

A TOWN HALL MEETING OF THE
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION

Thursday, 7:30 PM

Hoover Hall

September 5, 1985

The meeting was called to order by Chair LeRoy Benham.

ROLL CALL:

Present:

LeRoy Benham
Elvern Hall
Art Moffat
Quentin Probst
Hal Grobey

Staff Present:

Mike Warren, Executive Director
Clay Moorhead, Executive Secretary
Arvilla Page, City Recorder
Greg DiLoreto, City Public Works Director

Carl Buttke, Traffic Consultant
Nancy Guitteau, Marketing Consultant
Doug Macy, Design Consultant

Others Present:

100 Plus Citizens

Chair Benham stated the purpose of the meeting was to receive a preliminary report from the consultants on the traffic and marketing studies.

Executive Director Warren stated the Commission hired a team headed by Carl Buttke to help shape a community plan. Preparing the plan has three ingredients: (1) The consultants who are experts in the field, as well as not being residents of Newberg, and who will have an unbiased view; (2) The people who are responsible for arranging and funding the plan - the Newberg Development Commission; and (3) The citizens themselves, who will provide vital input. A plan can do anything from getting traffic out of town to doing nothing. A plan can be implemented tomorrow, next year or ten years from now; but, we will have to have a plan. Mr. Warren cited examples where a plan will be of great value.

Mr. Buttke introduced Nancy Guitteau, Doug Macy and himself. He reported the team is nearly done with the inventory of downtown buildings and two thirds done with the traffic counting program.

Mr. Buttke reported there are an average of 12,000 vehicles each day from the west and 16,000 from the east. Turning and speed studies are also being made. The average speed on both Hancock and First Streets is 30 MPH. A roadside interview was conducted. Two-thirds pass on through; 34% did stop. On Saturday, three-fourths of

traffic passes through. Of that traffic, 30% is from the coast. Telephone interviews will be conducted, questionnaires to the businesses, and postcards will be put on the windshields of cars parked in the downtown area during the peak time. At the next meeting, on October 10, we will have the result of the traffic survey and be into the traffic analysis.

Ms. Guitteau stated the purpose of the telephone survey will be able to try to determine the geographical boundary of people that shop in Newberg and where they purchase all kinds of goods; from haircuts to clothing. The survey will be of great benefit to the merchants. The City grew rapidly in the 1970's at 5% per year. We need to come up with a plan that will attract the people that are driving through. The attraction does not have to be the anchor of a large store. It can be a focus point instead that will attract people. Only 12-14% of the buildings are owned by absentee owners. This is good. Also, most buildings are structurally sound. Ms. Guitteau stated that the greatest opportunity for Newberg was the presence of traffic in the downtown. From a marketing standpoint without traffic the downtown will die. Ms. Guitteau gave examples from Tualatin, Eugene and another small city that did not have traffic passing through.

Mr. Macy presented slides with maps of the region, land uses in the downtown area, and building conditions in the downtown area. Mr. Macy indicated that the downtown was worn and needs work, but there is a lot of potential. Mr. Macy emphasized the need for traffic in the downtown. Also shown on slides were four alternates for the traffic on First Street.

The four alternatives are: (1) leaving traffic patterns the same but making First Street two lane, one-way, east bound; (2) leaving Hancock as it presently is, but change First Street to two lane, one-way, east bound, and remove truck traffic from First and place it on Second Street, which remains two way; (3) leaving Hancock as it is, but change First Street to two-way traffic and re-route through traffic to Second Street, which would become one-way, east bound; and (4) making First Street two-way, and Hancock Street two-way, four lanes with continuous left turn lane. Mr. Buttke emphasized that there may be other alternatives, and they will continue to look at all of them, but these four seem to have the most promise.

Chair Benham asked for examples of retail anchor shops or focuses. Ms. Guitteau suggested a focus on agri-business as agriculture has a strong influence in the area.

Mr. Warren asked whether the State would go along with any changes in traffic. Mr. Buttke responded that they would, but it may take time.

Mr. Warren asked who would decide what the plan would be. Mr. Buttke responded that the City would make the decision. The consultants are only to make recommendations.

The consultants then responded to questions from the audience, expanding on the information already presented.

Meeting adjourned at 9:45 PM.