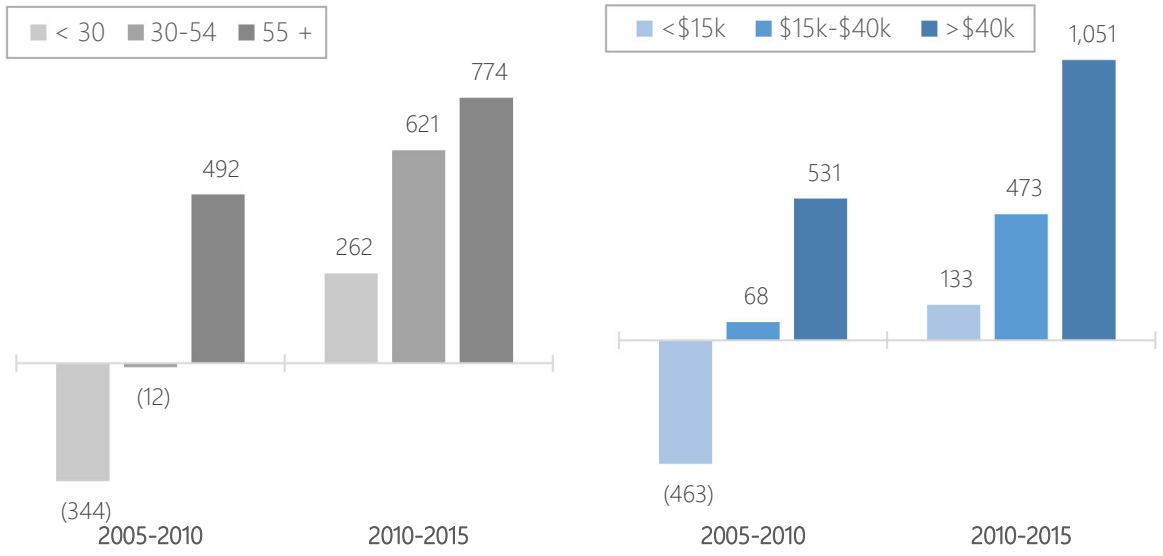
Table 3 and Figure 12 below show the proportion of market area employees by both age and annual income in 2005, 2010, and 2015. Generally, employees in the market area were significantly older in 2015 than in 2005 and earned significantly more annually. In fact, employment grew by almost 1,300 jobs in the 55-and-over age category. In this same period, there was no growth in the under-30 age category.

Table 3. Proportion of Employees by Age and Annual Income, Market Area, 2005-2015

	2005	2010	2015
Workers by Age			
< 29	26%	22%	22%
30-54	57%	56%	53%
55 +	17%	22%	25%
Workers by Annual Income			
<$15k	33%	28%	25%
$15k-$40k	41%	41%	39%
>$40k	26%	31%	36%

Source: LEHD

Figure 12. Change in Number of Employees by Annual Income (left) and Age (right), Market Area, 2005-2015



Source: LEHD

Forecasts

Population growth is a key indicator and driver of demand for both residential and commercial development, and therefore, population forecasts are critical in estimating future demand. The projected growth—or lack thereof—of population, households, and employment help to inform future growth rates which are used in the demand analyses presented later in this report.

Residential

The Population Research Center at Portland State University (PSU) produces annual population estimates for Oregon and its counties and cities, as well as the estimates by age and sex for the state and its counties.

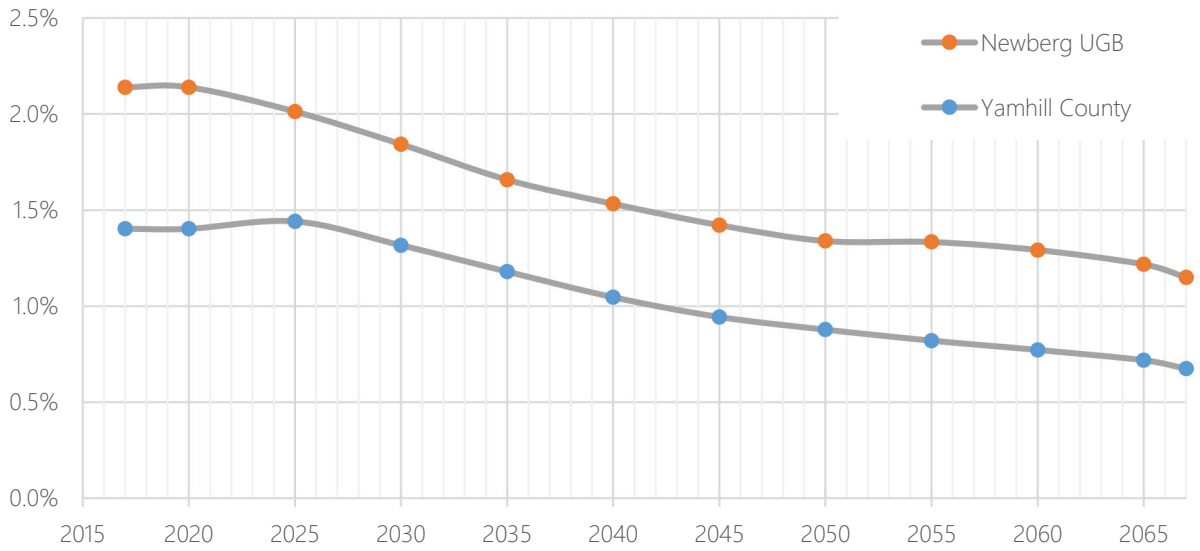
Population is projected to grow faster within the limits of the Newberg UGB than in Yamhill County as a whole. As such, an increasing share of the county's population is expected to reside in Newberg over the next 40 years (23 percent in 2017 and 29 percent by 2067). Newberg is projected to be one of the fastest growing cities in the county at 1.81 percent, second only to Dundee (1.84 percent). Lafayette (1.7 percent), Carlton (1.6 percent), McMinnville (1.4 percent), and Yamhill (1.2 percent) are also projected to experience high annual growth within their UGBs over the next two decades.

Table 4. Population Forecasts, 2017-2040

Area / Year	2017	2020	2025	2030	2035	2040
Yamhill County	106,555	111,101	119,339	127,404	135,096	142,311
Newberg UGB	24,296	25,889	28,602	31,336	34,021	36,709

Source: Portland State University

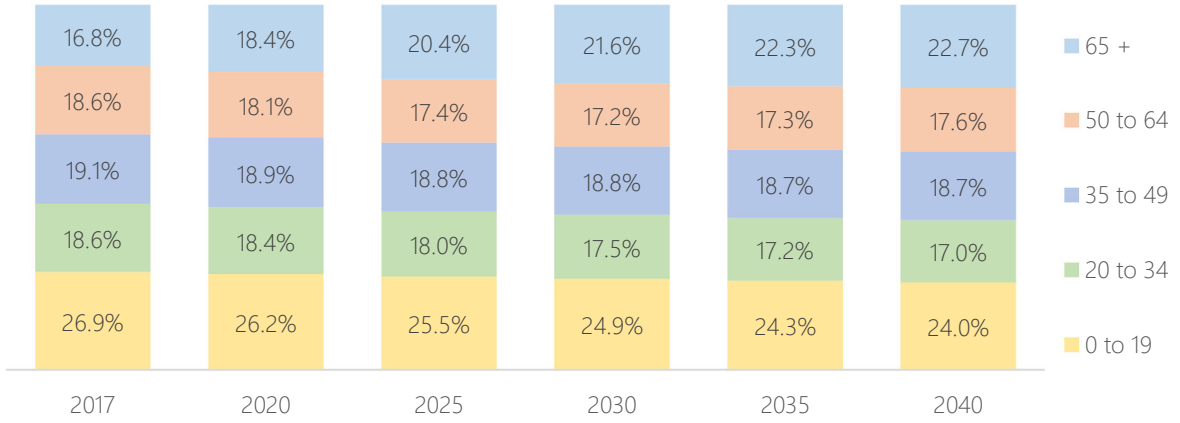
Figure 13. Annual Population Growth Rates, Newberg UGB and Yamhill County, 2017-2067



Source: Portland State University

The 65-and-over age group is projected to experience the most growth in the next two decades as the entire baby boomer generation enters retirement age. After 2030, the millennial presence is projected to significantly increase the proportion of the population aged between 50 and 64. Access to essential services and a sufficient range of appropriate housing options will be critical in accommodating these aging demographics.

Figure 14. Population by Age, Yamhill County, 2017-2040

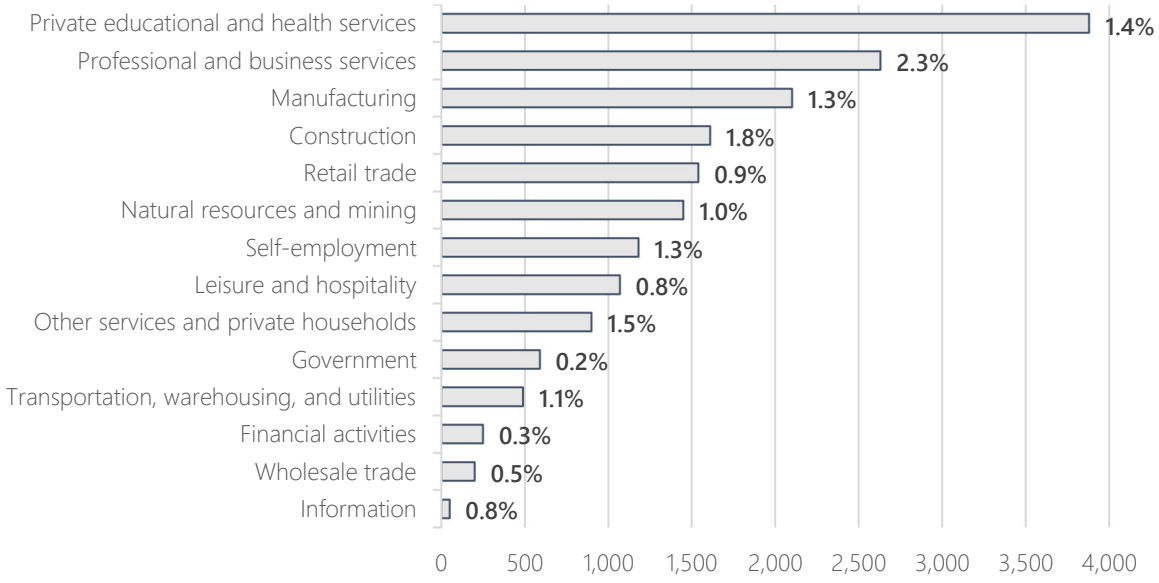


Source: Portland State University

Employment

For employment forecasts, we use the State Employment Department's 10-year projections for each industry. Almost half of all projected employment growth is expected to occur in the industries of Educational and Health Services, Professional and Business Services, and Manufacturing. The fastest growing industry is Professional and Business Services. Aside from manufacturing, these industries tend to drive the most demand for new office construction.

Figure 15. Projected New Employment Growth, Yamhill & Marion Counties, 2014-2024



Oregon Employment Department (QualityInfo.org)

However, caution is required with these projections. Not only do they apply to a more general area than the residential projections (a two-county region of Yamhill and Marion versus the Newberg UGB), but the employment projections are given by industry, likely resulting in a significant margin of error. As such, it is likely to be just as instructive to consider historical trends (e.g. from the last five to 10 years) in projecting future

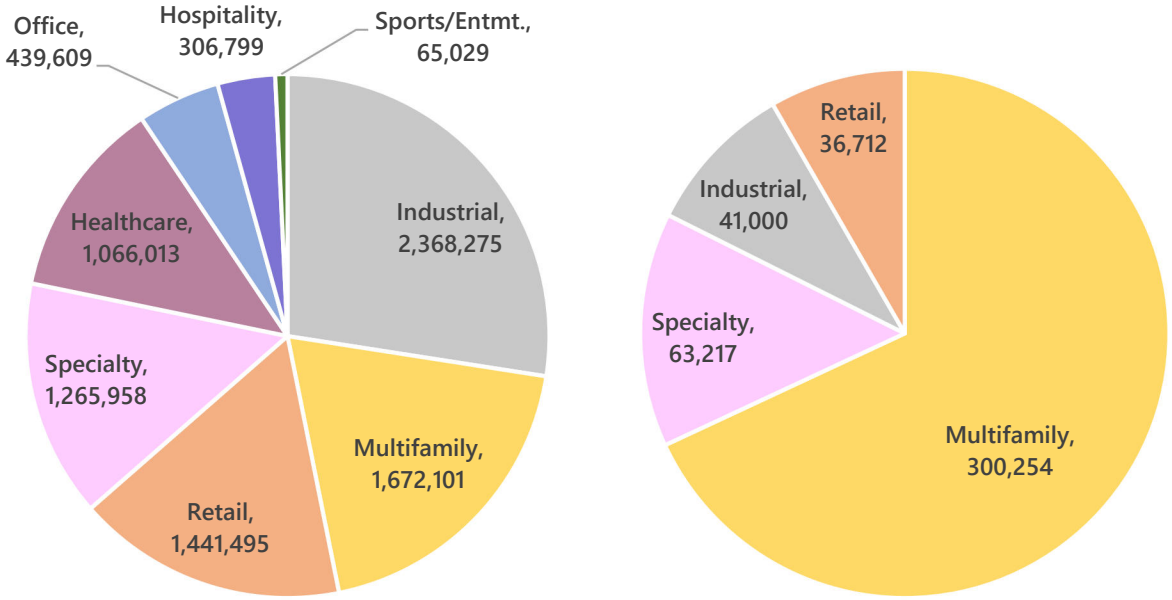
employment in the market area. The estimations of demand for new office and industrial development that occur later in this report are based on an average of historical and future growth rates.

Real Estate Market

This section covers the residential market, which includes both single-family and multifamily housing; the retail market; and the market for "employment" space, which includes both industrial and office uses. Market conditions—such as the development pipeline, building vacancies, rents, and other market trends—are critical to establishing the market's strength and subsequent level of suitability for new development or financial feasibility.

Figure 16 shows commercial and multifamily real estate development by total square footage within the market area. The chart on the left shows all development (except institutional and single-family) built across all years. The land use mix is relatively evenly spread across many development types. However, more recent development has been mostly multifamily residential (predominately apartments), which is consistent with national trends. With growing demand among millennials and baby boomers for apartments and a changing commercial market in which office space use is declining every year and retailers are closing at an unprecedented rate in face of e-commerce, multifamily has generally become the go-to development type. This trend appears to be applicable to the Newberg market area as well.

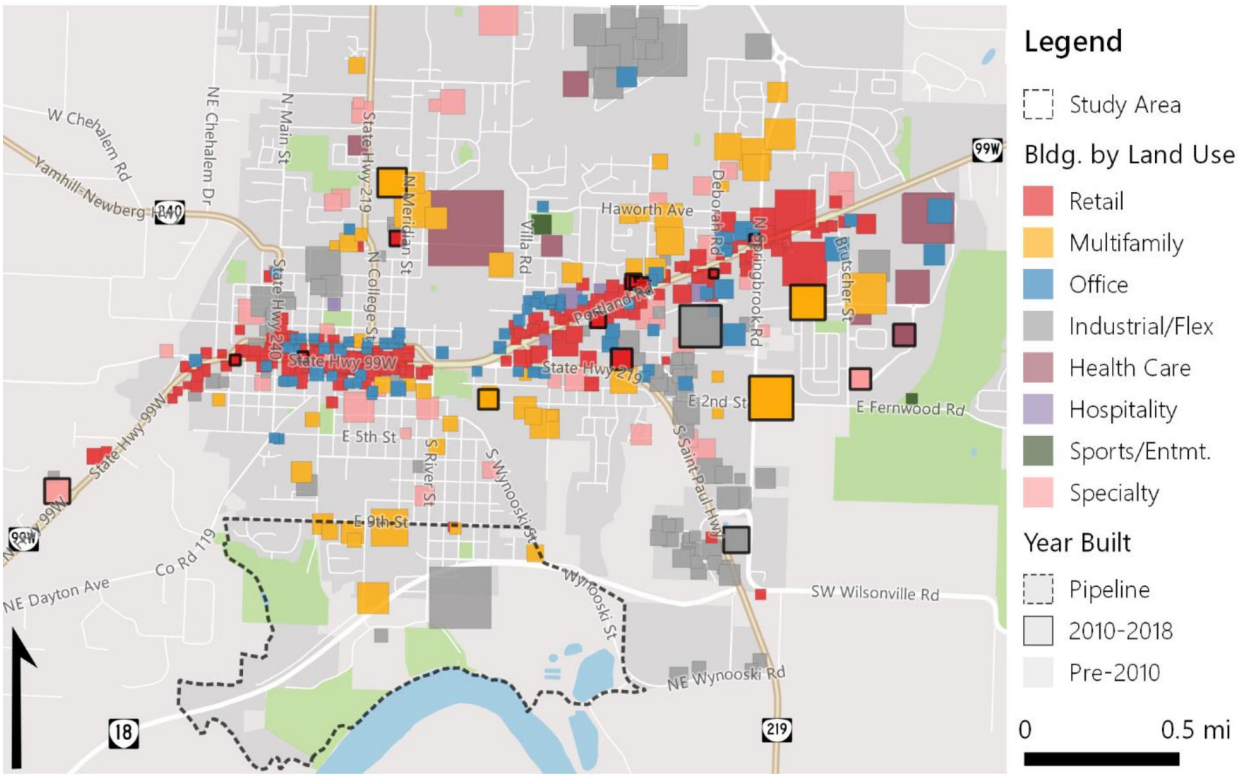
Figure 16. Market Area Land Use Mix, Commercial and Multifamily Development (left) Versus Development Built Since 2012 (right)



Source: Costar

Figure 17 shows the location and size (by total building square footage) for each land use. Squares with bold outlines indicate recent construction and 2018 deliveries, while squares with dashed or no outlines indicate existing or proposed projects expected from 2019 onwards (i.e. the "pipeline"). Almost all significant recent construction has occurred in the eastern sections of the city, with some smaller retail projects along the Highway 99W corridor.

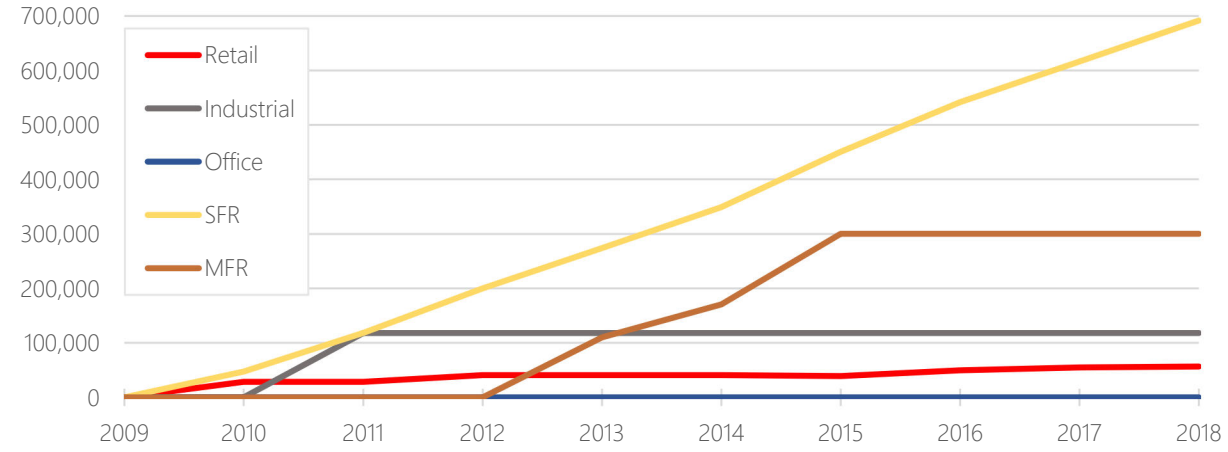
Figure 17. Development by Land Use* and Year Built, City of Newberg



Source: Costar and Leland Consulting Group
**Excludes institutional and single-family residential land uses*

When single-family residential data is included, it becomes apparent that residential development has been preferred over the course of the past decade.

Figure 18. Net New Development (square feet), Newberg, 2009-2018 YTD



Source: Costar and Yamhill County Assessor

Figure 19 shows improvement value to land value (I:L) ratios for the project study area and its surroundings. An I:L ratio is a general measure of land utilization and the likelihood of redevelopment. A very low ratio (<0.5) is indicative of a property with high potential for redevelopment as the parcel is likely to be vacant or have few existing buildings (or buildings in a state of disrepair). A high ratio (2+) is indicative of a property area with low

potential for redevelopment, typically because it is occupied by well-maintained and/or high-value buildings. This ratio does not take into account all factors that determine whether a property is likely to redevelop. For example, redevelopment to a more intensive use may not be permitted by zoning; property owners may have no interest in redeveloping or selling the property; and assessor's data for properties held by public agencies or nonprofit institutions can be incorrect.

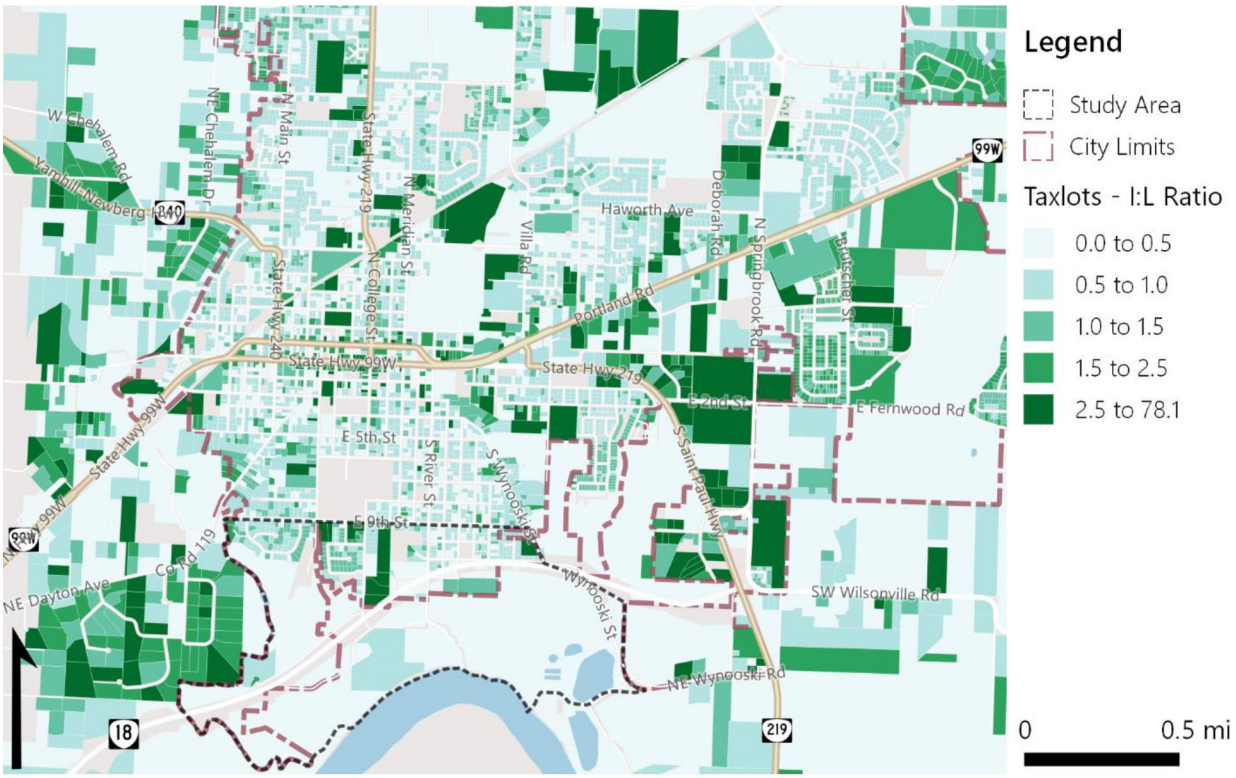
A summary table for the project study area's I:L ratio for each utilization category is provided below. Most (60 percent) of the Riverfront is highly underutilized. However, this includes *all* natural and recreational land, parks, and the mill site. In reality, total "buildable lands" will be significantly fewer.

Improvement-to-land Ratio by Total Acres, Riverfront Study Area

I:L Ratio	Total Acres
<0.5	345.2
0.5 to 1.0	50.7
1.0 to 1.5	26.5
1.5 to 2	12.3
2 +	22.4
No Land Value	112.2
Grand Total	569.3

Source: Yamhill County Assessor

Figure 19. Improvement to Land Ratio, City of Newberg



Source: Yamhill County, Leland Consulting Group

Residential Market

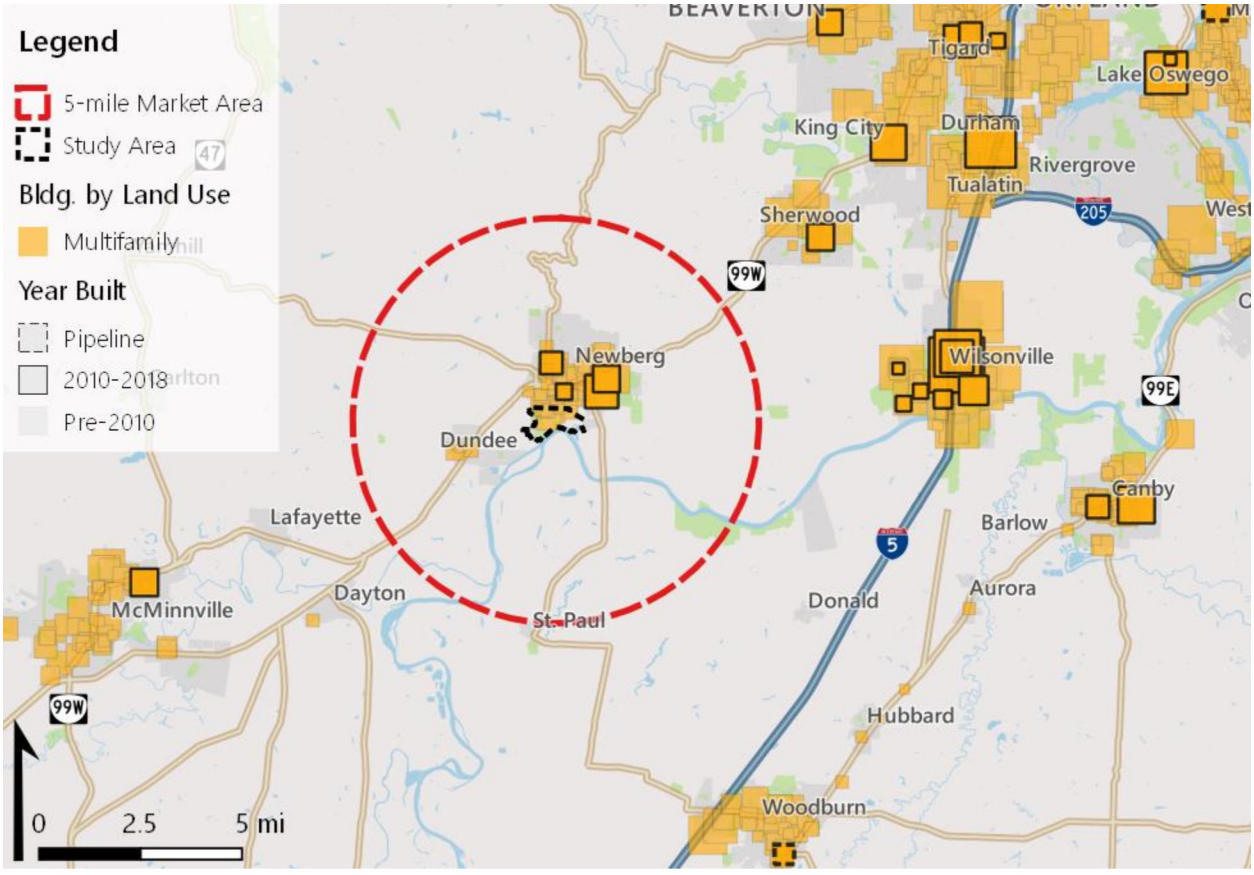
The residential market includes both single-family and multifamily development—renter-occupied and owner-occupied housing.

Multifamily Rental Market Summary

Nationally, apartment demand and occupancy remain strong and demographics are favorable to the apartment sector. However, apartment growth tends to be most apparent closer to the center of large metropolitan areas.

The Yamhill County market is largely rural and features a sizable proportion of renters, underpinned by demand from students at several local colleges and universities. Deliveries have been limited in this cycle, though lease-up has been rapid in new projects. The submarket features tighter vacancies and higher rent growth than in the wider Portland metro region. The primary inventory is for "workforce housing," and there are no high-end communities (designated by CoStar as 4 or 5 stars) in the submarket. Investment in Yamhill County are limited, with fewer than 10 properties typically trading each year between primarily local firms and investors.

Figure 20. Regional Multifamily Residential Development



Source: Costar, Leland Consulting Group

Within the Newberg-Dundee market area, 11 of the 27 apartment buildings with 20 or more units are non-market-rate (senior or affordable). Market-rate apartments rent—on average—from about $0.83 to $1.50 per square foot. Vacancy is typically very low, with the only vacancies near or above 10 percent in buildings older than 1980. Units in newer buildings typically achieve higher rents.

Four apartment projects have been completed within the market area since 2010. All are also located within the City of Newberg. These projects are pictured below along with a summary of their key attributes.

215 Church Street: An 18-unit market-rate apartment project, completed in 2013, that is located northeast of study area, two blocks south of 1st Street. The buildings are wood-frame townhomes.



Deskin Commons: A 56-unit affordable/rent-subsidized project completed by the Housing Authority of Yamhill County in 2014. Located about one-half-mile north of downtown, just east of College Street. This project includes both the adaptive reuse of a historic home, and new construction.



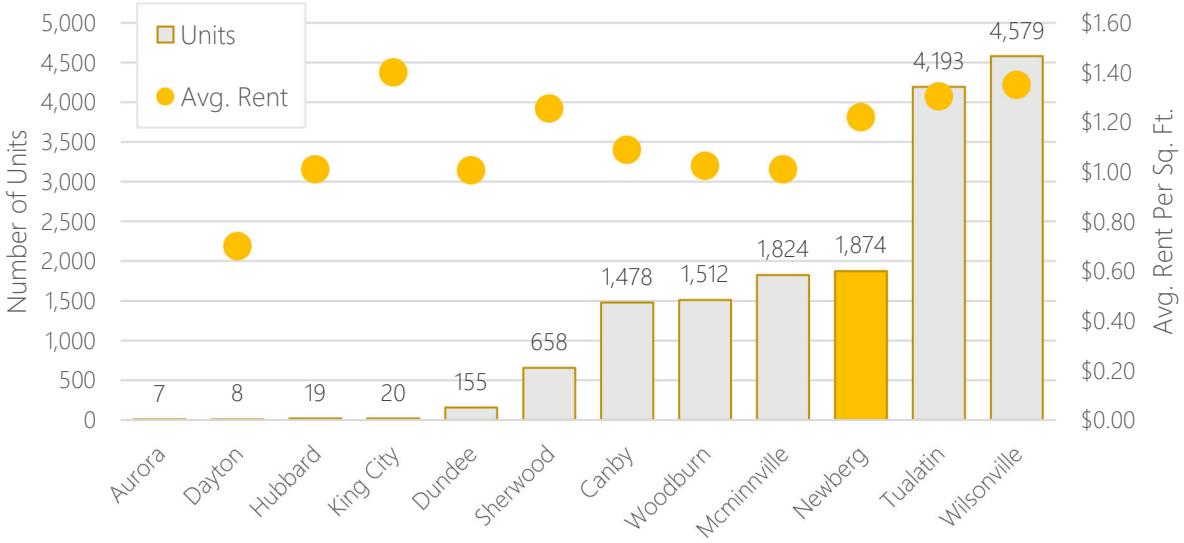
Oakgrove Apartments: An 84-unit market-rate garden apartment community located at 3411 Hayes Street and built in 2013.



Springbrook Ridge (not pictured): A 120-unit market-rate garden apartment community located at 3355 E Fernwood Road and built in 2015.

As shown in Figure 21 below, the greatest concentrations of multifamily housing (existing and under construction) is located in Wilsonville to the east of Newberg and in Tualatin to the northeast. There are about 1,900 apartment units in Newberg, similar to the amount in Canby, Woodburn, and McMinnville.

Figure 21. Regional Multifamily Residential Summary



Source: Costar, Leland Consulting Group

Table 5. Multifamily Properties, 20+ Units, Market Area

Bldg. Name	Year Built	Size (SF)	Units	Rent PSF	Vacancy	Notes
Astor House	1980	122,859	121		4.1%	Senior
Springbrook Ridge	2015	140,000	120	$1.30	5.0%	
Oakgrove Apts.	2013	84,520	84	$1.27	4.8%	
Woodside Park Apts.	1970	97,328	84	$0.86	4.8%	Rent Subsidized
Woodview Village Apts.	1990	67,168	70	$1.44	2.9%	
Colonial Village Apts.	1968	46,822	63	$1.37	0.0%	
Canyon Ridge Apts.	1990	58,050	61	$1.41	4.9%	
Springbrook Apts.	1980	71,492	58	$1.19	5.2%	
Deskins Commons Apts.	2014	54,651	56		1.8%	Rent Subsidized
1100 North Meridian	1978	97,090	56		0.0%	Senior
Trillium Square Apts.	1994	51,144	52	$1.36	0.0%	
Rose Park Apts.*	1996	32,000	45	$1.29	0.0%	Senior/Rent Subsidized
Vittoria Square	1978	65,528	43	$1.09	2.3%	Senior/Rent Subsidized
Deborah Court	1986	46,218	40	$0.68	5.0%	Rent Subsidized
Haworth Terrace	1976	51,416	38	$0.68	2.6%	Rent Restricted
Chehalem Creek	1980	24,628	32	$1.31	9.4%	
Newberg Village	1978	45,028	32	$0.79	3.1%	Rent Restricted
Townhouse Village Apts.	1972	29,845	32	$1.50	0.0%	
Dunhill Apts.*	1983	30,176	28	$0.72	0.0%	Rent Restricted
Cedar Terrace Apts.	1971	24,441	27	$0.83	7.4%	
Cherry Hill Apts.	1970	29,380	26	$0.92	3.9%	
East Ninth Street Apts.		23,206	26	$1.49	7.7%	
Camellia Court	1977	22,176	24	$0.85	12.5%	Rent Restricted
The Oaks	1960	26,320	24	$1.15	0.0%	
Boston Square Apts.	1980	13,500	20	$1.21	0.0%	
Rivercrest Apts.	1963	11,300	20	$1.17	10.0%	
Typres Gardens	1973	19,104	20	$1.22	10.0%	

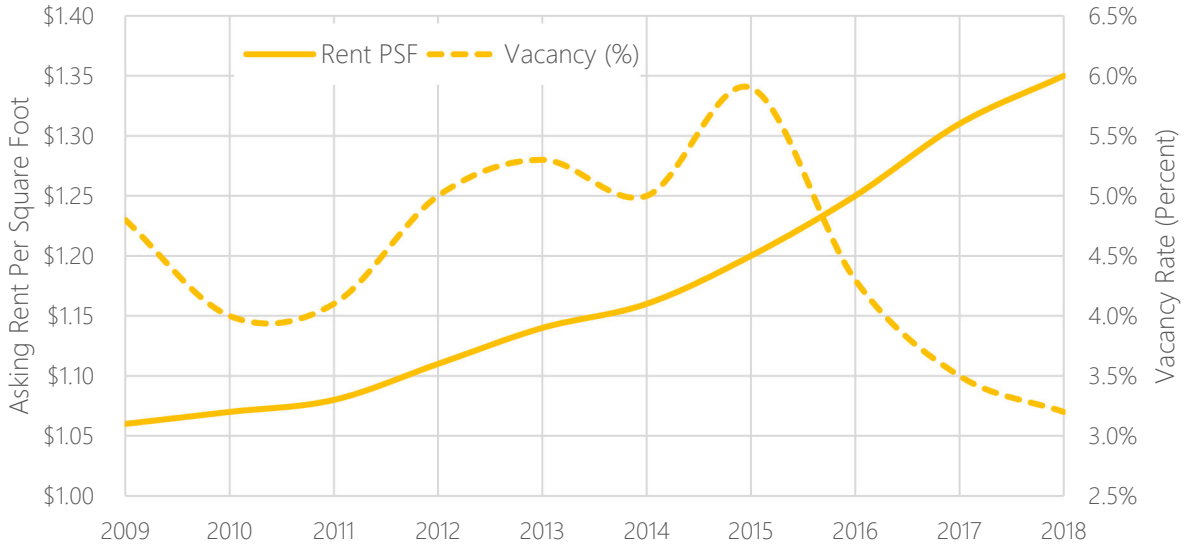
Source: Costar
**Located in Dundee*

There have already been suggestions of a strong, tight multifamily market in the Newberg-Dundee area. This is confirmed by Figure 22 below, which shows rent and vacancy trends for market-rate apartments. Average rents have been climbing over the last decade, while vacancies have been relatively low and have rapidly declined since 2015, indicating high demand for new multifamily construction.

In fact, this market strength and potential demand is underlined by the fact that Newberg's multifamily housing market experienced rent growth and declining vacancies during the recession—a period of time where most apartments in similar markets saw the exact opposite trends occurring.

The average rent per square foot for multifamily apartments in Newberg is comparable to those in Tualatin and Wilsonville, which are typically considered stronger markets as cities located in the Portland Metropolitan Area. Rents are significantly higher, on average, than non-metro cities with a similar unit inventory.

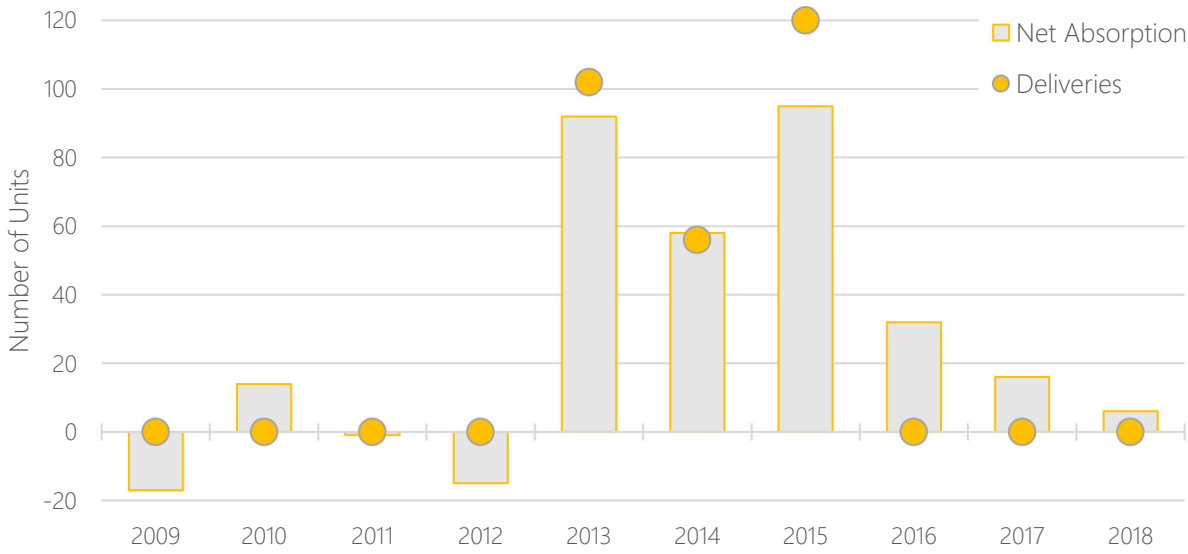
Figure 22. Market Area Multifamily Rent and Vacancy Trends, 2009-2018



Source: Costar, Leland Consulting Group

Vacancies appear to have increased between 2013 and 2015 due to the completion of 278 apartment units but trended quickly downward after 2015. There were not any more apartments built after 2015, and absorption has continued to be positive as these units were tenanted.

Figure 23. Market Area Multifamily Net Absorption and Deliveries (units), 2009-2018

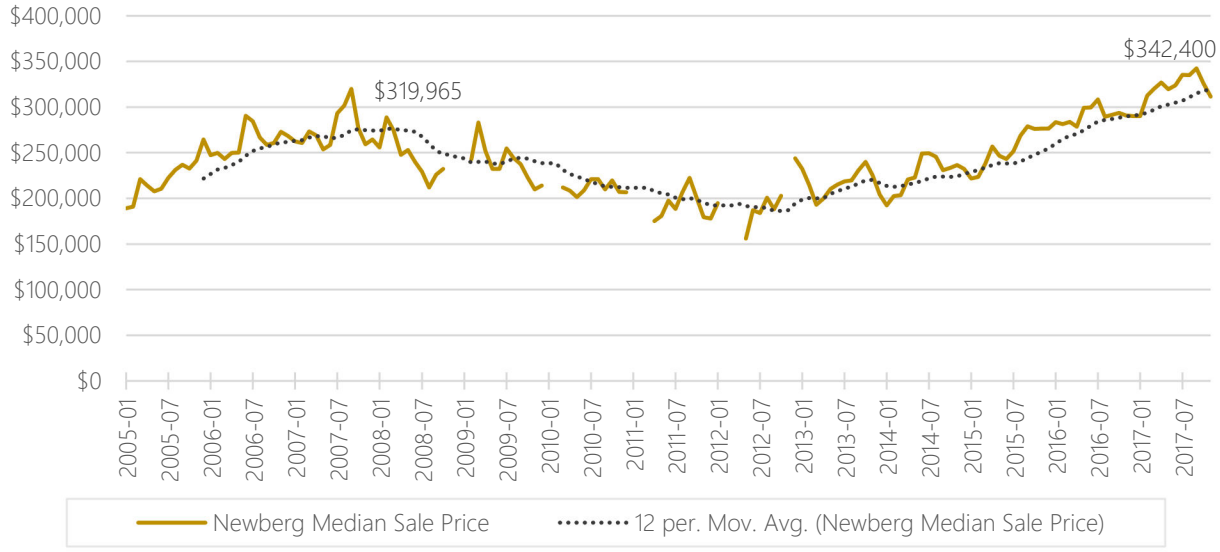


Source: Costar, Leland Consulting Group

Single Family Market Summary

Single-family home prices have only recently rebounded to pre-recession levels, which peaked at $320,000 in mid-2007. Figure 24 illustrates the volatility in the market over the past 10 years.

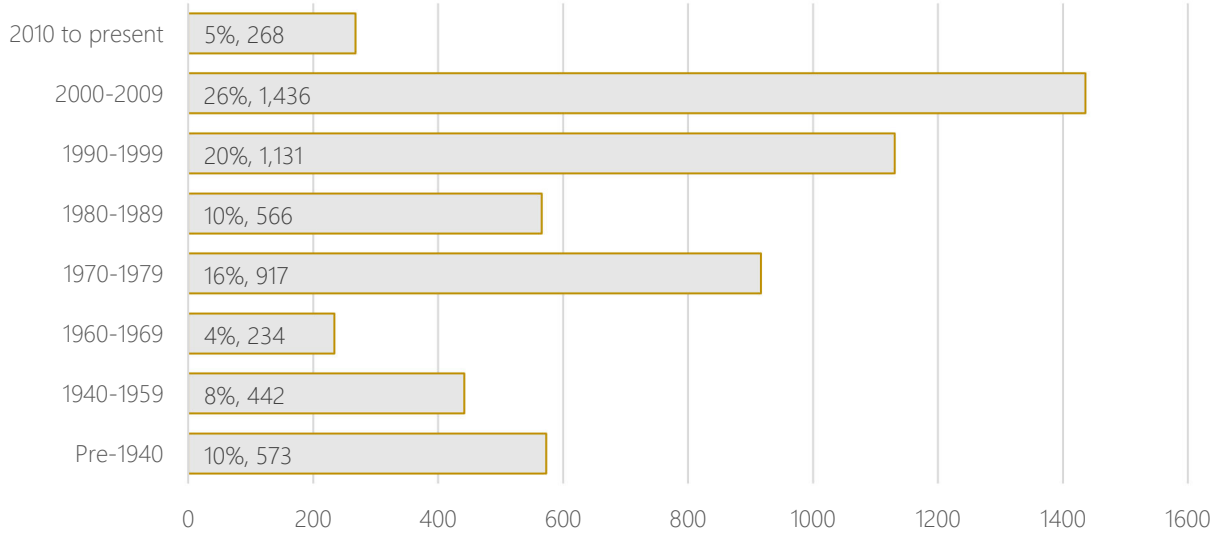
Figure 24. Newberg Single-Family Median Home Sold Price (2008 to 2017)



Source: Zillow Real Estate Research

On average, Newberg's single-family housing stock is relatively new. More than one-quarter of Newberg's single-family homes were built between 2000 and 2009, and one-fifth were constructed in the decade prior. Since 2010, 268 homes—or about five percent of all existing homes—have been constructed in the City.

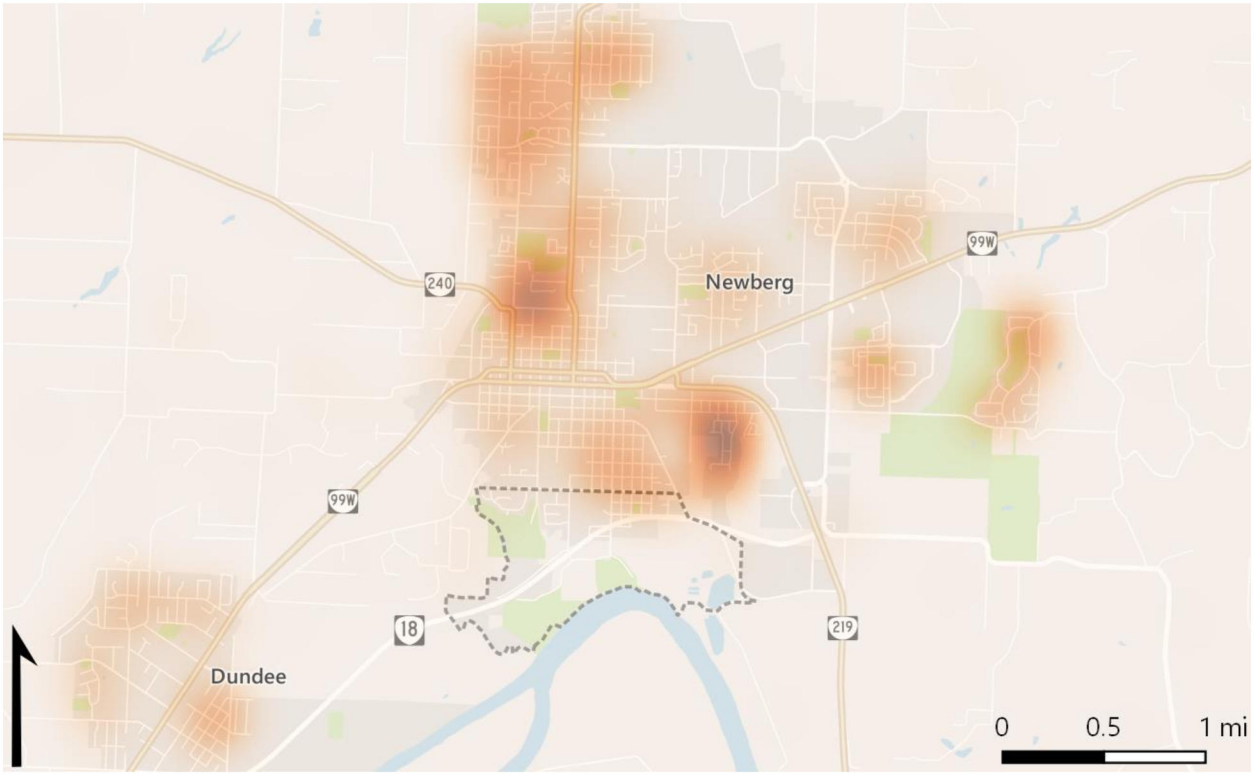
Figure 25. Single-family Homes by Year Built, City of Newberg



Source: Yamhill County Assessor, City of Newberg

Figure 26 shows the location density of residential sales for the past two years. Sales have been driven by new single-family construction in subdivisions, mostly in the west area of the city east of State Highway 240, in the northwest of the city, and northeast of the project study area.

Figure 26. Single-family Residential Sales, Past Two Years



Source: Redfin, Leland Consulting Group

Over the last 12 months, approximately 714 homes were sold (all new homes and resales), over 90 percent of which were single-family detached homes.

Table 6. Owner-occupied Housing Market Summary, 5-mile Market Area, 2017

	Sales in Last Year	Percent of Total	Absorption (Units Sold per Month)	Listings	Months of Inventory
Single-Family Homes			0		
Under $200k	12	2%	1	0	0.0
$200k to $300k	149	23%	12	5	0.4
$300k to $400k	279	43%	23	30	1.3
$400k to $500k	102	16%	9	22	2.6
$500k to $600k	47	7%	4	14	3.6
$600k +	62	10%	5	37	7.2
Subtotal	651		54	108	2.0
Attached Homes*					
Under $200k	10	2%	1	2	2.4
$200k to $300k	36	6%	3	2	0.7
$300k to $400k	11	2%	1	1	1.1
$400k +	6	1%	1	0	0.0
Subtotal	63		5	5	1.0
All Housing					
Under $300,000	207	29%	17	9	0.5
Over $300,000	507	71%	42	104	2.5
Total	714		60	113	1.9
Land	32		3	21	7.9

Source: Redfin and Leland Consulting Group
**Attached includes condominiums and townhomes*

Table 7. Single-Family Sales Within the Last Two Years by Number of Bedrooms

Number of Bedrooms	Percent of Sales	Avg. Price	Avg. Price per Sq. Ft.	Avg. Size (sq. ft.)	Avg. DOM	Avg. Year Built
All Construction	**100%**	**$353,015**	**$199**	**1,866**	**368**	**1985**
1	0.3%	$193,333	$340	571	347	1928
2	6.1%	$246,935	$241	1,053	372	1950
3	60.8%	$324,067	$207	1,602	368	1987
4	27.6%	$421,857	$180	2,381	365	1990
5	3.9%	$459,257	$157	2,962	379	1986
6	0.9%	$374,140	$131	2,795	404	1973
7	0.4%	$599,000	$154	3,845	300	2002
8	0.1%	$435,000	$99	4,384	-	1998
Built Since 2010	**16.7%**	**$408,298**	**$203**	**2,029**	**313**	**2016**
3	52.7%	$375,617	$212	1,773	309	2015
4	43.5%	$439,653	$194	2,274	313	2016
5	3.2%	$501,353	$184	2,739	385	2015
6	0.5%	$513,000	$165	3,102	293	2017

Source: Redfin, as of July 2018

Table 8. Active Listings by Number of Bedroom

Number of Beds	Percent of Listings	Avg. Price	$ PSF	Avg. Size	Avg. DOM	Avg. Year Built
All Construction	**100%**	**$623,198**	**$224**	**2,781**	**72**	**1988**
2	1%	$380,000	$318	1,195	138	1901
3	45%	$418,446	$225	1,951	70	1998
4	37%	$636,480	$212	2,970	51	1989
5	13%	$1,087,655	$233	4,744	128	1966
6	1%	$420,000	$182	2,310	28	1948
8	1%	$2,700,000	$367	7,365	91	2006
Built Since 2010	**24%**	**$437,174**	**$217**	**2,072**	**111**	**2016**
3	75%	$389,091	$223	1,774	113	2016
4	25%	$581,423	$198	2,967	106	2017

Source: Redfin, as of July 2018

Planned and Proposed Residential Projects

A few projects are in the pipeline in the Newberg market area. **Multifamily projects** include:

Chehalem Pointe is a 140-unit complex of one-, two-, and three-bedroom apartments that will sit on a 5.9-acre site that formerly held a small farm on the SW corner of the intersection of E Park Lane and N Villa Road. The project is under construction now and expected to open in spring 2019. The project moved forward based on a zone change from low-density R1 to high-density R3 zoning. According to plans filed with the city, the project will include eight primarily three-story buildings, with some two-story sections on the west side of the site.



The applicant (KWDS, LLC) for the apartments completed an updated housing needs analysis through 2030 using then-current population projections. The study found that the city has met 91 percent of its projected low-density needs and 51 percent of its medium-density needs, but only 11 percent of its projected high-density needs over the next 15 years.

Single-family projects include several proposed subdivisions. Per the City of Newberg's website, as of July 3 there were plans or proposals for approximately 127 new subdivided lots. Specifically, these subdivisions include:

- Nova Grace Subdivision. A 14-lot subdivision at 900 Wynooski Street (now complete).
- Columbia Estates Subdivision. A three-acre 29-lot subdivision between Columbia Street and Lynn Drive, west of Crater Lane (currently under construction).
- Dutchman Ridge Subdivision. A 46-lot subdivision at 25300 NE North Valley Road.
- South Park Newberg Subdivision. A 13-lot subdivision near E 6th Street between Columbia Street and Wynooski Street.
- Page Landing Subdivision. A 25-lot subdivision on E. Columbia Drive near the intersection with N. College Street.

Two single-family residential projects are currently proposed for the study area. Del Boca Vista (DBV) is the proposed developer of both projects.

- "The Orchards." 130 to 150 single family homes are planned for this property. Located on the Weatherly and Wozniak properties in the western part of the study area, both north and south of the Bypass, served by Weatherly Way and Waterfront Street.
- 1303 River Street. 16 bungalow-style single family homes are planned. This property (about 2.1 acres) is located in the heart of the project study area on the main access road to the Riverfront. The property is currently zoned for commercial use. DBV is seeking R-2 Planned Unit Development (PUD) zoning. These homes will be bungalow style, smaller single-family detached units. The homes will be smaller (less than 1,000 square feet) and will be marketed to people downsizing or first-time buyers. The lots are will be about 2,500, with PUD lot-size averaging. Pricing has not been finalized, but DBV expects to price the homes in the mid to high $200s; if not, the low $300s. DBV does not expect to create a homeowner's association (HOA) as part of this project; it will not be "cottage cluster" housing in that regard.

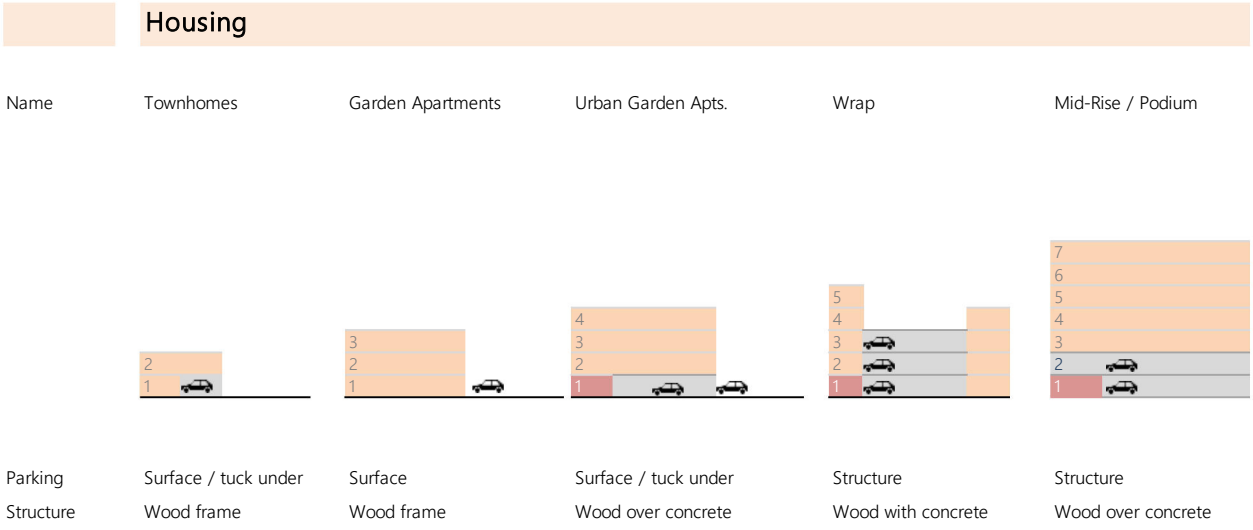
Housing Development Prototypes

Most housing can be categorized within a set of "prototypes," which are shown below. The prototypes increase in scale and density moving from left to right. Parking is a key factor that affects housing density and financial feasibility. Typical types of parking are surface, tuck under, structured, and below-grade structured. Surface parking is the least expensive and below-grade structured parking is the most expensive. Structured parking can add tens of thousands of dollars of construction cost per housing unit, and thus, higher-density housing requires significantly higher rents (or sales) per square foot in order to be financially feasible. Construction materials also change as housing density increases. Townhomes, garden apartments, and Urban Garden Apartments are typically entirely wood-frame buildings; while wrap and mid-rise/podium structures require

concrete construction for parking areas; in addition, steel is sometimes used instead of wood for the apartment areas. The construction complexity and specialization required for these building types also increases costs.

Due to the housing rents documented in Newberg and the recent multifamily development, townhomes and garden apartments appear to be the most financially feasible housing development types in the near- and mid-term. Single-family homes will also be feasible. Urban garden apartments (which include tuck under parking and sometimes ground-floor retail) may be feasible in the mid- and long-terms. Wrap and mid-rise projects are only likely to be feasible after significant "place-making" improvements have been made, and/or if the market changes. Affordable and/or mixed-income projects can sometimes achieve higher densities than market-rate projects since they have access to additional public funding sources.

Figure 27. Housing Development Prototypes



Market Trends

The recession had a profound and lasting effect on the housing market, and while the recovery is now well underway, more people are renting than ever before. For many people, financial barriers such as rising student debts, access to credit, and large down payments have forced them to rent. For many others, the choice to rent is simply a choice. Indeed, it is well established that the two most populous generations—the Baby Boomers (ages 54 to 72) and the Millennials (ages 22 to 37)—are currently the primary drivers of demand for residential units in walkable, urban locations that offer flexibility and a range of amenities.

As Baby Boomers reach retirement age and see the last of their children leave home, they are increasingly attracted to smaller move-down or "lock-and-leave" housing which requires less maintenance and affords more flexibility. As such, age-restricted and senior multifamily housing has risen near the top of the list for best investment choices (per ULI's "Emerging Trends in Real Estate 2018").

For Millennials, the situation is more nuanced and difficult to forecast. The common rhetoric for many years was that Millennials desire urban living and will continue to reside in urban cities because of financial conditions and choice. However, while demand for urban rental apartments has remained high among Millennials, they are increasingly forming households and having children, looking at select suburbs and secondary markets because of the quality of life, lower cost, and space and yard availability. Indeed, 70 percent of Millennials expect to be homeowners by 2020, even though only 26 percent own today (per ULI's "Gen Y and Housing"). With that said,

generational trends associated the next emerging generation—Gen Z (ages 21 and below)—are relatively unknown.

Other reports have recently documented important trends in housing. Findings include:

- Cost of housing, neighborhood safety; proximity to work; K-12 school quality; and community character, ambience, and visual appeal were the top five critical community features for survey respondents.[6]
- Urban setting; proximity to shopping, dining, and entertainment; walkability; and availability of mass transit are also important—but not critical—features in a community. [7]
- The more walkable the community, the more satisfied residents are with their quality of life.[8]
- Access to public transportation is much more important to those earning under $50,000 per year, while walkability is also more important to those with lower incomes. [9]
- Sixty percent of residents would spend at least a little more for a house in a walkable community. [10]
- Four-in-ten people prefer a walkable community and a short commute. Millennials, in particular, are swayed by a shorter commute. [11]

Talk of generational shifts, however, sometimes misses the point. Ultimately, people are waiting longer to make significant life choices, such as buying a home or having children, and quality of place has emerged as a primary desire for almost all prospective residents across all demographic groups. Quality of place is simply the components that make any given place enjoyable to live, such as availability of and access to good schools, parks, quality healthcare, transit, shops, entertainment, and cultural amenities.

Residential Demand

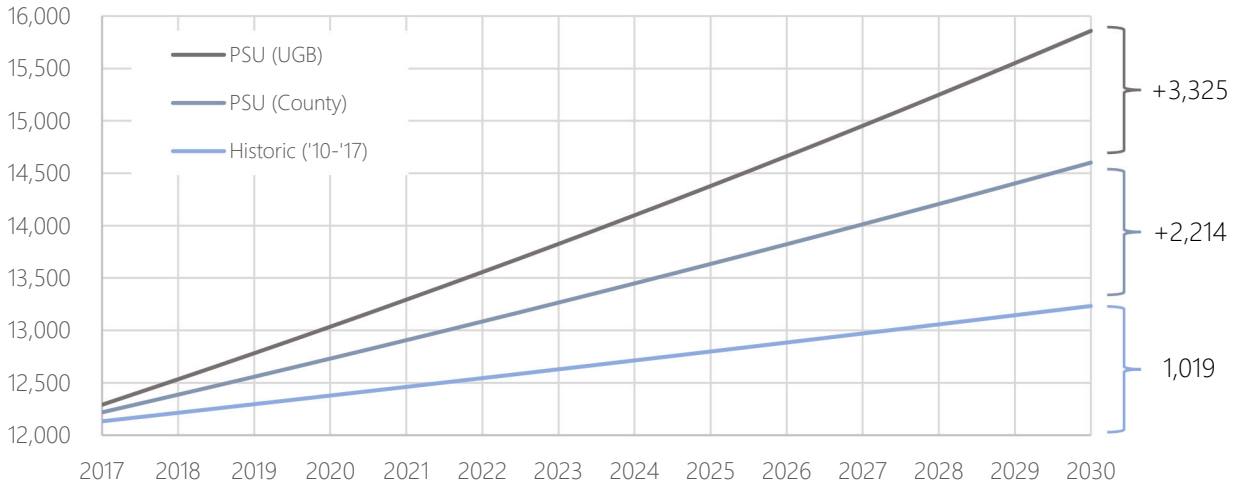
As noted earlier, projected growth rates vary significantly depending on the source and the geography in question. Therefore, it is important to carefully consider the "middle-of-the-road" option and note that actual demand is likely to change.

Figure 28 shows household projections using three data sources:

1. Portland State University's projections for the Newberg Urban Growth Boundary—the highest growth rate projected.
2. Portland State University's projections for Yamhill County.
3. The "baseline" growth rate, which applies the historical household growth rate from 2010 to 2017 in the market area to current households.

[6] Urban Land Institute (ULI), Gen Y and Housing: What They Want and Where They Want it, 2015
[7] Ibid.
[8] National Association of Realtors (NAR), National Community and Transportation Preference Survey, 2017
[9] Ibid.
[10] Ibid.
[11] Ibid.

Figure 28. Household Projections, Market Area, 2017 to 2030



Source: ESRI, PSU, Leland Consulting Group

For the residential and retail demand forecasts, we assume that actual household growth will be approximately 1.4%, which is closest to PSU's projection for the County, and between the lower historic rate observed in the market area, and the higher PSU projection for the UGB. LCG views this 1.4% rate as reasonable and potentially conservative. Based on this household growth rate, we project market area demand for an additional 1,960 units over the next 10 years within the market area, or about 196 units per year. We anticipate that the most demand for new *rental* units will be from households with incomes less than $75,000, and the most demand for new owner-occupied housing to be from households earning between $50,000 and $150,000. We expect about 38 percent of future housing demand to be for renter-occupied units, resulting in about 741 rental units and 1,218 owned units.

Figure 29. 10-year Market Area Unit Demand

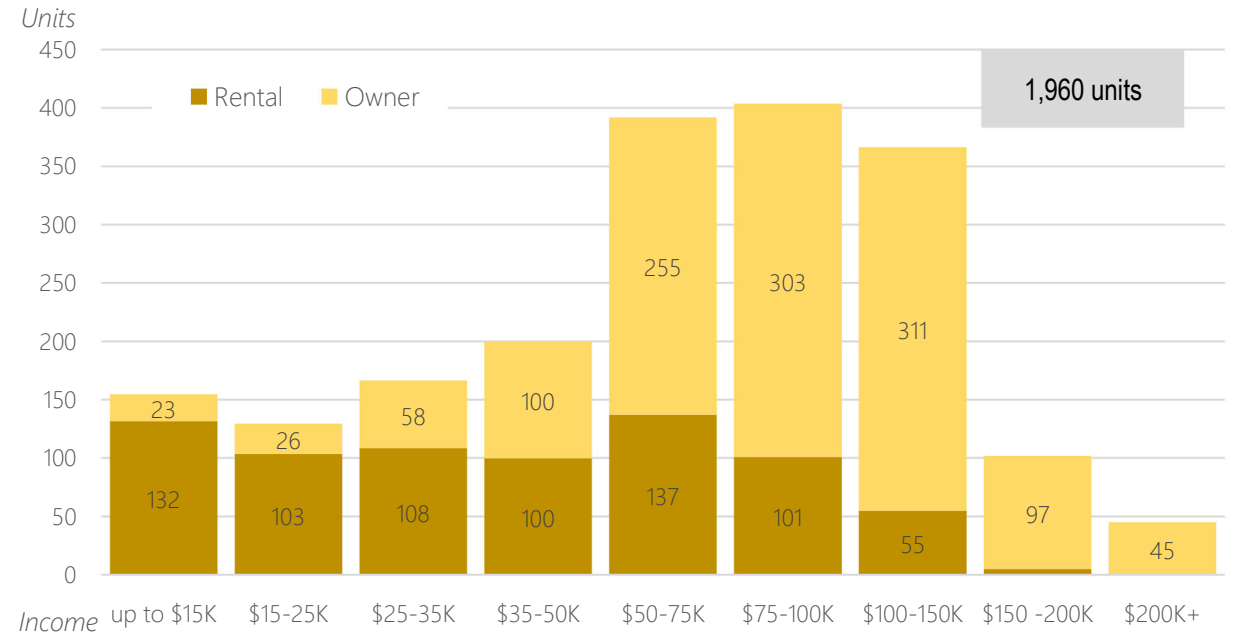


Table 9. Annual Income Range and Attainable/Affordable Monthly Rent and Housing Price

HH Income	$15k	$25k	$35k	$50k	$75k	$100k	$150k	$200k	$200k+
Attainable Monthly Rent	$375	$625	$875	$1,250	$1,875	$2,500	$2,500+	$2,500+	$2,500+
Attainable Home Price	$45k	$75k	$105k	$150k	$225k	$300k	$450k	$600k	$600k+

Source: ESRI, Leland Consulting

Riverfront Study Area Absorption

With such a tight single-family and multifamily market, we expect the project study area to capture a significant amount of new residential demand over the next 10 years. However, the rate of new residential development will largely depend on the amount of buildable land within the study area. There are few remaining significant tracts of contiguous land, but opportunities for housing may arrive near or on the WestRock Mill site.

There are currently plans for 140 new rental units and 127 subdivision lots in the market area outside of the project study area, totaling 14 and 8 percent of 10-year residential demand for renter- and owner-occupied units, respectively. Within the study area, 150 to 170 new single-family homes are planned, which equates to about 10 percent of estimated 10-year demand for owner-occupied units.

For rental units, the River Street terminus area would be the most appropriate location for new development. A small cluster of apartments close to shops and other amenities could result in a capture rate of 20 to 30 percent of new rental demand (200 to 300 units).

For owned units, the study area is already absorbing about 10 percent of 10-year demand. An additional 10 to 15 percent may be possible under current constraints.

Retail Market

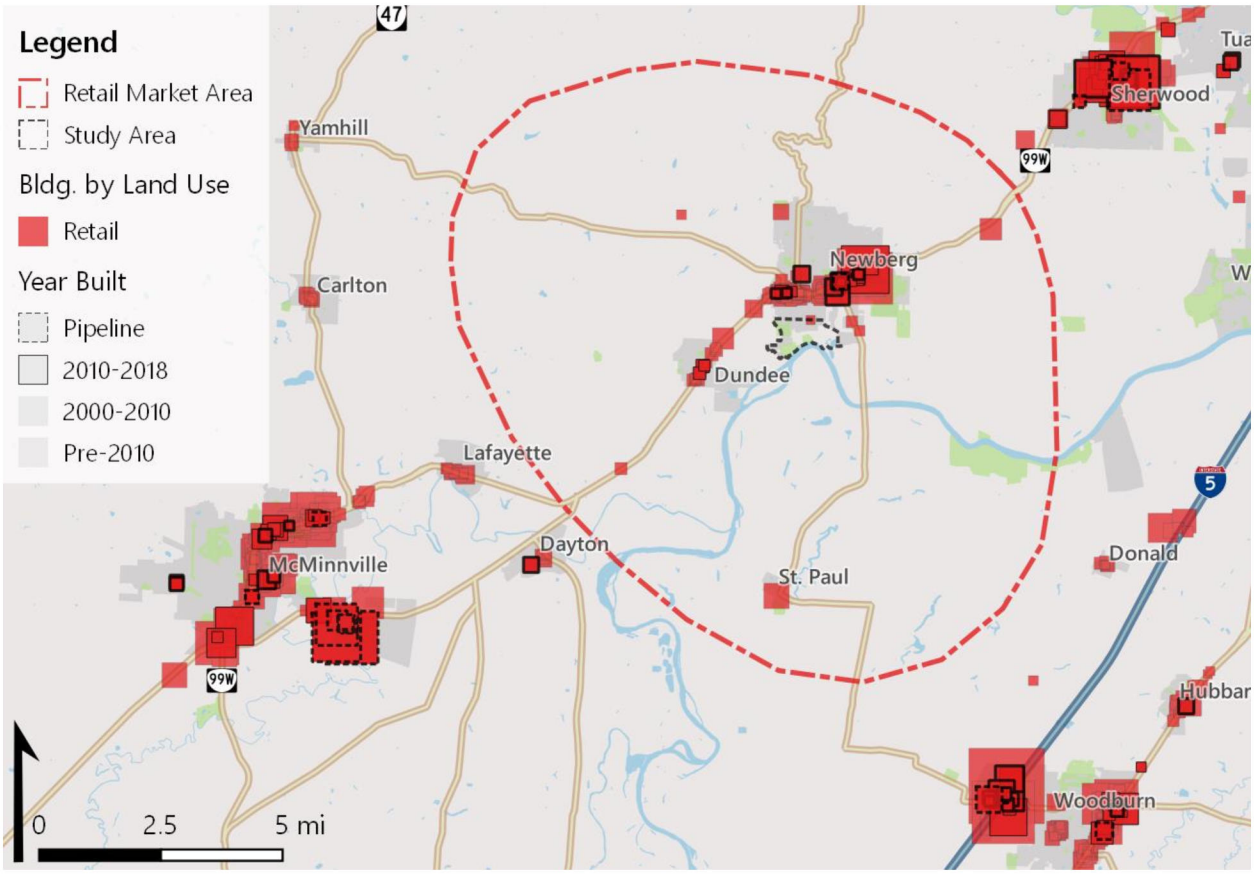
Market Summary

For retail, the analytic goal of defining a "market area" is generally to encompass likely customers whose spending power will fuel a significant majority of sales in future shops and eateries in the study area. Competitive supply (both existing and potential) will also, logically, tend to fall within that same market area. Neighborhood stores such as supermarkets tend to have much smaller market areas than big box stores, which in turn have smaller catchment areas than regional malls or other larger-scale projects.

CoStar reports that the Newberg market area has 222 buildings totaling 1.5 million square feet of retail space. The market has a low vacancy rate of 1.4 percent. Rents vary widely by retail property type, condition, and configuration. New retail pads along Highway 99W east of downtown achieve between $13 to high $20s. A few asking rents for new first-generation spaces are around the $30s (such as the recently-built Starbucks).

Figure 30 illustrates the relative size of retail development by total square footage. Retail development is largely concentrated around State Highway 99W. Generally, retail is small-scale—especially along and near First Street—while larger neighborhood-serving retail—such as Fred Meyer, Safeway, and Dollar Tree—is located in the eastern section of city.

Figure 30. Regional Retail Development



Source: Costar, Leland Consulting Group

Understanding the pattern of retail spending within a community is critical. By looking at estimated demand from existing households and current estimated sales, we can identify the relative strength or weakness of each retail category. Retail sectors in which household spending is not fully captured are called "leakage" categories, while retail categories in which more sales are captured than are generated by existing residents are called "attraction" or "surplus" categories.

A retail sales surplus indicates that a community pulls consumers and retail dollars in from outside the trade area, thereby serving as a regional market. Conversely, when local demand for a specific product is not being met within a trade area, consumers are going elsewhere to shop, creating retail leakage.

Table 10 shows the current annual retail leakage for different retail categories. Almost all retail categories show a sales leakage occurring, with only Food and Beverage (grocery) showing a surplus. This indicates that the Newberg area is a weak retail market with a lot of spending potential leaving the area. General Merchandise shows the highest leakage, but these retailers—such as Walmart and Target—have large catchment areas and it's very possible that Newberg residents travel to either McMinnville or Sherwood to shop at these stores.

While leakage usually presents an immediate opportunity to increase new retail development activity and capture some of the demand leaving the area, this may be unlikely for many of the retail categories in the table below given Newberg's proximity to several regionally-significant retail centers. For example, both Bridgeport Village and the Woodburn Outlets—which provide an extensive range of low-cost, high-quality products—are within a 25-minute drive of Newberg.

Table 10. Retail Leakage Analysis

	Current Est. HH Demand (ESRI)	Current Est. Sales (ESRI)	Current Leakage ($)
Furniture and Home Furnishings	$14,987,271	$3,092,411	$11,894,860
Electronics and Appliance	$14,964,887	$5,543,575	$9,421,312
Building Material, Garden Equip	$32,339,209	$29,287,375	$3,051,834
Food and Beverage (grocery)	$74,881,457	$82,010,504	-$7,129,047
Health and Personal Care	$27,847,061	$25,132,973	$2,714,088
Clothing and Accessories	$23,231,029	$2,413,627	$20,817,402
Sporting Gds, Hobby, Book, Music	$16,338,579	$3,114,943	$13,223,636
General Merchandise	$79,726,991	$38,472,797	$41,254,194
Misc. Store Retailers	$21,548,471	$12,428,394	$9,120,077
Foodservice and Drinking Places	$48,815,388	$32,042,273	$16,773,115
Other (including cinema, prof./med. office, consumer banks, etc.)	$53,202,051	$35,030,831	$18,171,221
		Total	$139,312,692
		Leakage only	$146,441,739

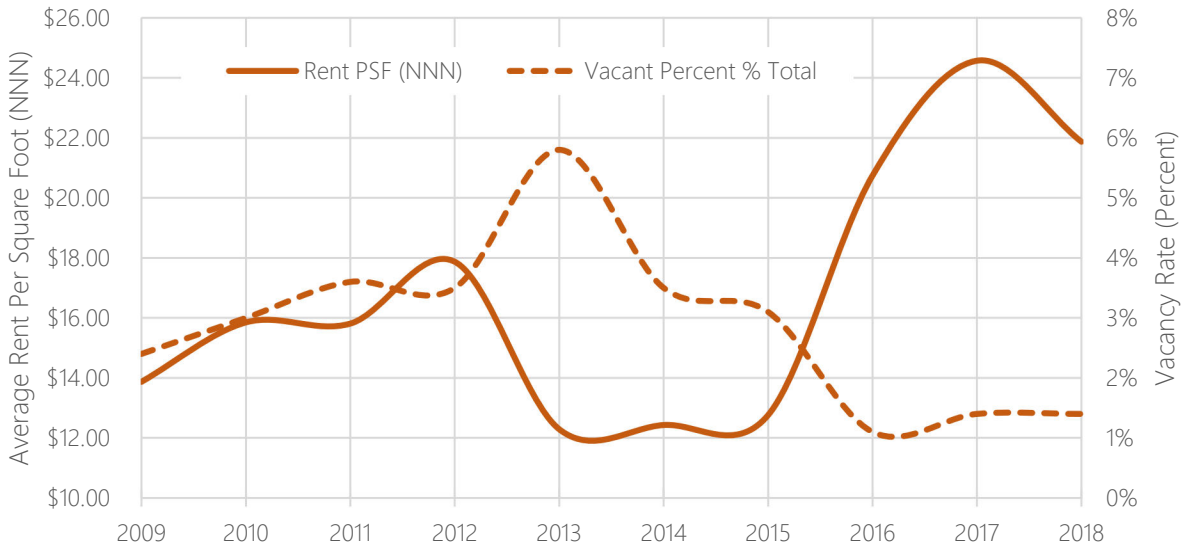
Source: ESRI

Figure 31 provides rent and vacancy trends for retail development in the Newberg-Dundee market area. Rents and vacancies tend to have an inverse relationship, and this has been the case with local retail development. The Newberg market experienced a slight spike in the overall vacancy rate in 2013, which triggered rents to drop. However, since 2014 vacancy rates have been dropping—to the extent that vacancy is now almost non-existent—and rents have nearly doubled.

Springbrook Plaza, one of the newer and larger retail centers in the area, boasts some of the highest rents at around $20 to $24 per square foot triple-net.

While such low vacancies typically suggest demand for new retail development, this may be small-scale. The changing face of the retail sector is resulting in record closures of national retailers, and other large regional retail centers—such as the Woodburn outlet mall and Bridgeport Village—are far more competitive and already established.

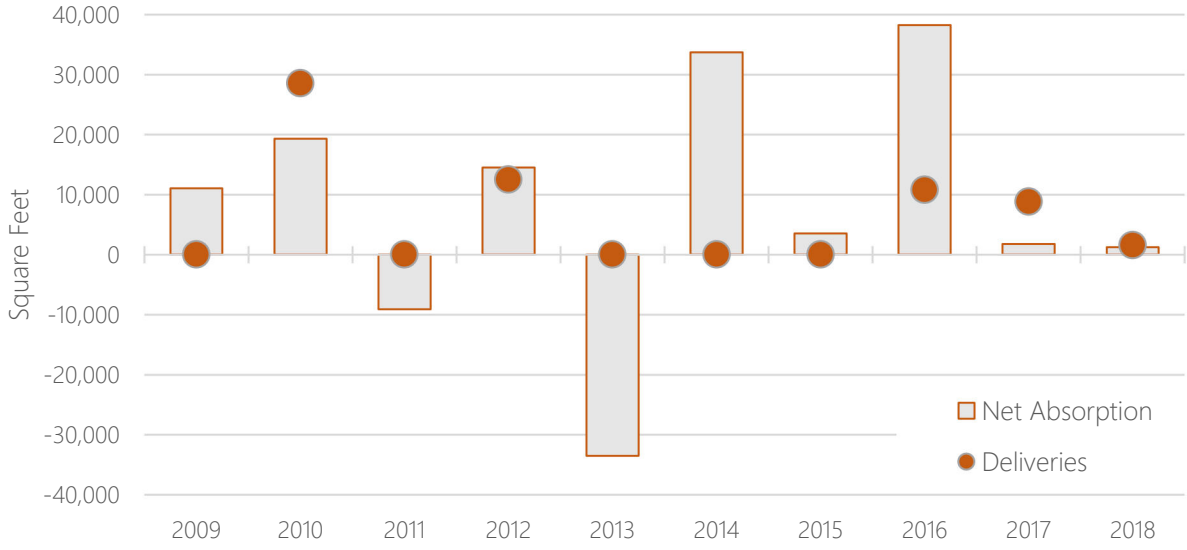
Figure 31. Market Area Retail Rent and Vacancy Trends, 2009-2018



Source: Costar

Figure 32, which shows the net absorption and total retail deliveries by year for the past decade, demonstrates why the spike in the vacancy rate occurred in 2013. Clearly, some major retail space was vacated in 2013, but this was immediately followed in 2014 by absorption that essentially cancelled out the negative absorption from the previous year. In terms of deliveries, there have been few significant developments over the past decade.

Figure 32. Market Area Retail Net Absorption and Deliveries (sq. ft.), 2009-2018



Source: CoStar

Planned and Proposed Retail Projects

There are no planned or proposed retail projects in the market area. As noted already, other larger retail centers in the region have absorbed most new retail development.

Market Trends

The goods-based consumer retail industry is undergoing a seismic shift and transformation. Big name retailers are declaring bankruptcy and closing hundreds of stores as online purchases grow and American buying habits change. Last year saw a record number of store closings. This is having a trickle-down effect on communities, as some see their brick-and-mortar retail bases slowly eroding, with impacts felt in shopping centers and along traditional Main Streets.

Planners in some cities and counties are taking proactive approaches to the shifting retail landscape. They're commissioning studies of the marketplace and developing new strategies to maintain and foster better retail environments. Also, many retail-only zoning classifications are being modified to allow a variety of new uses in ground-floor, street-fronting spaces. The idea is to liven up the street with pedestrian activity without relying on retail, with new uses ranging from offices to fitness facilities.[12]

Table 11 summarizes some of the key growing and declining retail types. This information is based on research conducted by commercial real estate company Cushman & Wakefield and reflects changing preferences. Online shopping is having a significant impact on "commodity retail." Retailers selling products that can easily be ordered and shipped from Amazon or others face a challenging environment and must have a competitive advantage against online competition—whether that is convenience, experience, customer service, or something else. Commodity retailer categories include electronics, office supplies, and video stores.

By contrast, retailers offering a special experience, or offering services that cannot be procured online, have the potential to thrive. A prime example is dining—as one retail guru has said, "you can't eat the internet;" and you certainly cannot dine with family and friends on the internet. Therefore, food and beverage establishments have become a larger and larger part of the retail experience, on both main streets and larger shopping centers. Another growing "retail" sector is healthcare. Small, neighborhood-scale providers are moving into both main street and retail center locations.

[12] https://www.planning.org/planning/2018/jul/retailrealities/

Table 11. Retail Trends: Growing and Declining Retail

Growing	Declining
	
• Retail that offers a special experience • Food! • "Fast Casual," i.e. Little Big Burger • Food Halls, artisanal markets • Trucks to Bricks • Grocery: Ranging from discount, to organic, to small format, and ethnic • Medical users, incl. ZoomCare • Apparel: Fast fashion, off-price, active sportswear • Sporting clubs • Fitness/Health Clubs • Marijuana dispensaries • Auto repair • Convenience stores • Car dealerships • Home improvement and home furnishings	• Commodity retail • Food: Casual dining, weaker fast food chains • Mid-priced apparel and shoes; children's • Dollar Stores • Pet supplies • Electronics • Office Supplies • Bookstores • Toy Stores • Video stores • Bank Branches

Source: Cushman & Wakefield, Leland Consulting Group.

The Rise of E-commerce

Between 2001 and 2015, total online retail sales grew at a 21.8 percent annual growth rate and accounted for 22 percent of total retail sales growth. During the same period, brick-and-mortar stores grew at a rate of only 3.7 percent annually, decreasing their share of the total retail market from 98 percent to 89 percent. While still only a small total market share, estimates indicate that up to 20 percent of total US sales will be attributed to e-commerce by 2019.

The rise of online retail has also had a major impact on the way retailers are doing business. As more people turn to the internet to do their shopping, traditional brick-and-mortar stores are altering their store formats and

incorporating an online platform into their business concepts. Omnichannel retail strategies, where a retailer operates through both physical locations and online sales, have proven to be a necessity in today's market.

The list of top online retailers reinforces this point, as many also have a significant brick-and-mortar presence. Of the top 25 companies with the highest online retail sales in 2016, 18 were more traditional brick-and-mortar retailers. These include companies such as Walmart, Best Buy, Macy's Inc., Nordstrom Inc., Target Corp., Gap Inc. and Neiman Marcus.[13] That said, Amazon remains king among online retailers, with almost six times the sales volume of the second ranked retailer, Walmart.

Employment Market

The Newberg market area has 90 office buildings with a total of 444,000 square feet of rentable space. Typical to the Newberg office market are wood-framed Class B and C office buildings built between 1960 and 1990. Office vacancy stands at 3.5 percent according to CoStar; this is down from a 10-year high of almost nine percent in 2014. Gross office rents currently average around $19.70 per square foot per year. Examining current listings, there are a few available spaces in buildings constructed in the mid-2000s along the 99W corridor northeast of downtown. These availabilities have asking gross rents that range from $18 to $25 square foot per year.

There are 76 industrial buildings with a total of 1.9 million square feet of rentable space. Industrial vacancy stands at 0.4 percent according to Costar, down from a 10-year high of about seven percent in 2012. Industrial rents average around $8.50 per square foot.

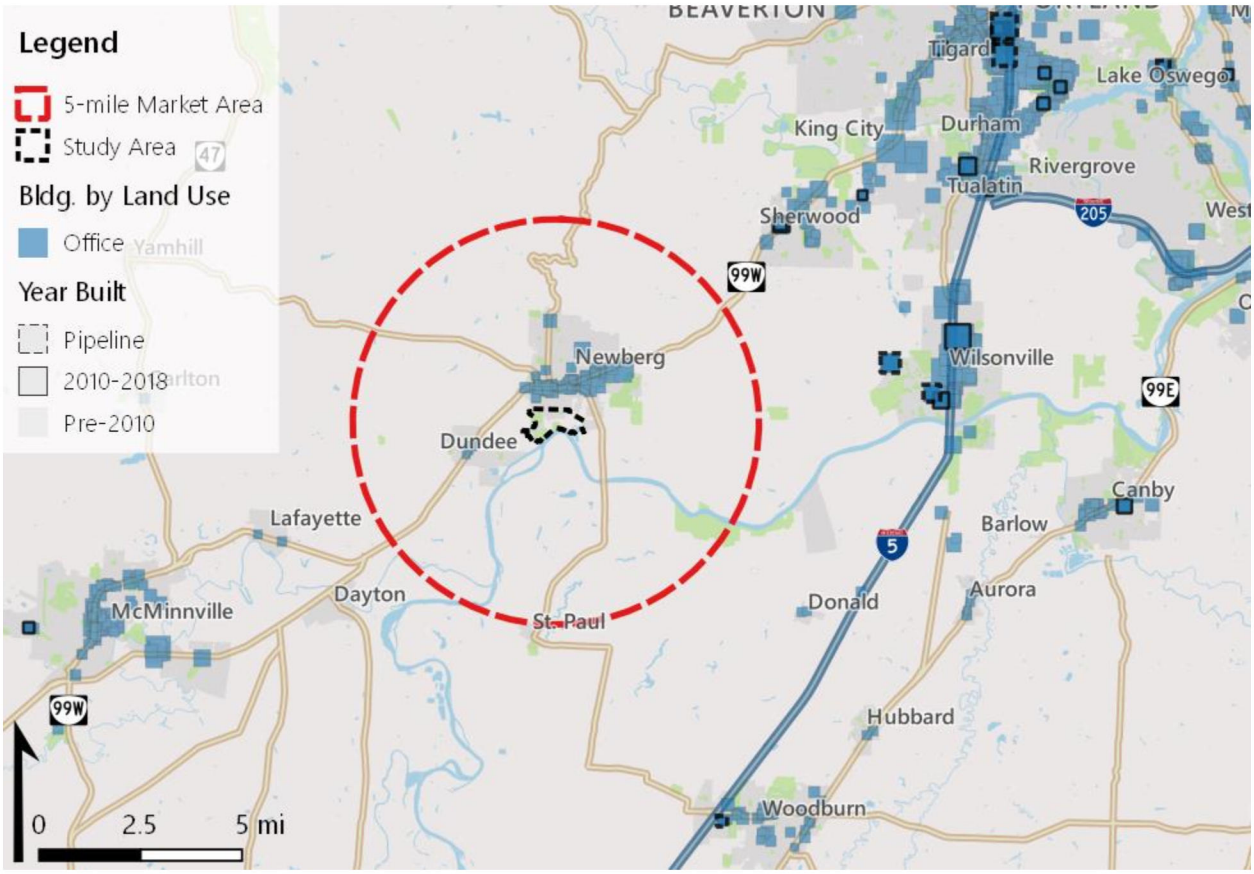
Market Summary

With an economy centered on agriculture, the Yamhill County office market is relatively quiet, and its tenants and investors are predominantly local. Vacancy is tight partially due to moderate absorption but mostly because of limited inventory. Rents experienced back-to-back years of growth in 2015 and 2016 but contracted in the past year. Over the cycle, the submarket has consistently posted minimal investment activity and nearly no new supply.

As shown in Figure 33, new office construction in the region has been limited to the Portland Metropolitan Area and other close-in cities.

[13] wwd.com/business-news/financial/amazon-walmart-top-ecommerce-retailers-10383750/

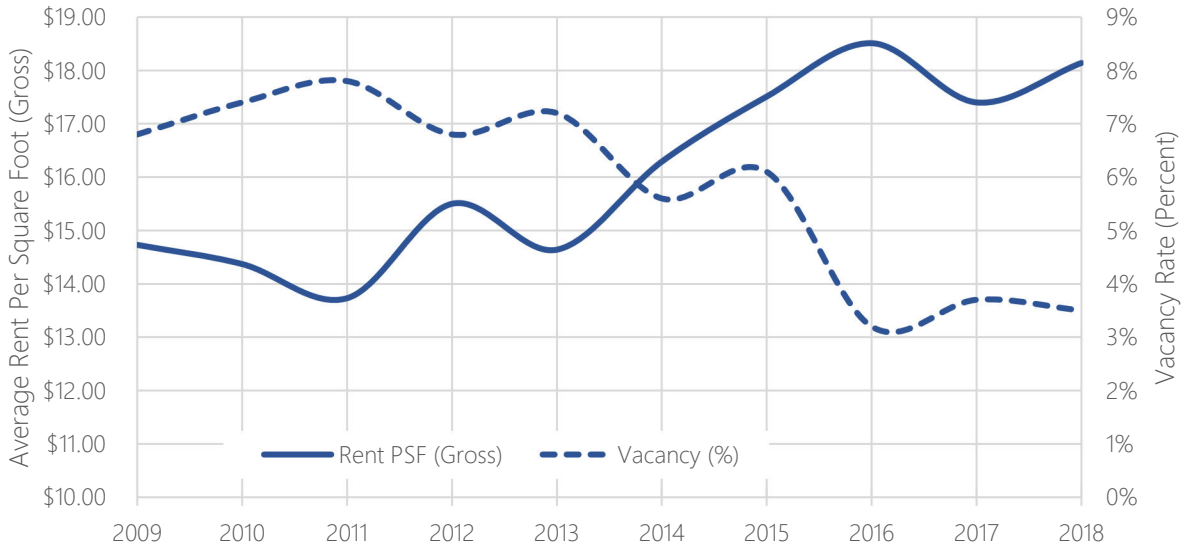
Figure 33. Regional Office Development



Source: Costar, Leland Consulting Group.

As noted already, the market area has experienced moderate rent growth over the past decade, and vacancy rates have been gradually declining during this same period, settling around 3.5 percent this year.

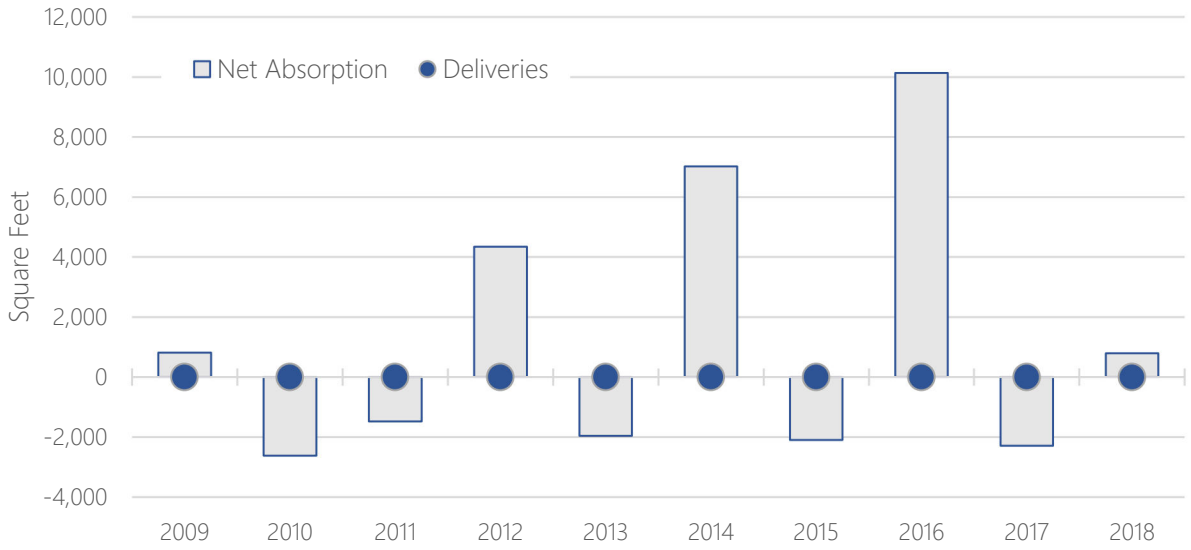
Figure 34. Market Area Office Rent and Vacancy Trends, 2009-2018



Source: Costar

Net absorption of office space has been largely positive, but it has been minimal, and no new office space has been constructed in the past decade. This is reflective of the fact that significant and more competitive employment clusters have developed throughout the Portland Metropolitan Area.

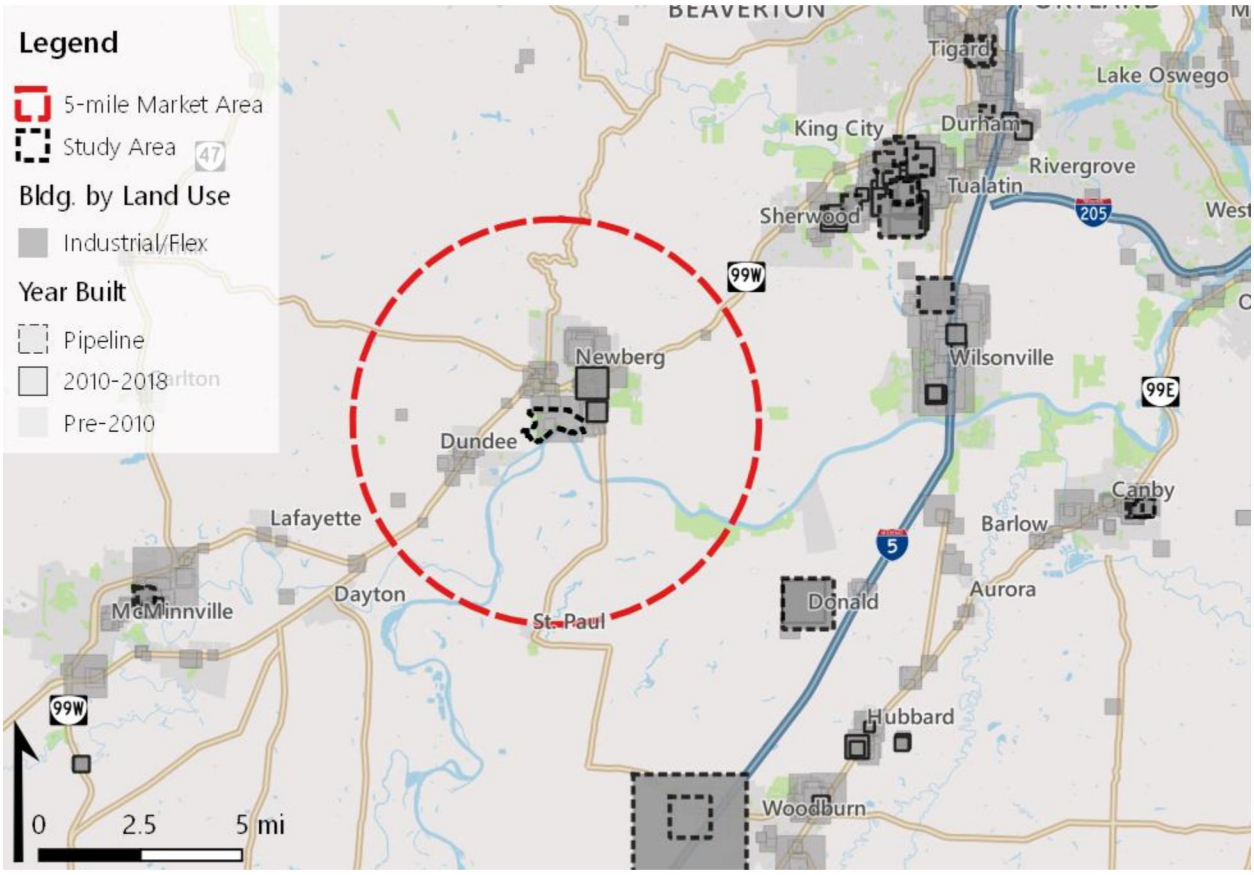
Figure 35.Market Area Office Net Absorption and Deliveries (sq. ft.), 2009-2018



Source: Costar

For industrial, the market is marginally stronger than for office. However, like office, industrial development has also clustered elsewhere in the region in locations that are arguably better suited for continued expansion. Locations such as the Tualatin, Tigard, and Wilsonville benefit from close proximity to Interstate-5 and access to talent in Portland. These locations have rapidly built up their manufacturing industries, among others. While Newberg has seen recent development, it is unlikely to compete with these other centers.

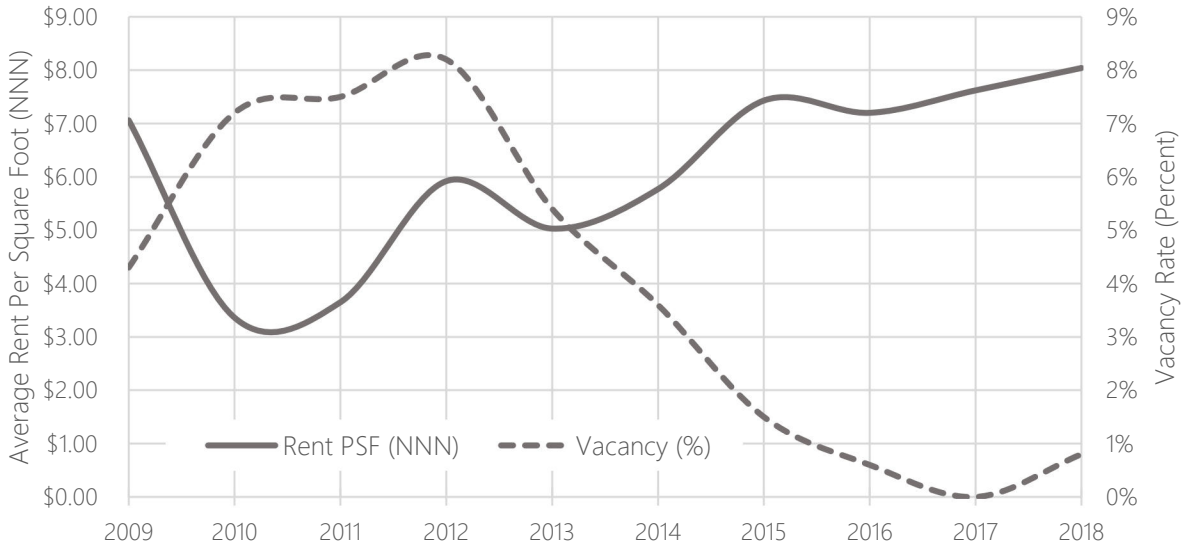
Figure 36. Regional Industrial/Flex Development



Source: Costar, Leland Consulting Group

While the industrial vacancy rate is virtually zero, rents have only just climbed to pre-recession levels.

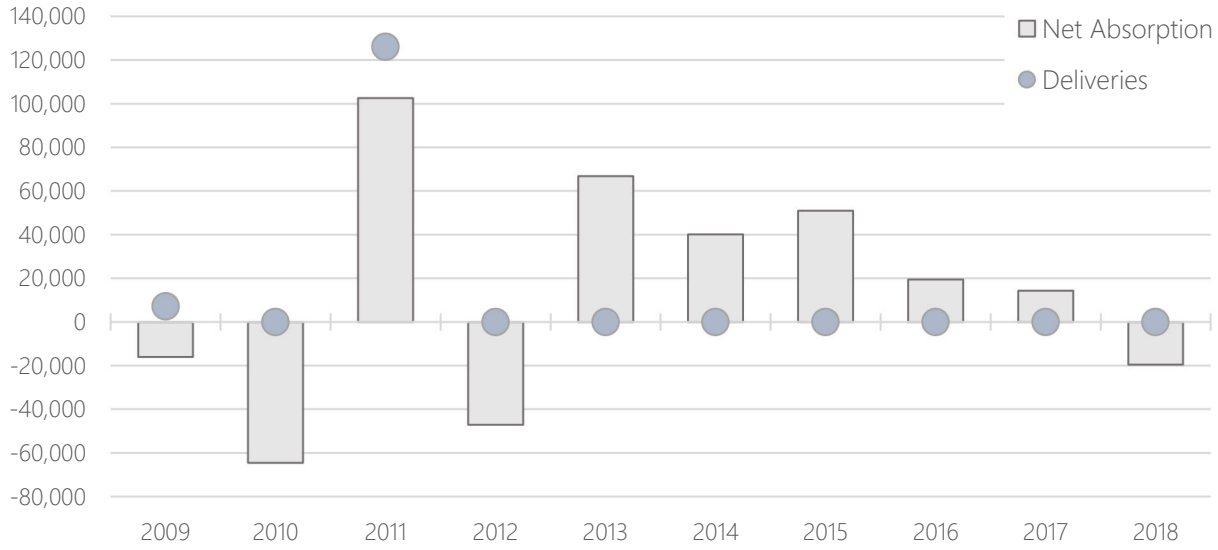
Figure 37. Market Area Industrial Rent and Vacancy Trends, 2009-2018



Source: Costar, Leland Consulting Group

Net absorption has been largely positive, albeit with no industrial deliveries since 2011.

Figure 38. Market Area Industrial Net Absorption and Deliveries (sq. ft.), 2009-2018



Source: Costar, Leland Consulting Group

Planned and Proposed Projects

Only one industrial building is currently in the pipeline, due for completion this year (2018): a 41,000-square-foot facility to the east of the project study area. The property is located in the Enterprise Overlay Zone, which covers a significant portion of the study area.

Figure 39. City of Newberg Enterprise Overlay Zone



Source: City of Newberg, Leland Consulting Group.

Market Trends

Across the United States, traditional office development is increasingly considered obsolete in today's shifting market. Tenant preferences are swinging toward mixed-use, walkable, live-work-play environments, as companies find it is tougher to recruit the emerging Millennial workforce to sterile, single-use buildings and in auto-dependent neighborhoods. There are many parallels with retail, although the office market is impacted more by location preferences and workplace trends than emerging technologies.

Location Preferences

While people once followed the jobs, corporations and professional firms are now following people back to the city. These companies have increasingly seen prospective employees choosing to live, work, and play in more interesting—often urban—locations, and now they have realized that attracting these employees requires them to be in these places too. As such, authenticity of place has become a sought-after commodity. Companies and workers now look for the genuine, the idiosyncratic, the unique and, most importantly, a personality of place that matches their own. In fact, a recent Newmark study identified a significant rent premium for office properties with transit access, dining operations, and open floor plans of around 50 percent higher than those with obsolescent characteristics.

For cities, this means that opportunity lies in attracting more investment and focusing on placemaking to make themselves the place where the best and brightest live, work, and shop. This might require updating office and industrial areas to reflect the way we now do business and work day-to-day. And, as the finance, utility, and even government sectors continue to consolidate, cities will need to backfill their buildings with new tenants to keep downtown an interesting and lively place.

For colleges and universities, the opportunity is drawing employers closer to their campuses in a way that will boost research funding, create jobs for graduates and consulting for faculty, and raise their overall visibility in the community. Institutions that do this creatively will also be able to tap new sources of financing for campus expansion. Investments in student housing will further boost the local experience.

Workplace Trends

General trends impacting the office workspace include a steady decline in the amount of square feet per employee, the increase in standardized work spaces and non-dedicated (shared) office space with more amenities, more tolerance for telecommuting and collaborative work spaces, and a greater emphasis on higher space utilization, innovation, and productivity. Within the private sector, "creative" office environments are becoming ever more popular. Real estate investors are wondering whether the office sector is next in line for a painful shakeup, as tenants continue to use office space more efficiently.

The impact of tenants' push for greater space efficiency has created winners and losers within the office market. Fitting more employees into less space has enabled office tenants to sign smaller leases or afford higher-end space. This is a particularly compelling tradeoff in the current market, as tenants are increasingly relying on amenity-rich office environments to help recruit the highly skilled workers who are now in short supply.

There are several examples of large companies moving to new space use models in their office environment. For example, P&G allows many workers to work anywhere and has been moving to standardized non-dedicated space, increasing their office work station utilization rate from 60 to 90 percent, and HP is targeting 120 to 150 square feet per employment and 85 percent utilization with standardization and highly shared space.

Innovation Districts

For the past 50 years, the landscape of innovation has been dominated by places like Silicon Valley—suburban corridors of spatially isolated corporate campuses, accessible only by car, with little emphasis on the quality of life or on integrating work, housing, and recreation.

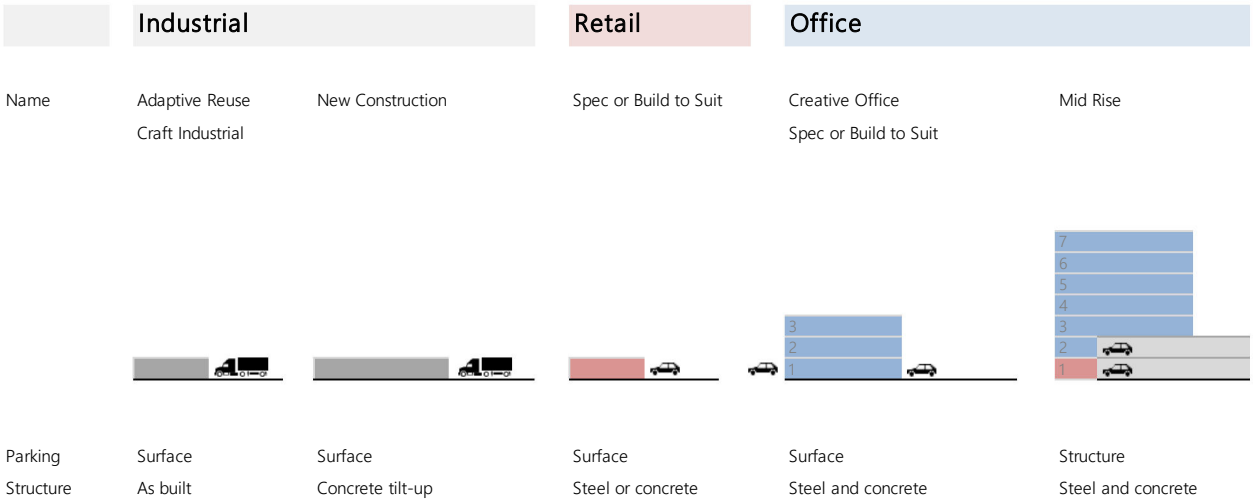
A new complementary urban model is now emerging, giving rise to "innovation districts." Innovation districts are the manifestation of mega-trends altering the location preferences of people and firms and, in the process, re-conceiving the very link between the economy, placemaking, and social networking. These districts are geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators. They are also physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office, and retail.

Innovation districts are still an early trend that, because of their multi-dimensional nature, has yet to receive a systematic analysis across the United States and other countries. Yet they have the unique potential during this pivotal post-recession period to spur productive, inclusive, and sustainable economic development.

Commercial Development Prototypes

Commercial development prototypes are shown below. Once again, parking is a major driver of building form. Only one commercial development prototype—mid-rise office—includes structured parking; this building type is unlikely to be feasible due to the high cost of structured parking.

Figure 40. Commercial Development Prototypes



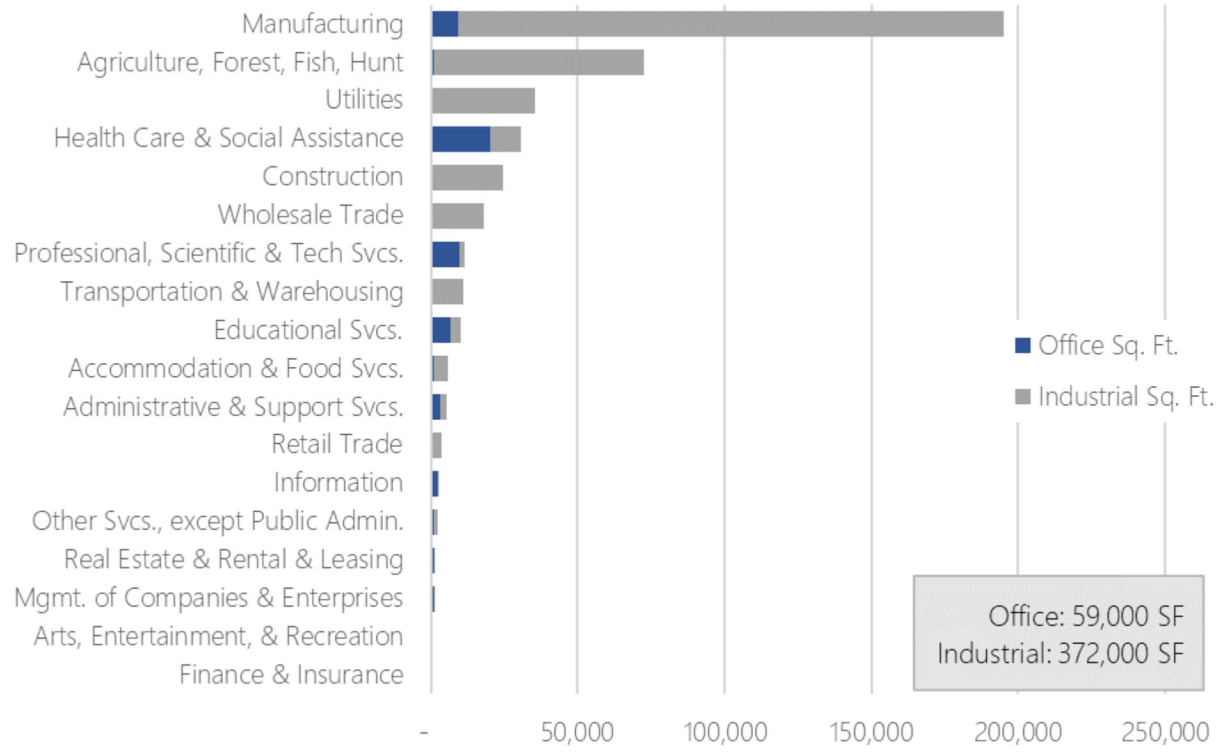
Demand for Commercial/Employment Development

This section provides an estimate of future 10-year market demand for residential development, office and industrial development, and retail development.

Employment Demand

Based on the respective strength of the office and industrial markets, most employment-based demand for new development is likely to be in the industrial sector, specifically manufacturing. With that said, this is largely dependent on Newberg's ability to compete with other cities in the region where industrial development has been more prevalent. Figure 41 shows LCG's office and industrial development forecast for the market area, based on job growth forecasts made by the U.S. Census.

Figure 41. Office and Industrial Demand



For office, employment growth in the industries of healthcare and social assistance, professional and business services, and educational services can expect to drive most of the demand for new office development.

However, the Census' employment forecast likely overstates demand for industrial and office space. The table below shows historical employment growth rates along with historical office and industrial deliveries documented over the past decade. These data are used to project office and industrial deliveries over the coming decade, for the market area. Because no new office space has been built (despite the addition of several thousand new employees), it is possible that there will be little to no demand for office space in the next decade. Likewise, demand for new industrial space may be lower than would be projected using Census data.

Table 12. Historical and Forecasted Trends

	Past Decade	Next Decade
Employment Growth	2,322	2,139
Annual Growth Rate	3.1%	1.8%
Population Growth	2,904	5,748
Annual Growth Rate	1.0%	1.7%
Net Office Absorption	12,657	11,700
Net Office Deliveries	0	0
Net Industrial Absorption	146,932	135,400
New Industrial Deliveries	41,000	37,800

Riverfront Study Area Absorption

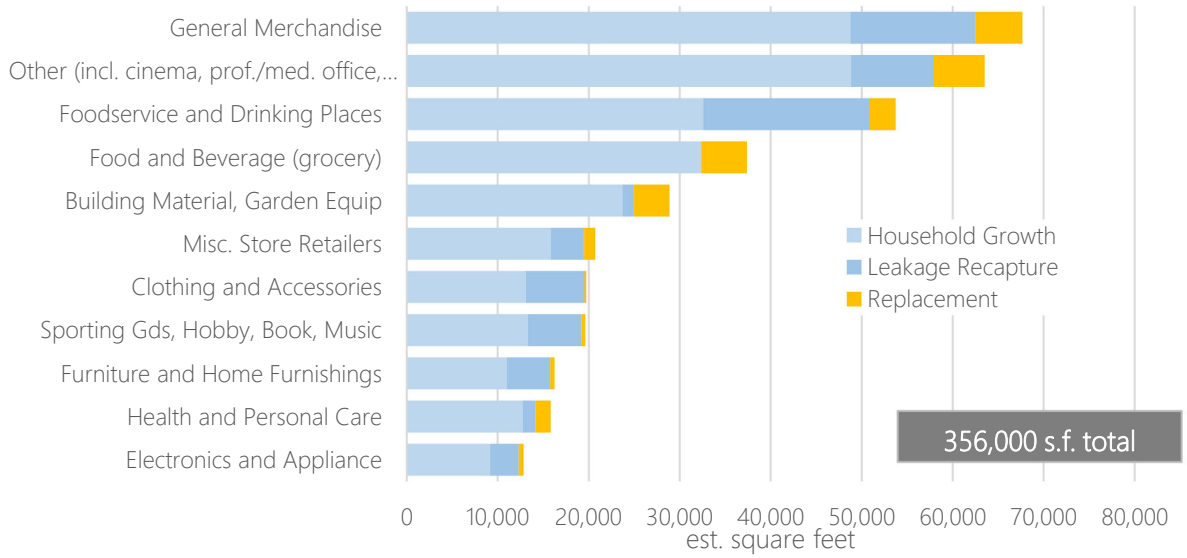
While employment is projected to continue to grow in the market area, no new office space has been built in the past decade. This is a clear indication that office rents are too low to justify the high costs of new, high-quality speculative office development. Therefore, *speculative* office development is likely to be minimal or nonexistent in the Riverfront area in the near- and mid-term. It is possible that build-to-suit office or healthcare development could be completed for one or more tenants looking for a special site and campus environment, particularly on the WestRock campus. However, a majority of new office development built in the last decade has been in urban, mixed-use environments rather than suburban campuses.

For the industrial capture rate, much depends on the future of the WestRock site and immediate surrounding area and whether it can continue to accommodate industrial users. If so, there are over 100 acres available for development and/or redevelopment.

Retail Demand

Using the household growth projections and leakage analysis described earlier, we forecast demand for approximately 356,000 square feet of additional retail development within the five-mile market area over the next decade. The general merchandise, "other" (cinema, medical and professional office, etc.), and foodservice and drinking places (restaurants and bars) retail categories are responsible for about half of total demand. Grocery demand would likely support one additional store.

Figure 42. 10-year Market Area Retail Demand by Source



Source: Leland Consulting Group

Riverfront Study Area Absorption

The Riverfront has challenges from a retail point of view: It is not well-known or highly visible from any major roadway, and its natural market area of nearby residents is today virtually non-existent. Even if the Riverfront were to build out rapidly with residential uses, retail would still struggle due to a 180-degree, rather than 360-degree, potential market area. It is a weak location for convenience and general merchandise retail and is not well positioned to capture a significant amount of market-area demand.

However, the Riverfront also has strengths including special views and high usage during warm-weather months, when residents and visitors use Rogers Landing Park in much greater numbers. This suggests that retail and commercial uses here are likely to be "destination" uses, trends that can been seen in all of the case studies below. Commercial tenants in this category include restaurants, wine-tasting and wine sales, unique Willamette Valley food growers and vendors, other food and beverage vendors (coffee, ice cream, bakeries), and outdoor recreation suppliers. Secondary commercial tenants can fill space alongside these "anchor" tenants. 5,000 to 30,000 square feet of retail/commercial space is achievable in the medium term.

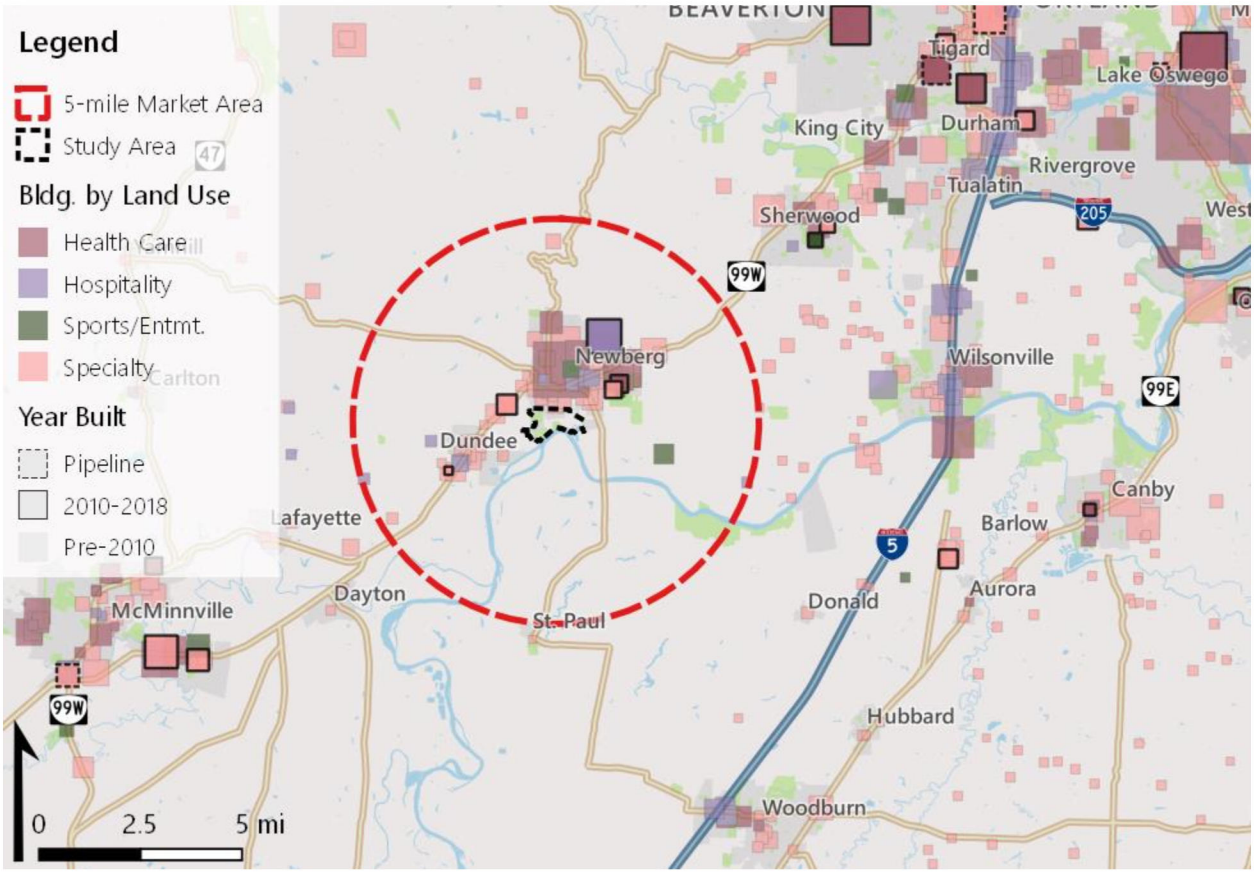
Lodging, Hospitality, Recreation, and Other Development

"Other" development includes health care, hospitality (hotel), sports and entertainment, and specialty.

Market Summary

Since 2010, there have been only a handful of new properties built in these categories, including one hotel (The Allison), one health care facility (assisted living), and two specialty properties (self-storage and PCC Newberg Center).

Figure 43. Regional "Other" Development



Source: Costar, Leland Consulting Group

Lodging & Hospitality

The primary demand driver for hotel development include:

- Tourism and tourist destinations

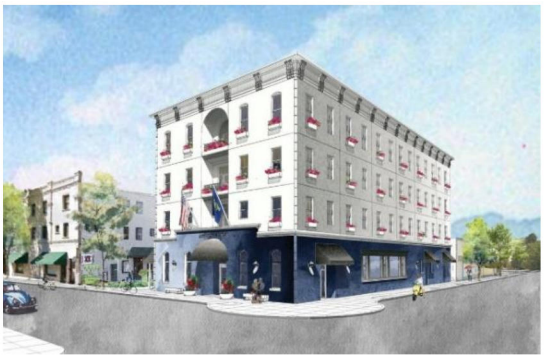
- Entertainment activities
- Business activity (number of jobs and businesses)
- Business conferences and conventions
- Travel patterns (visibility)

A selection of applicable new hotels is profiled below.



The Allison, Newberg, Oregon. The Allison is an 85-room, 5-star resort hotel in Newberg, Oregon which opened in 2010. Room rates average between $435 and $475 per night.

Located in the Willamette Valley in 35 acres of grounds, this luxury spa resort is within 10 miles of dozens of wineries and 2 miles from Chehalem Glenn Golf Course. Amenities include an upscale restaurant and wine cellar, a spa offering wellness treatments, an indoor pool and hot tub, and yoga classes.



Atticus Hotel, McMinnville, Oregon. Atticus is a new 36-room luxury boutique hotel in downtown McMinnville, at the corner of N.E. 4th St. and N.E. Ford St. The property—which takes the place of a vacant parking lot—is a 22,640 square-foot, four-story building, and was developed by the Odd Fellows Building (OFB) LLC. It is leased in its entirety by Live McMinnville LLC., which will operate the Atticus Hotel.

Eighteen wineries and tasting rooms are located within walking distance along the town's quaint and historic downtown stretch. The Atticus offers a variety of studio and one-bedroom suites from $300 per night, as well as a 2-bedroom 2.5-bath penthouse. The hotel features amenities including a conference room, exercise facility, business center, private dining space, and a restaurant and bar. Guests can expect a full accouterment of services, including valet parking, in room dining, 24-hour concierge, and group sales coordination.



The Hotel at Independence Landing, Independence, Oregon. A boutique hotel is expected to open in Independence, Oregon in May 2019. The developer, Tokola Properties, was selected by the City of Independence after they bought the waterfront property in 2015 and sent out a request for qualifications for developers to outline their vision for the site.

The Independence hotel, featuring "warm and contemporary" architecture that compliments the historic downtown area, will have 75 rooms.

Embarcadero Hospitality Group will manage the hotel. Seasonal rates for rooms will range from around $125 on winter weekdays up to $300 or more for certain suites during summer weekends, developers said.

Near Term Hotel Development Prospects.

In the near term (zero to five years and perhaps more), hotel development at the Newberg Riverfront will be difficult for several reasons:

- Even though the site may be visible from parts of the Bypass, it is not easily accessible or highly visible from a major thoroughfare such as 99W. It would need to be a destination hotel.
- Distance from downtown amenities. Visitors to the hotel would probably drive, not walk, to the restaurants, wine-tasting, boutiques, retail, and other amenities in downtown. There are no commercial amenities at the riverfront today and therefore a hotel at the riverfront would need to create its own sense of place and stand on its own. This would require a significantly higher level of investment, potentially in place making amenities, restaurants, meeting facilities, etc.
- The current setting is somewhat industrial, particularly to the east. This is not a highly desirable hotel setting. Uncertainty about what will happen west of River Street will also make hotel developers more reluctant to invest.
- There are no immediate comparables on which to rely. There is a cluster of existing hotels—including the Holiday Inn Express, Best Western, and Travelodge—along 99W, and any new hotel proposals at this location can rely on the room rates and occupancy at these properties. Most hotel development is low-risk and follows established leaders. Lenders will be cautious about applying the 99W economic assumptions to a new hotel at the riverfront.

Long Term Hotel Development Prospects.

In the long term, this could be an excellent site for a hotel.

- Numerous amenities would improve prospects for hotel development, including:
    - Pedestrian and bicycle trails, particularly those making regional connections, from Newberg to Dundee, and to the east, from Newberg across the waterline bridge, to Champoeg and the Willamette Valley Scenic Bikeway. A trail crossing the waterline bridge to the east would be a regional attraction and a postcard view.
    - Additional parks, open spaces, and festival venues.
    - Restaurants and retail.
    - Wine tasking and wine-related uses.
    - Other residential and commercial development.
- Numerous cities have transitioned their waterfronts from industrial to mixed-use. The Hood River and Independence waterfronts are two local examples, and both include hotels. Hood River "set the stage" with restaurants, retail, office space, and an exceptional series of parks and open spaces. The Independence waterfront is directly across the street from the historic downtown, so the sense of place and commercial establishments already existed.
- The more that a hotel developer needs to create these amenities "from scratch," the more difficult the economics will be. Depending on the level of investment, a destination hotel is likely to require average room rates of $275 to $350 per night.

Tourism

The tourism region of Willamette Valley includes Benton, Linn, Marion, Polk, Yamhill and portions of Clackamas and Lane counties. The region stretches from the crest of the coast range to the crest of the Cascade Range.

The Willamette Valley offers more than 500 wineries in 150 miles, historic towns and cities, craft breweries, farm stands, and hiking, paddling, and cycling.

The Willamette Valley continues to be a big draw for locals and tourists alike, with tourism rates in Oregon rising 54 percent in the last three years[14] (as of December 2017). In 2017, the Willamette Valley was the second-most visited destination in Oregon for overnight tourists, attracting almost 20 million visitors (Portland was first with 26.4 million, and the Oregon Coast was third with 17 million)[15]. New wine country restaurants and boutiques have made the area even more appealing.

Table 13. Willamette Valley, Direct Travel Impacts, 2012-2017

	2012	2017	Change
Direct Employment	18,830	21,890	16%
Employee Earnings ($M)	$385	$522	36%
Visitor Spending ($M)	$1,423	$1,629	14%
Taxes (State/Local) ($M)	$59	$79	34%

Source: Dean Runyan, Oregon Travel Impacts, May 2018

Per the Oregon 2015 Regional Visitor Report for the Willamette Valley Region[16], approximately seven percent of all overnight trips in 2015 were for business, 53 percent were to visit friends or relatives, and 40 percent were considered "marketable" (i.e. leisure). Of these marketable trips, most people were visiting for the outdoors, a special event, or touring—and mostly during the spring and summer months. In terms of spending, 30 percent of the $706 million spent in the region was on lodging, and 27% was on restaurant food and beverage.

The Willamette Valley attracts visitors that are typically older, higher-income, and often childless or retired individuals and couples. The average age of overnight visitors to the Willamette Valley was 49 in 2015, older than the state average of 46. A significantly greater proportion of visitors aged 45 and over visit the Willamette Valley (61 percent of all visitors versus 49 percent).

The City of Newberg has a thriving tourism industry. Located in Yamhill County's wine country, there are over 200 wineries within a 20-minute drive from downtown Newberg. Other area attractions include the Chehalem Glenn Golf Course, art galleries, the Newberg farmers market, heritage sites, and museums. Newberg hosts a number of festivals over the course of the year including the Old-Fashioned Festival, the Newberg Camellia Festival, the Willamette Valley Lavender Festival, and the Oregon Truffle Festival. The 85-room Allison Inn & Spa resort located in Newberg is frequently ranked as one of the best hotels in the nation and attracts visitors from around the world to Oregon's wine country.

[14] http://www.wweek.com/culture/2017/10/09/two-oregon-natives-are-opening-a-bougie-new-hotel-in-downtown-mcminnville/
[15] http://industry.traveloregon.com/content/uploads/2018/05/Dean-Runyan-FINAL-2018.pdf
[16] http://industry.traveloregon.com/content/uploads/2016/11/Oregon-Willamette-Valley-Region-2015-Visitor-Final-Report.pdf

Downtown Newberg currently boasts wine tasting rooms, numerous restaurants, art galleries, and small retail shops. Both the Chehalem Valley Chamber of Commerce and the Newberg Downtown Coalition are active supporters of downtown tourism. Each advocacy group offers robust websites with detailed visitor information.

Recreation & Open Space

Infrastructure—the physical facilities and systems that support economic activity—is a key driver of real estate investment and development. Historically, real estate was influenced by the quality and location of roads, bridges, and other forms of auto-oriented infrastructure. The Interstate Highway System, for example, was a critical factor in the growth of suburban America.

More recently, transit-oriented development has become a common term in the lexicon of real estate and transportation officials. Transit-oriented development is characterized by compact, mixed-use, residential, and commercial development that is clustered around a transit stop or a rail station. Today, bike trails, bike lanes, bike-share systems, and other forms of active transportation infrastructure are helping spur a new generation of "trail-oriented development." This trend reflects the desire of people around the world to live in places where driving an automobile is just one of a number of safe, convenient, and affordable transportation options. The Urban Land Institute's America in 2015 report found that, in the United States, over half of all people (52 percent) and 63 percent of millennials would like to live in a place where they do not need to use a car very often; half of U.S. residents believe their communities need more bike lanes.

Active transportation was, until recently, an overlooked mode of travel. However, in recent years, investments in infrastructure that accommodates those who walk and ride bicycles have begun to reshape communities.

Shared themes among active transportation projects include the following:

> Active transportation infrastructure can catalyze real estate development. Trails, bike lanes, and bicycle-sharing systems can improve pedestrian and bicyclist access to employment centers, recreational destinations, and public transit facilities, thereby enhancing the attractive-ness of developments along active transportation corridors. In some cases, former industrial districts and towns outside urban cores have benefited from active transportation infrastructure due to improved walking and cycling connectivity.
>
> Investments in trails, bike lanes, and bicycle-sharing systems have high levels of return on investment. Regions and cities have found that relatively small investments in active transportation can have outsized economic returns due to improved health and environmental outcomes and reduced negative externalities, such as automobile traffic congestion and poor air quality.

Bike-friendly cities and towns are also finding that bicycle facilities boost the tourism economy and encourage extended stays and return visits. Tourism is one of the world's largest industries. The U.S. Travel Association explains that U.S. residents spend over $800 billion a year on travel and recreation away from home.

Case Studies

Case studies can provide the Newberg Riverfront team with many lessons about how riverfronts and other special places have been revitalized in other cities. This includes what has been successful and why, and just as importantly, why other places have not achieved a community's desired outcomes. Information about several

relevant case studies is included below. These case studies were selected because they are comparable in some (though often not all) of the following ways:

- Riverfront location
- Western United States
- Brownfield redevelopment of land that involves a change of use, often from a historically industrial to a mix of uses.
- Comparable market conditions. Achievable rents, absorption, and other factors have a significant impact on the types of real estate development that is possible. For example, riverfront redevelopment in large cities is not highlighted, because of the significant difference in market conditions in these locations.
- Public-private partnerships
- Wine- and/or tourism related

In addition to the case studies summarized below, LCG believes there are also lessons to be learned from these places:

- 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
- Waterfront Redevelopment Project, St. Helens, Oregon
- Waterfront and Terminal 1 projects, Vancouver, Washington
- Waterfront Place, Everett, Washington
- Old Sawmill District, Missoula, Montana
- Theater District and Downtown Revitalization, Petaluma, California
- Downtown revitalization, Oxbow Public Market, and riverfront, Napa, California

Riverfront, Hood River, Oregon

Location: Hood River, Oregon. On the Columbia River, about a half-mile north of downtown Hood River. Visible from Interstate 84.

Size: 100 acres+



History: The modern history of the Hood River waterfront dates to the 1950s, when a number of State and Federal agencies cooperated to fill more than 100 acres, extending from the Columbia River's southern shoreline, into the river. In the 1970s, the core of the current waterfront area (just north of downtown Hood River) was an active industrial park. Tenants included food preparation and distribution, and Hood River Distillers (still on site). The first Port of Hood River waterfront plan was prepared in 1975. Through the 1970s and '80s, improvements continued, including a 1985 pedestrian bridge that was built across the Hood River to link Marina Park with downtown.

In the 1990s and 2000s, after several false starts at bringing about new, ground-up private development, the Port focused on a "business park" concept—focusing on technology, food processing, and outdoor recreation—which remains its strategy today. In 2008, the City created a waterfront urban renewal district, with a maximum indebtedness of $5.75 million and the goal of building infrastructure, recreation facilities, habitat improvements, and conducting marketing, in order to augment the Port's efforts.

In 2010, the Port built completed the Halyard Building, the first new building to be completed in the waterfront in 25 years. In the last decade, development has accelerated significantly, and has included multiple buildings totaling more than 200,000 square feet of development, including a mix of office, restaurant, retail, and industrial space. Key tenants include the headquarters of DaKine, an outdoor sporting gear and apparel company; numerous small professional service offfices; Pfriem family brewers; and pizza, coffee, and ice cream vendors.

Parks and open spaces have been significantly improved and now host a wide variety of festivals and events, ranging from day-to-day use by residents, picnicking, jogging, swimming, windsurfing, and other water sports. Festivals at the waterfront include the Gorge Games (a world-class outdoor sports competition), Harvest Fest, and the Roy Webster Cross-Channel Swim.

Key Public Agencies: Port of Hood River and City of Hood River, Oregon. The State of Oregon: ODOT, State Parks, Fish & Wildlife, other; U.S. Army Corps of Engineers, and Bonneville Power Administration.

Private Developers: Key Development, others.

https://portofhoodriver.com/waterfront-recreation/history-of-the-waterfront/

Independence Landing, Independence, Oregon



Location: Independence, Oregon, adjacent to downtown between Main Street and the Willamette River.

Size: 18 acres (Valley Concrete property only)

History: The Valley Concrete site was an 18-acre, industrially-zoned property that was home to a ready-mix concrete operation (gravel site). The City's 1996 Downtown Development Plan and 2009 Vision 2020 Plan identified this site as a key redevelopment opportunity and proposed concepts for housing and mixed-use development that would bolster Independence's restored Downtown. When Oldcastle Materials, the site's owner, expressed an interest in relocating Valley Concrete's ready-mix concrete operation and putting the property for sale, the City secured a State Transportation and Growth Management (TGM) Quick Response grant to further develop concepts for the site's future.

In 2005, the City completed Riverview Park, including an Amphitheater, which is located just north of the Valley Concrete site. The park is the largest in the City of Independence. The amphitheater now hosts numerous events including the eight-week River's Edge summer movie and concert series. Riverview Park is also the starting point for the Willamette River Trail, a 5k soft-surface path that loops north along the Willamette River providing excellent river views and birdwatching. In 2014 a disc golf course was installed in Riverview Park. In 2015, the Independence Biker/Boater Campground opened.

In 2015, the City purchased the Valley Concrete property for about $800,000 and began working to bring the concept plan to fruition. The City's goal was to remove perceived risks for redevelopment of the site and to make it development-ready.

In Summer/Fall 2016, the City took further steps toward making the site - now renamed Independence Landing - development ready. A new Downtown Riverfront Zone was created which allows the mix of residential and commercial uses envisioned for the site, and the property was rezoned to this new designation.

Today: Gresham-based Tokola Properties is building a hotel and more than 120 apartments in the years following the hotel opening as part of a three-phase development. Plans also call for a series of townhouses.

Key Public Agencies: City of Independence; State of Oregon TGM grant.

Private Developer: Tokola Properties

Columbia Riverfront, Astoria, Oregon

Size: Large--approximately four miles long and a quarter to half-mile wide as defined in the 2009 Riverfront Vision Plan.



Above: Astoria's trolley runs alongside businesses that continue to harvest and process fish, and restaurants and retailers serving locals and tourists. Below: Most of the "new development" in Astoria has involved the adaptive reuse of historic structures.



History:

Like Hood River, Astoria's connection to the Columbia River is as old as the City itself, so it is difficult to pinpoint a "beginning" to waterfront revitalization. The City completed waterfront planning process in the 1970s, '80s, and 90s. Beginning with the 1970s era "People Places Plan," the community intentionally sought to find ways for the historic "working waterfront" industrial uses to coexist with more "people places" for the general public, while acknowledging that the interests of water-related businesses must come first. The concept of a Riverwalk—a pedestrian and bicycle pathway—came out of the 1970s plan.

In 2009, the City completed the Riverfront Vision Plan, covering more than four miles of Columbia Riverfront. The goals of this plan were to promote access to the river; encourage a mix of uses and particularly "working waterfront" uses; new development of appropriate scale, that respects Astoria's historic character; and protecting the health of the river and natural areas. The Riverwalk remained an important priority.

In the past decade, Astoria has seen the ongoing operation of marine businesses along with the adaptive reuse of numerous historic riverfront buildings. Marine businesses include Fishhawk Fisheries and Northwest Sardines. Historic riverfront buildings have been renovated and reborn as breweries, restaurants, retailers, service businesses, and small inns. The Riverwalk and Trolley remain very popular with locals and visitors.

Key Public Agencies: City of Astoria.

Private Developers and property owners: Various.

Kendall Yards, Spokane, Washington





From Kendall Yards HOA

Location: Spokane, Washington, on the opposite side of the Spokane River from downtown, and about ¼ mile downriver.

History: Kendall Yards is a 78-acre former railyard and industrial site perched above the Spokane River. Greenstone Corporation gained control of the site over a decade ago, but prior to that two previous owners spent many millions acquiring multiple parcels, removing contaminated soil and relocating utilities. In 2006, the City of Spokane approved a plan for 2,600 residential units and about 1,000,000 square feet of non-residential commercial and office space.

Size: 78 acres

Key Public Agencies: City of Spokane.

Private Developer: Greenstone Corporation

Now. According the master plan, the neighborhood will "ultimately be home to 500,000 square feet of restaurants, shops and offices, over a thousand homes and 25 acres of parks and open space."

Land use mix (at full build out):

- 1,296 residential units (single family, town homes, low, mid, and high rise multifamily, seniors housing)
- 215,000 sq. ft. retail / restaurants
- 200,000 sq. ft. hotel
- 290,000 office space

While Kendall Yards' land use mix is largely residential at the moment, there are plans for near-term projects that will drastically increase the amount of commercial square footage in the area. One project, tentatively named "Podium" is currently going through the permitting process. One structure will be a four-story, 66,300-square-foot office building, and the other will be a six-story, 163,700-square-foot building with a total of 130 apartment units on the second through sixth floors. The apartment building will have retail space facing Summit

Parkway and residential amenities on the rest of the first floor. An 85,000-square-foot parking garage will have daylight exposure on the south side. It will have about 290 stalls, and the project also will include surface parking for about 22 vehicles. In addition to Podium, another multifamily project is proposed—the 89-unit Highline East.

Vintner's Village, Prosser, Washington



Location: Prosser, Yakima Valley, Washington. Vinter's Village is border on the north by Interstate I-82, on the west by Wamba Road, and on the south and east by private ownership.

Before: Prosser Vintner's Village (VV) is a 32-acre site located in north Prosser next to I-82, within the city limits. The land was owned by the Port of Benton, which had a business lined up to move in. When that fell through, the Port went another direction, creating space for wineries, complete with streets, electricity, water and other services. Thurston Wolfe was the first winery to open to the public in The Village, in 2006.

Size: 32 acres

Key Public Agencies: Port of Benton (land developer).

Private Developers: Various.

Now: The site has 14 existing wineries, with additional lots ready for development. The Port of Benton is actively marketing properties within The Village for development activities to support agritourism.

The initial 32-acre site is seen as a great success and resulted in the Port's purchase of the adjacent 18.5-acre parcel to the south in order to pursue further development. The new property contains a historic residence that was sold and converted into a private bed & breakfast in support of agritourism in the region. The Port also purchased an additional 20 acres to the west along Wamba Road.

Instead of waiting for businesses to build their own places in Vintner Village II, the port is creating a $2 million home for them to spur growth. Each of the bays in the new building will feature 500 square feet of office/retail space and another 2,000 square feet for manufacturing and storage.

The City of Prosser is also an example of successful efforts trying to capture the wine industry's production and tourism within the Vintner's Village area along with the Wine & Food Park, which is home to Hogue Cellars and Mercer Wine Estates.

APPENDIX I

RIVERFRONT MASTER PLAN
City of Newberg

Summary of Public Involvement

7/9/2018

To: Newberg Riverfront Master Plan Project Management Team

From: Andrew Parish, APG

Re: Summary of Public Event 1

INTRODUCTION

This memorandum provides a summary of the August 23, 2018 Newberg Riverfront Master Plan Public Event #1.

SUMMARY OF EVENT

Date: Thursday, August 23, 2018
Time: 6:30pm – 8pm
Location: Edwards Elementary School Cafeteria
715 E 8th St, Newberg, OR 97132

Event Agenda:

6:30 PM	Open house, one-on-one discussion
7:00 PM	20-minute presentation by Andrew Parish
7:20 PM	Open house, one-on-one discussion

Attendance:

Roughly 30 community members attended, including several members of the Technical Advisory Committee and two members of the Citizens Advisory Committee.

INFORMATION PROVIDED

Information was presented on the following topics, with the project team circulating to engage attendees:

- Project introduction (timeline, study area, and project vision statement & goals)
- Existing Conditions, including land use and transportation
- Market Analysis
- Buildable land and Urban Design
- Potential types of development
- Potential types of waterfront activities

A copy of the presentation and the printed boards are available on the project website.
https://www.newbergoregon.gov/planning/page/riverfront-master-plan-0

SERVICES PROVIDED

- Spanish/English language interpretation was available.
- The meeting location was handicapped-accessible and contact information was provided for those needing special accommodations.

DISCUSSIONS WITH THE COMMUNITY

Project staff had discussions with community members in individual and small group settings at the event. The following is a partial list of topics and interests discussed:

Transportation

- Potential Location and Design of Future Trails
- Future use of Waterline Bridge for a trail connection
- Riding a bike on the highway does not feel safe. Will there be other options provided for bicycle travel?
- What can be done to provide sidewalks, better roads in the study area?
- Current off-road connection to Rogers Landing is unstable
- River street is a busy connection during summer
- Bike tourism is large and increasing - the 219 bridge is the only access across the river currently and a better route would be good.

Market Analysis & Economics

- Affordable Housing
- Potential displacement & gentrification impacts of a revitalized waterfront area
- Role of the City of Newberg in preserving/creating affordable housing
- Amount of commercial land and types of retail that might be feasible in the area
- Amount of industrial use that is desirable on the riverfront in the future
- How will existing residents benefit from the plan?
- Impacts of the rail line to redevelopment
- What will be the source of funds to make improvements to the study area?
- Will this plan increase my taxes?

Westrock Mill Site

- What is the broader political situation of the Mill site (Senator Wyden's involvement)
- When will the site be sold and to whom?
- Potential environmental issues on the site
- Likelihood of the site reopening as a paper mill or other industrial use to provide family wage jobs
- What is the future of the biomass/co-generation facilities on the site?
- Will any of the existing buildings be reused?

Waterfront Recreation

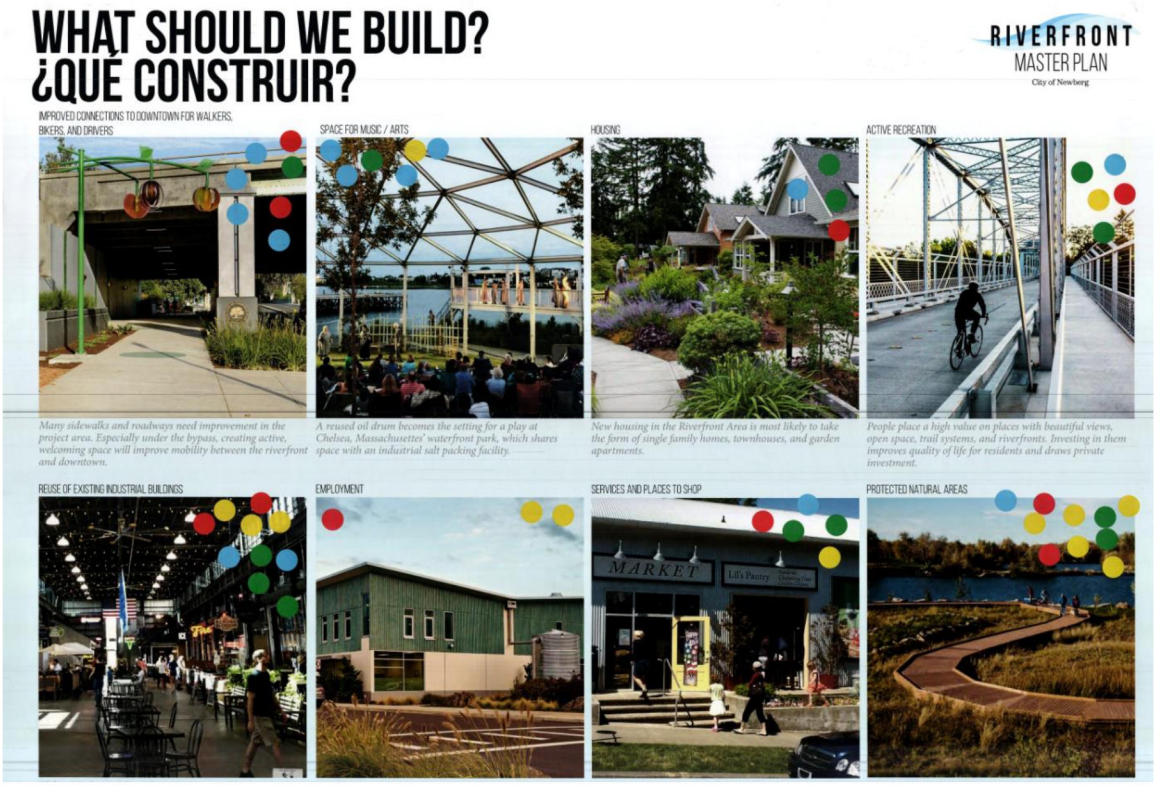
- What will be the impacts to the boat landing and existing boating uses, including the popular boat races?
- The steep grade at Rogers Landing helps calm traffic
- Desire for better swimming access
- Desire for paddle launch, playground, amphitheater. Opportunity to combine activities with retail or shuttle connections to other destinations.
- Walking trails and preserved habitat.

Other

- Will development be allowed in floodplain areas? How will this plan affect the stability of the riverbank/flooding of residential areas?
- Area under bypass
- What will impacts to school attendance/boundaries be?
- How much control does the City have in what occurs?
- Will the citizens be asked to vote on this plan?

Open house attendees were asked to place dots on activities that they wanted to see more of, and write other ideas. Written comments are provided below, and photos of dot exercise and other event photos are on the following pages.

- Make use of bypass – covered space
- Prioritize recreation over buildings
- Balance motorized / nonmotorized boating
- Medium term moorage
- High class lodging facility
- Wide walkways from riverfront to downtown
- Lazy river wading area for kids (swim park)
- Safe walkways
- More access/room to be by river
- Refreshment stand near river
- Prioritize fishermen/women, fueling station
- Whole foods as a hang out, groceries
- Luxury movie theatre (ex: Progress Ridge)
- Separated/safe bike lanes
- Marina and restaurant: destination for boaters, maybe include playground and wine shuttle
- Big Al's/ Bullwinkles Entertainment for all seasons
- Small businesses for river users
- Connected hiking trails
- Concessions, playground, and amphitheater
- Connect area to Wynooski/ Hess Creek
- Destination retail
- Protection of affordable housing **
- Brewery


WHAT SHOULD WE BUILD?
¿QUÉ CONSTRUIR?
RIVERFRONT
MASTER PLAN
City of Newberg
IMPROVED CONNECTIONS TO DOWNTOWN FOR WALKERS, BIKERS, AND DRIVERS
Many sidewalks and roadways need improvement in the project area. Especially under the bypass, creating active, welcoming space will improve mobility between the riverfront and downtown.
SPACE FOR MUSIC / ARTS
A reused oil drum becomes the setting for a play at Chelsea, Massachusettes' waterfront park, which shares space with an industrial salt packing facility.
HOUSING
New housing in the Riverfront Area is most likely to take the form of single family homes, townhouses, and garden apartments.
ACTIVE RECREATION
People place a high value on places with beautiful views, open space, trail systems, and riverfronts. Investing in them improves quality of life for residents and draws private investment.
REUSE OF EXISTING INDUSTRIAL BUILDINGS
EMPLOYMENT
SERVICES AND PLACES TO SHOP
MARKET
PROTECTED NATURAL AREAS


WHAT WATERFRONT ACTIVITIES WOULD YOU LIKE TO SEE MORE OF?
¿QUÉ OTRAS ACTIVIADES ACUÁTICAS LE GUSTARIA VER?
RIVERFRONT
MASTER PLAN
City of Newberg
MOTORIZED BOATING
NON-MOTORIZED BOATING
TRAILS
LARGE EVENTS (CONCERTS / RAFTIES)
SWIMMING
FISHING
PICNIC AREAS AND PLAYGROUNDS
COMMUNITY GARDEN

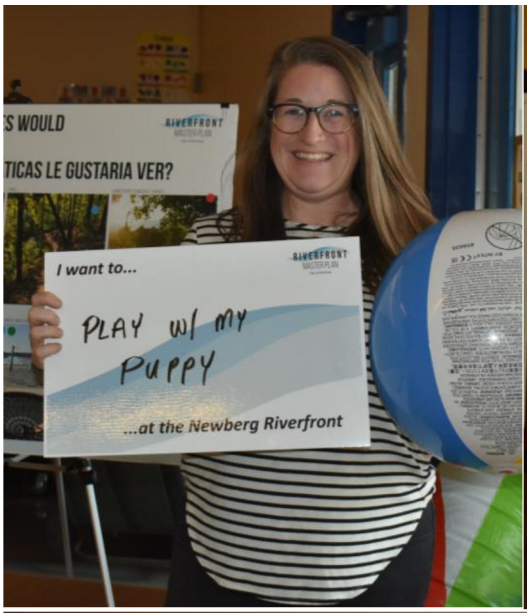

RIVERFRONT
MASTERPLAN








WHAT WATERFRONT ACTIVITIES WOULD
YOU LIKE TO SEE MORE OF?
¿QUÉ OTRAS ACTIVIADES ACUÁTICAS LE GUSTARIA VER?


I want to...
PLAY w/ my PUPPY
...at the Newberg Riverfront


I want to...
SWIM!
...at the Newberg Riverfront


ACUÁTICAS LE GUSTARIA VER?
Please do not take any uneaten food from the cafeteria.
Thank you!
Por favor no tomes comida que no comes de la cafetería. Gracias!

9/17/2018

To: Newberg Riverfront Master Plan Project Management Team

From: Andrew Parish, Kyra Schneider, Emma Porricolo, APG

Re: Summary of Online Open House #1

INTRODUCTION

This memorandum provides a summary of the Newberg Riverfront Master Plan Online Open House #1. The Online Open House was open for approximately two weeks, from Thursday, August 23, 2018 through Monday, September 10, 2018. The Online Open House coincided with the Newberg Riverfront Master Plan Public Event #1, which took place on Thursday, August 23, 2018 from 6:30pm – 8:00 pm at Edwards Elementary School in Newberg. The Online Open House provided the opportunity to share project information with community members who were unable to attend the in-person public event and solicit their feedback regarding the Riverfront Master Plan. A link to the Online Open House was posted to the City's website, Facebook page, and local newspaper, and was sent to the project's interested parties email list. The Online Open House was viewed approximately 150 times, though not all viewers provided feedback.

INFORMATION PROVIDED

Information provided in the Online Open House mirrored the information available at the in-person public event and included following topics:

- Project introduction (timeline, study area, and project vision statement & goals)
- Existing Conditions, including land use and transportation
- Market Analysis
- Buildable land and urban design
- Potential types of development in the study area
- Potential types of waterfront activities along the riverfront

RESULTS

Summary

Key takeaways of the survey are listed briefly below, followed by a detailed breakdown of all questions.

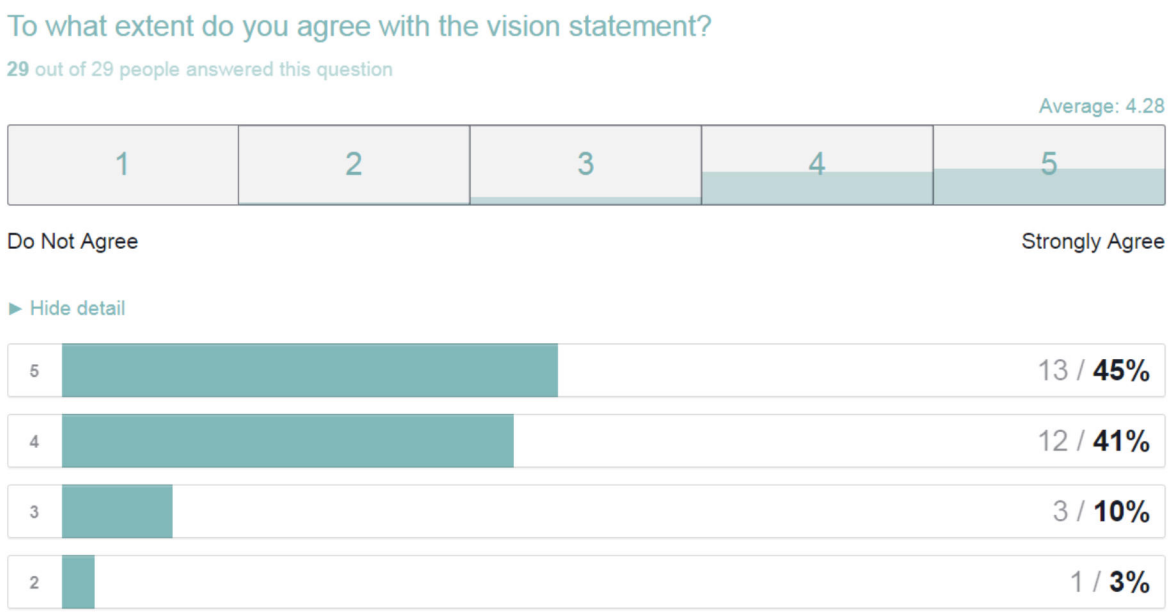
- Overall, respondents were very supportive of the project vision and goals, with suggestions about particular features or concerns to emphasize.
- Most respondents do not frequent the riverfront today, and said that park activities, commercial activities, and better bike/ped connections would encourage them to visit more.

- Pedestrian connections were listed as very important for the area; improved automobile access and additional automobile parking were not listed as high priorities among respondents.
- Trails were by far the most desired feature for the riverfront area, followed by picnic and playground areas and non-motorized boating activities.
- Continued industrial activity in the riverfront area was not a priority among respondents.
- Respondents were supportive of the three development programs as a starting point for analysis.
- The majority of respondents heard about this survey from Facebook or the local newspaper.

Vision and Goals

A total of 28 individuals responded to questions about the project vision and goals. Of the 29 respondents, 86% (24) either agreed or strongly agreed with the project vision statement; 11% (3) said that they neither agreed nor disagreed with the vision statement; and 4% (1) did not agree.

FIGURE 1. QUESTION 1 RESPONSES



Several respondents provided additional comments about the vision statement. Comments suggested to include local assets, such as local eateries and the agricultural roots of Newberg, in the plan, as well as events/concerts. Additionally, comments expressed concerns about the potential negative impacts of development in the Riverfront Area, such as parking, environmental impacts, project and maintenance costs, and lack of affordable housing. Specific comments and suggestions included the following:

- Concern that the project will cause a greater shortage of affordable housing
- Add a statement about honoring the area's agricultural roots and current connections to the dairy, hazelnut, and wine industries
- Emphasize large events such as concerts
- Include local eateries and music
- Ensure that the plan results in an extensive regional multi-use path system
- Concern about preserving habitat for local wildlife and minimizing environmental impacts

- Concern about upkeep and maintenance costs
- Concern that the project would result in higher local taxes
- Ensure that the riverfront includes facilities such as bathrooms and water fountains
- Suggestion to consider a pedestrian bridge across the river to connect to Champoeg State Park Trails
- Desire to clean up the surrounding streets and sidewalks and refresh homes through local code enforcement
- Desire to keep the riverfront area public and to preserve existing trees and natural areas
- Suggestion to add bike trails
- Ensure ample and free parking that does not distract from the natural beauty along the waterfront or impact on existing property owners
- Concern about the area being developed with housing, apartments, or condos

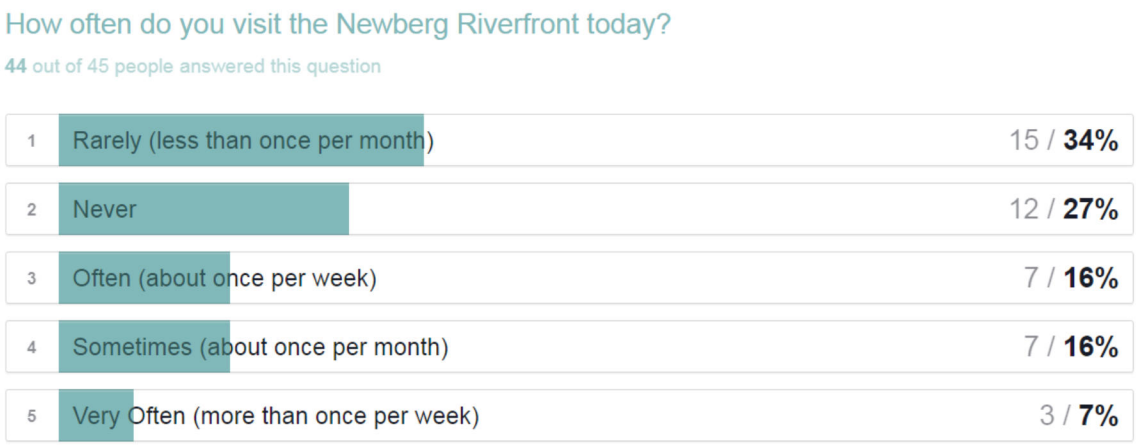
Community Vision for the Riverfront Area (Share Your Ideas)

A total of 45 individuals responded to questions asking for their ideas about the future of the riverfront area.

Question 1

Of the 44 respondents to Question 1, 34% (15) said they rarely visit the riverfront (less than once per month); 27% (12) said that they never visit the riverfront; and approximately 38% (17) of respondents said they visit the riverfront once a week or more.

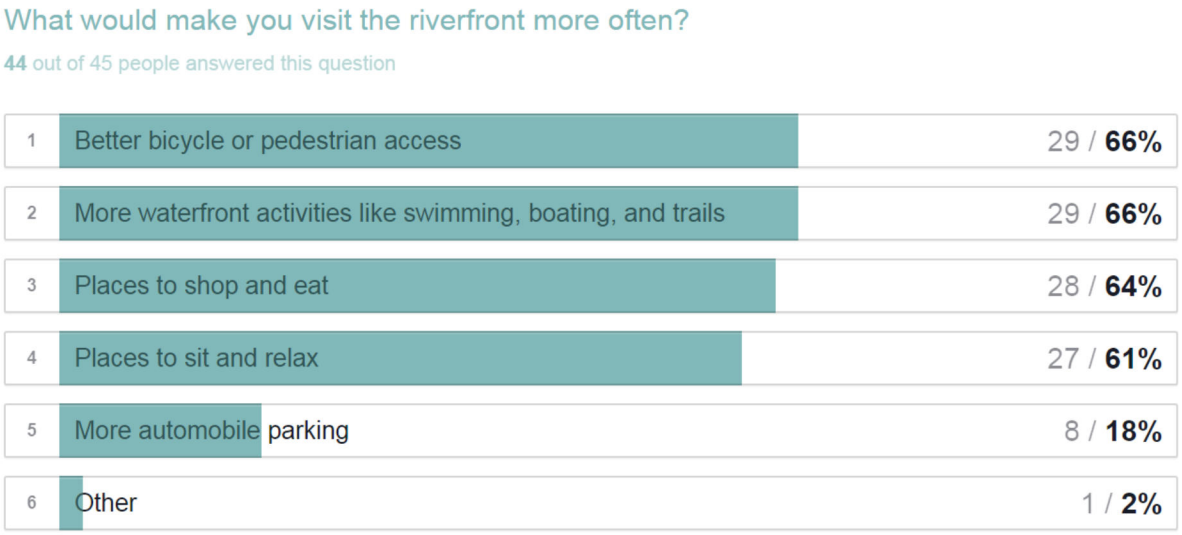
FIGURE 2. QUESTION 1 RESPONSES



Question 2

Of the 44 respondents, 66% (29) said they would visit the riverfront more often if there was better bicycle and pedestrian access; 66% (29) of respondents said they would visit if there were more waterfront activities like swimming, boating, and trails; and 64% (28) of respondents said they would visit more often if there were places to eat and shop. Only 18% (8) of respondents said they would visit more often if there was more automobile parking. One individual noted that they would visit the riverfront more often if there was a public bus stop.

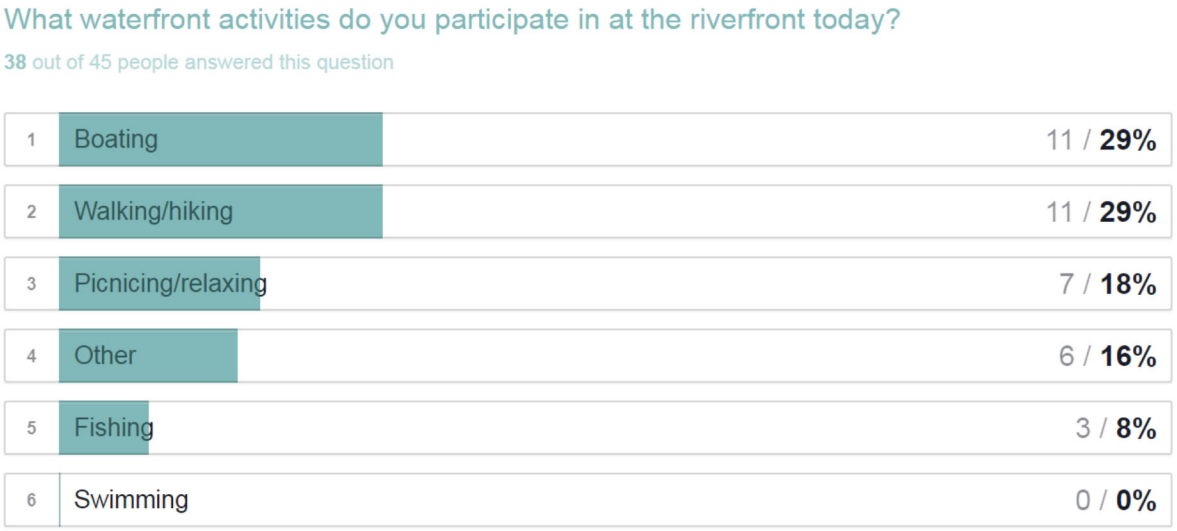
FIGURE 3. QUESTION 2 RESPONSES



Question 3

Of the 38 respondents, 29% (11) said they currently participate in boating; 29% (11) said they currently participate in walking/hiking; and 18% (7) said they currently participate in picnicking/relaxing. No respondents said they currently participate in swimming at the waterfront today. 'Other' comments included paddle boarding and kayaking.

FIGURE 4. QUESTION 3 RESPONSES

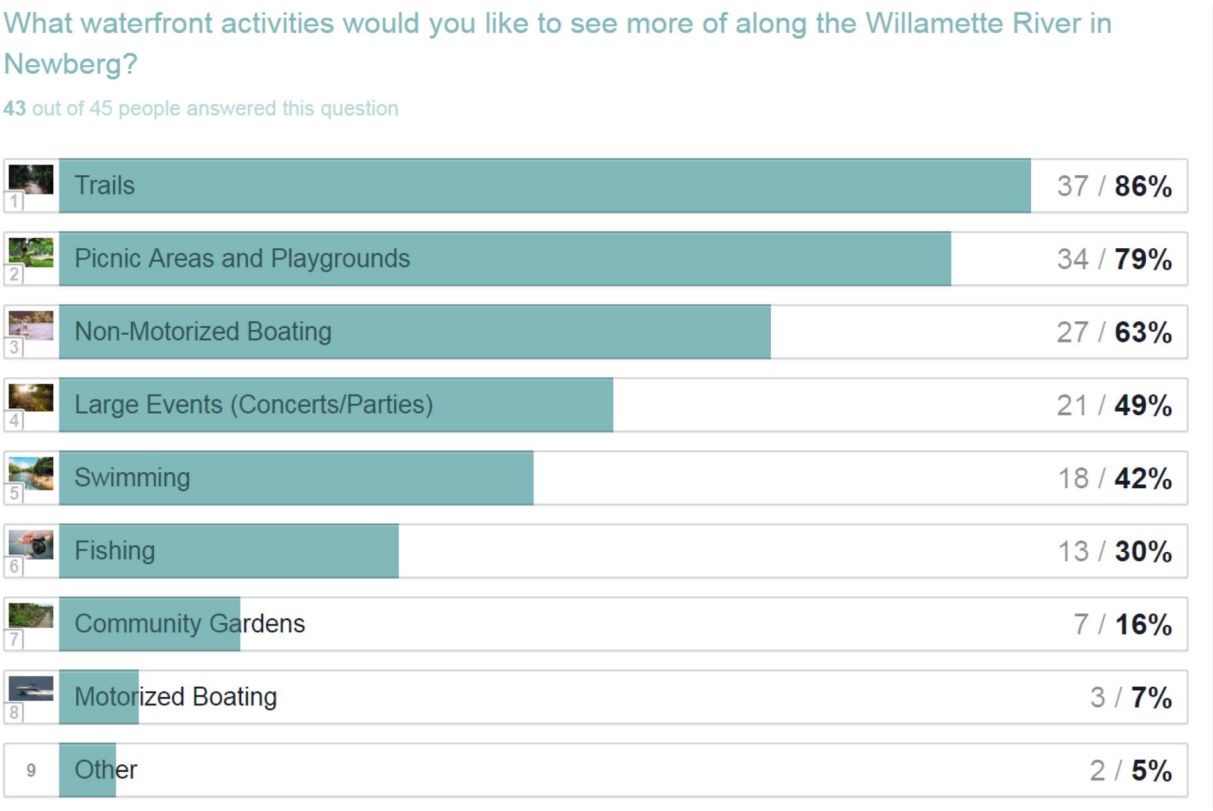


Question 4

Of the 43 respondents, 86% (37) said they would like to see more trails along the riverfront; 79% (34) said picnic areas and playgrounds; 63% (27) said non-motorized boating; 49% (21) said large events (concerts/parties); and

42% (18) said swimming. 30% of respondents or less said they would like to see fishing, community gardens, and motorized boating. 'Others' comments included a bike trail along the river and an amphitheater.

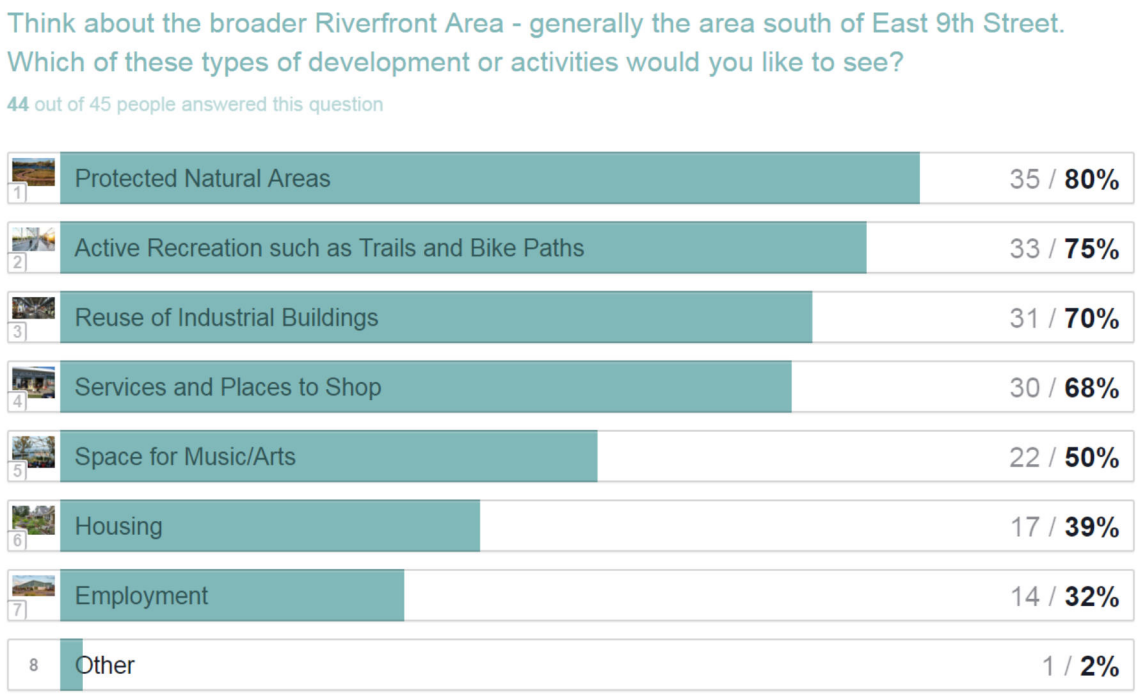
FIGURE 5. RESPONSES TO QUESTION 4



Question 5

Of the 44 respondents, 80% (35) would like to see protected natural areas in the broader Riverfront Area; 75% (33) would like to see active recreation such as trails and bike paths; 70% (31) would like to see reuse of industrial buildings; and 68% (30) would like to see service and places to shop. 50% of respondents or less chose space for music/arts, housing, or employment. One respondent noted that they would like to see a higher education component such as a trade school.

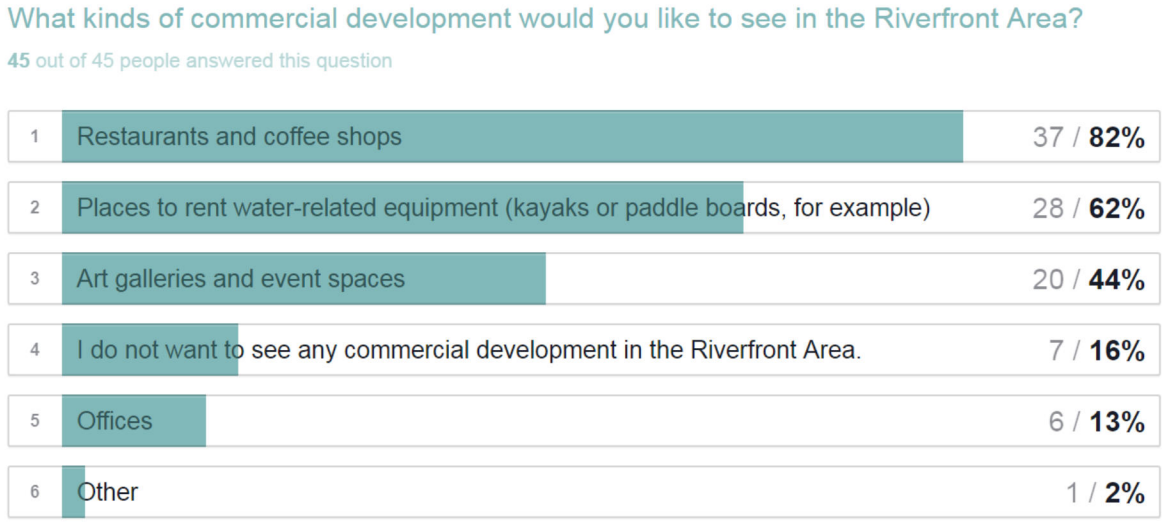
FIGURE 6. QUESTION 5 RESPONSES



Question 6

Of the 45 respondents, 82% (37) said they would like to see restaurants and coffee shops; 62% (28) said they would like to see more places to rent water-related equipment; 44% (20) said they would like to see more 'art galleries and event spaces.' 16% (7) of respondents said they do not want to see any commercial development in the Riverfront Area. One respondent wanted to see a small grocery store for local residents.

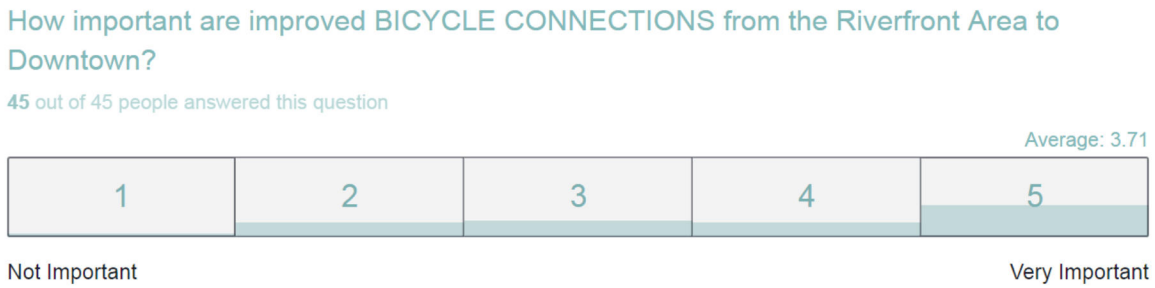
FIGURE 7. QUESTION 6 RESPONSES



Question 7

Of the 45 respondents, 40% (18) think bicycle connections from the Riverfront Area to the Downtown are very important; 18% (8) think bicycle connections are important; 20% (9) are neutral, and 22% (10) think bicycle connections are not important.

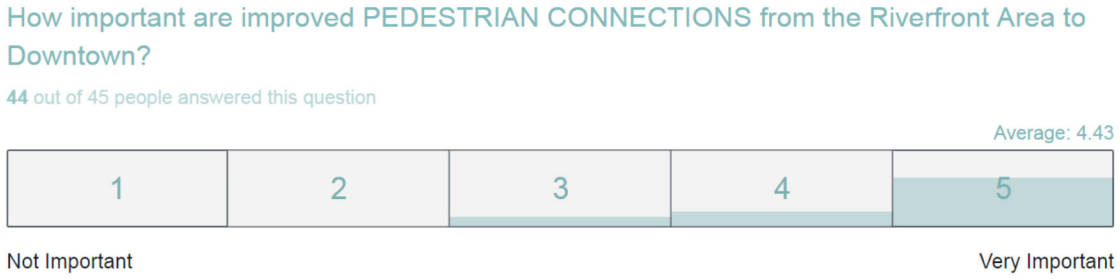
FIGURE 8. QUESTION 7 RESPONSES



Question 8

Of the 44 respondents, 64% (28) think pedestrian connections from the Riverfront Area to Downtown are very important; 20% (9) felt they are important; 14% (6) were neutral; and 2% (1) think pedestrian connections are not important.

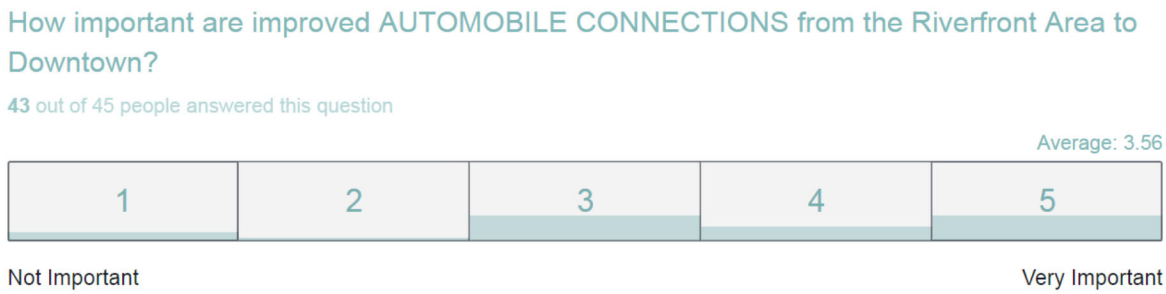
FIGURE 9. QUESTION 8 RESPONSES



Question 9

Of the 43 respondents, 52% (22) think automobile connections are important or very important; 33% (14) are neutral on the topic of automobile connections from the Riverfront Area to Downtown; and 17% (7) think automobile connections are not important.

FIGURE 10. QUESTION 9 RESPONSES

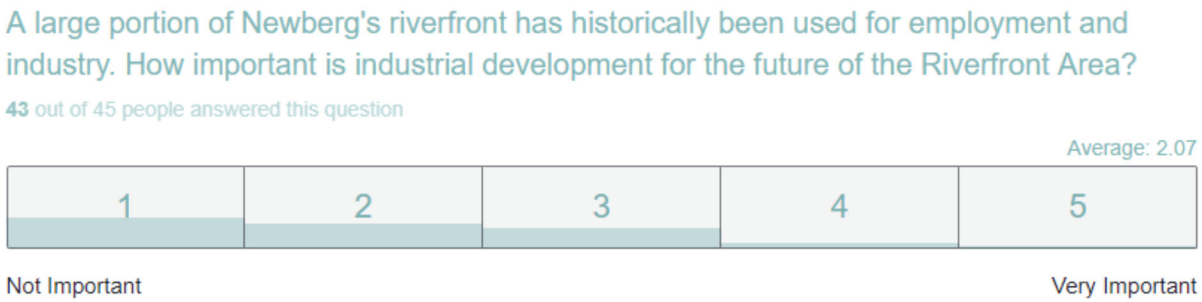


Of the three types of connections (pedestrian, bicycle, and automobile) between downtown and the riverfront surveyed, pedestrian connections had the highest average score (4.43). Followed were bicycle and automobile, with average scores of 3.71 and 3.56 respectively.

Question 10

Of the 43 respondents, 67% (29) think industrial development is not important (chose score of 1 or 2); 23% (10) are neutral; and 9% (4) think it is important or very important. The average score was 2.07.

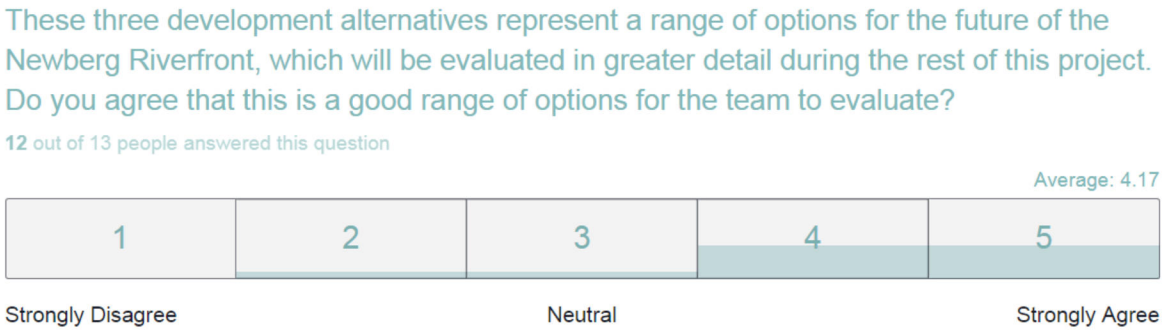
FIGURE 11. QUESTION 10 RESPONSES



Development Programs (Share Your Ideas)

Respondents were provided information on the three development alternative options the master planning team is evaluating. They were then asked if they agree that it is a good range of options to evaluate for this master plan. Of the 12 respondents 84% (10) strongly agreed or agreed with the range of options; 8% (1) was neutral; and 8% (1) disagreed.

FIGURE 12. QUESTION 1 RESPONSES



6 of the 13 respondents provided additional comments about why they agree or disagree with the options presented. There were a variety comments in favor of the options and several suggestions for improvements. A summary of the comments received is listed below.

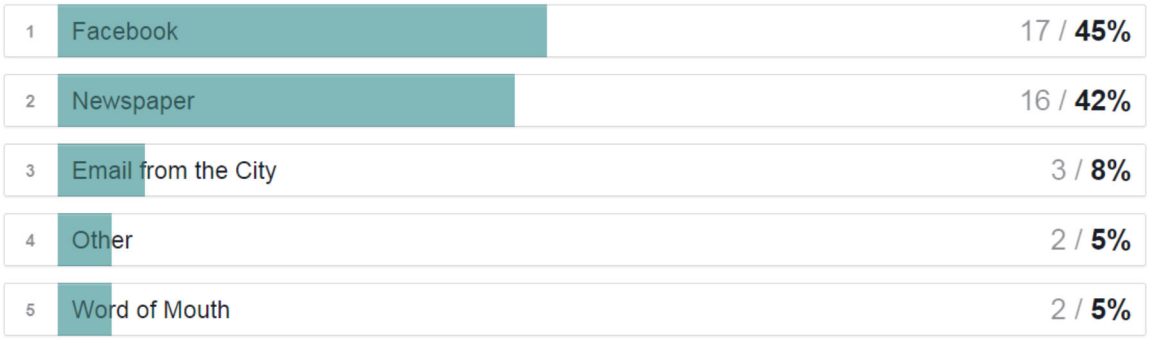
- Desire to see a greater emphasis on light industrial, less on "destination retail"
- Emphasis on having a mix of uses
- Suggestion to develop an alternative plan in case the proposed sale of the mill site falls through
- Disagreement with using the space for offices or institutions; suggestion to use it only for shops, restaurants, or artist space, or a small boutique hotel (no chain hotels or restaurants)

- Housing should be individual lots sold to individual owners, not mass development

Demographics

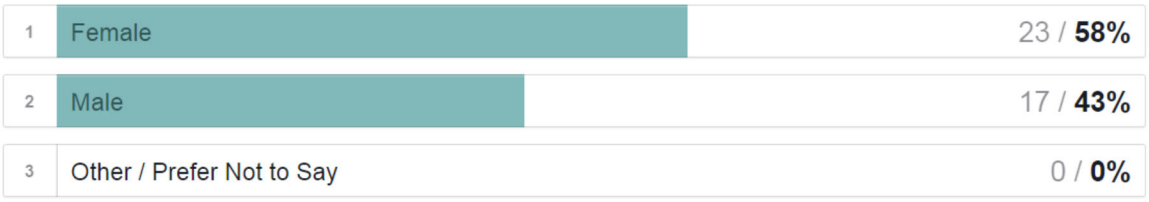
How did you hear about this survey?

38 out of 40 people answered this question



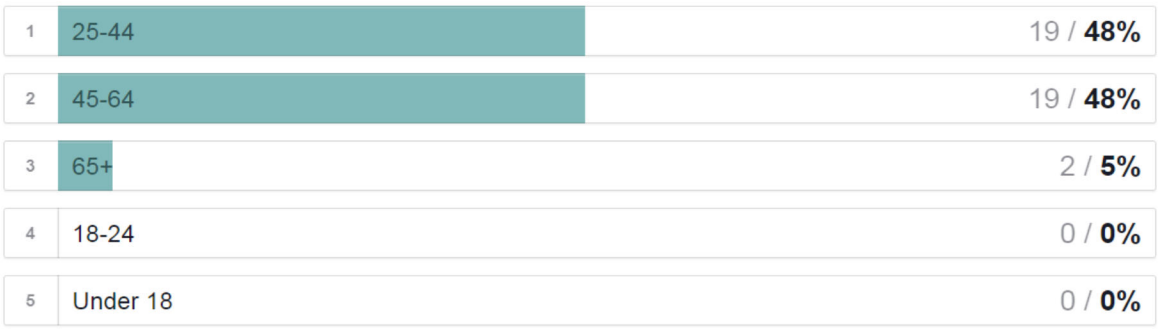
What is your gender?

40 out of 40 people answered this question



What is your age?

40 out of 40 people answered this question



What is your ethnicity? (select all that apply)

39 out of 40 people answered this question

1	White or Caucasian	36 / **92%**
2	Prefer Not to Say	2 / **5%**
3	American Indian or Alaskan Native	1 / **3%**
4	Asian or Pacific Islander	1 / **3%**
5	Black or African American	0 / **0%**
6	Hispanic or Latino	0 / **0%**
7	Other	0 / **0%**

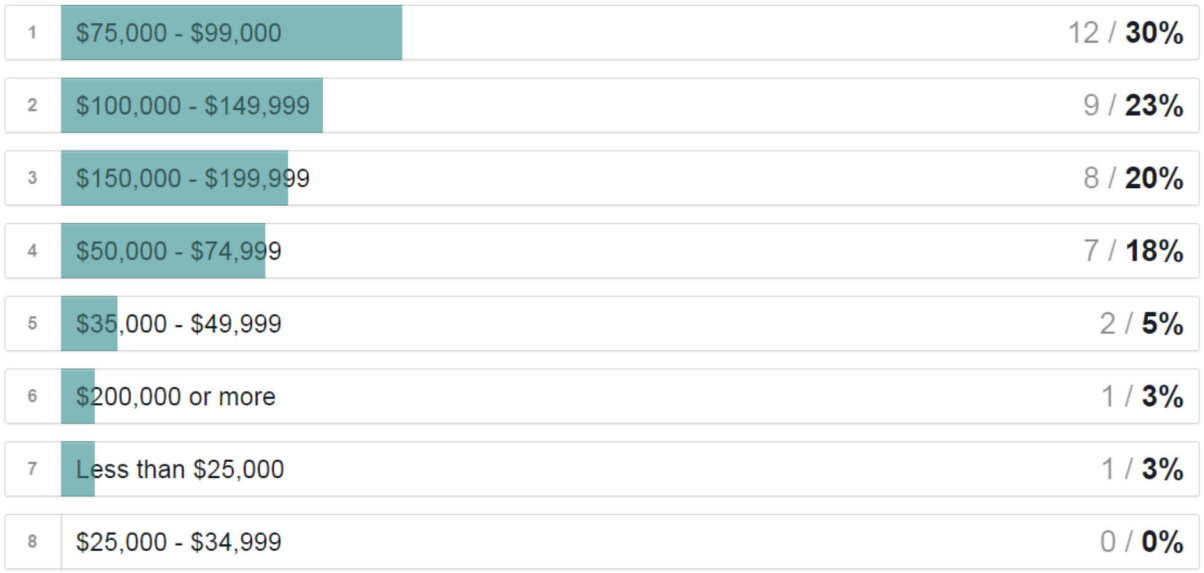
What is the highest level of school you have completed or the highest degree you have achieved?

40 out of 40 people answered this question

1	Bachelor degree	17 / **43%**
2	Some college but no degree	11 / **28%**
3	Graduate degree	10 / **25%**
4	Associate degree	2 / **5%**
5	High school degree or equivalent (e.g. GED)	0 / **0%**
6	Less than a high school degree	0 / **0%**

What is your approximate average household income?

40 out of 40 people answered this question



12/10/2018

To: Newberg Riverfront Master Plan Project Management Team

From: Andrew Parish and Kyra Haggart, APG

Re: Summary of Public Event 2

INTRODUCTION

This memorandum provides a summary of the December 4, 2018 Newberg Riverfront Master Plan Public Event #2.

SUMMARY OF EVENT

Date: Tuesday, December 4, 2018
Time: 5:30pm – 7:30pm
Location: Public Safety Building
401 E 3rd Street, Newberg OR

Event Agenda:

5:30 PM	Open house, one-on-one discussion
6:15 PM	Brief presentation
6:45 PM	Open house, one-on-one discussion

Attendance:

Roughly 43 community members were in attendance.

INFORMATION PROVIDED

Information was presented on the following topics, with the project team circulating to engage attendees:

- Project schedule and study area
- Common elements of the master plan
    - Public riverfront concepts
    - Parks and open space concepts
    - Trail concepts
    - Underpass park concepts
    - Gateway concepts
    - Complete streets and downtown connections concepts
    - Mixed use node concepts

- Land use alternatives
- Water, wastewater, and storm drainage
- Implementation
    - Code and design concepts
    - Implementation strategy
    - Affordable housing and anti-displacement strategies

A copy of the presentation and the printed boards are available on the project website.
https://www.newbergoregon.gov/planning/page/riverfront-master-plan-0

SERVICES PROVIDED

- Spanish/English language interpretation was available.
- The meeting location was handicapped-accessible and contact information was provided for those needing special accommodations.

DISCUSSIONS WITH THE COMMUNITY

Project staff had discussions with community members in individual and small group settings at the event. The following is a partial list of topics and interests discussed:

- Land Use/Housing
    - Conserve large acreage industrial land, i.e. old s+p site
    - Questions regarding sale of the Westrock Mill property.
    - Affordable incentives in options
    - Alt C is good, but change A+B to require apartments
    - Housing on the riverfront improves safety (especially at night)
    - Affordable housing / R3 in all options
    - Alternative C – I like the idea of adding affordable housing, however the placement (right next to Industrial site) is problematic because of the concept of environmental racism
    - Gentrification – how will the current residents rent/home affordability be impacted—is there a plan set in place to address this issue?
    - I like Alternate Plan C specifically for the affordable housing concept
    - Also, limit R-2 development to not allow single family homes. Change MDR zone to HDR (R-3)
    - Places for affordable housing
    - There is no significant retail market here, so any retail must be small-scale and community supporting.
    - Housing authority looking for new projects in the Newberg-Dundee area
    - Zoning that would allow boat storage away from the water and out of the flood plain but with good access to Roger's Landing was requested
- Transportation
    - Specific location of the riverfront esplanade
    - Interest in having a shared use path along the river.
    - Consideration for the full road (with multimodal and vehicular access) not going along the waterfront, but instead a series of stub-streets that would provide some access. Not a full grid.

Desire is to prevent higher traffic volumes on a road that everyone will use. Maybe flip the transportation network so that it is not along the river but instead along the bypass on the north end.
    - To maximize waterfront value wants to see culdesacs and dead end streets connecting to water. Doesn't feel that low volume, low speed, narrow streets will work to deter vehicle traffic.
    - Potential to provide a pedestrian-only esplanade rather than a roadway
    - More dirt trails, even alongside sidewalks
    - Parkway away from Riverfront bluffs
    - Contiguous sidewalks on River St and Fourteenth
    - Traffic impacts for residents off Wynooski and access to 219
    - Don't add vehicles along bluff – let Blaine extension handle the traffic
    - Importance of regional thinking in terms of trail and waterway connections
    - Pedestrian + bike paths – separated under bypass
    - Esplanade separated by greenspace from Parkway
    - Vehicle traffic off the bluff east of River
    - Don't do a bunch of upgrades on River without taking into account the entire neighborhood South of 4th and west of S Wynooski…the roads need upgrades and sidewalks are lacking.
    - More bike paths off-roadway – shared sidewalk
    - Potential for Blaine expansion to include only rail and bicycle/ped traffic
    - Concern about widening ROW north of Bypass because it would require property owners to allow a few feet of land be converted to public use
    - Significant ped safety improvements including sidewalks and traffic control in the neighborhoods south of 9th, east of River, and West of Wynooski. These were requested to be an early priority so the neighborhood is not left behind.
- Underpass Park:
    - Air quality under the bypass – does this affect suitability for a park?
- Future Waterfront Park facilities:
    - Safe walking access to Rogers Landing –existing trail is too steep and dangerous
    - Storage for boats
    - Non-motorized launch for boats
    - Public/private rowing facilities and storage (crew)
    - Importance of non-motorized boating
    - Improve Rogers landing to become park-like not just for boat users
    - Beach development upstream through Baker Rock Property
    - More swimming beach access along the riverfront if currents make it possible
    - Buffer within the Willamette for a no-wake zone to preserve space for nonmotorized uses
- Environment
    - Plant more trees and replace the ones taken down
    - Concerns about erosion due to people cutting through if trails are too close together; ensure proper spacing
- Implementation and Funding
    - Could the city purchase part or all of the Westrock site so the community has total control over its transition to other uses?
    - Open to a bond for this or other projects

- Any commercial space in the Riverfront should be either built as part of new mixed-use projects, or when other significant improvements have occurred to the waterfront. There is little current activity to warrant new retail, and increased density or visitation is necessary to support new space. Consider this when developing phasing plan.
- TIF: concern that the money generated from a district would be directed to downtown, rather than the Riverfront.

Open house attendees were asked to place dots on boards rating their support for the concepts presented at the open house. As shown in the following table, attendees had a high level of support for all concepts, and especially strong support for the Underpass Park concept .

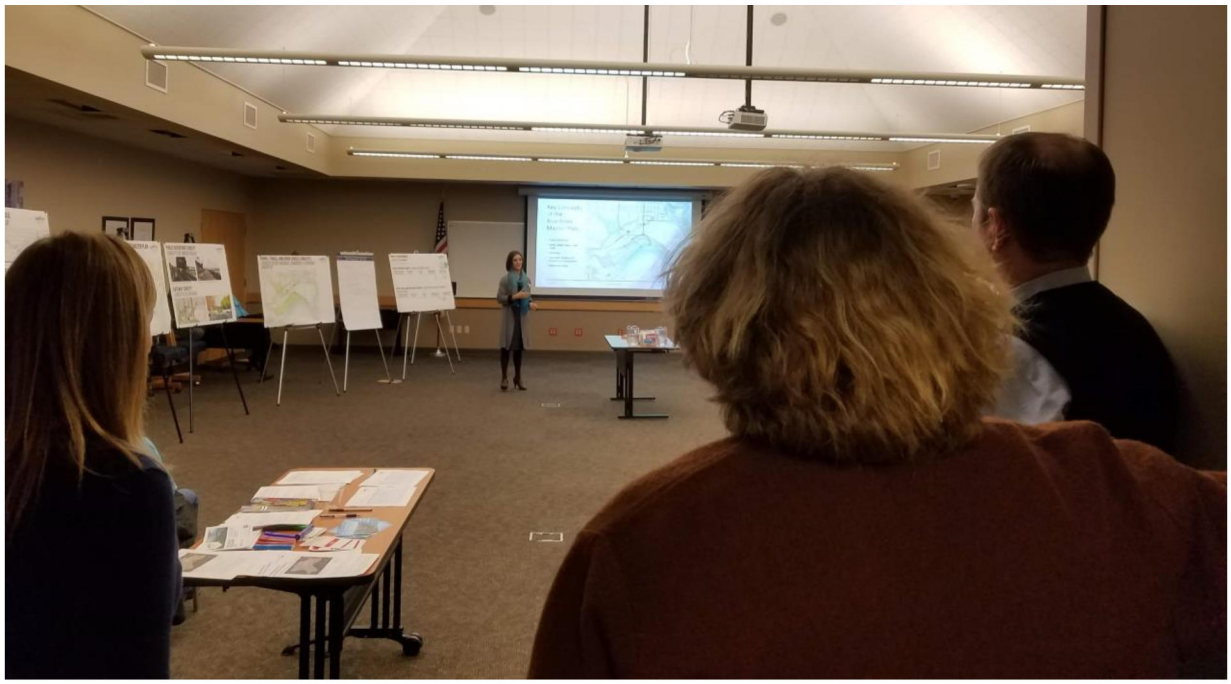
Table 1: Results of Dot Exercises

Public Riverfront Concept				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
0	**1**	**2**	**5**	**8**
Parks, Trails and Open Spaces Concept				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
0	**0**	**0**	**6**	**9**
Mixed Use Node Concept				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
0	**2**	**0**	**4**	**7**
Underpass Park Concept				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
0	**0**	**0**	**0**	**15**
Gateway Concept				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
0	**0**	**0**	**0**	**9**
Complete Streets and Downton Connections Concept				
Strongly Do Not Support	Do not support	Neutral	Somewhat Support	Strongly Support
0	**0**	**0**	**1**	**9**

PHOTOS




LAND USE ALTERNATIVES
ALTERNATIVAS PARA EL USO DEL SUELO
IMPLEMENTATION
IMPLEMENTACIÓN




S, TRAILS, AND OPEN SPACES CONCEPTS
CEPTOS DE PARQUES, SENDEROS Y ESPACIOS
IERTOS
RIVERFRONT
MASTER PLAN


KEY CONCEPTS FOR THE RIVERFRONT MASTER PLAN
CONCEPTOS CLAVE
•Public Riverfront
•Parks, Open Space, and Trails
PARKS, TRAILS, AND OPEN SPA
ABIERTOS

12/20/2018

To: Newberg Riverfront Master Plan Project Management Team

From: Andrew Parish and Kyra Haggart, APG

Re: Summary of Online Open House #2

INTRODUCTION

This memorandum provides a summary of the Newberg Riverfront Master Plan Online Open House #2. The Online Open House was open for two weeks, from Wednesday, December 5, 2018 through Wednesday, December 19, 2018. The Online Open House coincided with the Newberg Riverfront Master Plan Public Event #2, which took place on Tuesday, December 4, 2018 from 5:30pm – 7:30 pm at the Newberg Public Safety Building. The Online Open House provided the opportunity to share project information with community members who were unable to attend the in-person public event and solicit their feedback regarding the Riverfront Master Plan. A link to the Online Open House was posted to the City's website, Facebook page, and local newspaper, and was sent to the project's interested parties email list. The Online Open House received a total of 73 responses.

INFORMATION PROVIDED

Information provided in the Online Open House mirrored the information available at the in-person public event and included following topics:

- Project schedule and study area
- Common elements of the master plan
    - Public riverfront concepts
    - Parks, open spaces, and trails concepts
    - Gateway concepts
    - Complete streets and downtown connections concepts
    - Mixed use node concepts
- Land use alternatives
- Water, wastewater, and storm drainage
- Implementation
    - Code and design concepts
    - Implementation strategy
    - Affordable housing and anti-displacement strategies

RESULTS

Summary

Key takeaways of the survey are listed briefly below, followed by a detailed breakdown of all questions.

- Overall, respondents were very supportive of the key concepts, with parks and trails being particularly important to most community members.
- Many community members expressed the need for improvements to existing streets in the riverfront area, especially S River Street and S College Street.
- Pedestrian connections were identified as very important for the area.
- Parking was identified as a concern for areas with new development or park uses.
- Respondents expressed concerns about the unknown environmental conditions on the mill site.
- Many residents are supportive of adding more high-density and/or affordable housing to the riverfront area.
- Overall, respondents preferred Alternative B to the other land use alternatives.

Key Concepts for the Riverfront Master Plan

This section of the survey asked community members to rate their support for the five key concepts for the Riverfront Master Plan:

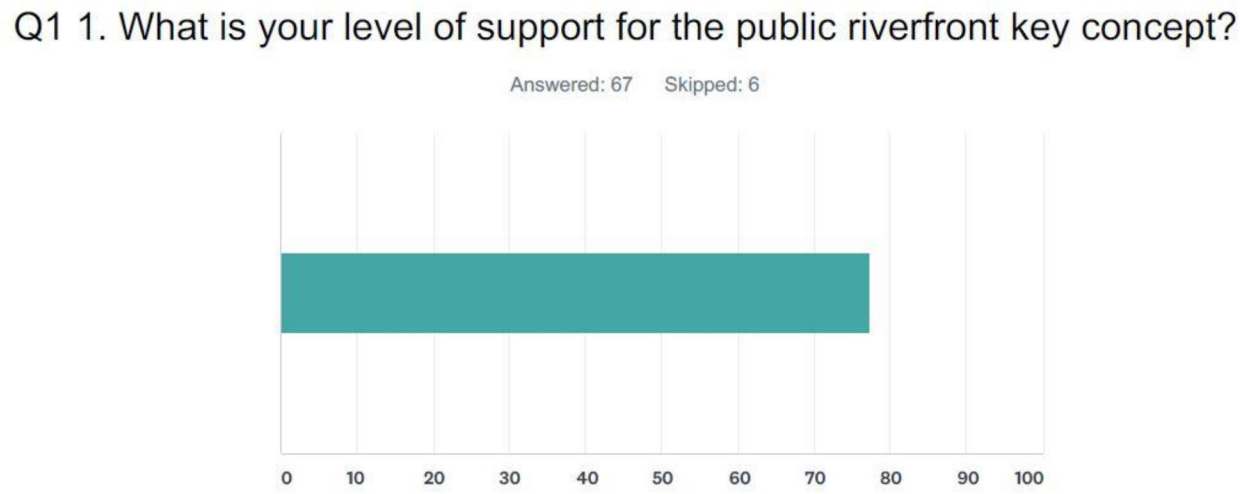
- Public riverfront concepts
- Parks, open spaces, and trails concepts
- Gateway concepts
- Complete streets and downtown connections concepts
- Mixed use node concepts

The figures below summarize the responses received for each key concept. A score of 0 indicates that the respondent strongly does not support the concept, a score of 50 indicates that the respondent moderately supports the concept, and a score of 100 indicates that the respondent strongly supports the concept. Respondents were able to slide the scale bar to the position of their choosing to indicate their level of support, as illustrated in the image below.



Public Riverfront Concepts

FIGURE 1. WHAT IS YOUR LEVEL OF SUPPORT FOR THE PUBLIC RIVERFRONT KEY CONCEPT?

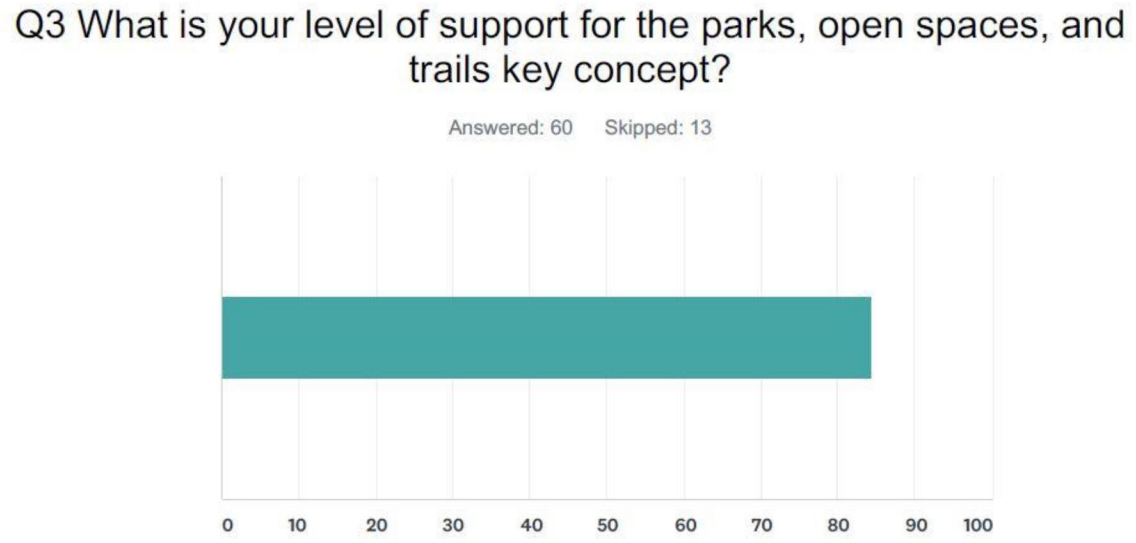


26 respondents provided additional comments about the public riverfront concept, including:

- Public space along the river is invaluable to community members
- Keep areas along the river natural with minimum development
- Support for mixed use properties in the riverfront area
- Keep the riverfront open to pedestrians and bikes, not vehicles
- Support for the pedestrian esplanade along the bluff
- Desire to see protected bike lanes in the riverfront area
- Restore the damaged sidewalks on S College Street and S River Street
- Concerns about safety, adequate lighting, criminal activity, and overnight camping
- Concerns about the cost and time it will take to develop the area
- Concerns that the current owner of the mill property will not cooperate with the City's plans
- Environmental concerns about potential contamination on the mill site
- Preserve old trees in the area, particularly the cottonwood tree grove at the current entrance to Roger's Landing Park
- Improvements and maintenance are needed to streets and infrastructure in existing neighborhoods
- Make sure infrastructure is in place before building
- Infrastructure should be at the cost of the developers not the citizens
- General concerns about growth and new development in the city
- General support for bike lanes and safe spaces to walk and run
- Desire to see bike and other recreational equipment rentals on the riverfront
- Develop several miles of continuous walking trails along the river

Parks, Open Spaces, and Trails Concepts

FIGURE 2. WHAT IS YOUR LEVEL OF SUPPORT FOR THE PUBLIC RIVERFRONT KEY CONCEPT?



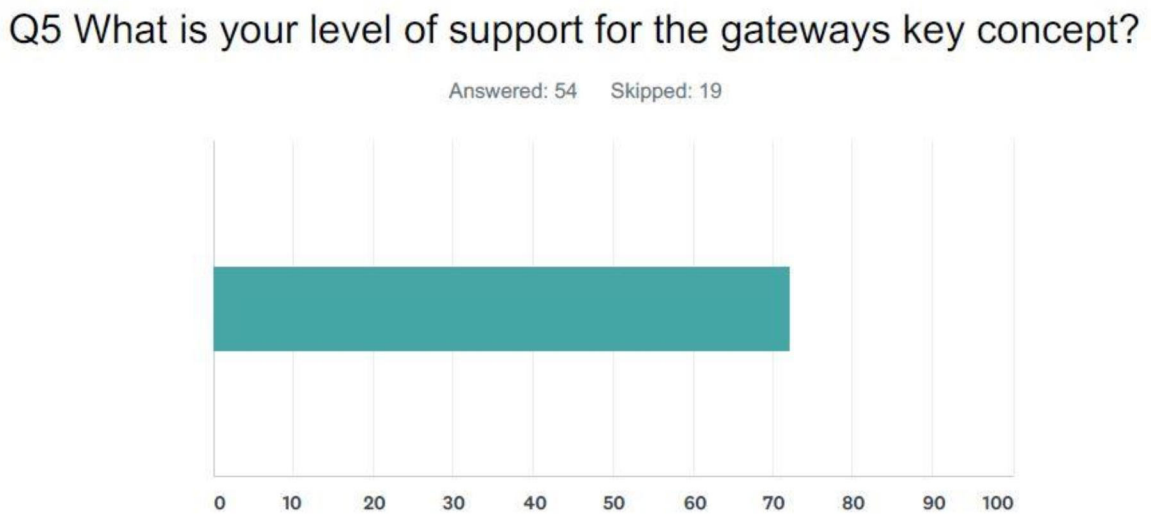
20 respondents provided additional comments about the public riverfront concept, including:

- Trail connectivity to other parks is important and should be prioritized before commercial development
- Walking is a more important means of transportation than vehicles and deserves higher consideration
- Any new parks or development should include their own parking because the residential street parking in the area is already being used by residents
- Unsure if there is really a need for soccer or other athletic fields in the underpass park
- Good use of the bypass as a covered area for the amphitheater and recreational fields
- General support for more walking and biking trails in the area
- Desire for more off-leash parks and trails in the riverfront area
- Concerns about light pollution from the underpass park
- Too many amenities will infringe on the character of the area
- Questions about who will manage and maintain the underpass park
- Support for preserving natural spaces with options for recreational activities
- Concerns about the cost of conducting environmental studies in the riverfront area
- Make the whole site one big riverfront park that allows for year-round uses (regional amphitheater for large concerts, fairgrounds, sports fields, etc.)
- Concerns about safety, maintenance, criminal activity, police patrol, and more amenities drawing homeless populations to the area
- Make it accessible for all ages and abilities
- Concerns that water trails would restrict the use of ski boats on the river
- Desire to make the riverfront a family-friendly area
- General support for sports fields and other recreational amenities in the area
- Direct waterfront access should be for bikers, walkers, and runners rather than vehicles
- The best views should be reserved for trails and parks rather than paved roads and vehicles

- One long trail along the river all the way to Dundee would be an asset to the regional community

Gateway Concepts

FIGURE 3. WHAT IS YOUR LEVEL OF SUPPORT FOR THE GATEWAYS KEY CONCEPT?

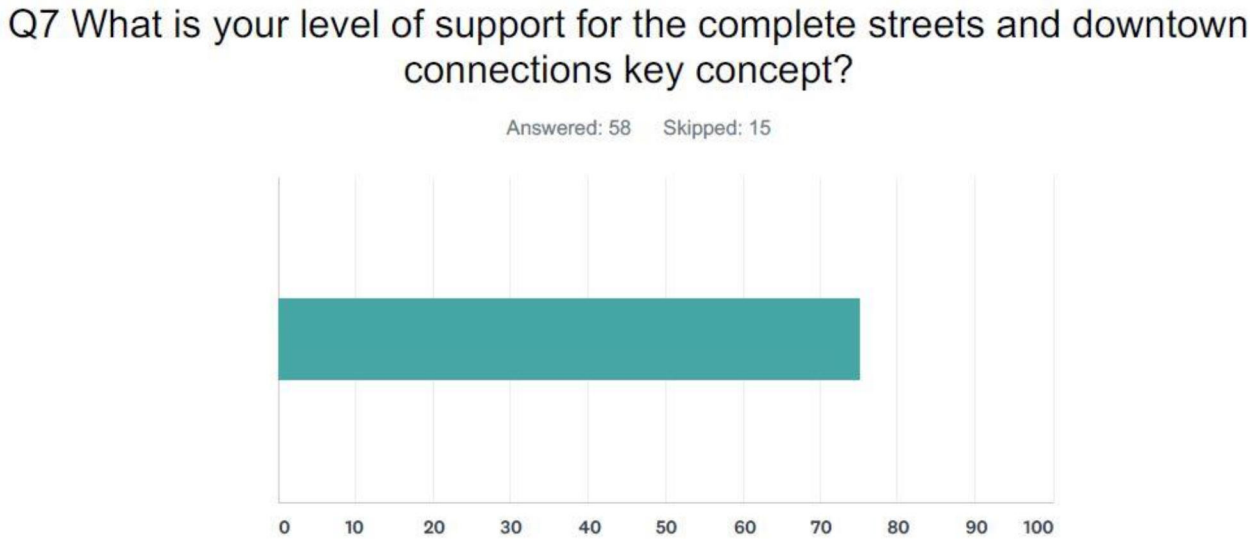


12 respondents provided additional comments about the public riverfront concept, including:

- Gateway features should be designed by local artists
- Need to respect the privacy of existing residents on these local streets
- Gateway features are less important than other aspects of the plan
- Involve Travel Oregon to develop a featured mural as part of their mural trail
- Difficult to add a cultural landmark like the gateway without first addressing the current concerns with existing sidewalks along River Street and the uneven rail crossing
- Long-range planning regarding infrastructure, transportation needs, etc. should be considered when the gateways are built
- Preference for wayfinding signage
- Any development should preserve the natural beauty of the area
- Concerns about gateways creating easier access for illegal activity and drawing homeless populations to the area

Complete Streets and Downtown Connections Concepts

FIGURE 4. WHAT IS YOUR LEVEL OF SUPPORT FOR THE COMPLETE STREETS AND DOWNTOWN CONNECTIONS KEY CONCEPT?



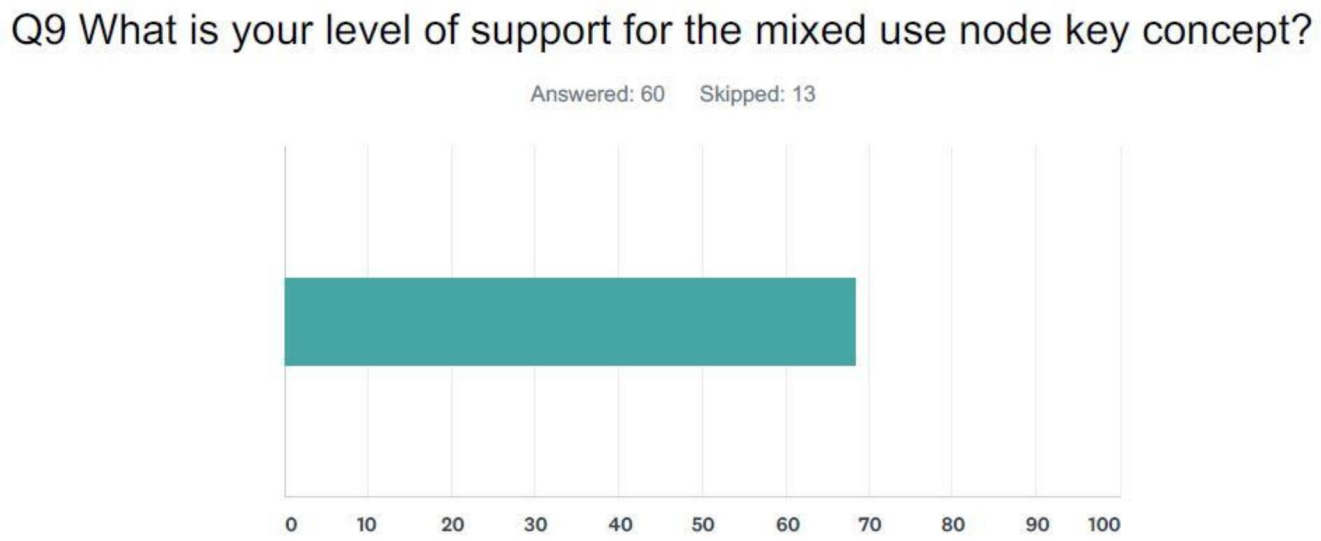
23 respondents provided additional comments about the public riverfront concept, including:

- Plan on planting more trees to replace the trees that will be taken down to increase right-of-way
- Concerns that existing buildings would be negatively impacted
- Unsure about the need for six feet of sidewalk when you also have a six-foot bike lane
- Concerns that this plan is made at the homeowners' expenses without consideration or compensation to them
- Residents of the neighborhood should be informed (in detail) of the proposed changes via mail or door-to-door outreach and have the chance to give their input; making a public announcement in a newspaper or on a website is not effective or proactive enough and most residents of the area are not aware of these riverfront plans
- Concerns about the effects of noise pollution and property loss to residents on S River Street and S College Street
- Improvements to the current poor conditions on S River Street and S College Street are very important
- A new connection to S Wynooski Street and/or Dog Ridge Road should take priority after improvements to River Street
- Concerns that six feet of sidewalk will be unnecessary
- No need for buffered bike lanes in the riverfront area given street speeds
- Put the bike lane on the same side of the landscape strip as the sidewalk, separating the bikes from the cars
- The bike lane should be protected by pylons or other protection measures to ensure that it is used
- Addition of more shade trees along the street would be nice
- Adjacent property owners should not need to pay for street improvements
- Making streets ADA accessible and walkable for all is very important
- Concerns that improvements and development would cause current property taxes increase
- Desire to see a cleanup of 9th Street

- Adding street lighting in the area is important
- Sidewalks are very important, especially for families with children
- Existing residents in this area do not want to see increased traffic flow in front of their homes
- Concerns that adding bike lanes means more bike on all roads, including rural roads and main highways, which will lead to more accidents involving bikes

Mixed Use Node Concepts

FIGURE 5. WHAT IS YOUR LEVEL OF SUPPORT FOR THE MIXED USE NODE KEY CONCEPT?



21 respondents provided additional comments about the public riverfront concept, including:

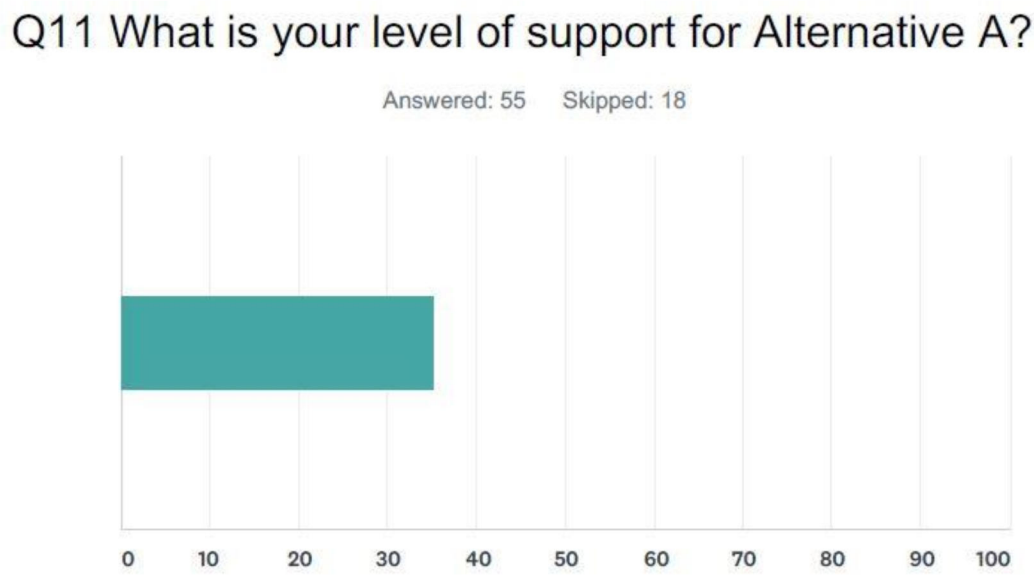
- Don't make development so fancy that locals don't feel at home
- Concerns about mixed use development drawing homeless populations
- Concerns about how increased traffic will change the residential neighborhood character
- Support for development of restaurants and a nice hotel, but stores should stay in downtown
- Concern that this will take away from downtown and the businesses that are being established there
- Add housing above the commercial first floor
- General support for a mixed-use node as an asset to the community
- Support for recreational equipment rentals on the riverfront
- Concerns about environmental contamination on the mill site
- The riverfront area should be used for light industrial uses, high density housing, and open spaces
- Concerns about increased tourists and traffic
- Support for destination restaurants rather than industrial buildings
- Support for lodging such as a boutique hotel
- The area right on the water should be preserved as a natural area with good walking options, but support for mixed uses further back
- Do not support Newberg as a tourist destination
- Concerns that the plan will open the option for Trimet or other public transit to operate in Newberg
- Concerns that development will increase property taxes

Land Use Alternatives

This section of the survey asked community members to rate their support for and provide feedback about the three land use alternatives. The figures below summarize the responses received for each alternative. As with the previous section, a score of 0 indicates that the respondent strongly does not support the concept, a score of 50 indicates that the respondent moderately supports the concept, and a score of 100 indicates that the respondent strongly supports the concept.

Alternative A

FIGURE 6. WHAT IS YOUR LEVEL OF SUPPORT FOR ALTERNATIVE A?

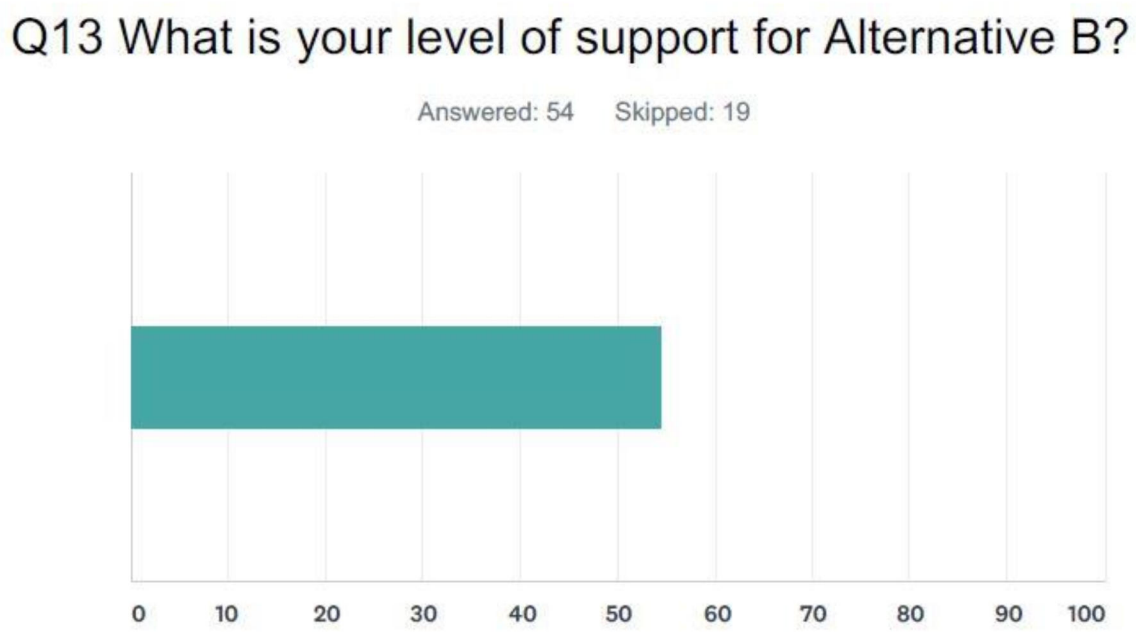


13 respondents provided additional comments about the public riverfront concept, including:

- Support for the pedestrian esplanade
- Support for the connection to Dog Ridge Road
- Concerns that industrial uses are no longer economically viable
- Need more commercial and employment land and less industrial
- Residential uses should be moved north of the bypass
- Need more high-density residential, less medium-density
- Alternative A is the best option if WestRock continues ownership of the mill site and refuses to consider redevelopment
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Support for the amphitheater
- Concerns about adding more housing in the area
- The paper factory is and eyesore and should be removed
- Do not support the riverfront area becoming commercialized, especially with mixed use nodes

Alternative B

FIGURE 7. WHAT IS YOUR LEVEL OF SUPPORT FOR ALTERNATIVE B?

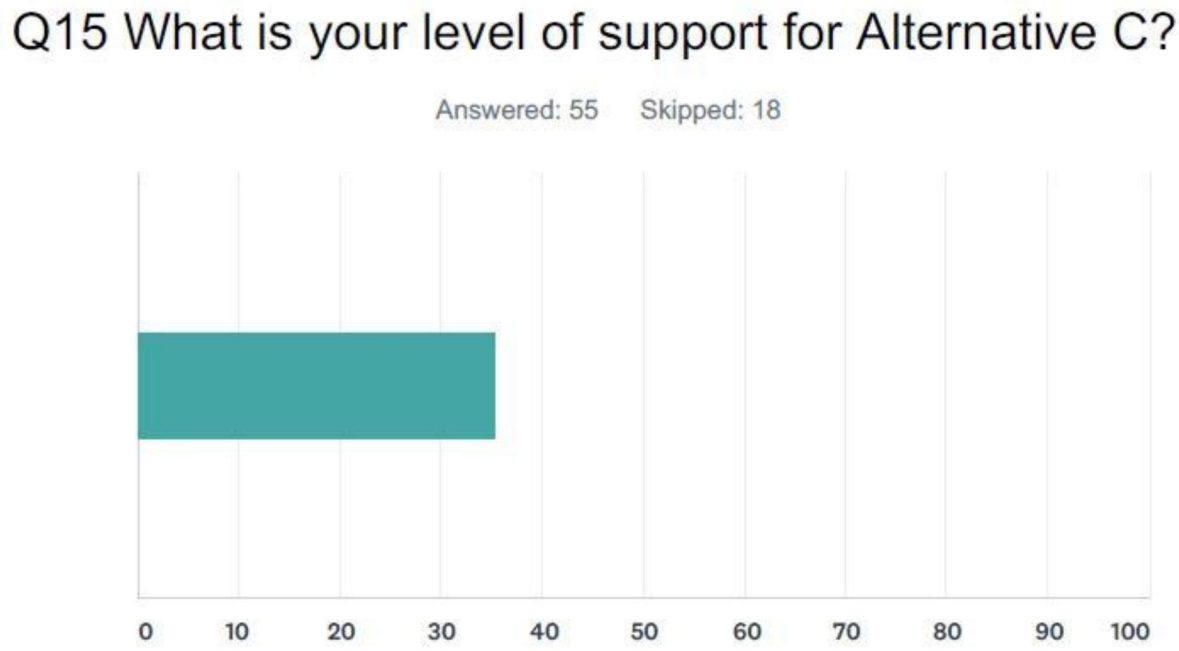


13 respondents provided additional comments about the public riverfront concept, including:

- The ability to live, work, and play in Newberg is very important
- Bringing a more diverse set of employers to the industrial area would be beneficial
- Support for the connection to Dog Ridge Road
- Preference for more natural areas and parks than businesses, residential uses, or industry
- Move residential uses north of the bypass
- Important to maintain and improve current recreational and boating uses on the river, including the boat ramp, short-term moorage, and Memorial Weekend Boat Races
- Add medium-term (overnight) moorage to the river
- Need more high-density residential, less medium-density and low-density
- Alternative B has the best public use of the area with the greatest numbers of the public served
- Support for using some of the WestRock property in other ways
- The recycled paper facility on the WestRock site is very much needed for the region
- Support for a small amount of local commercial such as cafes or coffee shops
- Emphasis should be on industrial or light industrial uses like biotechnology
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- This new commercial area will enhance Newberg and bring people in to enjoy all of Newberg, including the downtown
- Do not support mixed use nodes

Alternative C

FIGURE 8. WHAT IS YOUR LEVEL OF SUPPORT FOR ALTERNATIVE C?



15 respondents provided additional comments about the public riverfront concept, including:

- Support for affordable housing, but not on the mill site due to the possible contamination of the soil in that area
- Affordable housing should be moved to another part of the area
- Affordable housing is too close to the river and will never be 'affordable' with riverfront views
- More park space and less development
- Too much residential in areas that should be reserved for parks or commercial uses
- Need to buffer the affordable housing from adjacent industrial use
- Need more high-density residential, less medium-density and low-density
- Riverfront housing could be part of a high tax base income for the city
- Scenarios A and B show better locations for housing
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Removed the existing industrial buildings as they are dilapidated
- Desire to have a huge park on the industrial site instead, maybe an arboretum or nature preserve
- Concerns that development will raise taxes for residents

Infrastructure

This section of the survey asked community members to provide feedback about water, wastewater, and storm drainage infrastructure. Seven respondents provided comments, including:

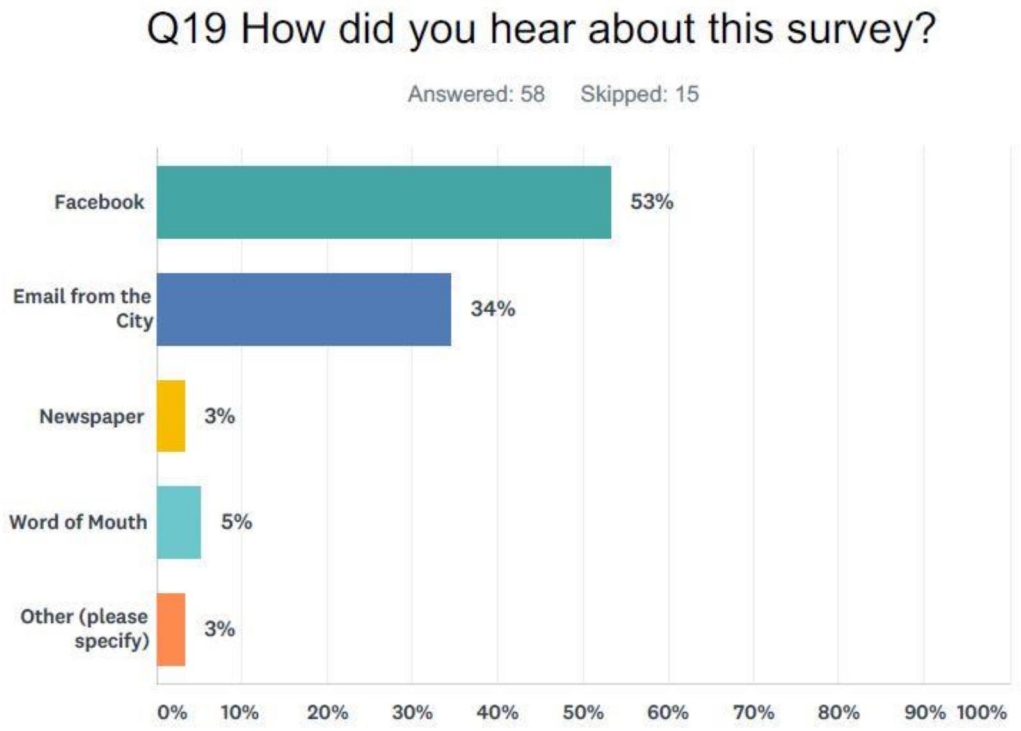
- Would prefer that all stormwater runoff be managed on each site because stormwater will be reabsorbed as near as possible to the locations of the buildings utilizing designs such as permeable paving, dry wells, and swales
- Pushing residential uses north of the bypass negates the need for expensive upgrades to the south
- Provide affordable housing developers with SDC waivers
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Costs should be paid for by developers not residents
- It is important to prepare for floods and earthquakes
- Water costs are already extremely high already and concerns about this plan increasing them more

Implementation

This section of the survey asked community members to provide feedback about preliminary implementation ideas, including the overall implementation strategy, code and design concepts, and affordable housing and anti-displacement strategies. Seven respondents provided comments, including:

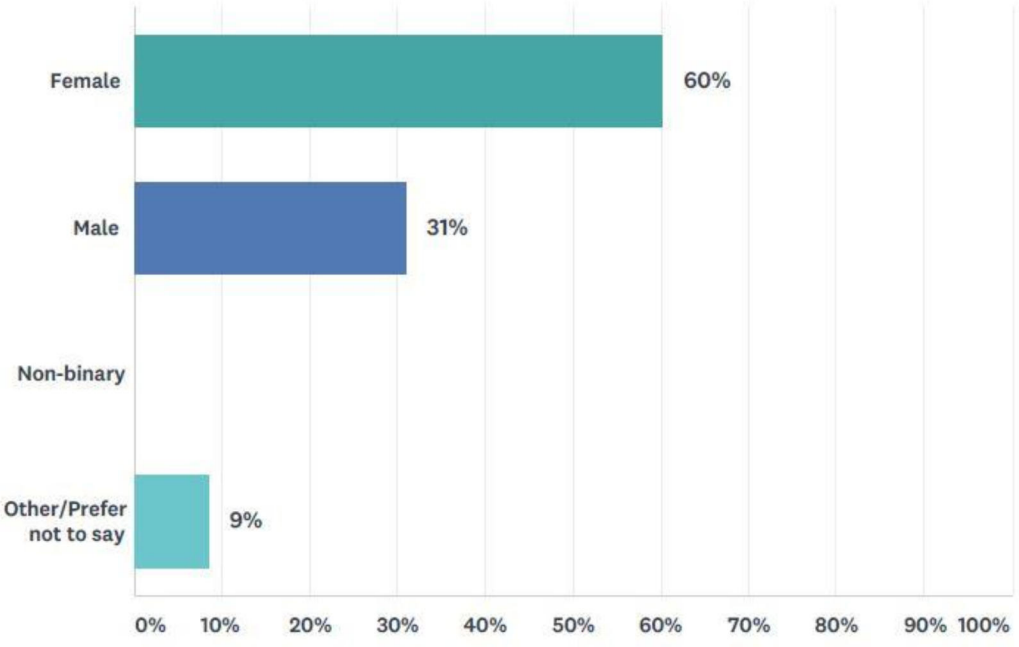
- Funding strategies should support housing, not businesses
- Not feasible without a detailed environmental study of the mill site and river to understand the costs and time associated with cleanup
- Costs should be paid for by developers not residents
- Concerns that this plan will increase cost of living for current residents

Demographics



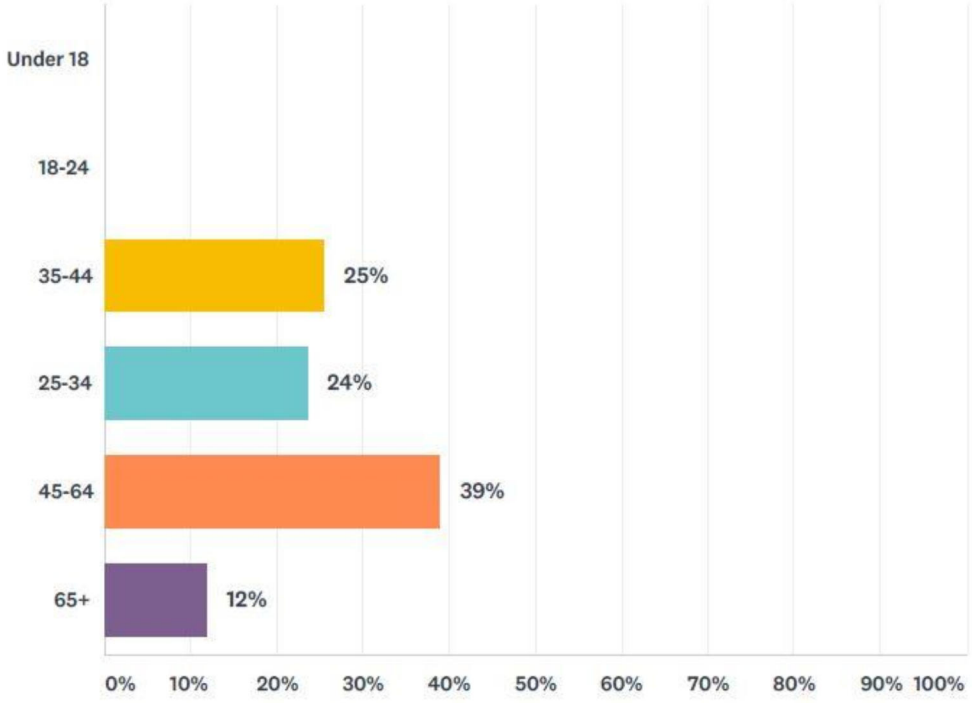
Q20 What is your gender?

Answered: 58 Skipped: 15



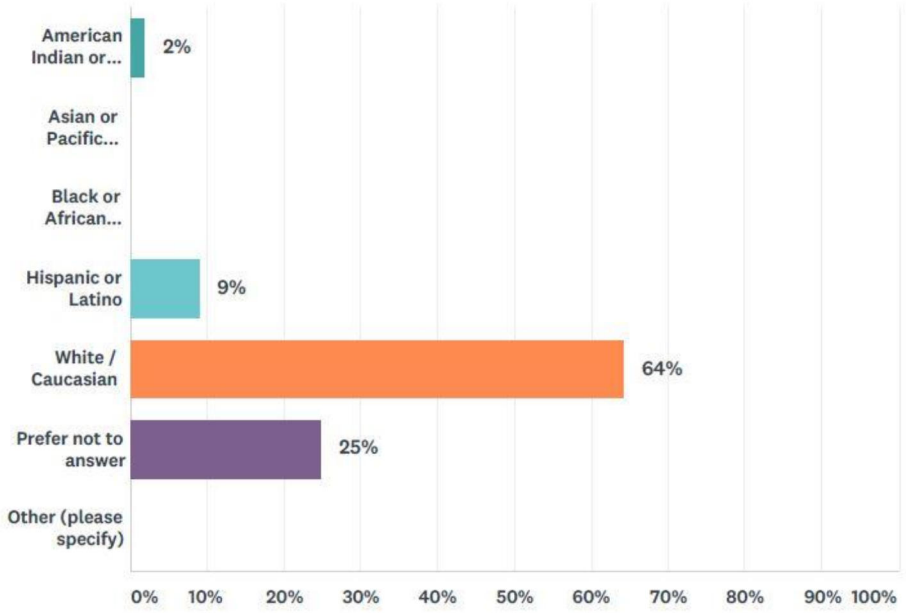
Q21 What is your age?

Answered: 59 Skipped: 14



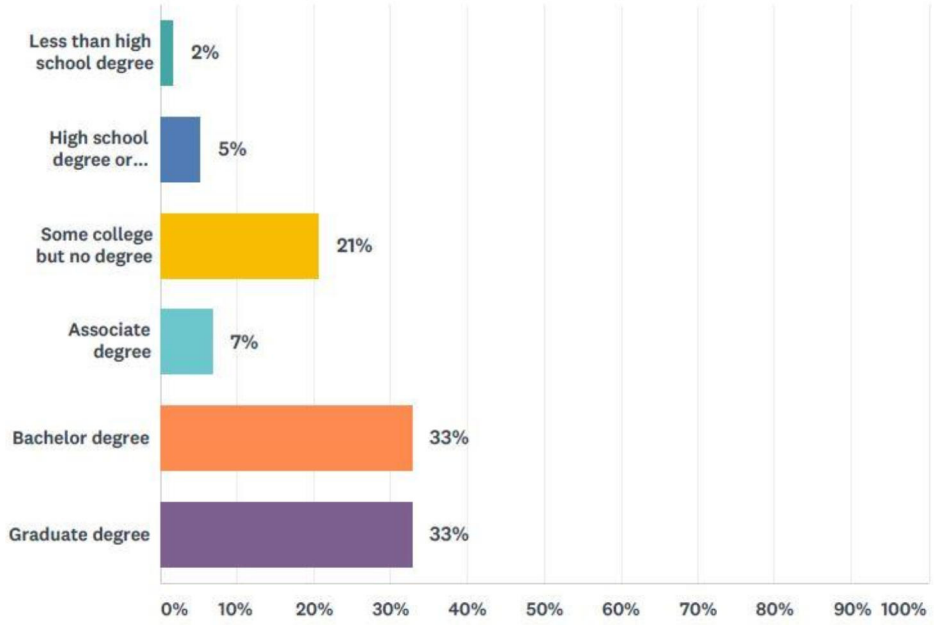
Q22 What is your ethnicity? (Please select all that apply.)

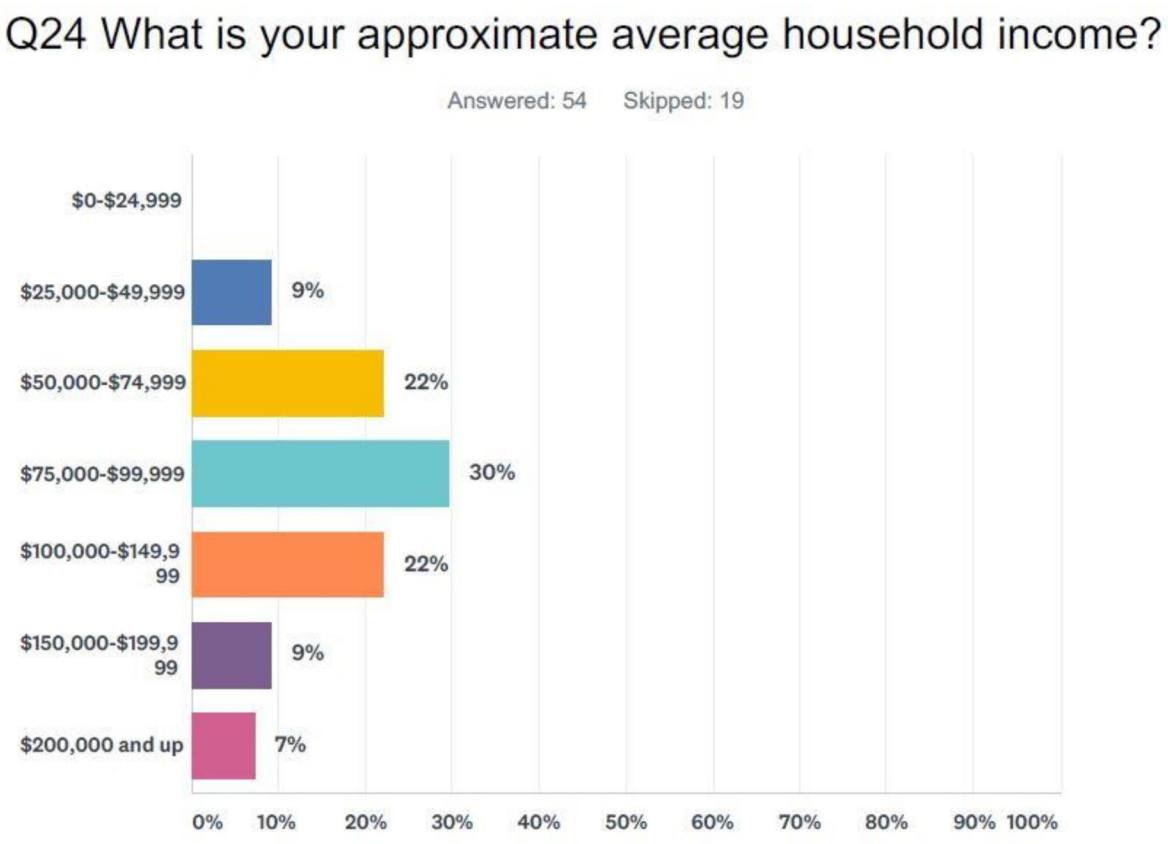
Answered: 56 Skipped: 17



Q23 What is the highest level of school you have completed or the highest degree you have received?

Answered: 58 Skipped: 15




Q24 What is your approximate average household income?
Answered: 54 Skipped: 19
$0-$24,999
$25,000-$49,999
9%
$50,000-$74,999
22%
$75,000-$99,999
30%
$100,000-$149,999
22%
$150,000-$199,999
9%
$200,000 and up
7%
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

12/10/2018

To: Equipo de gestión de proyectos del plan maestro de Newberg Riverfront

From: Andrew Parish y Kyra Haggart, APG

Re: Resumen del evento público #2

INTRODUCCIÓN

Este memorándum proporciona un resumen del Evento Público # 2 del Plan Maestro de la Orilla del Río Newberg del 4 de diciembre de 2018.

RESUMEN DEL EVENTO

Fecha: martes 4 de diciembre de 2018
Hora: 5:30pm – 7:30pm
Ubicación: Edificio de Seguridad Pública
401 E 3rd Street, Newberg OR

Agenda del evento:

5:30 PM	Casa abierta, discusión uno-a-uno
6:15 PM	Breve presentación
6:45 PM	Casa abierta, discusión uno-a-uno

Asistencia:

Aproximadamente 43 miembros de la comunidad asistieron.

INFORMACION PROPORCIONADA

Se presentó información sobre los siguientes temas, con el equipo del proyecto circulando para involucrar a los asistentes:

- Horario del proyecto y área de estudio
- Elementos comunes del plan maestro
    - Conceptos de ribera pública
    - Parques y conceptos de espacios abiertos
    - Conceptos de camino
    - Conceptos de parque de paso subterráneo
    - Conceptos de pasarela
    - Conceptos completos de conexiones de calles y centros de la ciudad

    - Conceptos de nodos de uso mixto
- Alternativas de uso del suelo
- Agua, aguas residuales y drenaje pluvial
- Implementación
    - Conceptos de código y diseño
    - Estrategia de implementacion
    - Viviendas asequibles y estrategias anti desplazamiento

Una copia de la presentación y los tableros impresos están disponibles en el sitio web del proyecto. https://www.newbergoregon.gov/planning/page/riverfront-master-plan-0

SERVICIOS PRESTADOS

- Interpretación en español / inglés disponible.
- El lugar de la reunión era accesible para discapacitados y se proporcionó información de contacto para aquellos que necesitaban adaptaciones especiales.

DISCUSIONES CON LA COMUNIDAD

El personal del proyecto tuvo discusiones con miembros de la comunidad en entornos individuales y de grupos pequeños en el evento. La siguiente es una lista parcial de temas e intereses discutidos:

- Uso del suelo / Vivienda
    - Conservar grandes extensiones de tierra industrial, es decir, sitio s + p antiguo
    - Preguntas sobre la venta de la propiedad Westrock Mill.
    - Incentivos asequibles en opciones
    - Alt C es bueno, pero cambia A + B para requerir apartamentos
    - La vivienda en la ribera mejora la seguridad (especialmente en la noche)
    - Vivienda asequible / R3 en todas las opciones
    - Alternativa C: me gusta la idea de agregar viviendas asequibles, sin embargo, la ubicación (justo al lado del sitio Industrial) es problemática debido al concepto de racismo ambiental
    - Gentrificación: ¿cómo se verá afectada la renta de los residentes actuales? ¿Existe un plan establecido para abordar este problema?
    - Me gusta el plan alternativo C específicamente para el concepto de vivienda asequible
    - Además, limite el desarrollo de R-2 para no permitir viviendas unifamiliares. Cambiar la zona MDR a HDR (R-3)
    - Lugares para viviendas asequibles
    - No hay un mercado minorista significativo aquí, por lo que cualquier venta minorista debe ser de pequeña escala y de apoyo comunitario.
    - Autoridad de vivienda en busca de nuevos proyectos en el área de Newberg-Dundee
    - Se solicitó una zonificación que permitiera el almacenamiento del bote lejos del agua y fuera de la llanura de inundación, pero con un buen acceso al Desembarco de Roger se solicitó
- Transporte
    - Ubicación específica de la explanada del río.
    - Interés por tener un camino de uso compartido a lo largo del río.

  - La consideración de la carretera completa (con acceso multimodal y vehicular) no va a lo largo de la línea de costa, sino una serie de calles de acceso que podrían proporcionar algún acceso. No es una cuadrícula completa. El deseo es evitar mayores volúmenes de tráfico en una carretera que todos usarán. Tal vez invierta la red de transporte para que no esté a lo largo del río, sino a lo largo del desvío en el extremo norte.
  - Para maximizar el valor del litoral, se quieren ver culdesacs y calles sin salida conectadas al agua. No siente que las calles estrechas y de bajo volumen y baja velocidad trabajen para impedir el tráfico de vehículos.
  - Posibilidad de proporcionar una explanada solo para peatones en lugar de una carretera
  - Más caminos de tierra, incluso a lo largo de las aceras.
  - Parkway lejos de Riverfront faroles
  - Aceras contiguas en el río San y XIV
  - Impactos del tráfico para residentes de Wynooski y acceso a 219
  - No agregue vehículos a lo largo del acantilado, deje que la extensión de Blaine maneje el tráfico
  - Importancia del pensamiento regional en términos de conexiones de senderos y vías navegables.
  - Peatones + carriles bici - separados bajo bypass
  - Explanada separada por greenspace de Parkway
  - Tráfico de vehículos en el acantilado al este del río
  - No haga un montón de mejoras en River sin tener en cuenta todo el vecindario al sur de 4th y al oeste de S Wynooski ... las carreteras necesitan mejoras y faltan aceras.
  - Más carriles bici fuera de carretera - acera compartida
  - Potencial para que la expansión de Blaine incluya solo el tráfico de trenes y bicicletas / ped.
  - Preocupación por la ampliación de ROW al norte de Bypass porque requeriría que los dueños de propiedades permitan que unos pocos pies de tierra se conviertan para uso público
  - Mejoras significativas en la seguridad del ped, que incluyen aceras y control de tráfico en los vecindarios al sur de la 9, al este de River y al oeste de Wynooski. Estos fueron solicitados para ser una prioridad temprana para que el vecindario no se quede atrás.
- Parque debajo del bypass
  - Calidad del aire debajo del bypass: ¿esto afecta la idoneidad para un parque?
- Futuras instalaciones del Waterfront Park
  - Acceso seguro a pie a Rogers Landing: el sendero existente es demasiado empinado y peligroso
  - Almacenaje para embarcaciones.
  - Lanzamiento no motorizado para embarcaciones.
  - Instalaciones de remo público / privado y almacenamiento (tripulación)
  - Importancia de la navegación no motorizada.
  - Mejore el aterrizaje de Rogers para convertirse en un parque, no solo para usuarios de botes
  - Desarrollo de playas aguas arriba a través de Baker Rock Property
  - Más acceso a la playa para nadar a lo largo de la orilla del río si las corrientes lo permiten.
  - Buffer dentro de Willamette para una zona sin vigilia para conservar espacio para usos no motorizados
- Ambiente
  - Siembre más árboles y reemplace los derribados.

  - Preocupaciones sobre la erosión debida a que las personas atraviesen si los senderos están demasiado cerca; asegurar un espaciado adecuado
- Implementación y Financiamiento
  - ¿Podría la ciudad comprar parte o todo el sitio de Westrock para que la comunidad tenga control total sobre su transición a otros usos?
  - Abierto a un bono para este u otros proyectos.
  - Cualquier espacio comercial en la orilla del río se debe construir como parte de nuevos proyectos de uso mixto, o cuando se hayan producido otras mejoras significativas en la costa. Hay poca actividad actual para justificar un nuevo comercio minorista, y es necesaria una mayor densidad o visitación para respaldar un nuevo espacio. Considere esto al desarrollar el plan de fases.
  - TIF: preocupación de que el dinero generado desde un distrito se dirija al centro de la ciudad, en lugar de a la orilla del río.

Se pidió a los asistentes a la casa abierta que colocaran puntos en los tableros para evaluar su apoyo a los conceptos presentados en la casa abierta. Como se muestra en la siguiente tabla, los asistentes tuvieron un alto nivel de soporte para todos los conceptos, y un apoyo especialmente fuerte para el concepto de Underpass Park.

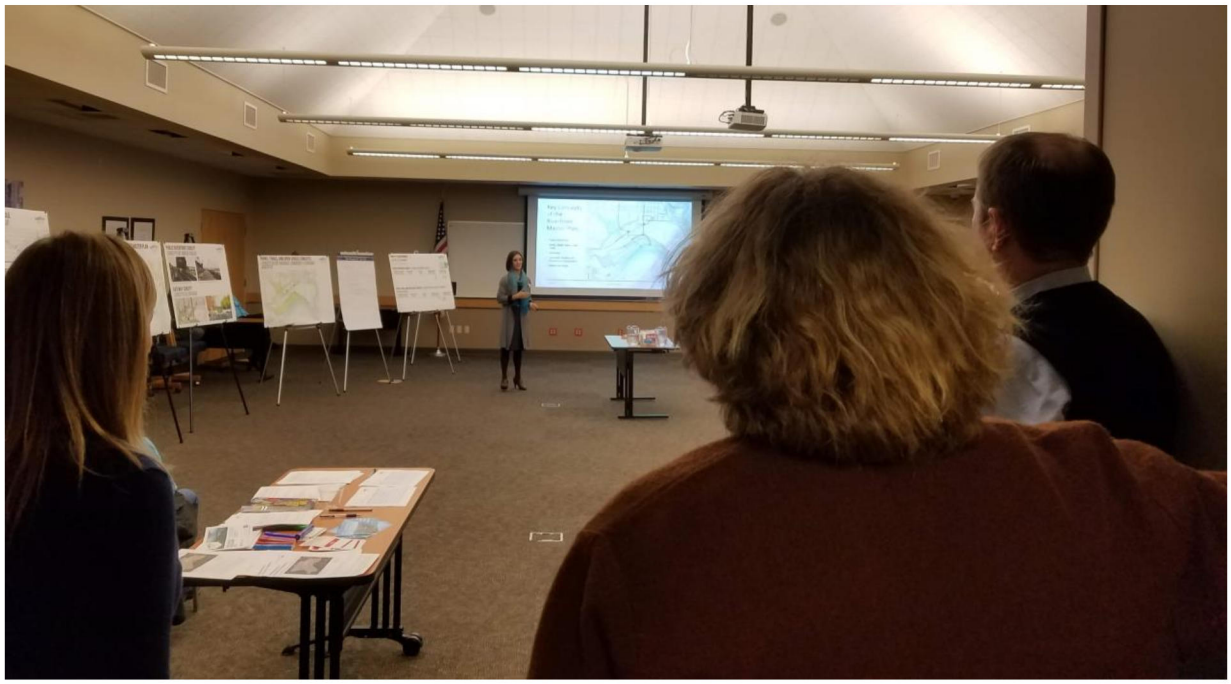
Tabla 1: Resultados de los ejercicios de puntos

Concepto de ribera pública				
Fuertemente no apoyo	No apoyo	Neutral	Un poco de apoyo	Apoyar firmemente
0	**1**	**2**	**5**	**8**
Concepto de Parques, Senderos y Espacios Abiertos				
Fuertemente no apoyo	No apoyo	Neutral	Un poco de apoyo	Apoyar firmemente
0	**0**	**0**	**6**	**9**
Concepto de Nodo de Uso Mixto				
Fuertemente no apoyo	No apoyo	Neutral	Un poco de apoyo	Apoyar firmemente
0	**2**	**0**	**4**	**7**
Concepto de parquet debajo del bypass				
Fuertemente no apoyo	No apoyo	Neutral	Un poco de apoyo	Apoyar firmemente
0	**0**	**0**	**0**	**15**
Concepto de puerta de enlace				
Fuertemente no apoyo	No apoyo	Neutral	Un poco de apoyo	Apoyar firmemente
0	**0**	**0**	**0**	**9**
Calles completas y concepto de conexiones de Downton				
Fuertemente no apoyo	No apoyo	Neutral	Un poco de apoyo	Apoyar firmemente
0	**0**	**0**	**1**	**9**

FOTOS




LAND USE ALTERNATIVES
ALTERNATIVAS PARA EL USO DEL SUELO
IMPLEMENTATION
IMPLEMENTACIÓN




S, TRAILS, AND OPEN SPACES CONCEPTS
CEPTOS DE PARQUES, SENDEROS Y ESPACIOS
IERTOS
RIVERFRONT
MASTER PLAN


KEY CONCEPTS FOR THE RIVERFRONT MASTER PLAN
CONCEPTOS CLAVE
•Public Riverfront
•Parks, Open Space, and Trails
PARKS, TRAILS, AND OPEN SPA
CONCEPTOS DE PARQUES, S
ABIERTOS

12/20/2018

To: Equipo de gestión de proyectos del plan maestro de Newberg Riverfront

From: Andrew Parish y Kyra Haggart, APG

Re: Resumen de la casa abierta en línea #2

INTRODUCCIÓN

Este memorándum proporciona un resumen del Open House en línea del Plan Maestro de Newberg Riverfront # 2 . La Casa Abierta en línea estuvo abierta durante dos semanas, desde el miércoles, 5 de diciembre de 2018 hasta el miércoles, 19 de diciembre de 2018. La línea de puertas abiertas coincidió con la orilla del río Newberg Master Event plan público nº 2, que tuvo lugar el martes 4 de diciembre de 2018 de 5: 30 pm - 7: 3 0 pm en el Edificio de seguridad pública Newberg . La Casa Abierta en línea brindó la oportunidad de compartir información del proyecto con miembros de la comunidad que no pudieron asistir al evento público en persona y solicitar sus comentarios con respecto al Plan Maestro de Riverfront . Un enlace a la casa abierta en línea se envió a la página web de la Ciudad, la página de Facebook y periódico local, y fue enviado a las partes interesadas la lista de correo electrónico del proyecto . La casa abierta en línea Recibió un total de 73 respuestas.

INFORMACIÓN PROPORCIONADA

La información proporcionada en la Casa Abierta en línea reflejó la información disponible en el evento público en persona e incluyó los siguientes temas::

- Calendario del proyecto y área de estudio
- Elementos comunes del plan maestro
    - Conceptos de ribera pública
    - Parques, espacios abiertos y conceptos de senderos
    - Conceptos de pasarela
    - Completar las calles y conceptos de conexiones del centro
    - Conceptos de nodos de uso mixto
- Alternativas de uso del suelo
- Agua, aguas residuales y drenaje pluvial
- Implementación
    - Conceptos de código y diseño.
    - Estrategia de implementación
    - Viviendas asequibles y estrategias anti-desplazamiento

RESULTADOS

Resumen

Los puntos clave de la encuesta se enumeran brevemente a continuación, seguido de un desglose detallado de todas las preguntas.

- En general, los encuestados apoyaron los conceptos clave, ya que los parques y los senderos son particularmente importantes para la mayoría de los miembros de la comunidad.
- Muchos miembros de la comunidad expresaron la necesidad de mejorar las calles existentes en el área del río, especialmente en S River Street y S College Street.
- Las conexiones peatonales fueron identificadas como muy importantes para el área.
- El estacionamiento se identificó como una preocupación para las áreas con nuevos desarrollos o usos del parque.
- Los encuestados expresaron su preocupación por las condiciones ambientales desconocidas en el sitio de la fábrica.
- Muchos residentes apoyan la adición de más viviendas de alta densidad y / o asequibles al área de la ribera.
- En general, los encuestados prefirieron la Alternativa B a las otras alternativas de uso de la tierra.

Conceptos clave para el Plan Maestro de Riverfront

Esta sección de la encuesta pidió a los miembros de la comunidad que califiquen su apoyo a los cinco conceptos clave para el Plan Maestro de Riverfront:

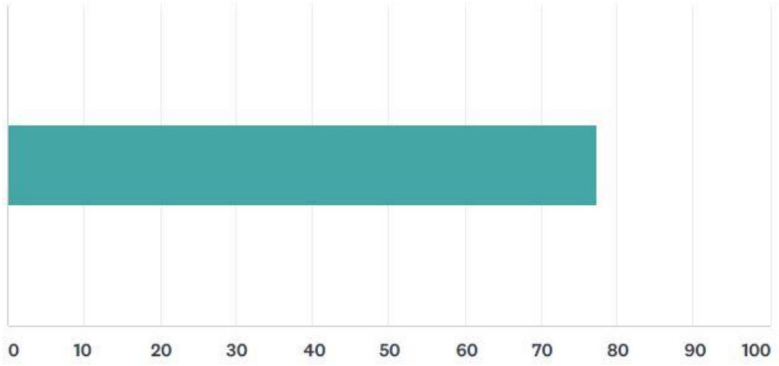
- Conceptos de ribera pública.
- Parques, espacios abiertos y conceptos de senderos.
- conceptos de pasarela
- Conceptos completos de conexiones a calles y al centro.
- Conceptos de nodos de uso mixto.

Las siguientes figuras resumen las respuestas recibidas para cada concepto clave. Una puntuación de 0 indica que el encuestado no apoya firmemente el concepto, una puntuación de 50 indica que el encuestado respalda moderadamente el concepto, y una puntuación de 100 indica que el encuestado apoya firmemente el concepto. Los encuestados pudieron deslizar la barra de escala a la posición de su elección para indicar su nivel de apoyo, como se ilustra en la siguiente imagen.



Conceptos públicos frente al río

FIGURA 1. ¿CUÁL ES SU NIVEL DE APOYO PARA EL CONCEPTO CLAVE PÚBLICO FRENTE AL RÍO?

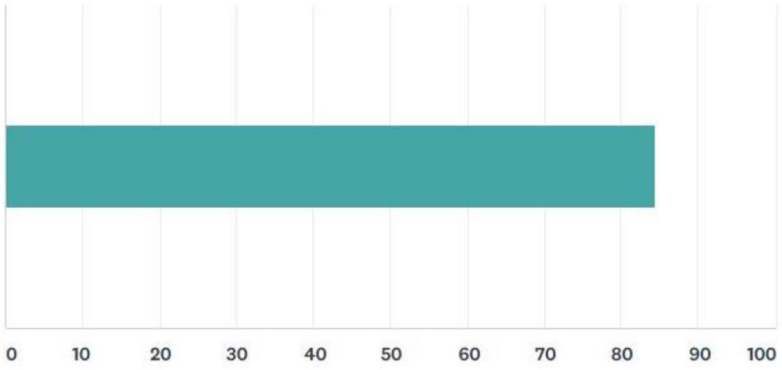


26 encuestados proporcionaron comentarios adicionales sobre el concepto de frente de río público, incluyendo:

- El espacio público a lo largo del río es invaluable para los miembros de la comunidad
- Mantener áreas naturales a lo largo del río con mínimo desarrollo.
- Soporte para propiedades de uso mixto en la zona ribereña.
- Mantenga la orilla del río abierta para peatones y bicicletas, no vehículos
- Apoyo a la explanada peatonal a lo largo del acantilado.
- Deseo ver carriles para bicicletas protegidos en el área del río
- Restaurar las aceras dañadas en S College Street y S River Street
- Preocupaciones sobre seguridad, iluminación adecuada, actividad criminal y acampar durante la noche
- Preocupación por el costo y el tiempo que tomará desarrollar el área.
- Preocupa que el propietario actual de la propiedad de la fábrica no cooperará con los planes de la Ciudad
- Preocupaciones ambientales sobre la posible contaminación en el sitio del molino
- Preserve los árboles viejos en el área, particularmente el bosque de árboles de álamo en la entrada actual al Roger´s Landing Park
- Se necesitan mejoras y mantenimiento de las calles e infraestructura en los vecindarios existentes.
- Asegúrese de que la infraestructura esté en su lugar antes de construir
- La infraestructura debe ser a costa de los desarrolladores, no de los ciudadanos
- Preocupaciones generales sobre el crecimiento y nuevos desarrollos en la ciudad.
- Soporte general para carriles para bicicletas y espacios seguros para caminar y correr.
- Deseo ver alquiler de bicicletas y otros equipos recreativos en la orilla del río
- Desarrollar varias millas de senderos continuos a lo largo del río

Parques, espacios abiertos y conceptos de senderos

FIGURA 2. ¿CUÁL ES SU NIVEL DE APOYO PARA EL CONCEPTO CLAVE PÚBLICO FRENTE AL RÍO?

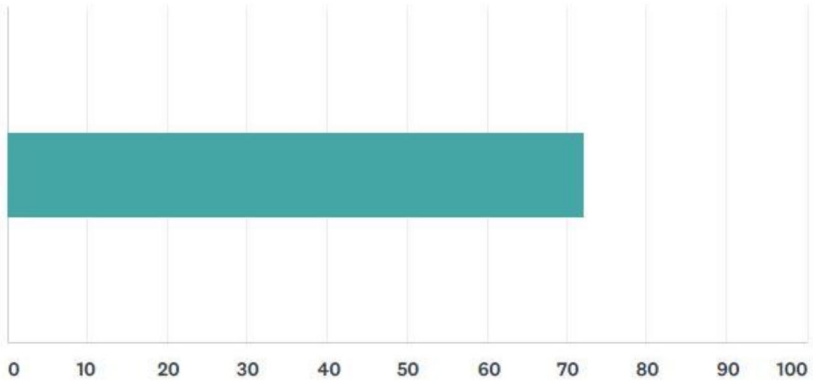


20 encuestados proporcionaron comentarios adicionales sobre el concepto de frente de río público, incluyendo:

- La conectividad del sendero a otros parques es importante y se debe priorizar antes del desarrollo comercial
- Caminar es un medio de transporte más importante que los vehículos y merece mayor consideración
- Cualquier parque o desarrollo nuevo debe incluir su propio estacionamiento porque el estacionamiento de la calle residencial en el área ya está siendo utilizado por los residentes
- No estoy seguro si realmente hay una necesidad de fútbol u otros campos deportivos en el parque subterráneo
- Buen uso del bypass como área cubierta para el anfiteatro y los campos recreativos.
- Apoyo general para más senderos para caminar y andar en bicicleta en la zona.
- Deseo de más parques y senderos sin correa en el área del río
- Preocupación por la contaminación lumínica del paso subterráneo.
- Demasiados servicios infringirán el carácter del área.
- Preguntas sobre quién gestionará y mantendrá el parque de paso subterráneo.
- Apoyo a la preservación de espacios naturales con opciones para actividades recreativas.
- Preocupación por el costo de realizar estudios ambientales en el área del río
- Convierta todo el sitio en un gran parque frente al río que permita usos durante todo el año (anfiteatro regional para grandes conciertos, parques de atracciones, campos deportivos, etc.)
- Preocupación por la seguridad, el mantenimiento, la actividad criminal, la patrulla policial y más servicios que atraen a las personas sin hogar al área
- Hazlo accesible para todas las edades y habilidades
- Preocupación de que los senderos de agua restringirían el uso de botes de esquí en el río.
- Deseo de hacer de la orilla del río un área familiar
- Apoyo general para campos deportivos y otras instalaciones recreativas en el área.
- El acceso directo a la costa debe ser para ciclistas, caminantes y corredores en lugar de vehículos
- Las mejores vistas deben reservarse para senderos y parques en lugar de caminos pavimentados y vehículos
- Un largo sendero a lo largo del río hasta Dundee sería un activo para la comunidad regional

Conceptos de Gateway

FIGURA 3. ¿CUÁL ES SU NIVEL DE APOYO PARA EL CONCEPTO CLAVE DE GATEWAYS?

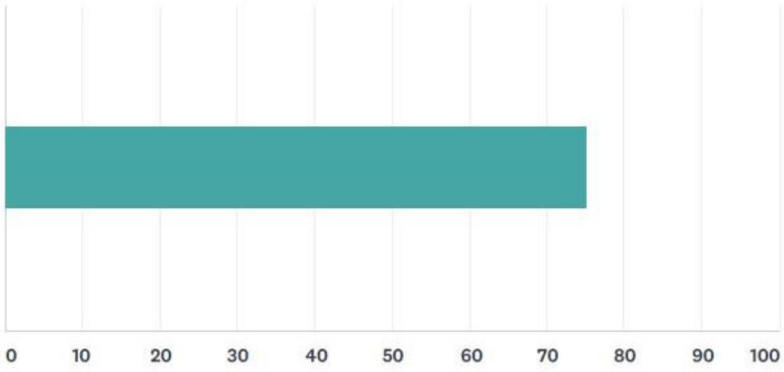


12 encuestados proporcionaron comentarios adicionales sobre el concepto de ribera pública, que incluyen:

- Las características de la pasarela deben ser diseñadas por artistas locales.
- Necesidad de respetar la privacidad de los residentes existentes en estas calles locales
- Las características de la puerta de enlace son menos importantes que otros aspectos del plan.
- Involucre a Travel Oregon para desarrollar un mural destacado como parte de su recorrido mural
- Es difícil agregar un punto de referencia cultural como la puerta de entrada sin abordar primero las preocupaciones actuales con las aceras existentes a lo largo de River Street y el cruce ferroviario desigual
- La planificación a largo plazo con respecto a la infraestructura, las necesidades de transporte, etc. debe considerarse cuando se construyen las puertas de enlace.
- Preferencia por señalización de orientación.
- Cualquier desarrollo debe preservar la belleza natural del área.
- Preocupación por las puertas de enlace que crean un acceso más fácil para actividades ilegales y que atraen a las personas sin hogar al área

Conceptos completos de las calles y conexiones del centro

FIGURA 4. ¿CUÁL ES SU NIVEL DE APOYO PARA LAS CALLES COMPLETAS Y LAS CONEXIONES EN EL CENTRO DE LA CIUDAD CONCEPTO CLAVE?

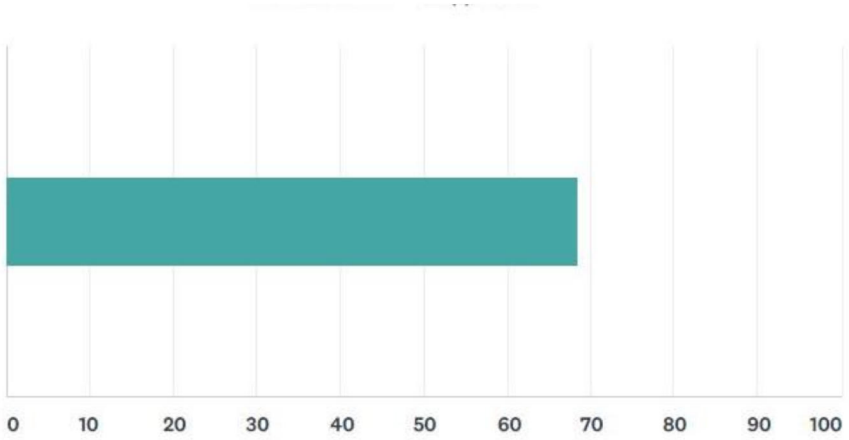


23 encuestados proporcionaron comentarios adicionales sobre el concepto de frente de río público, incluyendo:

- Planee plantar más árboles para reemplazar los árboles que se quitarán para aumentar el derecho de paso
- Preocupación de que los edificios existentes se vieran afectados negativamente
- No está seguro de la necesidad de seis pies de acera cuando también tiene un carril para bicicletas de seis pies
- Preocupaciones de que este plan se realice a expensas de los propietarios sin consideración o compensación para ellos
- Los residentes del vecindario deben ser informados (en detalle) de los cambios propuestos a través del correo o de la puerta a puerta y tener la oportunidad de dar su opinión; Hacer un anuncio público en un periódico o en un sitio web no es lo suficientemente efectivo o proactivo y la mayoría de los residentes del área no están al tanto de estos planes frente al río
- Preocupación por los efectos de la contaminación acústica y la pérdida de propiedades para los residentes en S River Street y S College Street
- Las mejoras a las malas condiciones actuales en S River Street y S College Street son muy importantes
- Una nueva conexión a S Wynooski Street y / o Dog Ridge Road debe tener prioridad después de las mejoras a River Street
- Preocupación de que seis pies de acera serán innecesarios.
- No hay necesidad de carriles para bicicletas en el área del río debido a las velocidades de la calle
- Coloque el carril para bicicletas en el mismo lado de la franja de paisaje que la acera, separando las bicicletas de los automóviles.
- El carril para bicicletas debe estar protegido por torres de tracción u otras medidas de protección para garantizar su uso.
- Sería bueno agregar más árboles de sombra a lo largo de la calle.
- Los dueños de propiedades adyacentes no deberían tener que pagar por las mejoras de la calle
- Hacer que las calles sean accesibles y transitables para todos es muy importante
- La preocupación de que las mejoras y el desarrollo causen un aumento en los impuestos a la propiedad actuales
- Deseo ver una limpieza de la calle 9
- Adición de alumbrado público en la zona es importante.
- Las aceras son muy importantes, especialmente para familias con niños.
- Los residentes existentes en esta área no quieren ver un aumento en el flujo de tráfico frente a sus hogares
- Preocupación de que agregar carriles para bicicletas signifique más bicicletas en todas las carreteras, incluidas las carreteras rurales y las carreteras principales, lo que dará lugar a más accidentes relacionados con las bicicletas.

Conceptos de nodos de uso mixto

FIGURA 5. ¿CUÁL ES SU NIVEL DE APOYO PARA EL CONCEPTO CLAVE NODE DE USO MIXTO?



21 encuestados proporcionaron comentarios adicionales sobre el concepto de frente de río público, incluyendo:

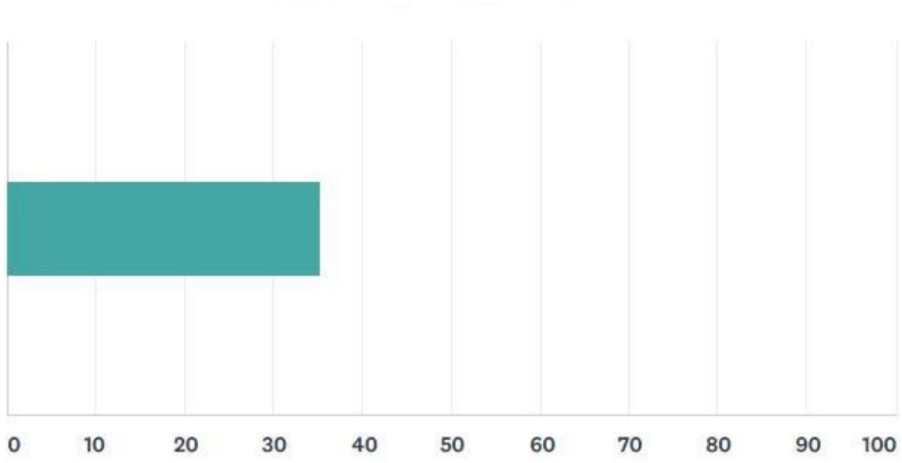
- No hagas que el desarrollo sea tan elegante que los locales no se sientan como en casa.
- Preocupaciones sobre el desarrollo de uso mixto que atrae a las personas sin hogar
- Preocupaciones sobre cómo el aumento del tráfico cambiará el carácter del vecindario residencial
- Apoyo para el desarrollo de restaurantes y un buen hotel, pero las tiendas deben permanecer en el centro
- Preocupación de que esto le quitará al centro de la ciudad y los negocios que se están estableciendo allí.
- Añadir vivienda por encima del primer piso comercial
- Soporte general para un nodo de uso mixto como un activo para la comunidad
- Apoyo para alquiler de equipos recreativos en la ribera.
- Preocupación por la contaminación ambiental en el sitio del molino.
- El área de la orilla del río se debe usar para usos industriales ligeros, viviendas de alta densidad y espacios abiertos
- Preocupación por el aumento de turistas y tráfico.
- Apoyo para restaurantes de destino en lugar de edificios industriales.
- Apoyo para alojamiento como un hotel boutique.
- El área sobre el agua debe conservarse como un área natural con buenas opciones para caminar, pero el soporte para usos mixtos está más atrás.
- No apoye a Newberg como destino turístico
- Preocupa que el plan abrirá la opción para que Trimet u otro transporte público opere en Newberg
- Preocupa que el desarrollo aumente los impuestos a la propiedad.

Alternativas de uso de la tierra

Esta sección de la encuesta pidió a los miembros de la comunidad que califiquen su apoyo y proporcionen comentarios sobre las tres alternativas de uso de la tierra. Las figuras a continuación resumen las respuestas recibidas para cada alternativa. Al igual que en la sección anterior, una puntuación de 0 indica que el encuestado no apoya firmemente el concepto, una puntuación de 50 indica que el encuestado apoya moderadamente el concepto, y una puntuación de 100 indica que el encuestado apoya el concepto.

Alternativa A

FIGURA 6. ¿CUÁL ES SU NIVEL DE APOYO PARA LA ALTERNATIVA A?

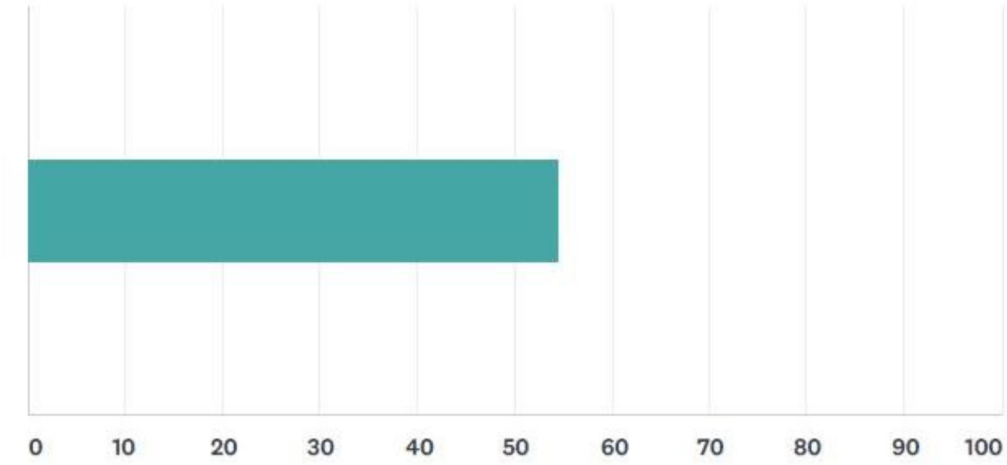


13 encuestados proporcionaron comentarios adicionales sobre el concepto de frente de río público, incluyendo:

- Apoyo a la explanada peatonal.
- Soporte para la conexión a Dog Ridge Road.
- Preocupación de que los usos industriales ya no sean económicamente viables.
- Necesitamos más terrenos comerciales y de empleo y menos industriales.
- Los usos residenciales deben trasladarse al norte del bypass.
- Necesita más alta densidad residencial, menos densidad media
- La alternativa A es la mejor opción si WestRock continúa siendo propietario del sitio de la planta y se niega a considerar la reurbanización
- No es factible sin un estudio ambiental detallado del sitio de la planta y el río para comprender los costos y el tiempo asociados con la limpieza
- Soporte para el anfiteatro.
- Preocupación por agregar más viviendas en el área.
- La fábrica de papel es y apesta y debe ser eliminada.
- No permita que el área de la orilla del río se comercialice, especialmente con nodos de uso mixto

Alternativa B

FIGURA 7. ¿CUÁL ES SU NIVEL DE APOYO PARA LA ALTERNATIVA B?

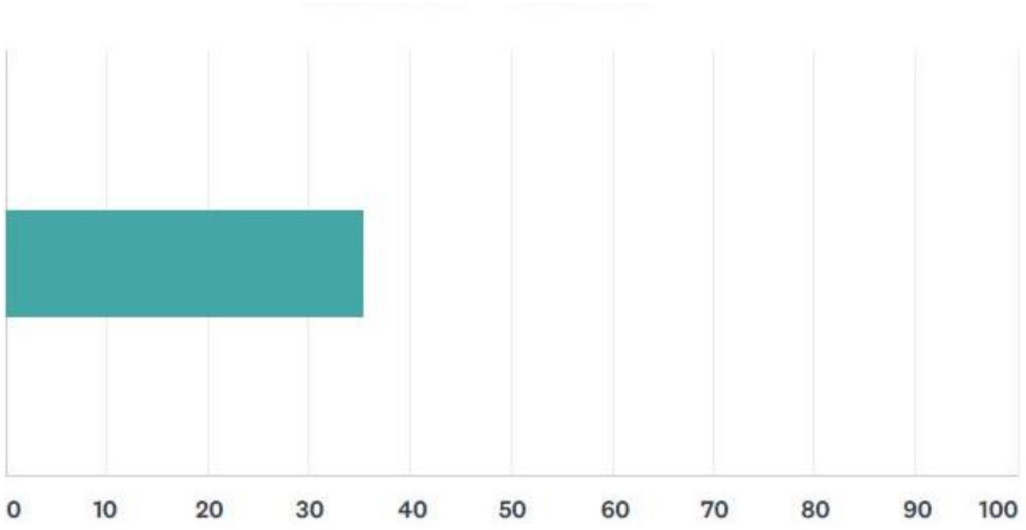


13 encuestados proporcionaron comentarios adicionales sobre el concepto de frente de río público, incluyendo:

- La capacidad de vivir, trabajar y jugar en Newberg es muy importante
- Sería beneficioso traer un conjunto más diverso de empleadores al área industrial.
- Soporte para la conexión a Dog Ridge Road.
- Preferencia por más áreas naturales y parques que negocios, usos residenciales o industria
- Mueve los usos residenciales al norte del bypass.
- Importante para mantener y mejorar los usos recreativos y de navegación actuales en el río, incluida la rampa para botes, el amarre a corto plazo y las carreras de barcos en el fin de semana de Memorial.
- Añadir amarre de mediano plazo (durante la noche) al río
- Necesita más alta densidad residencial, menos densidad media y baja densidad
- La Alternativa B tiene el mejor uso público del área con la mayor cantidad de público servido
- Soporte para usar algunas de las propiedades de WestRock de otras maneras.
- La instalación de papel reciclado en el sitio de WestRock es muy necesaria para la región
- Soporte para una pequeña cantidad de locales comerciales, como cafés o cafeterías.
- Debe hacerse hincapié en los usos industriales o industriales ligeros como la biotecnología
- No es factible sin un estudio ambiental detallado del sitio de la planta y el río para comprender los costos y el tiempo asociados con la limpieza
- Esta nueva área comercial mejorará Newberg y atraerá a la gente a disfrutar de todo Newberg, incluido el centro de la ciudad.
- No soporta nodos de uso mixto

Alternative C

FIGURA 8. ¿CUÁL ES SU NIVEL DE APOYO PARA LA ALTERNATIVA C?



15 encuestados proporcionaron comentarios adicionales sobre el concepto de ribera pública, que incluyen:

- Apoyo para viviendas asequibles, pero no en el sitio del molino debido a la posible contaminación del suelo en esa área
- Las viviendas asequibles se deben trasladar a otra parte del área
- Las viviendas asequibles están demasiado cerca del río y nunca serán "asequibles" con vistas al río
- Más espacio de parque y menos desarrollo.
- Demasiado residencial en áreas que deben reservarse para parques o usos comerciales
- Necesidad de amortiguar las viviendas asequibles de uso industrial adyacente
- Necesita más alta densidad residencial, menos densidad media y baja densidad
- La vivienda frente al río podría ser parte de una base imponible de ingresos para la ciudad
- Los escenarios A y B muestran mejores ubicaciones para la vivienda.
- No es factible sin un estudio ambiental detallado del sitio de la planta y el río para comprender los costos y el tiempo asociados con la limpieza
- Se eliminaron los edificios industriales existentes ya que están en mal estado.
- Deseo tener un parque enorme en el sitio industrial, tal vez un arboreto o una reserva natural
- Preocupa que el desarrollo aumente los impuestos para los residentes.

Infraestructura

Esta sección de la encuesta solicitó a los miembros de la comunidad que proporcionen comentarios sobre el agua, las aguas residuales y la infraestructura de drenaje pluvial. Siete encuestados proporcionaron comentarios, incluyendo:

- Preferiría que toda la escorrentía de aguas pluviales se administre en cada sitio, ya que las aguas pluviales se reabsorberán lo más cerca posible de las ubicaciones de los edificios utilizando diseños como pavimentos permeables, pozos secos y cunetas
- Impulsar los usos residenciales al norte del desvío elimina la necesidad de costosas actualizaciones al sur

- Proporcionar a los desarrolladores de viviendas asequibles con exenciones SDC
- No es factible sin un estudio ambiental detallado del sitio de la planta y el río para comprender los costos y el tiempo asociados con la limpieza
- Los costos deben ser pagados por los desarrolladores, no por los residentes
- Es importante prepararse para inundaciones y terremotos.
- Los costos del agua ya son extremadamente altos y las preocupaciones acerca de este plan aumentándolas más.

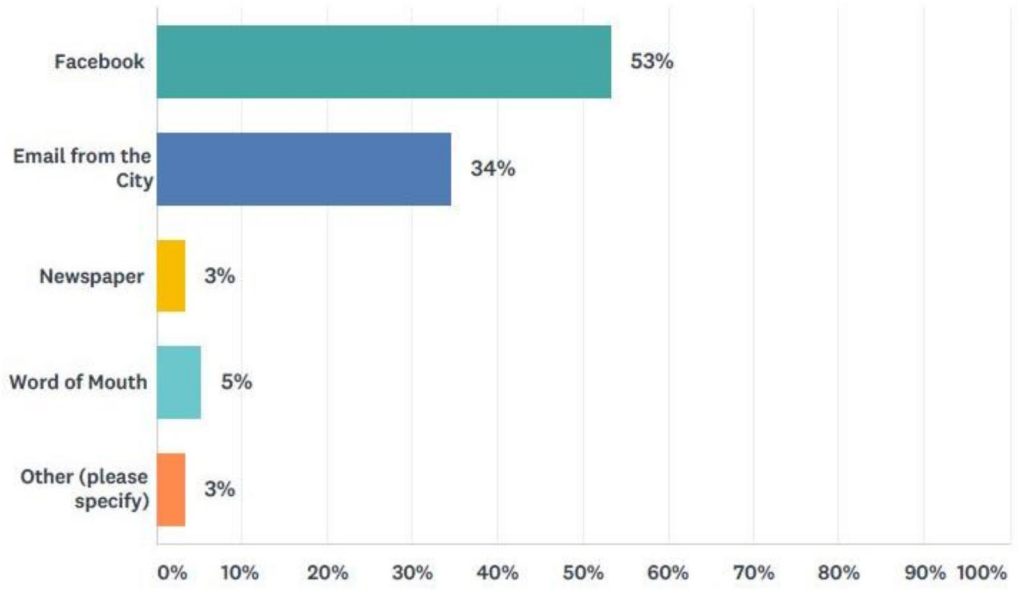
Implementación

Esta sección de la encuesta solicitó a los miembros de la comunidad que proporcionen comentarios sobre las ideas de implementación preliminares, incluida la estrategia general de implementación, los conceptos de código y diseño, y las estrategias de vivienda asequible y de lucha contra el desplazamiento. Siete encuestados proporcionaron comentarios, incluyendo:

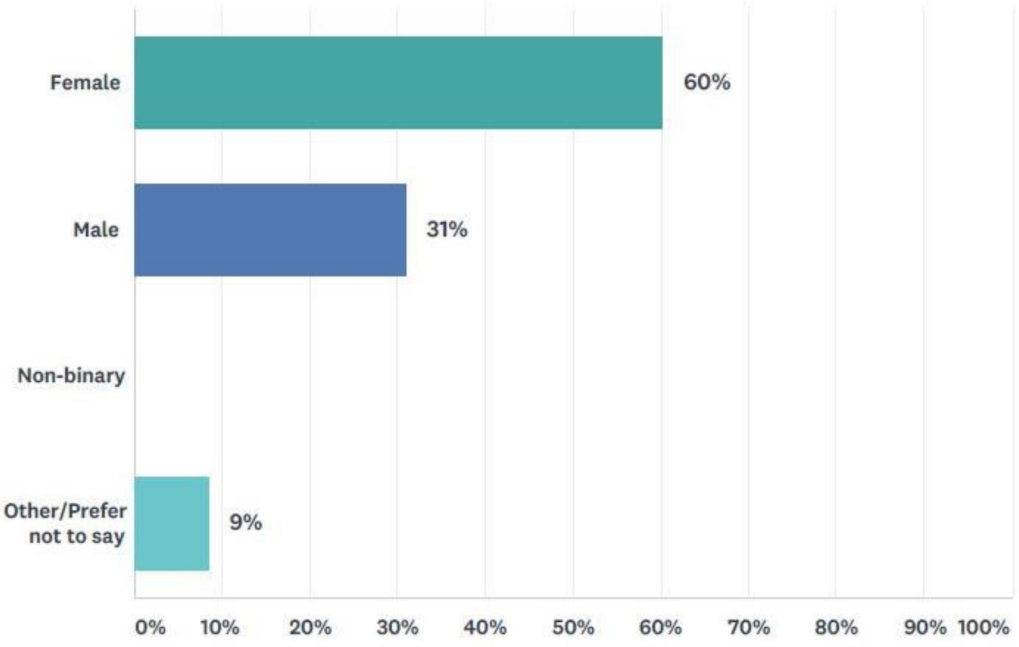
- Las estrategias de financiamiento deben apoyar la vivienda, no las empresas.
- No es factible sin un estudio ambiental detallado del sitio de la planta y el río para comprender los costos y el tiempo asociados con la limpieza
- Los costos deben ser pagados por los desarrolladores, no por los residentes
- Preocupaciones de que este plan aumentará el costo de vida para los residentes actuales

Demografía

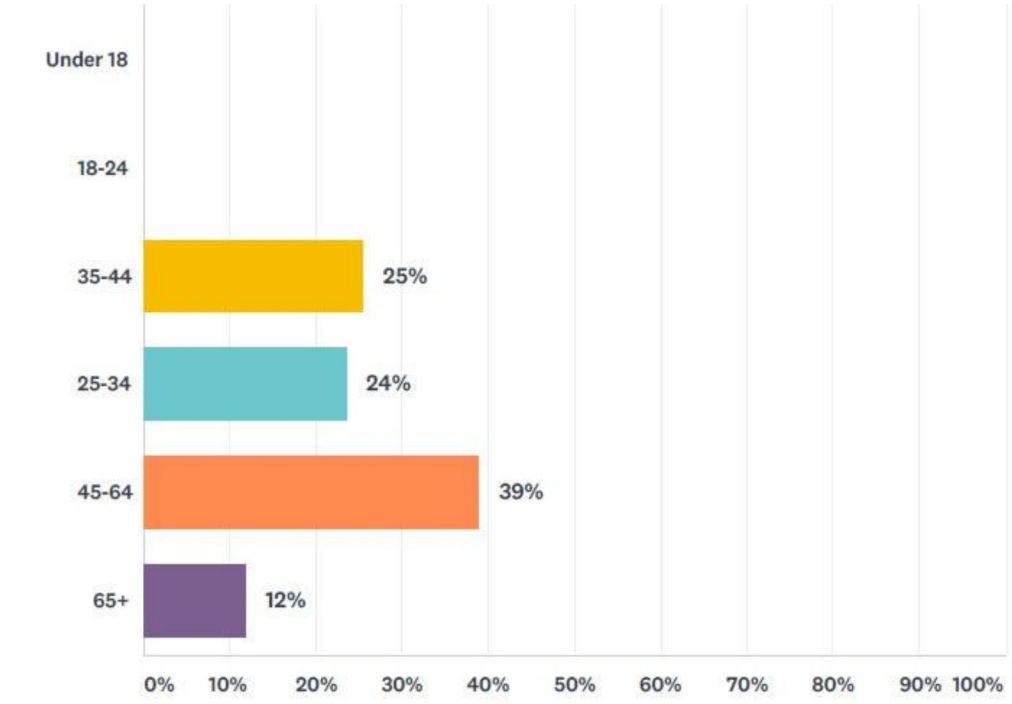
¿Cómo se enteró de esta encuesta?



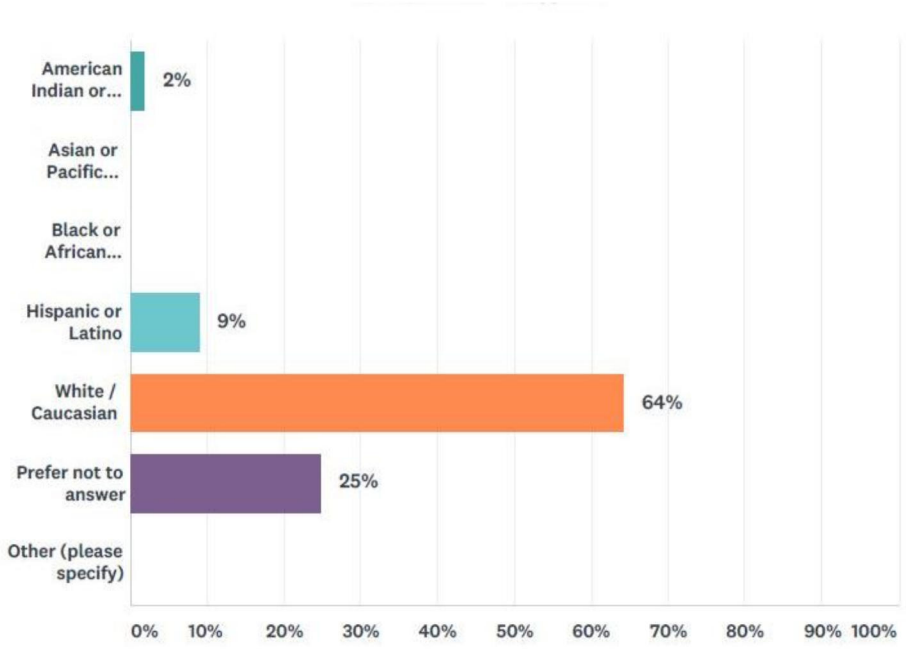
¿Cuál es su género?



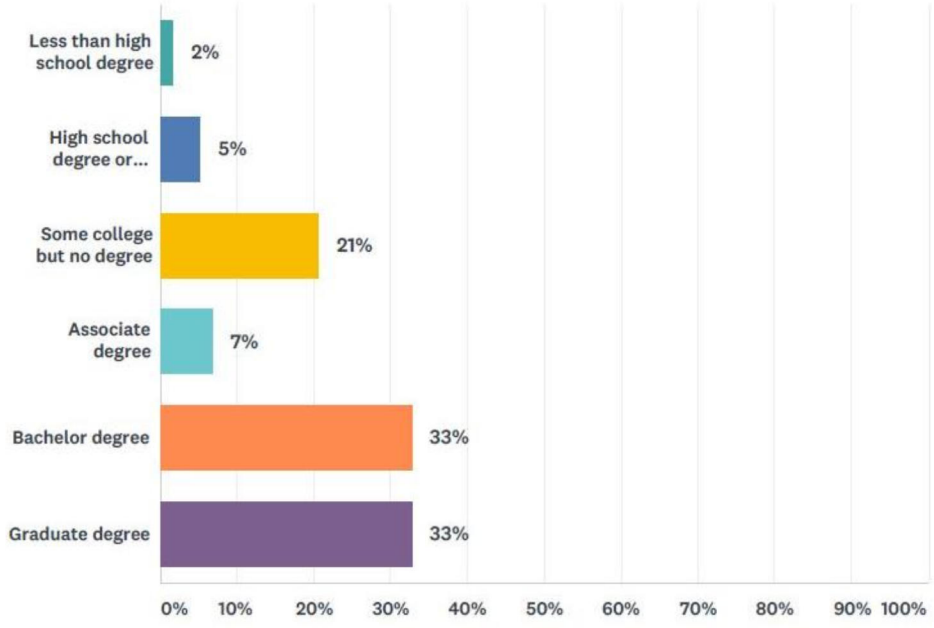
¿Cuál es su género?



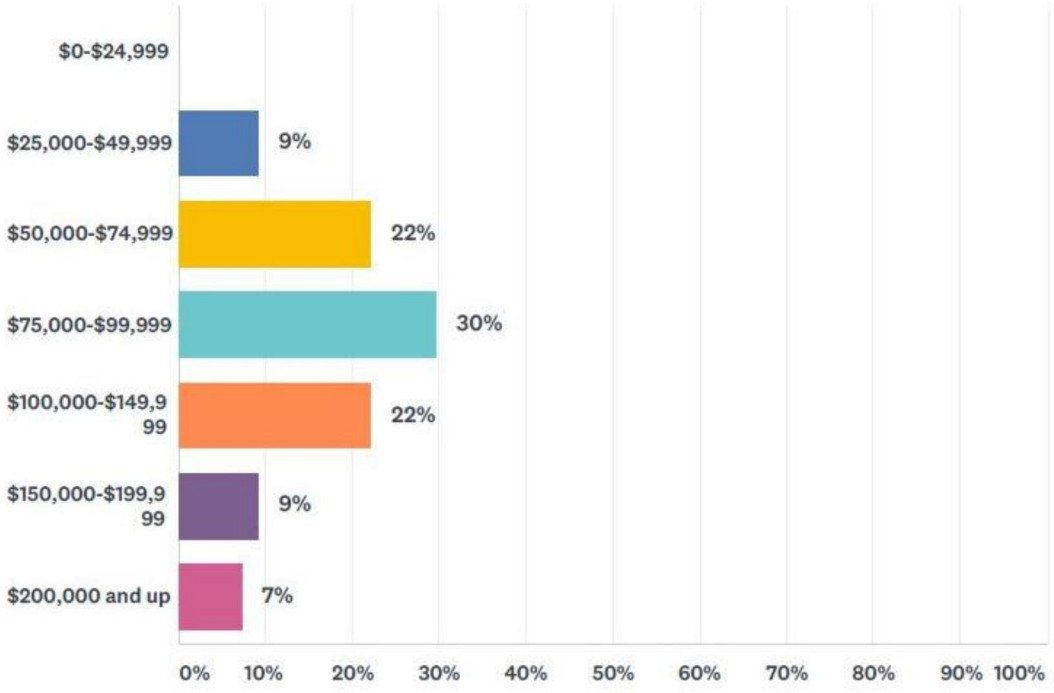
¿Cuál es tu etnia?



¿Cuál es el nivel más alto de la escuela que ha completado o el grado más alto que ha recibido?



¿Cuál es su ingreso familiar promedio aproximado?



Field Diagnostic Meeting
January 14, 2019
Newberg – S College St.
ODOT Crossing No. 40A-000.60, USDOT 858640X

The diagnostic was held for the above crossing location. The following were present:

Carrie Martin, ODOT Rail & Public Transit Division, Crossing Compliance Specialist, Carrie.A.Martin@odot.state.or.us
John Brown, ODOT Rail
Tom Wiser, Wiser Rail (speaking on behalf of railroad)
Doug Rux, City of Newberg
Bill Anderson, Yamhill County
Jessica Cain, Del Boca Vista LLC
Cheryl Caines, City of Newberg
Kristen Svicavovich, City of Newberg

1. City of Newberg discussed new street next to rail in future.
2. ODOT Rail discuss distance new street will need to be away from rail crossing.
3. City says Blaine rail line franchise expired. Railroad will need to get approval from City now.
4. Tom (speaking on behalf of railroad) – ROW 9ft to outside of rail from curb.
5. City- 3 options- 1-Stays as mill, 2-some commercial, some mixed employment, commercial, residential, 3- balance to stay industrial – ½ ½ mix employment.
6. County wants to preserve rail line for trolley possibility.
7. City – possible change from 133 units – possibly 42 houses turns into 86 unit apartments.
8. City – Full build out 1026-1219 residential units.
9. Rail built approx. 1885.
10. City/ODOT Rail- Will hit the limit on threshold for rail crossing signalization.
11. City to collect fees for future rail crossing improvements.
12. County to take jurisdiction of Weatherly Way.
13. City – urban renewal possible.
14. ODOT Rail – Will need permits for utilities to cross railroad. Talk to railroad.

15. City – Bike lanes will be shared lanes, 2-12' lanes, 8 ft parking, 5 ½' planters, 5' sidewalks.
16. City – Widen to 64' (40' curb to curb)
17. Tom – Equipment house will need to be put in NE or SW quadrants.
18. Tom- gates and lights need to be installed between sidewalk and curb.
19. ODOT Rail – Driveway(s) west side too close to rail crossing- move them to Blaine (new road) parallel to tracks – will need to turn onto Weatherly.
20. ODOT Rail – Need to 2 Look signs (R15-8).
21. ODOT Rail – Need to type 2 barricade or crosswalk closed sign unless connecting to sidewalk on other side of rail crossing.
22. Will need rail crossing application from City of Newberg.

Field Diagnostic Meeting
January 14, 2019
Newberg – S River St.
ODOT Crossing No. 40A-000.40, USDOT 858639D

The diagnostic was held for the above crossing location. The following were present:

Carrie Martin, ODOT Rail & Public Transit Division, Crossing Compliance Specialist, Carrie.A.Martin@odot.state.or.us
John Brown, ODOT Rail
Tom Wiser, Wiser Rail (speaking on behalf of railroad)
Doug Rux, City of Newberg
Bill Anderson, Yamhill County
Jessica Cain, Del Boca Vista LLC
Cheryl Caines, City of Newberg
Kristen Svicavovich, City of Newberg

1. ODOT Rail discuss current rail order for 3 track crossing. Needs a 3 instead of 2 track on each sign approach. Rail crossing not per current Order.
2. County concurred River St. is the public road authority.
3. City says 1.56 acres to be develops into 16 lots.
4. City says utilities will be underground.
5. ODOT Rail – Will need permits for utilities to cross railroad. Talk to railroad.
6. City says Blaine rail line franchise expired. Railroad will need to get approval from City now. Same comments from previous College St meeting.
7. City says road will have 12 ft wide sidewalks from bypass south, 5 ½ ft sidewalk north of the bypass.
8. Tom (speaking on behalf of railroad) – Sidewalk will need to be outside of frog in track switch so it will be a bit wider than normal if tracks stay the same.
9. City- 3 options- 1-Stays as mill, 2-some commercial, some mixed employment, commercial, residential, 3- balance to stay industrial – ½ ½ mix employment. Same comments from previous College St meeting.
10. City discuss wanting tall vegetation on east side of crossing to block view of mill.

11. ODOT Rail discuss having low vegetation and fencing (highest approximately 3 ft tall) near rail crossing for visibility at rail crossing. Will need sight triangles to show visibility. Outside visibility triangle can have higher vegetation.
12. County wants to preserve rail line for trolley possibility. Same comments from previous College St meeting.
13. City – Wants a trolley stop by River St.
14. Rail built approx. 1885. Same comments from previous College St meeting.
15. City/ODOT Rail- Will hit the limit on threshold for rail crossing signalization. Same comments from previous College St meeting.
16. City to collect fees for future rail crossing improvements. Same comments from previous College St meeting.
17. City discuss adding new street parallel to tracks.
18. ODOT Rail – discussion about distance of new street from tracks will need to be discussed. May need to be in a rail Order.
19. City – Multiuse pathway 12' wide by bypass parallel to tracks.
20. Discuss quiet zone option. Discussion about 1' non-mountable median.
21. Tom- gates and lights need to be installed between sidewalk and curb. Same comments from previous College St meeting.
22. City/County – Discuss transfer of road authority from County road to City road.
23. ODOT Rail – will need to know who road authority is if jurisdiction transfer takes place. Road authority will need to sign rail crossing application.
24. ODOT Rail – Need to 2 Look signs (R15-8).
25. ODOT Rail – No sidewalks currently. If adding sidewalk will need rail crossing application. Will need to continue thru the rail crossing. Cannot stop at tracks.
26. ODOT Rail will need rail crossing application and plans from City of Newberg.
27. 460 acres possible development.

RIVERFRONT MASTER PLAN

City of Newberg

Joint City Council/Planning Commission Workshop

July 15, 2019

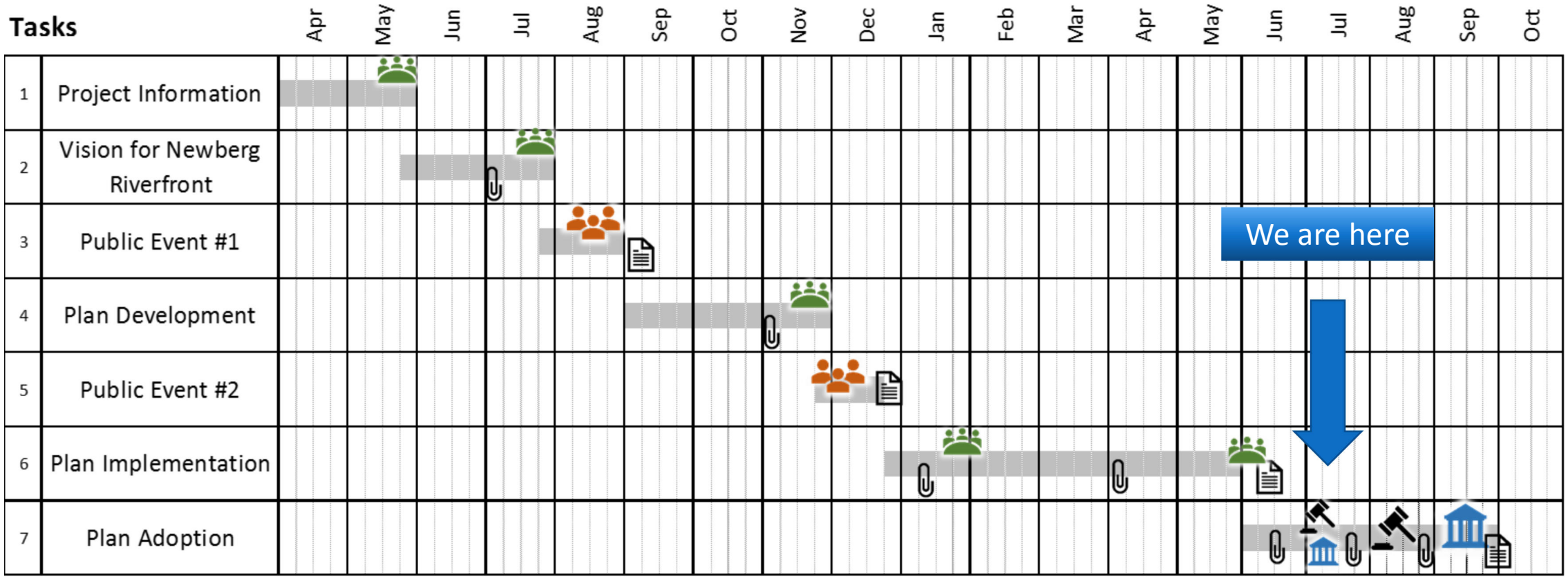
Discussion Overview

RIVERFRONT MASTER PLAN
City of Newberg

- Vision
- Plan Development
- Draft Riverfront Master Plan Document
- Implementation
- Next Steps

Project Schedule

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



Vision Statement

RIVERFRONT MASTER PLAN
City of Newberg

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.

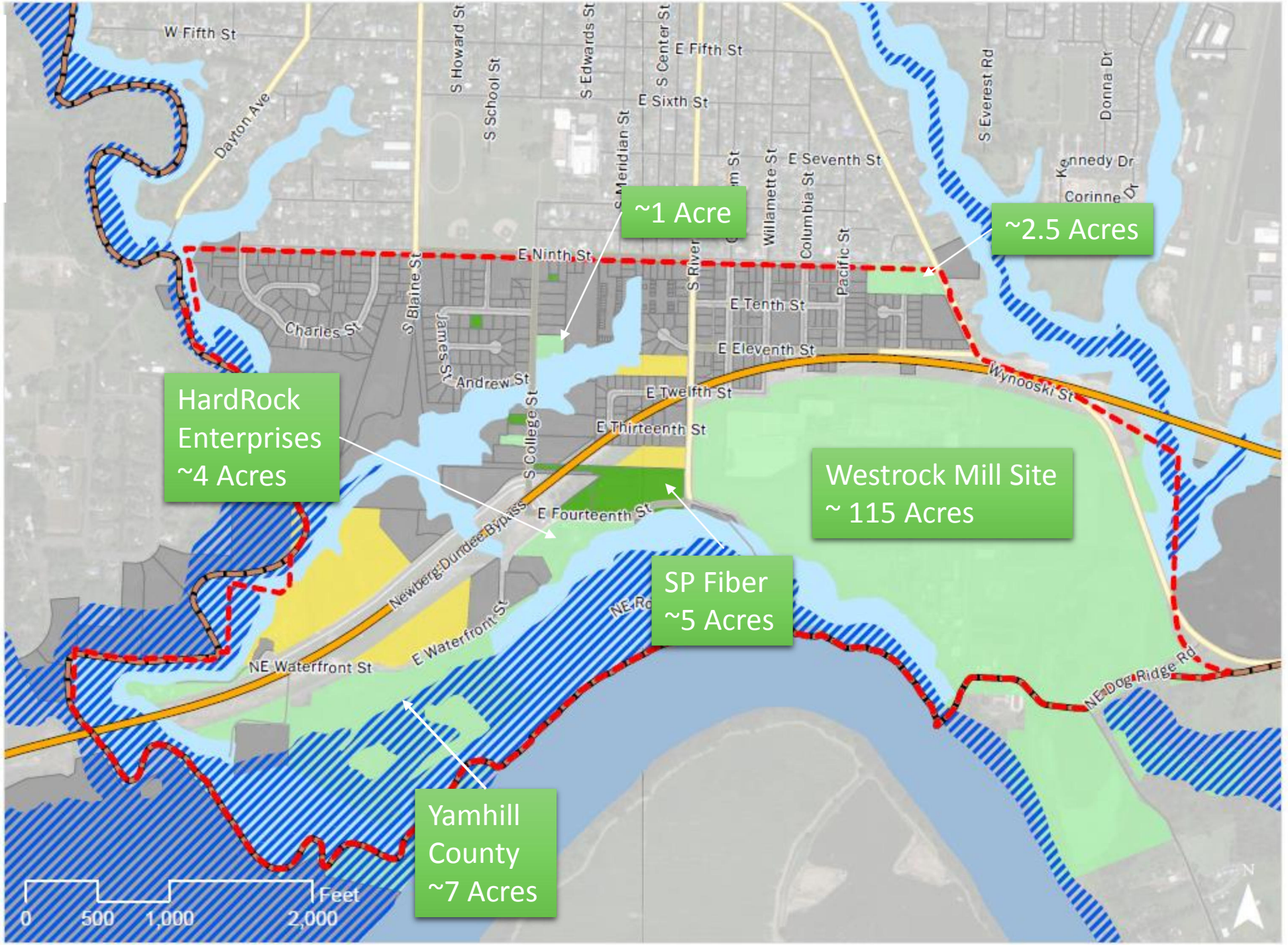
RIVERFRONT
MASTER PLAN
City of Newberg

Vacant Area

Taxlots
- Vacant
- Partially Vacant
- Proposed Residential
- Developed or Undevelopable

Transportation
- Major Arterial
- Major Collector
- Minor Arterial
- Minor Collector
- Local Street
- Urban Growth Boundary (UGB)
- Study Area

Natural Resources
- Willamette River
- Stream Corridor
- Floodplain





Eugene



Thunder Island Brewing



Corvallis

Public Input

- Citizen and Technical Advisory Committees
- Two Open Houses (in-person and on-line)
- Community Events
- Social Media
- Interested Parties Email List



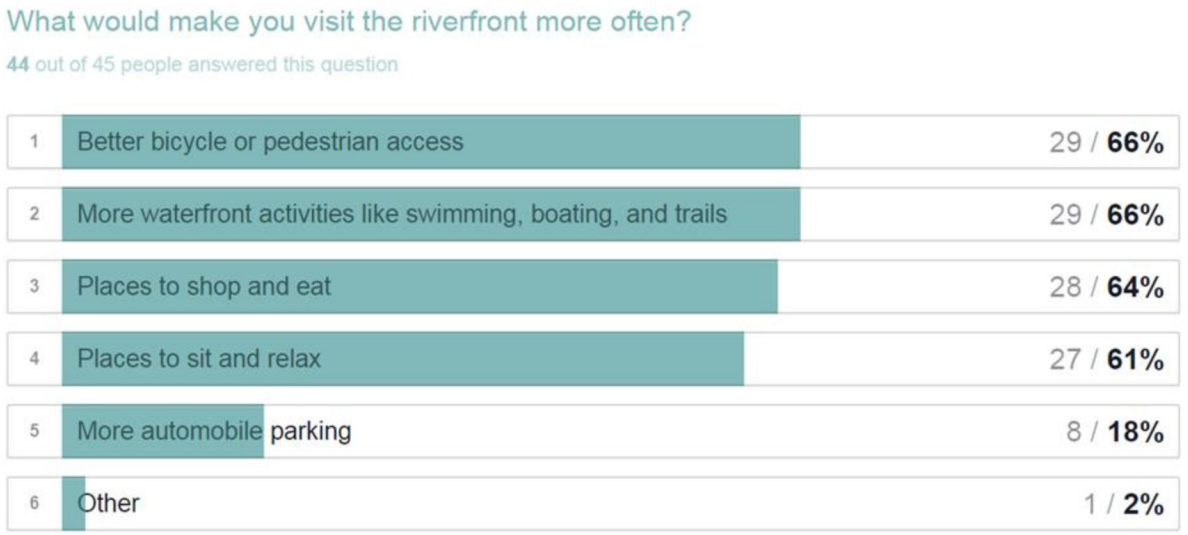




What We Heard

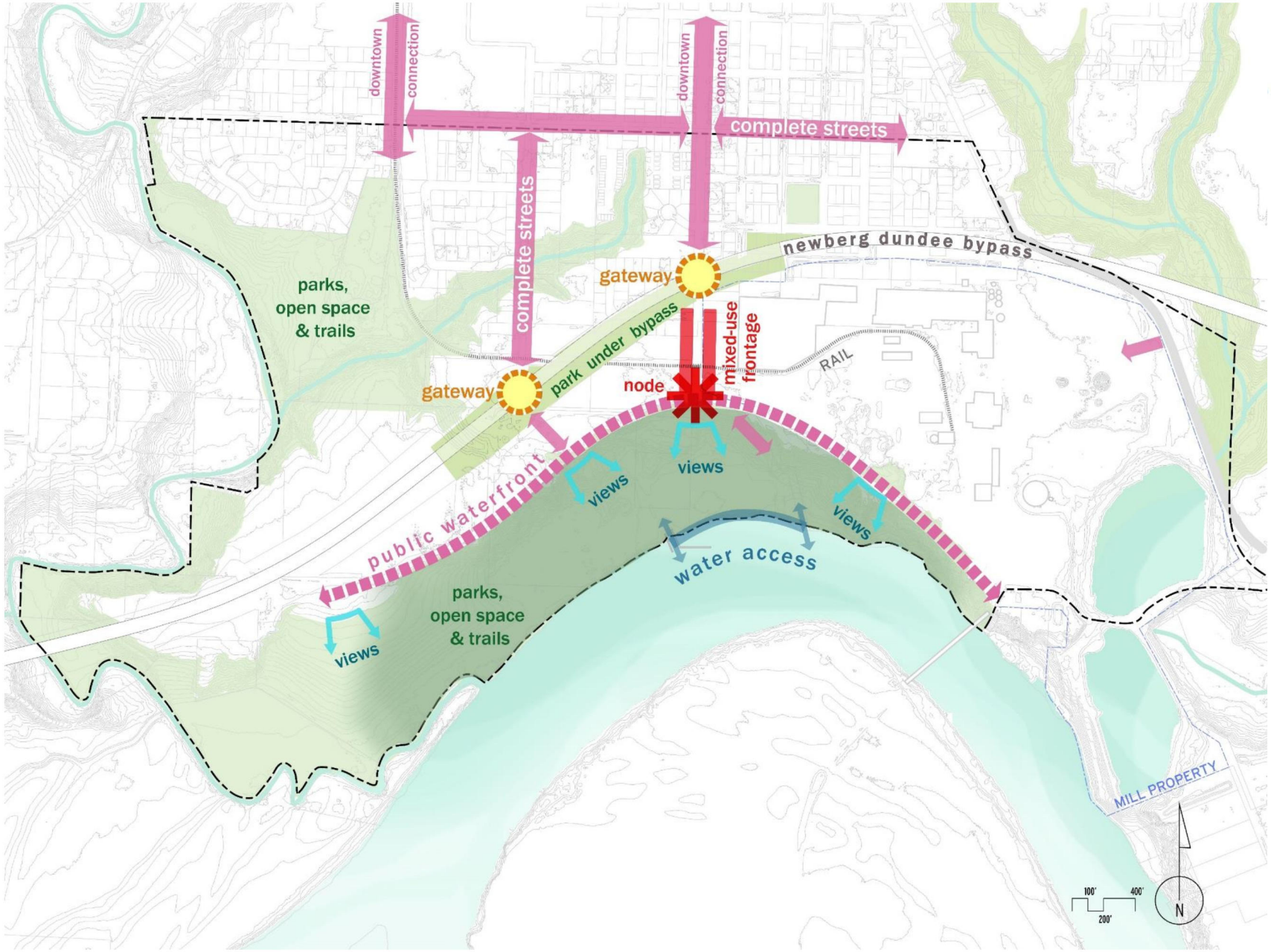
RIVERFRONT MASTER PLAN
City of Newberg

- Public Access (river and views)
- Trails & Parks
- Keep Housing Affordable
- Mix of Uses
- Safe streets – walking/biking
- Place for locals and tourists
- Amphitheater



Key Concepts of the Riverfront Master Plan

- Public Riverfront
- Parks, Open Space, and Trails
- Gateways
- Complete Streets and Downtown Connections
- Mixed Use Node



Common Elements

- Public Riverfront
- **Parks, Open Space, and Trails**
- Gateways
- Complete Streets and Downtown Connections
- Mixed Use Node







Key Concepts of the Riverfront Master Plan

- Public Riverfront
- **Parks, Open Space, and Trails**
- **Gateways**
- **Complete Streets and Downtown Connections**
- Mixed Use Node





RIVERFRONT MASTER PLAN
City of Newberg

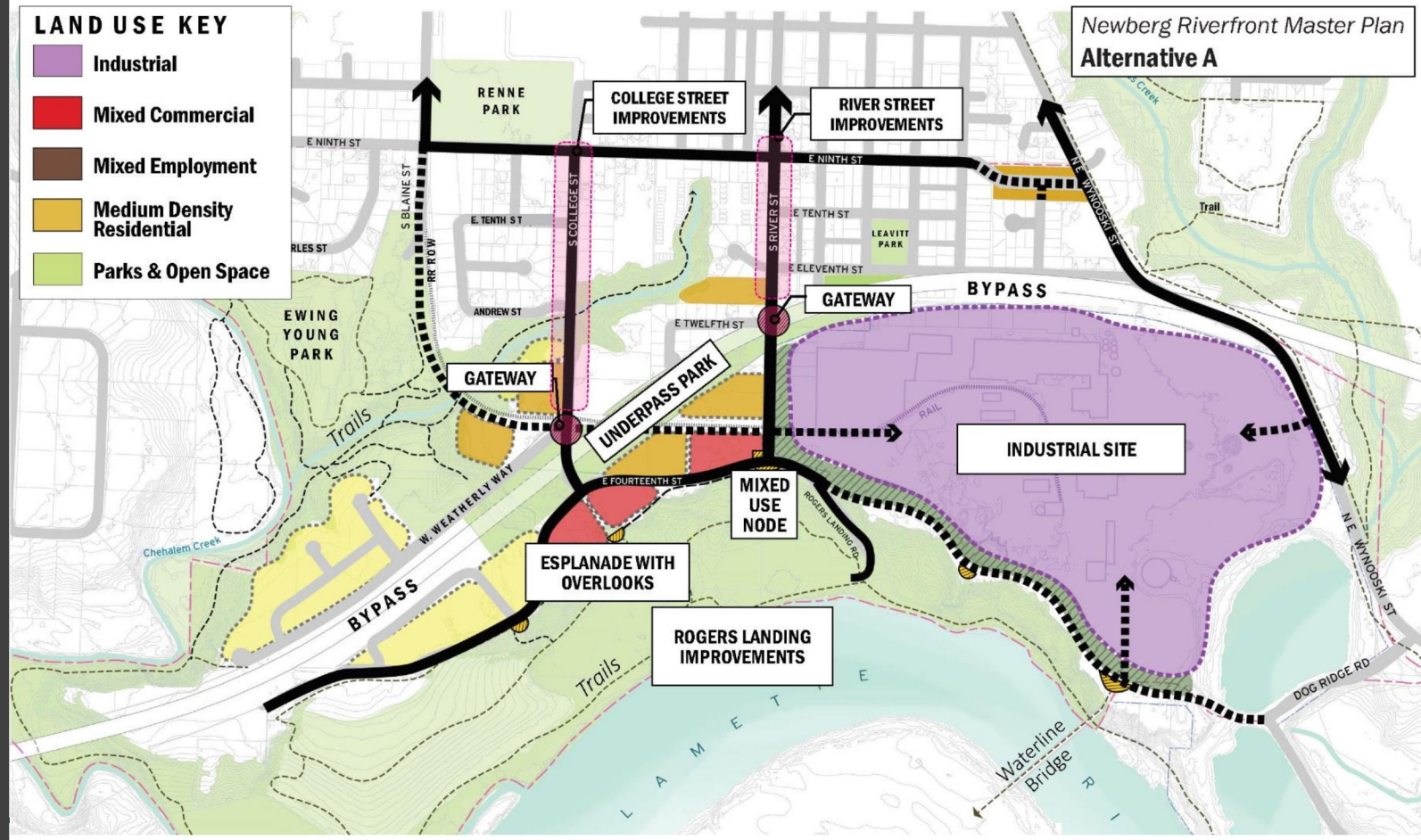
Key Concepts of the Riverfront Master Plan

- Public Riverfront
- Parks, Open Space, and Trails
- Gateways
- Complete Streets and Downtown Connections
- **Mixed Use Node**

Alternative A

- Industrial use(s) on full WestRock Site
- Potential public riverfront
- Buffering on W and S edges
- Mixed Commercial on Baker Rock parcel
- R2 infill residential development

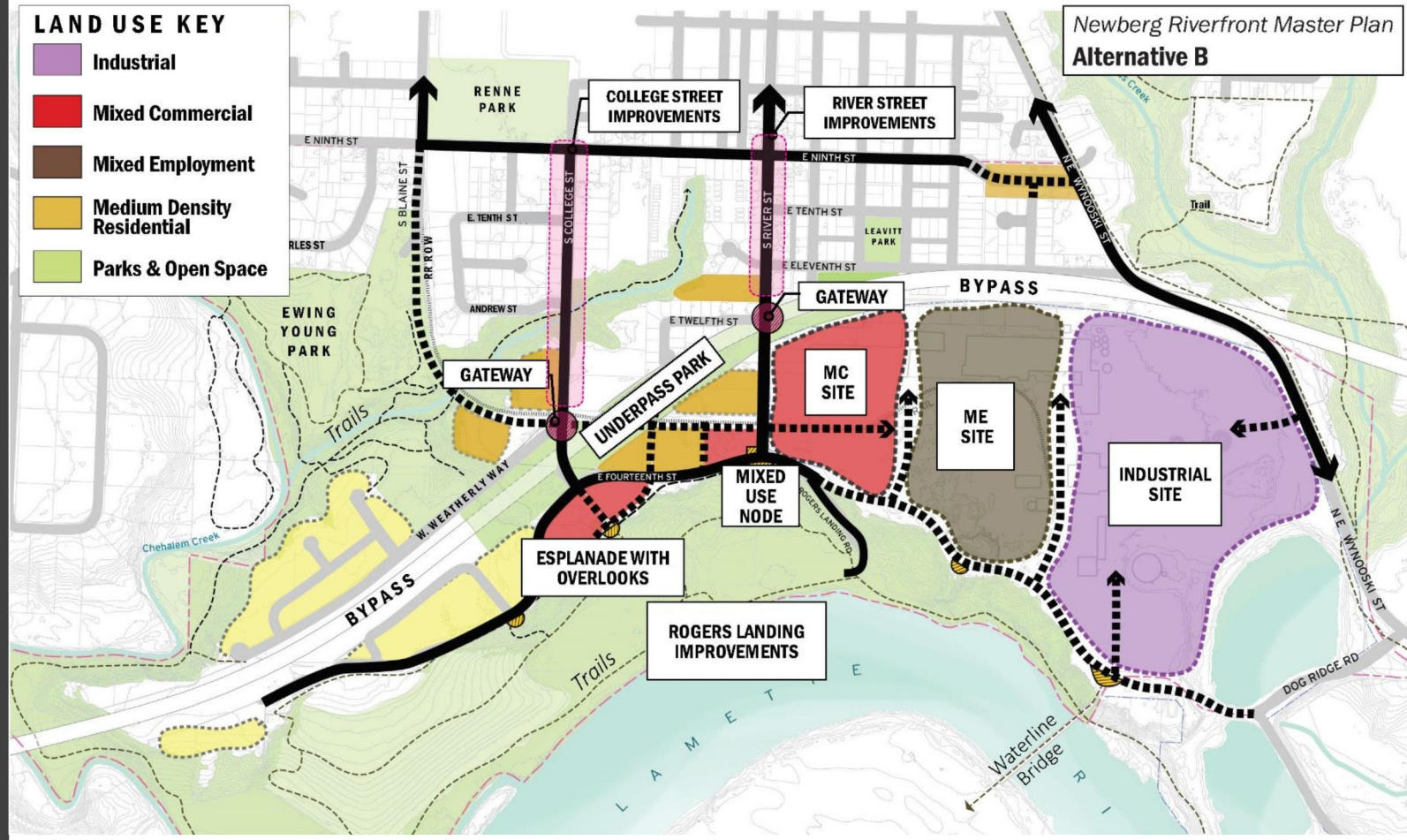
RIVERFRONT MASTER PLAN
City of Newberg



Alternative B

- Industrial, Mixed Employment, and Mixed Commercial uses on WestRock Site
- Mixed Commercial on Baker Rock parcel
- Node of MC at southern end of River Street
- Development activates both sides of River St
- R2 infill residential development

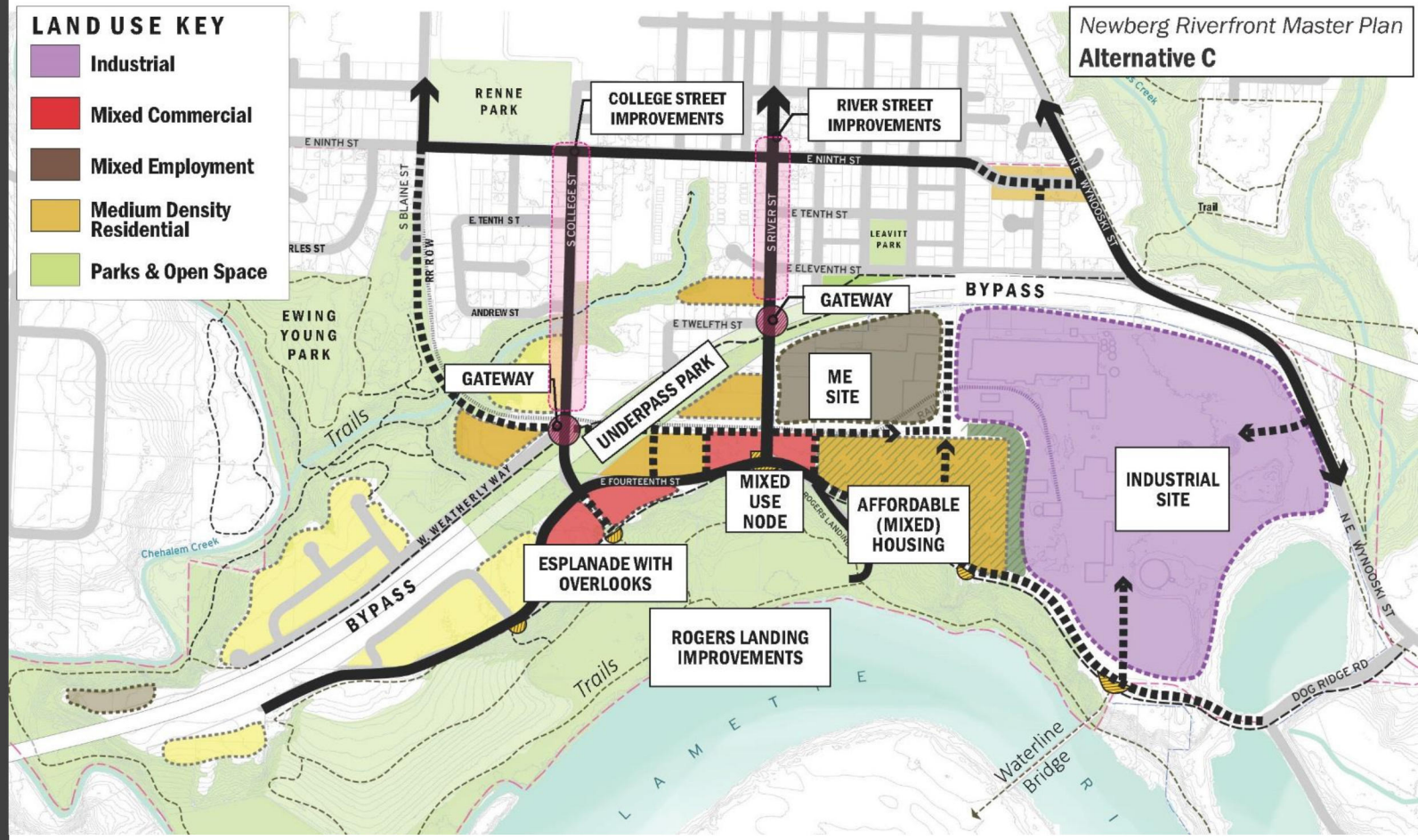
RIVERFRONT MASTER PLAN
City of Newberg



Alternative C

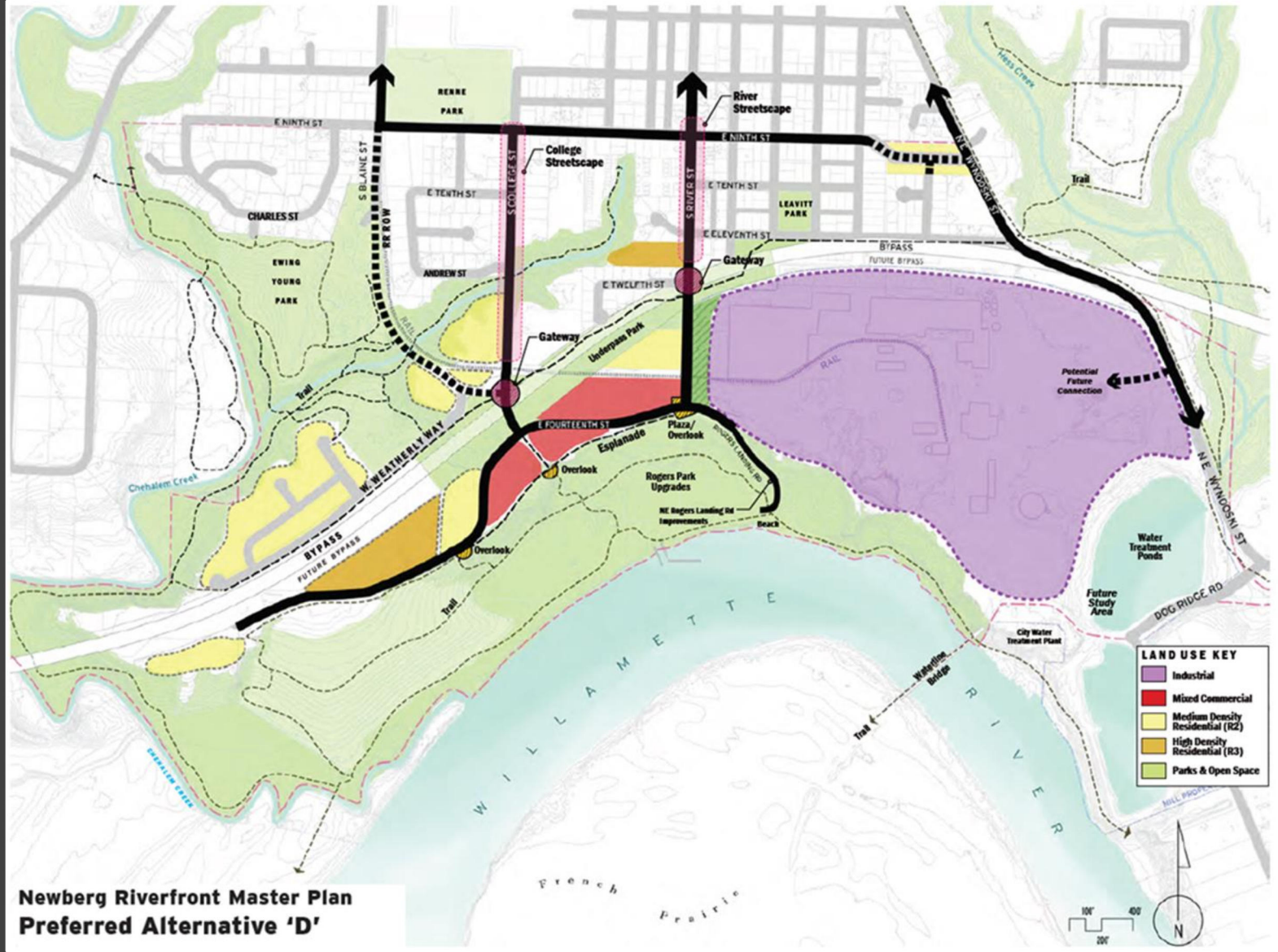
- Affordable Housing on portion of WestRock Site
- 2/3rds of WestRock Site in Industrial Use
- Buffering on W and S edges
- Mixed Commercial on Baker Rock parcel
- Smaller node of MC at south end of River Street
- Development activates both sides of River St
- R2 infill residential development

RIVERFRONT MASTER PLAN
City of Newberg



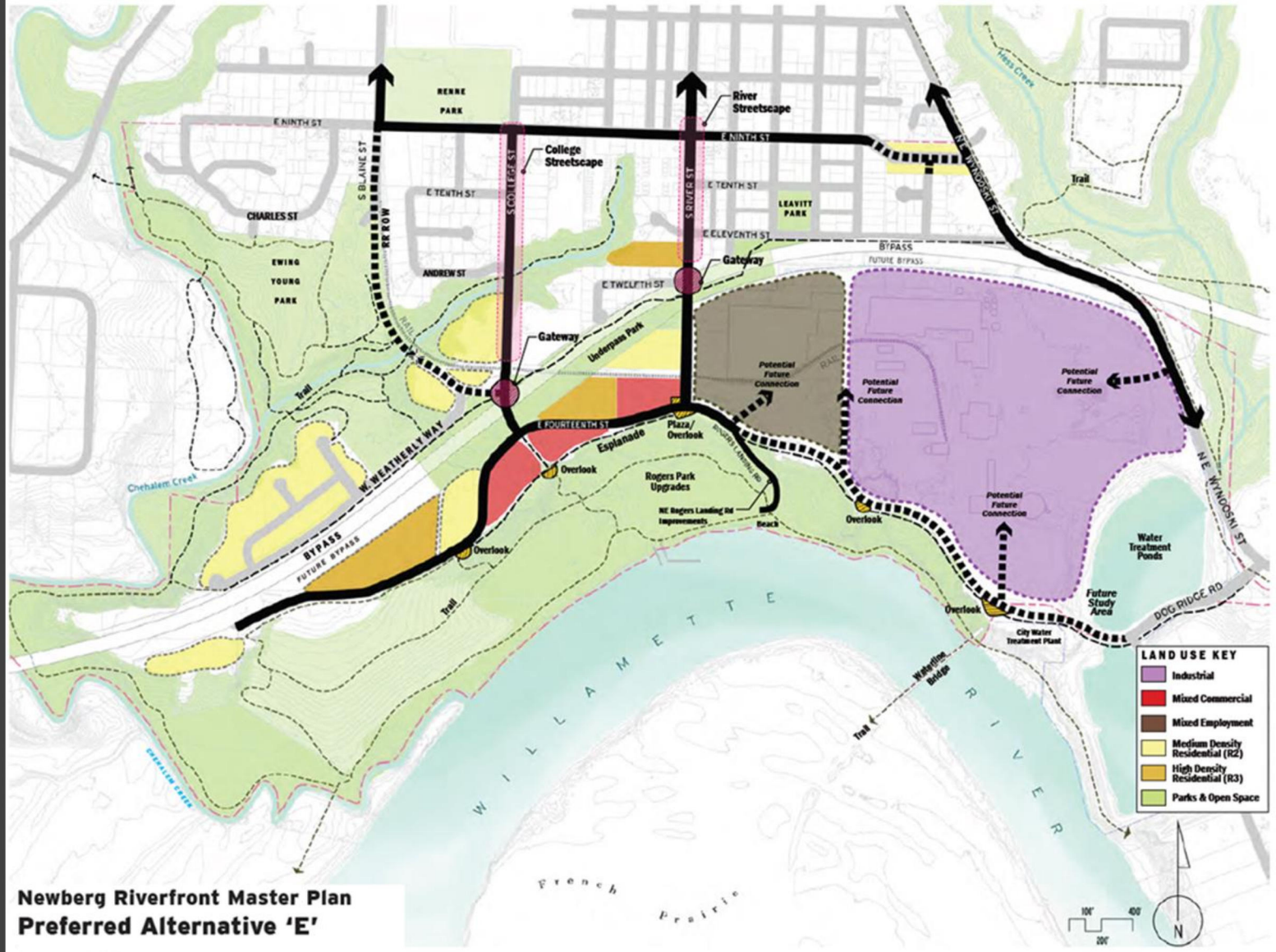
Alternative D

- Esplanade on bluff with viewpoints (trail only WestRock site)
- Commercial with some Housing west of S River Street
- No Change to WestRock Site
- Streets for Connectivity but none on WestRock Site



Preferred Alternative (Alternative E)

- Esplanade on bluff (trail/street) with viewpoints
- Mix of Housing and Commercial west of S River Street
- Phased Changes on WestRock Site
- 2/3rds of WestRock Site in Industrial Use
- 1/3 Mixed Employment
- Streets for Connectivity



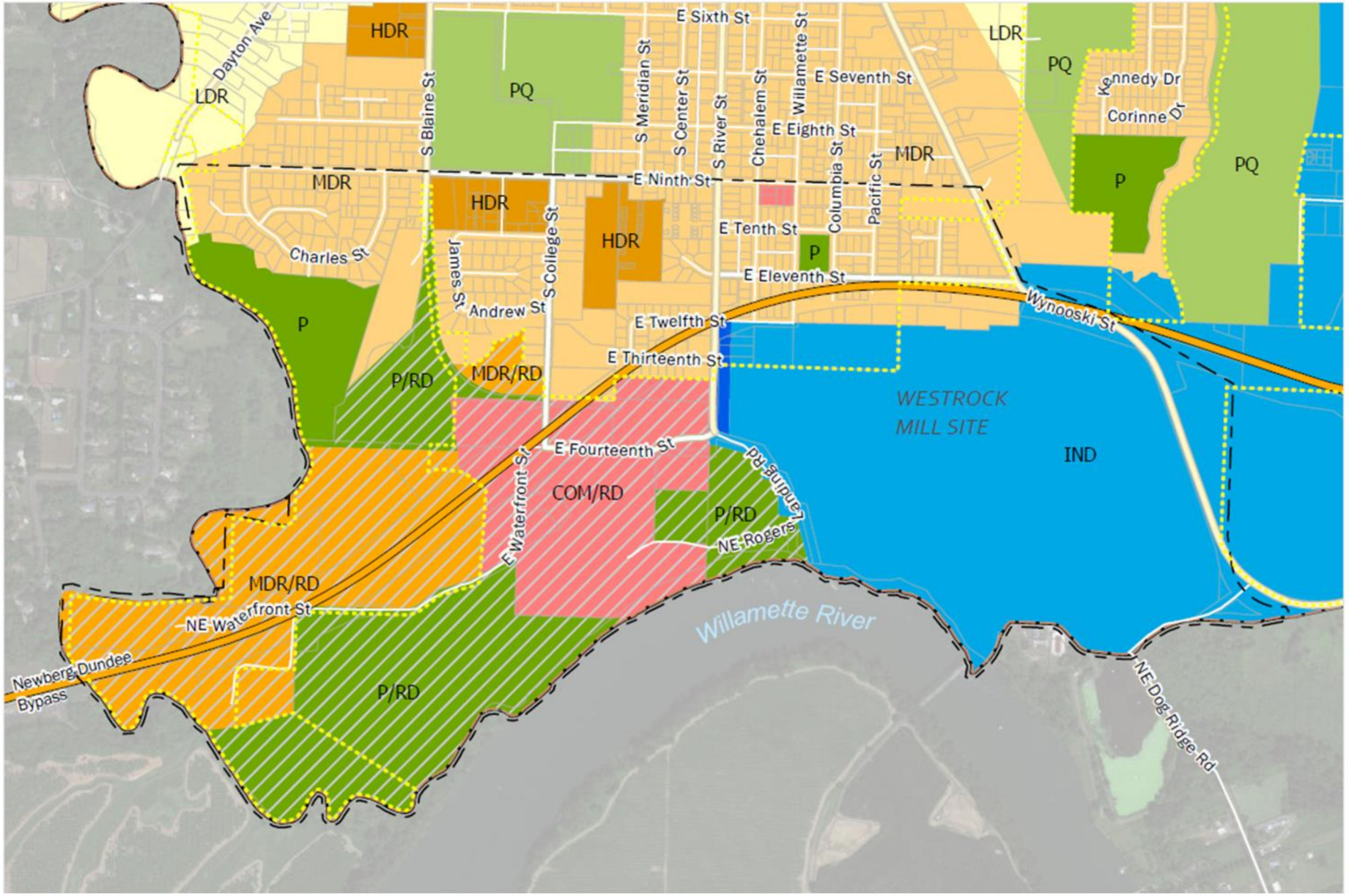
Riverfront Master Plan Document

- Draft Review – CAC & TAC
- Guiding Document
- Summarizes the Story
- Details in Appendices
- Implementation

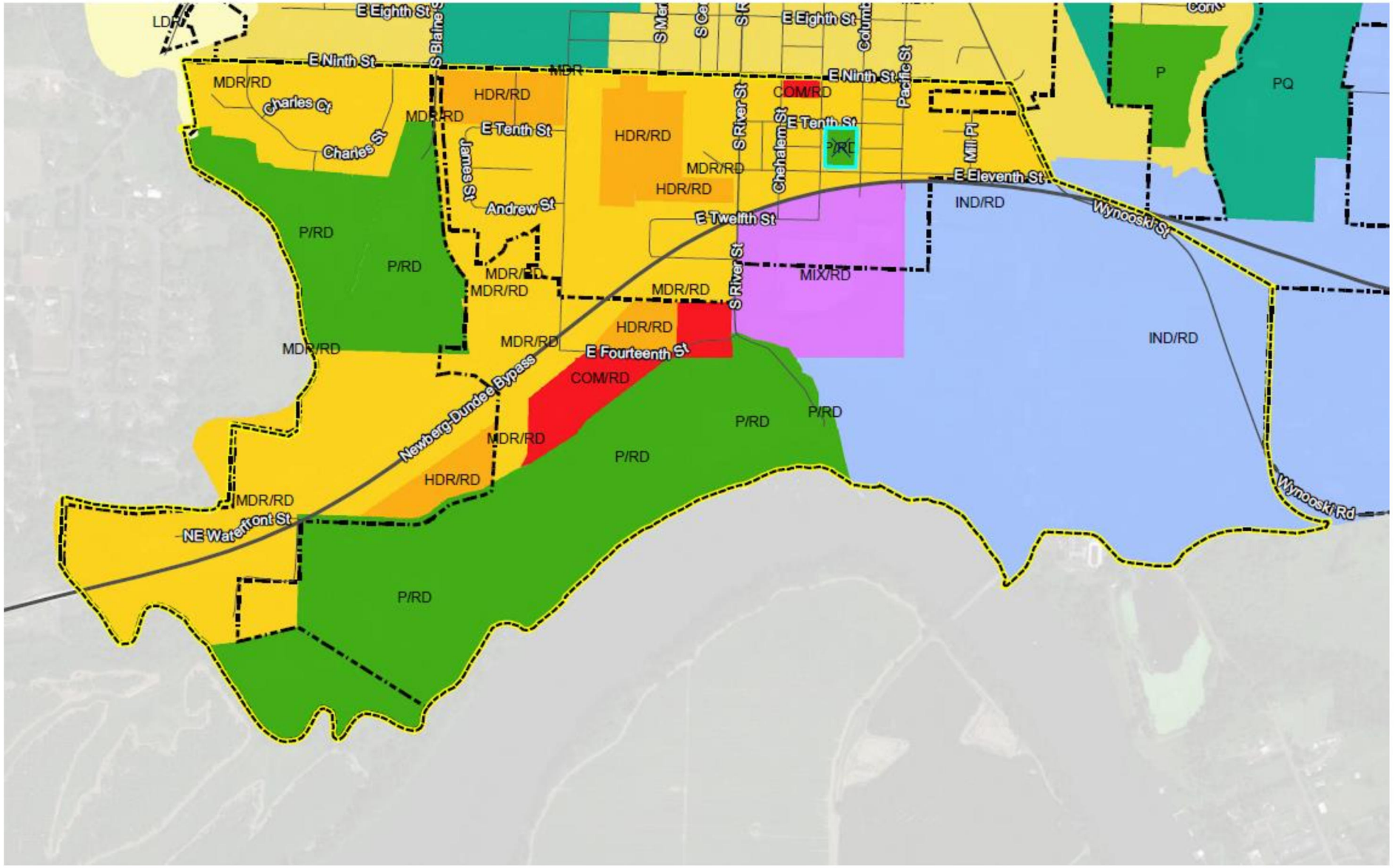




Existing Comprehensive Plan



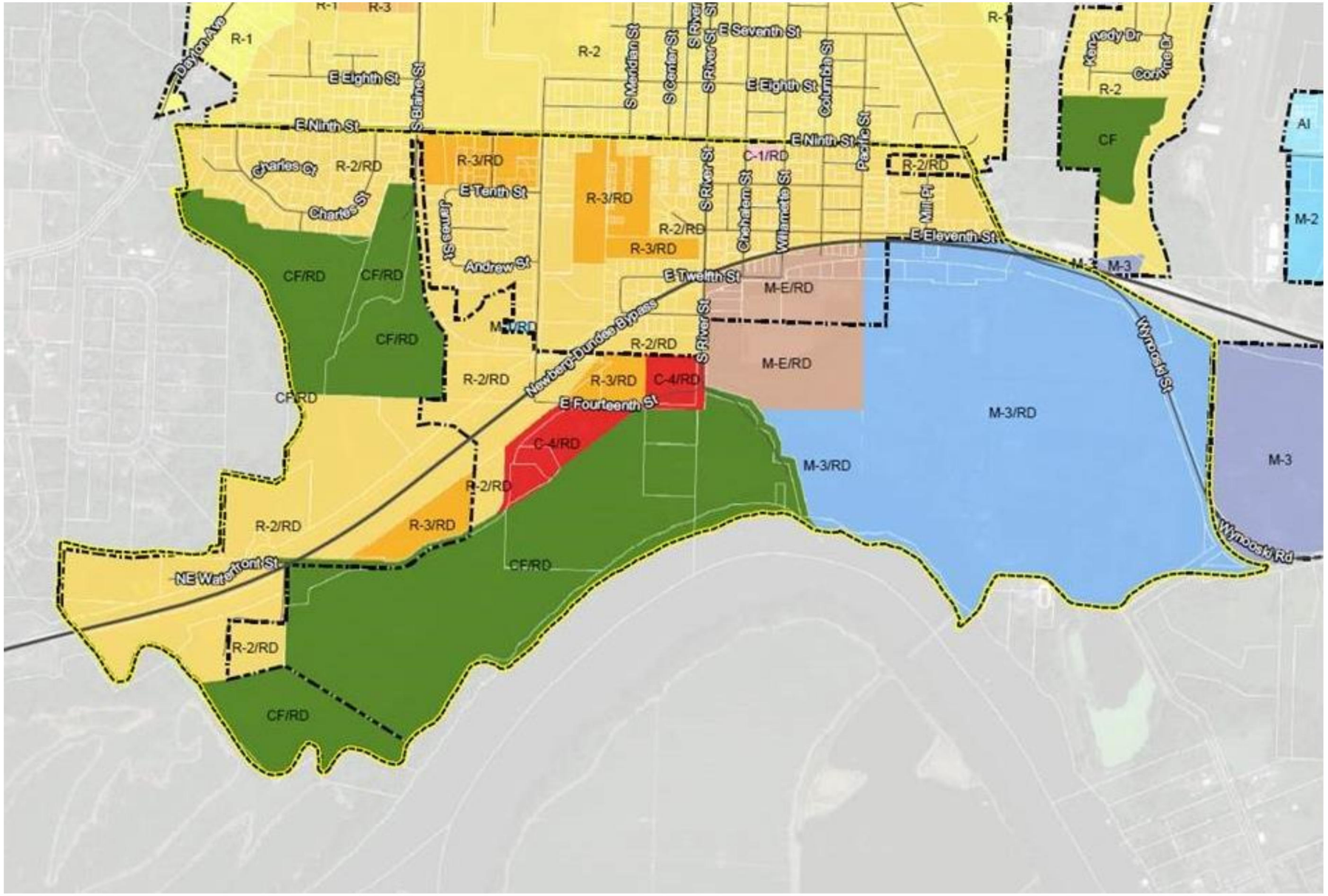
Future Comprehensive Plan



Existing Zoning



Future Zoning



Land Uses – Preferred Alternative

RIVERFRONT MASTER PLAN
City of Newberg

Land Use	Acres	Existing Residential Units	New Residential Units	Total Residential Units
Medium Density Residential*	87.5	459	185	640
High Density Residential*	20.4	221	144	365
Mixed Commercial**	7.6	N/A	45	45
Mixed Employment	21.5	N/A	N/A	N/A
Industrial	94.5	N/A	N/A	N/A
Parks & Open Spaces	164.5	N/A	N/A	N/A
TOTAL	**396**	**680**	**374**	**1,050**

Infrastructure Projects

- Water
- Wastewater
- Stormwater
- Transportation
- Trails

Transportation

RIVERFRONT MASTER PLAN
City of Newberg

- Compliance with Oregon Transportation Planning Rule
- Traffic Analysis Zones in/around Riverfront
- Changes will have significant effect
- Mitigation proposed: traffic signals Blaine and E First/E Hancock
- Monitor OR 219/NE Wynooski

Utilities - Estimated Project Costs

Water: Description	Sub-basin	Size/Length	$/LF	Est. Cost
Water Main	B	8-inch, 8,200 ft	$290	$2,372,490

Wastewater: Description	Sub-basin Served	Size/Length	($/LF)	Est. Cost
Riverfront Lift Station Upgrade	B	950 gpm	-	$770,000
Force Main B1	B	8-in, 1000 ft	-	$119,000
Gravity Main B1	B	8-in, 2600 ft	$320	$832,000
Gravity Main B2	B	8-in, 1600 ft	$320	$512,000
Gravity Main B3	B	8-in, 3400 ft	$320	$1,088,000
Gravity Main B4	A, B, C, D	18-in, 1300 ft	-	$505,000
Gravity Main C1	C	8-in, 500 ft	$320	$160,000
Gravity Main D1	D	10-in, 2400 ft	$350	$840,000
Total				$4,826,000

Stormwater: Description	Sub-basin	Size/Length	$/LF	Est. Cost
Stormwater Mains	A, B, C, D	12-18-in, 12,000 ft	$420	$5,040,000



Transportation & Trails

Transportation:			
Segment	**TSP Project #**	**Type**	**Est. Cost**
S Blaine St Extension	E04	Major Collector	$1,800,000
Rogers Landing Rd Extension	E06	Major Collector	$1,400,000
S College St Improvements	-	Minor Collector	$2,925,000
S River St Improvements	S22	Major Collector	$3,200,000
S River St Improvements	-	Major Collector	$1,215,000
Wynooski St Improvements	S37	Major Collector	$4,400,000
E Ninth St Sidewalks	P08	-	$86,000
E Fourteenth St Sidewalks	P09	-	$83,000
E Eleventh St Sidewalks	P12	-	$78,000
E Ninth St Bike Blvd	B05	-	$118,000
E Eleventh St Bike Blvd	B05	-	$120,000
Blaine Street Signals			$1,800,000
Total			$17,225,000



Trails:				
Segment	**Type**	**Length/ Width**	**$/SF**	**Est. Cost**
Ewing Young Park	Nature Trail	11,125, 6 ft	$4.00	$339,000
Hess Creek	Nature Trail	9,425, 6 ft	$4.00	$226,200
Chehalem Creek	Nature Trail	14,570, 6 ft	$5.50	$480,810
S River St to S College St	Urban multi-use	1,350, 12 ft	$6.00	$97,200
Esplanade, west of S River St	Urban multi-use	1,520, 10 ft	$10.00	$152,000
Esplanade, south of mill	Urban multi-use	3,940, 10 ft	$10.00	$394,000
Rogers Landing Road	Urban multi-use	780, 12 ft	$12.50	$117,000
Total				$1,806,210

Infrastructure System	**Est. Cost**
Water	$2,372,490
Wastewater	$4,826,000
Stormwater	$5,040,000
Transportation	$17,225,000
Trails	$1,806,210
Total Est. Cost	**$31,269,700**

Implementation & Next Steps

RIVERFRONT MASTER PLAN
City of Newberg

- Public Hearings – Accept the Plan
- Grant Close-out
- Comprehensive Plan, Code, & Map Amendments (2020)
- Master Plan Updates
- Partnerships
- Monitor and Adjust Strategy, look for “Quick Wins”

Important Dates

RIVERFRONT MASTER PLAN
City of Newberg

- Public Hearing with Planning Commission

  August 22, 2019

- Public Hearings with City Council

  September 16, 2019

City Council Business Session
July 15, 2019 - 7:00 PM
Public safety building 401 east third street

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. CITY MANAGER'S REPORT

5. PUBLIC COMMENTS

6. CONSENT CALENDAR

6.A Resolution 2019-3580, A resolution to authorize the City Manager to enter into a construction contract with Cedar Mill Construction Company, LLC. for the Public Safety Building Seismic Retrofit Project in the amount of $176,232.00.
Res 2019-3580 PSB-SeismicRtrftPj_Bid Award.pdf

6.B Res 2019-3583 Network Upgrade
Res2019-3583 Network upgrade.docx

7. NEW BUSINESS

7.A Discussion of new revenue options for debt payments on the Public Safety Communications Upgrade project
RCA Communications Upgrade Fee 2019-07-15 rev.docx

8. COUNCIL BUSINESS

8.A Council Committee Reports

8.B Willamette Falls Locks report
RCA Info Willamette Falls Locks report 2019-0715.doc

9. ADJOURNMENT

ADA STATEMENT

Contact the City Recorder's Office for physical or language accommodations at least 2 business days before the meeting. Call (503) 537-1283 or email cityrecorder@newbergoregon.gov. For TTY services please dial 711.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: July 15, 2019

Order No.	Ordinance No.	Resolution No. 2019-3580	Motion	Information
___	___	XX	___	___

SUBJECT: A resolution to authorize the City Manager to enter into a construction contract with Cedar Mill Construction Company, LLC. for the Public Safety Building Seismic Retrofit Project in the amount of $176,232.00.	**Contact Person (Preparer) for this Motion: Paul Chiu, P.E., Senior Engineer** **Dept.: Public Works Engineering** **File No.:**

RECOMMENDATION:

Adopt Resolution No. 2019-3580 authorizing the City Manager to enter into a construction contract with Cedar Mill Construction Company, LLC. to complete the construction of the Public Safety Building Seismic Retrofit Project in the amount of $176,232.00.

EXECUTIVE SUMMARY:

Following the preliminary seismic evaluation of all City owned buildings in 2017 and the completion of a detailed seismic evaluation of the Public Safety Building in January, 2018, the City applied for and received a grant awarded by Business Oregon. The grant in the amount of $815,687.00 provides seismic retrofit for the Public Safety Building. The City subsequently retained WRK Engineers, Inc. to complete the design for the Public Safety Building Seismic Retrofit Project by authority of Council Resolution 2018-3504.

The project was advertised for construction bids on June 5, 2019. Eight (8) contractors attended the mandatory pre-bid meeting on June 17, 2019. The Engineer's estimate for the project is in the range of $600,000.00 to $800,000.00. On June 25, 2019, staff received and opened three (3) qualified bids as follow:

Cedar Mill Construction Company, LLC.	$167,840.00
EMTech, LLC.	$392,592.67
Ffosil Contracting & Management, PC.	$498,489.00

The lowest responsive and responsible bidder is Cedar Mill Construction Company, LLC. Contractor may earn a total bonus up to 5% of the original bid amount ($8,392.00) if all work is fully complete on or prior to the substantial completion date, which is February 28, 2020. With the 5% bonus, the proposed contract would total $176,232.00. This construction project is anticipated to be fully complete in Spring 2020.

FISCAL IMPACT:

Funding for the Public Safety Building Seismic Retrofit Project is budgeted in the approved FY18-19 budget in Account No. 21-5150-731024. Funding is also budgeted in the approved FY19-20 for completing the seismic retrofit project. Business Oregon will reimburse the City for the full design and construction costs of the project up to $815,687.00.

STRATEGIC ASSESSMENT:

This construction project enables the city to function, maintain law and order, and direct timely response, recovery and relief efforts in the event of a catastrophic seismic disaster.

RESOLUTION NO. 2019-3580

A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER INTO A CONSTRUCTION CONTRACT WITH CEDAR MILL CONSTRUCTION COMPANY, LLC. FOR THE PUBLIC SAFETY BUILDING SEISMIC RETROFIT PROJECT IN THE AMOUNT OF $176,232.00

RECITALS:

1. The City's consultant, WRK Engineers, Inc., completed the construction plans and the bid documents for the Public Safety Building Seismic Retrofit Project.

2. The Public Safety Building Seismic Retrofit Project is an approved capital improvement project in the 2019-2020 fiscal year budget supported by a grant from Business Oregon.

3. The City of Newberg advertised the project on the city's website and in the Daily Journal of Commerce on June 5, 2019, soliciting bids in accordance with ORS Chapter 279C Public Contracting and Public Procurement requirements.

4. Three (3) qualified and responsive bids were received on June 25, 2019. The lowest responsible and responsive bid was submitted by Cedar Mill Construction Company, LLC. for a total bid of $167,840.00.

5. The successful contractor may earn a total bonus up to 5% of the original bid amount ($8,392.00) if all work is fully complete on or prior to the substantial completion date, which is February 28, 2020. Thus, the proposed contract would total $176,232.00.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council, acting as contract review board for the city, does hereby authorize the City Manager to enter into a contract with Cedar Mill Construction Company, LLC. to complete the Public Safety Building Seismic Retrofit Project in the amount of $176,232.00, which includes the conditional bonus for early completion as noted in Recital No. 5 above.

2. The City Attorney will review and approve all contracts and agreements as to form and content.

3. The City Manager is authorized to negotiate and approve any needed construction change orders not to exceed 20 percent of the original contract amount.

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: July 16 2019.

ADOPTED by the City Council of the City of Newberg, Oregon, this 15th day of July, 2019.

_____
Sue Ryan, City Recorder

ATTEST by the Mayor this 18th day of July, 2019.

_____
Rick Rogers, Mayor

4

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: July 15, 2019				
Order ___ No.	**Ordinance ___ No.**	**Resolution XX No. 2019-3583**	**Motion ___**	**Information ___**
SUBJECT: A resolution authorizing the City Manager to enter into an agreement with Cache Valley Electric to purchase computer hardware in the amount of $175,468.28.		**Contact Person (Preparer) for this Motion: Dave Brooks, Information Technology Director Dept.: Information Technology Department File No.:**		

RECOMMENDATION:

Adopt Resolution No. 2019-3583 authorizing the City Manager to enter into an agreement with Cache Valley Electric (CVE) to purchase computer hardware in the amount of $175,468.28

EXECUTIVE SUMMARY:

The City's twelve year old network system is currently made up of switches, routers and wireless equipment. The manufacture support is not available for these devices any longer. Replacement parts are only available used from sources like e-bay or IT recycling vendors. The older this equipment gets the more likely it is to fail. The need to replace this equipment was identified in the 2015 IT Strategic Plan.

The City solicited quotes from CVE, SHI and CDWG. CVE responded with a quote for $175,468.28, SHI responded with a quote for $178,006.95, and CDWG responded with a quote for $181,405.70.

This is an approved line item in the 2019-2020 fiscal year budget.

FISCAL IMPACT:

Funding for the total project will be $175,468.28 to Cache Valley Electric.

STRATEGIC ASSESSMENT:

City staff rely on computers to perform their day-to-day work duties. Using outdated and potentially failing equipment could hinder staff performance. Approval of this resolution will allow the computer network to be upgraded and bring faster, more reliable performance to all employees.

RESOLUTION NO. 2019-3583

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH CACHE VALLEY ELECTRIC TO PURCHASE COMPUTER HARDWARE TO REPLACE THE AGING NETWORK EQUIPMENT.

RECITALS:

1. The City's network equipment is over twelve years old and the manufacture support is not available for these devices any longer.

2. The current network equipment is past the end of supportable lifespan, and is at an increasing risk of failure the longer it stays in production, putting it in need of immediate replacement and upgrade.

3. Cache Valley Electric is familiar with the City's computer network and configuration

4. Cache Valley Electric is the lowest bidder for the hardware purchase.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council, acting as the Contract Review Board for the City, does hereby authorize the city manager to approve the purchase of computer network equipment from Cache Valley Electric in the aggregate amount of $175,468.28.

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: July 16th, 2019.

ADOPTED by the City Council of the City of Newberg, Oregon, this 15th day of July, 2019.

_____
Sue Ryan, City Recorder

ATTEST by the Mayor this ___ day of, 2019.

_____
Rick Rogers, Mayor

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: July 15, 2019				
Order ___ No.	**Ordinance ___ No.**	**Resolution ___ No.**	**Motion ___**	**Information XX**
SUBJECT: Discussion of new revenue options for debt payments on the Public Safety Communications Upgrade project			**Contact Person (Preparer) for this Item: Matt Zook Dept.: Finance File No.:**	

RECOMMENDATION: Discussion of potential new revenue options for paying the debt payments on the Public Safety Communications Upgrade (PSCU) project.

EXECUTIVE SUMMARY: At the May 14, 2019 Budget Committee meeting, a motion was passed recommending that the Council investigate new revenue streams to offset the debt payments on the Public Safety Communication Upgrade (PSCU) project. The debt payments have been paid from General Fund revenue and are part of the structural deficit (where current year expenditures exceed current year revenue). This report will briefly describe various options for Council to consider.

OPTION A – PUBLIC SAFETY FEE (PSF): The City has existing PSFs to fund ongoing personnel (three officers, two dispatchers). These fees are expressly dedicated toward those purposes. Thus, the City would need to create a new PSF, in accordance with Newberg Municipal Code (NMC) Chapter 3.30, if the fee were to be dedicated toward a new purpose such as the PSCU project debt payments. I have included the text of NMC Chapter 3.30 with this RCA as Exhibit A. The authority to create a new PSF lies with the Council.

A public vote is not required to create the fee. City Attorney Truman Stone informed the Budget Committee during the May 14 meeting discussion that the existing structure of the code does not authorize the voters to establish the fee, although an advisory vote could be used to obtain the opinion of the community. A rough estimate of timeframe to accomplish the authorization of a PSF (excluding the elections process) would be 3-6 months. Community outreach could be done simultaneously during this time frame. The election process would begin roughly in Dec 2019 or January 2020 for a May 2020 election. There would be no cost for the election if done in May 2020 or November 2020. The authorization for the fee would terminate once the expressed purpose of the fee had been accomplished and should no longer be charged once the debt had been completely paid off, although explicit sunset language could be included in the establishment of the PSF. The financial estimate for a PSF is shown below.

OPTION B – PROPERTY TAX LEVY: A property tax levy would require a vote of the community, regardless of the form of authorization chosen (general obligation (G.O.) bond, City Charter Chapter 47 provision, or local option levy). Further, a levy for debt payments would be stated as a fixed-dollar levy in the specific amount necessary to pay the debt. The assessor would convert this fixed dollar amount into a rate. The financial estimate below reflects what that tax rate per thousand might look like for the PSCU project debt.

During the Budget Committee adoption process, I consulted with the City's bond attorney and financial advisor together to determine it was possible to obtain voter approval for a tax levy without reissuing the current debt in place to cover the PSCU project. In a nutshell, this option appears possible. A fresh financial analysis would be done in advance to determine if current market conditions would benefit the City to reissue new debt and pay off the existing debt, but the interest rates and structure of the existing debt was very favorable to the City at the time the debt was issued in March 2018, so it may not make sense to issue new debt. So in essence, the purpose of the vote would be to gain the authority to levy additional tax for the purpose of paying off the existing debt.

Of the three options, the G.O. Bond option appears the most favorable, primarily because it would clearly establish separation from the City's permanent rate going to the General Fund for operations and a defined timeframe to match the debt payments. The second option of increasing the City's permanent rate from $2.5750 per $1,000 taxable assessed value (TAV) to a higher rate to cover the additional debt payment does not allow for external separation of one rate toward two purposes. This separation would have to be created internally. This option would, however, also require as vote, as reflected by Chapter 47 of the City Charter (see Exhibit B). The third option of creating a local option levy for capital purposes is viable but holds a distinct, generally unfavorable position of being the first levy to be reduced in the event of tax limit compression, which doesn't currently exist but could occur in the future.

The timeline for a property tax vote would need to target May 2020 if it was to be effective for fiscal year 2020-21. There would be no election costs payable to the County, as May 2020 is a primary election. Costs would include public outreach and election preparation costs, which would be discretionary depending on the level of public outreach chosen by the Council. This estimate would need to be presented separately from this discussion.

FISCAL IMPACT: The debt service payments are $372,574 per year for the next nine years, with the final payment being made in fiscal year 2027-28. Prepayment can occur on or after June 1, 2025. The table below represents the approximate fiscal impact for both options above.

Option A				Option B			
Fiscal Year	Debt Pmt	PSF Revenue per $1 fee	Fee Amount	TAV	Levy Amount (Gross)	Levy Amount (After Discounts & Losses)*	Approximate Tax Rate
2019-2020	$372,574	$112,325	$3.32	1,986,621,689	393,966	372,574	0.1983
2020-2021	$372,574	$116,286	$3.20	2,072,046,422	393,966	372,574	0.1901
2021-2022	$372,574	$120,258	$3.10	2,161,144,418	393,966	372,574	0.1823
2022-2023	$372,574	$124,230	$3.00	2,254,073,628	393,966	372,574	0.1748
2023-2024	$372,574	$128,202	$2.91	2,350,998,794	393,966	372,574	0.1676
2024-2025	$372,574	$132,174	$2.82	2,452,091,742	393,966	372,574	0.1607
2025-2026	$372,574	$136,146	$2.74	2,557,531,687	393,966	372,574	0.1540
2026-2027	$372,574	$140,118	$2.66	2,667,505,550	393,966	372,574	0.1477
2027-2028	$372,574	$144,090	$2.59	2,782,208,289	393,966	372,574	0.1416
Assumption:				Assumptions:			
-140 new meters per year				-TAV Growth			4.30%
				*Net Collections (provided by OR Dept of Rev, used for budgeting purposes)			94.57%

The Long-range financial forecast below reflects the impact on the General Fund of having the debt service payments removed from the General Fund. Note that the change is reflected to begin in fiscal year 2020-21 due to the lead time for an election process. Adopting a PSF without an advisory vote could allow for revenue to be received in fiscal year 2019-20. The graph below illustrates original expenditures & transfers out both with the PSCU debt and without the PSCU debt. Finally, the ending fund balance is reflected both before and after the change.

General Fund

Facts and Assumptions

1) 2019-20 tax rate approved at $2.5750 per $1,000 Tax Assessed Value (TAV). TAV growth assumption of 4.3% each year.
2) 2% increase (from 5% to 7%) to solid waste franchise fee. Target approval by Council October 2019.

	2016-17 Actual	2017-18 Actual	2018-19 Budget	2018-19 Forecast	2019-20 Adopted	2020-21 Forecast	2021-22 Forecast	2022-23 Forecast
Beginning Fund Balance	3,313,037	3,564,316	3,683,915	4,228,834	3,997,287	2,683,383	1,796,445	761,490
Revenue & Transfers In	14,212,032	15,153,008	11,063,846	11,830,767	11,526,013	12,009,091	12,499,968	13,021,863
Expenditures & Transfers Out	(13,960,753)	(14,488,490)	(12,363,775)	(12,062,314)	(12,839,917)	(12,896,028)	(13,534,923)	(14,022,400)
Annual Surplus/(Shortfall) *	251,279	664,518	(1,299,929)	(231,547)	(1,313,904)	(886,937)	(1,034,955)	(1,000,537)
Ending Fund Balance	3,564,316	4,228,834	2,383,986	3,997,287	2,683,383	1,796,445	761,490	(239,046)
Fund Balance % (Target = 16%)	*25.53%*	*29.19%*	*19.28%*	*33.14%*	*20.90%*	*13.93%*	*5.63%*	*-1.70%*
* Annual Surplus/(Shortfall) Composition								
PSCU debt payments (extends into 2028)		-	(372,575)	(309,568)	(372,575)	-	-	-
Operational surplus/(shortfall)		664,518	(927,354)	78,021	(941,329)	(886,937)	(1,034,955)	(1,000,537)
Annual Surplus/(Shortfull), as stated above		664,518	(1,299,929)	(231,547)	(1,313,904)	(886,937)	(1,034,955)	(1,000,537)

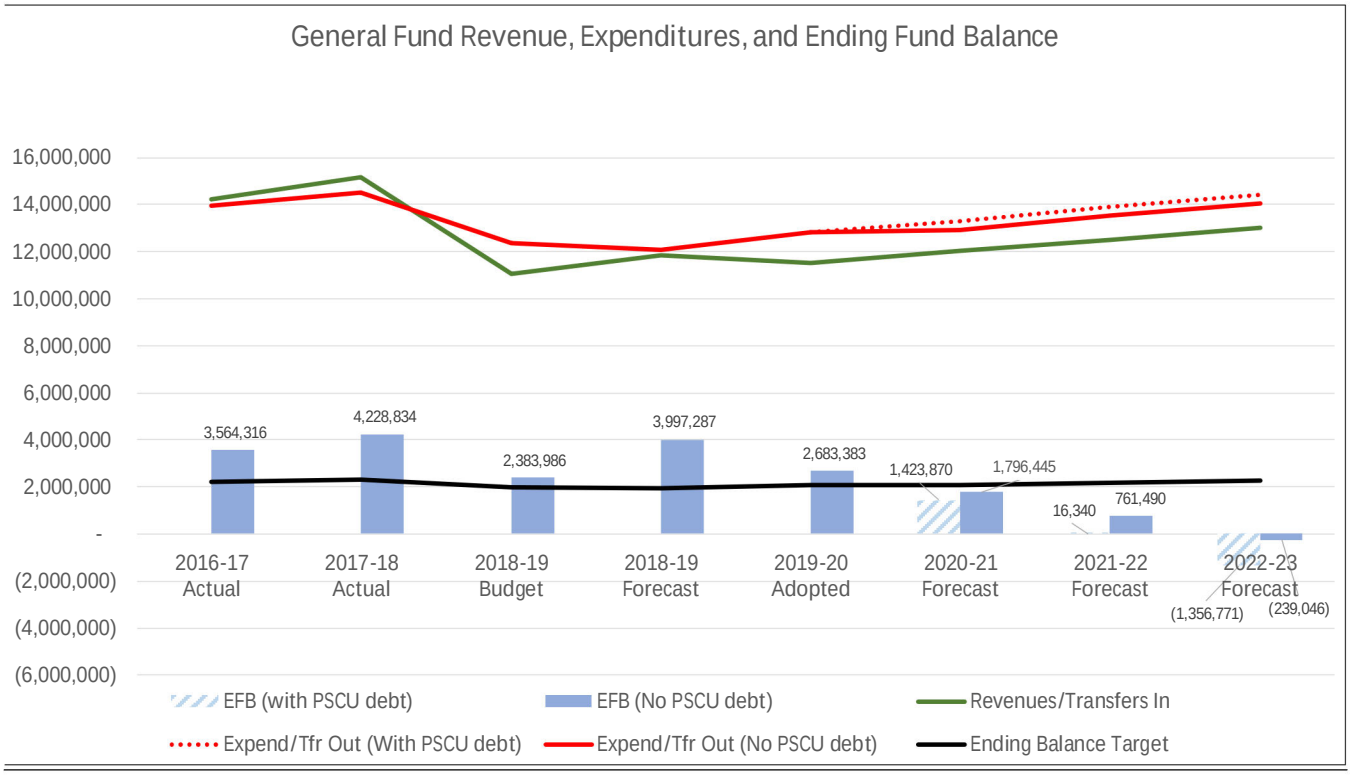


EXHIBIT A
NEWBERG MUNICIPAL CODE
CHAPTER 3.30 – PUBLIC SAFETY FEE

3.30.010 Enactment, process and order.

A. Enactment. The city establishes and authorizes the levying of a public safety fee (PSF) to be used to support the police and fire departments in carrying out their respective missions and duties to protect the public. The city council is empowered to enact separate PSFs through the process established below.

B. Process. The city will follow the process which provides the following:

1. Report from the administration that addresses:

a. Specific purpose or use to be made of the revenue from each PSF.

b. The estimated amount of revenue that the PSF would raise for the city.

c. The specific amount of the PSF and the method of determining the amount of the PSF.

d. The group of citizens who would be charged the PSF.

e. The criteria established for determining the need for a PSF.

2. Public hearing at which the city council may receive from the public advice; input and comment concerning the PSF.

3. Requirement that reporting be done at least annually to report the amount of revenue raised by the PSF, the expenditures from that revenue. This report may be incorporated in the annual budget.

C. Order. The city council shall enact each specific PSF through the process set out above using the council's quasi-judicial authority by enactment of an order. [Ord. 2714 § 7 (Exh. A), 2009. Code 2001 § 36.35.]

3.30.020 Administration and collection.

The city administration will be responsible for billing, collection, and reporting to the city council concerning each PSF. The PSFs may be billed and collected through the city's utility billing system. The city budget will contain information that clearly indicates the amount of revenue that each PSF is estimated to collect and the proposed expenditures. An annual report will be made to the city council showing actual revenue collected and expenditures made during the previous fiscal year. This report may be incorporated in the annual budget. [Ord. 2714 § 7 (Exh. A), 2009. Code 2001 § 36.36.]

3.30.030 Criteria.

The PSF will be established based upon the following criteria:

A. The need for services.

B. Comparison of resources to provide such services by examining the following:

1. Comparison with resources available in similar communities.

2. Comparison with resources used to provide services, such as number of police officers or firefighters per capita as shown through nationally recognized service studies.

3. Comparison of statistics showing the calls for service or incidents that require services from year to year to determine if the need for services has increased or decreased.

4. Any other recognized study or authoritative source showing comparison of resources needed with services to be delivered in the public safety area.

5. Take into consideration the increase or decrease in population.

6. A reasonable connection between those who need, use, or are likely to need or use the service, and those who are charged the fee.

7. The amount of revenue needed to support the resources to provide the services.

C. Any other criteria that should reasonably be considered that would be likely to assist in establishing an equitable PSF, which could be charged on a fair and equitable basis.

D. The report proposing the PSF will address the criteria to be considered.

E. The testimony at the public hearing should be addressed to the criteria.

F. The fee shall be established and levied on a reasonable basis considering all the criteria.
[Ord. 2714 § 7 (Exh. A), 2009. Code 2001 § 36.37.]

3.30.040 Adjustment of existing public safety fee.

A. Purpose of Adjustment. The city council recognizes that unanticipated increases in the cost of living, health care, pension obligations, renegotiation of collective bargaining agreements, and other circumstances may require the city council to adjust a previously enacted PSF to provide the revenue needed to support the resources to provide the services for which the PSF was enacted.

B. Amended Order. The city council may adjust an enacted PSF by an amended order. The amended order shall only address a change in the fee amount. The amended order may index future increases to the PSF to an objective criterion, including but not limited to a CPI published by the U.S. Bureau of Labor Statistics.

C. Criteria. Any adjustment must be based upon the following criteria:

1. Identification of the financial circumstances that have changed since the original enactment of the PSF.

2. The amount of revenue needed to support the resources to provide the services identified in the PSF.

3. Any other criteria that should reasonably be considered that would be likely to assist in establishing an equitable adjustment to the PSF.

4. The report proposing the PSF adjustment will address the criteria to be considered.

D. Public Hearing. Prior to adjusting any enacted PSF, the city council shall hold a public hearing at which the city council may receive from the public advice, input and comment concerning the proposed adjustment. The testimony at the public hearing should be addressed to the criteria. [Ord. 2800 § 1, 2016.]

EXHIBIT B
NEWBERG CITY CHARTER
SECTION 47 – PUBLIC SAFETY FEE

Section 47. Property Tax Limitation. The purpose of this Section is to reduce the ad valorem property tax rate authorized to be levied by the City to reflect the amount the City will no longer spend on fire, emergency medical and ambulance services if the City is within the Tualatin Valley Fire and Rescue District (District).

(a) Except as provided in subsection (b) the City Council is prohibited from levying more than $2.50 of the City's permanent ad valorem property tax rate against any property within the District.

(b) Commencing with fiscal year 2019/2020, and each year thereafter, the City Council may increase the tax rate limit established under subsection (a) by 3% of the prior year's limit. Council also may levy in excess of the limit specified in subsection (a), as increased under this subsection, if authorized by a measure approved by the voters.

(c) This Section shall apply commencing with the City's 2018/19 fiscal year and continue in effect as long as the City remains within the boundaries of the District.

(d) A local option or bond levy approved by the voters will neither be affected by, nor affect, this Section.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: July 15, 2019				
Order ___ No.	**Ordinance ___ No.**	**Resolution ___ No.**	**Motion ___**	**Information XX**
SUBJECT:			**Contact Person (Preparer) for this Item: Councilor Patrick Johnson Dept.: District 4**	

The news about the funding for the Willamette Falls Locks is about the same as the news for the Newberg Dundee Bypass, in the craziness that was the end of the Legislative Session in Salem, and even though there was $7.5 million in funding for the locks in the Governor's budget, it didn't receive state funding for restoring the locks. Despite having two bills that had a full 1/3 of the Legislature sponsoring them.

But there was good news. The Legislature did approve continued funding of the Willamette Falls Locks Commission with general fund dollars, and put a budget note in that outlined what was needed before money would be allocated for reopening the locks. The budget note reads:

"The Joint Committee on Ways and Means requests that the Willamette Falls Locks Commission resubmit its proposal for lottery revenue bond authorization to repair and reopen the Willamette Falls navigation canal and locks in the February 2020 legislative session. The request for state funding should include details on planned ownership of the locks, actions required to transfer ownership, contributions toward renovations from the US Army Corps of Engineers, availability of other funds to support project costs, and a long-term sustainable business plan for continued operation and maintenance."

During the meeting, which included representatives from four different counties, three different legislators, Business Oregon, Oregon Attorney General's Office, Metro, three cities, PGE, two different tribal groups and cultural heritage representatives and business leaders, the group started to work on the items listed above.

Most of the discussion was about creating a public corporation, much like the state fair, to operate and maintain the locks. The Attorney General's office (I believe) brought draft legislation for the 2020 session that would create the Willamette Falls Lock's Public Corporation. It was a 12 page document

that outlined how it would be created. The group is now putting together a subcommittee to dig into specifics. That includes ongoing funding — some ideas included a small four-county tax, usage fee, ODOT funding.

What I found interesting was the fact sheet they used during the session.
The benefits of re-opening the locks would be over the next 30 years:
$12-$49 million in Transportation Benefits
$12-$50 million in Recreation and Tourism benefits
80,000-220,000 truck trips removed from Portland area roads
11,000-32,000 metric tons of CO2 reduced

I also had a discussion with Danielle Cowan, executive director of the Mt Hood Territory Tourism about the amazing opportunities along the river for tourism. She has said her office has had inquiries about boat tours that would leave from Portland, then travel up the Willamette and stop in wine country for an overnight trip. She is interested in our Riverfront Master Plan and also was going to send me some documents about their tourism plan for the river from Portland to Salem. I plan on sharing those documents with Visit Newberg when I receive them.

Overall a great meeting, very full of discussion and I'm trying to get up to speed on this project.

2019 Newberg City Council
Meeting Roll Call & Voting Log

Date: 7/15/19 **Start Time:** 6:00 p.m. **End Time:** 7:52 p.m.

Roll Call

- [x] Councilor Findley
- [ ] Councilor Bacon
- [x] Mayor Rogers
- [ ] Councilor Curtis Gemeroy
- [ ] Councilor Corey
- [x] Councilor Yarnell Hollamon
- [x] Councilor Johnson

- [x] Joe Hannan, CM
- [x] Truman Stone, CA
- [x] Sue Ryan, CR
- [x] Doug Rux, CDD
- [ ] Brian Casey, PD
- [x] Jay Harris, PWS
- [x] Matt Zook, FD
- [ ] Anna Lee, HR
- [x] Dave Brooks, IT
- [ ] DawnKaren Bevill, ACM

- [x] Will Worthey, LD
- [ ] Rosa Olivares, CE
- [x] Jeff Kosmicki, PD
- [ ] Kaaren Hofmann, ENG
- [ ] Russ Thomas, PWS-M
- [ ] Dan Wilson, PWS-Ops
- [ ] Craig Pack, PWS -Ops
- Mary Newell, PD [x]
- Brett Musick, ENG [x]
- Paul Chiu, ENG [x]

Voting – see additional pages as needed

	Consent: Res3580 Res3583			
Findley	Yes			
Bacon	Absent			
Rogers	Yes			
Curtis Gemeroy	Absent			
Corey	Absent			
Yarnell Hollamon	Yes			
Johnson	Yes			
	Move: Johnson Second: Findley	Move: Second:	Move: Second:	Move: Second:
	Yes 4 No 0 Abstain 0 Absent 3	Yes No Abstain Absent	Yes No Abstain Absent	Yes No Abstain Absent

Executive Session ORS 192.660_____ Topic: _____

Start: _____

Stop: _____

Staff: _____

Other: _____