

MINUTES OF
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION
TRAFFIC/UPTOWN DEVELOPMENT COMMITTEE

Wednesday, May 15, 1985

7:00 AM

Velvet Carriage Restaurant

Members Present:

Bob Emmerich
Peggy Campbell
Bruce Breitling
Art Moffat
Elvern Hall
LeRoy Benham
Hal Grobey
Earl Sandager

Others Present:

Greg DiLoreto, City Engineer
Clay Moorhead, Executive Secretary

Meeting called to order by Committee Chair Art Moffat, who gave the floor to Greg DiLoreto for the introduction of the first interview for the downtown traffic plan. Mr. DiLoreto introduced Carl Buttke, the traffic engineer who would be the team leader for the group today.

Carl introduced his team of Leland & Hobson, and Walker & Macy. The individual members included Doug Macy and David Yamashita with Walker & Macy; Wally Hobson and Nancy Guitteau with Leland & Hobson. After the introduction of the team, Carl then went into the introduction of his approach for the project. Carl included with his talk a summary of key qualifications which is attached to these minutes. Carl indicated that he has done several previous projects with problems very similar to Newberg's and that, in most cases, traffic has always been associated with the downtown problems that have existed.

Carl next described the project approach. There are eight steps.

1. Meet with NCRC for a fact finding of the project.
2. a. Project team members will meet with merchants, interview people, and find out individual problems that may exist.
b. Conduct physical inventories, market analysis, traffic and parking surveys.
3. Meet with NCRC and review data collected.
4. Develop strategies, traffic and parking requirements.
5. Following the development of strategies, the team project would meet with NCRC and the public and discuss the strategies determined.
6. After the meeting with NCRC, team leaders would develop and test the alternatives for advantages and disadvantages.
7. Meet with NCRC and go over the top alternatives to select the final plan.
8. Present the final plan to NCRC, the City Council and the public for final review.

Wally Hobson and Nancy Guitteau spoke next regarding a market analysis. Wally indicated there are basically three markets open to the Newberg area: 1) residents; 2) tourists; and 3) destination traffic.

Nancy spoke next about their experience in market studies for downtown areas. Their market study will be a market strategy as to where people shop, what they buy, and what they do in the downtown area. They will have a retail expert assisting them on this project.

Doug Macy next spoke about the urban design part of the project. Doug indicated that they would be spending a lot of time in the Newberg area. Doug indicated that one of the concepts that is important is meeting with the business people, since trees should not be planted that hide their signs. Doug indicated that their group views the traffic as an opportunity, not a problem.

Carl Buttke indicated that an important part of the project was not the traffic but the market study. Carl has worked with a number of cities in traffic rerouting. Carl stressed the need for a registered traffic engineer on the project.

This concluded the presentation and the interview was thrown open for questions.

Questions:

1. Hal Grobey asked Carl about the time schedule for the project. Carl indicated they planned to start the project June 1 and complete it around November 1.
2. Mike Warren asked if the team had worked with Main Street Programs previously. They indicated they had not.
3. Bob Emmerich asked the team for references from previous cities they had worked with. Carl listed Wilsonville, Tualatin, Pendleton, Medford, Tigard and Albany to name a few.
4. Art Moffat asked if the interviews which the team will conduct would provide answers to the conflicts involved. Carl indicated that the interviews tell the team what the people are doing downtown. Carl indicates that one of the methods they use for an interview strategy is to pass out postcards. They have had a 40% return rate on the average.
5. Clay Moorhead asked Carl how they would conduct the trip generation aspect of the traffic study. Carl indicated that he would like to decide that with the Committee as opposed to giving a firm answer right now. Carl prefers to do roadside interviews, but in order to do these, you need to coordinate with the State Highway Department. Carl indicates that he has contacted the Highway Division and they appear willing to let him do this part of the project. Carl indicated that his proposal reflects the costs of roadside interviews.

6. Art Moffat questioned how they would handle negative action on this project. Carl stated that the open meeting is the the most important tool of the whole project for that gives citizens the opportunity to question and discuss the plan. Carl indicates their strategy for handling conflict is through the open meeting process. Wally Hobson went on to state that the plan is part of NCRC, and that it is their plan.
7. LeRoy Benham questioned how deeply the group would get into the demographics for the market study. Wally Hobson indicated they would define the demographics of the area, but the most important part is not the number of people but the interviews and the attitudes of the people in the downtown area. They will look at the dollars available in the Newberg community, and, based on their experience of what those dollars allow, they can determine the markets that are available to the community.
8. Bob Emmerich asked if their information could be beneficial to all merchants, not just the downtown merchants. Nancy Guitteau responded that is exactly what the market survey will do. It is a survey of the community and not just the downtown plan. You cannot have a survey that pits the downtown people against the merchants in other parts of the city.
9. Earl Sandager asked how successful the consultants were in getting the Highway Division to accept their plan. Carl indicated that he has had a very high degree of success with the Highway Division. Most all of his plans have involved the Highway Division. He has worked closely with them and has aligned them as allies early on in the project.
10. Bruce Breitling asked for examples of their dealings with employee/customer parking. Carl indicated he has considerable experience in this area. He indicated that it always appears that short term parking is a problem, but most studies show that short term parking is being occupied by employees who may have access to other lots available, and yet are using short term parking.
11. Art Moffat questioned how much City staff time would be involved in their project. Carl indicated that he would request the City to work with him in moving counters and the Planning Department to assemble land use information. Other than that, the rest of the project would be conducted by the consultants.

Following the interview, the Committee met for a few minutes to discuss the presentation by the groups. The Committee discussed the marketing plan proposal of the consultant team and felt that they were looking at it properly by considering the whole town, and not just the downtown area.

There being no further business, the meeting was then adjourned until May 17, 1985 at the Velvet Carriage Restaurant, at 7:00 AM.