

Thursday, 7:30 p.m.

August 8, 1985

TOWNHALL
A REGULAR MEETING OF THE
NEWBERG CENTENNIAL DEVELOPMENT COMMISSION

Hoover Hall, George Fox College

Newberg, Oregon

LeRoy Benham, Chair of NCRC called the meeting to order and introduced the members of the Commission. Present were: Bruce Breitling, Harold Grobey, Elvern Hall, Alan Halstead, Quentin Probst and Art Moffat.

There were approximately 100 people in attendance.

Mr. Benham gave a history of the redevelopment commission describing the many meetings and discussions that took place prior to its formation in December, 1982. He stated the fact finding is now about to begin with the traffic and market studies. The consultants hired to do the fact findings are a group of firms working together. These are: Carl H. Buttke, Inc./Leland & Hobson/Walker & Macy/Dave Evans & Assoc. Mr. Benham then introduced Carl Buttke and turned the duties of moderator over to him.

Mr. Buttke introduced the members of the team that were present. From Walker & Macy were Doug Macy and David Yamashita. From Leland & Hobson were Wally Hobson and Nancy Guitteau.

Questionnaires on what was considered most important to the participants were distributed to the audience.

Mr. Buttke presented the overall work plan of the team and showed a slide of details of the work plan.

Ms. Guitteau, who will be working on the marketing portion, stated stated the traffic solution needs to work for and not against the downtown area.

Doug Macy, wroking on the landscaping portion, showed slides of landscaping and different paving treatments of Twin Falls, Idaho; Salem, Oregon; Seaside, Oregon; Helena, Montana and Winnepeg, Canada.

Comments were then called for from the audience. Comments were as follows:

Get 99W out of town.

Get 99W to the other side of south Twelfth Street.

Residents avoid the downtown because of the traffic.

Signalize every other intersection to slow traffic down.

There should be an extension of I-205 from I-5 to the coast.

Move the 99W traffic to Third Street where there is already an outlet on the west end.

A large part of the problem in downtown is the trucks.

Moving the traffic to Second or Third streets will still leave a barrier.

We need to attract people to stop in downtown. The marketing is most important.

Are Newberg Centennial Redevelopment and the Downtown Association the same? Mr. Benham responded that they are separate. The Plan tries to compel 12,000 people to shop on the western edge of town.

There is a lack of investment by landowners.

Some features are worth preserving and emphasizing.

There is a strong religious comment in Newberg that could be emphasized.

Herbert Hoover could be emphasized.

The historical theme is appropriate. Museums could be an attraction.

Old fashioned is not exciting.

Two out of three residents were not here in the 1960's

There is a problem with a lack of architectural continuity.

The idea of creating a shopping center would not save Newberg.

A theme is just a way to start.

We need to attract younger families.

Retail space rents are too high in the downtown area.

There are too many professional instead of retail in the downtown area.

Some rents are over 50 cents per square foot.

There are too many absentee landlords.

The downtown needs to offer better service and products.

We need a major tenant in the area to attract shoppers.

The rents are inconsistent.

The downtown business spaces are too small to prosper without a major business, such as J.C. Penney once was, to draw shoppers to the area.

The consultants responded to various questions from the audience.

Joe Brugato, local realtor, stated there was no cost accounting on the services the consultants were providing. At \$68,600, this is approximately \$6.26 for every man, woman and child. Will the final criteria include the cost of the final plan? Who will pay for this cost if we, the citizens of Newberg, cannot afford this cost; and do you really care about the cost and the ability of the citizens of Newberg to pay this cost?

Janet Ker, Chamber of Commerce Manager, announced there would be a debate on the issue of urban renewal sponsored by the Chamber of Commerce on Thursday, August 29 at 7:30 p.m.

The participants were thanked for their input.

Meeting adjourned at 9:15 p.m. Next meeting to be September 5, 1985.