

MINUTES OF
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION
TRAFFIC/UPTOWN DEVELOPMENT COMMITTEE

Friday, May 17, 1985

7:00 AM

Velvet Carriage Restaurant

Members Present:

Bob Emmerich
Peggy Campbell
Bruce Breitling
Art Moffat
Elvern Hall
Hal Grobey
Earl Sandager
Sam Zanghi

Others Present:

Greg DiLoreto, City Engineer
Clay Moorhead, Executive Secretary
Mike Warren, Executive Director

The meeting was called to order by Committee Chair Art Moffat.

Clay Moorhead introduced the consultant team to the Committee members. This is the second interview out of three consultant teams to be interviewed to prepare a traffic/downtown development plan for Newberg. The consultant team includes Lyle Stewart of Patterson, Stewart and Assoc., Vicki Pflaumer of Region West Research Consultants, and Gary Spanovich, Transportation Consultant.

Lyle Stewart initiated the discussion by presenting a slide show. He identified that using a model was a very effective way to plan downtown development improvements. His firm had previously created a downtown development plan and a model for the City of Santa Barbara, California. Various parts of the model could be interchanged to identify different development strategies. He indicated that this type of model could be developed for the Newberg project. The model would also be very helpful to review alternative traffic rerouting patterns within the downtown area. Mr. Stewart also discussed the types of pedestrian amenities and downtown building design standards that could be incorporated into a downtown development plan.

Gary Spanovich then spoke on the transportation element of the project. He indicated that data would be collected on the three different types of traffic affecting the downtown area. These included through traffic, one-ended traffic, either into or out of the area, and traffic which begins and ends within the downtown area. He indicated that congestion is a symptom of a traffic problem which can usually be corrected through design. Gary Spanovich indicated that a traffic origin/destination survey would be made by stopping motorists and asking them questions which would take approximately 30-45 seconds to respond to. This information could also be used for market research data. Mr. Spanovich

also discussed the process for gathering the data and analyzing the various options to tie that into the downtown development plan.

Vicki Pflaumer then spoke relating to market issues. She talked about identifying target markets and market programs for the downtown business people. By identifying the target market's preferences, shopping habits and needs in goods and services, you can identify untapped or under-tapped sales potential.

The meeting was then opened for questions from the Committee. First addressed were questions relating to the market element of the plan.

The question was asked, How does the market study identify the mixed and retail and office needs within the area? Ms. Pflaumer indicated that the target market data should provide some of this information.

Bruce Breitling asked Ms. Pflaumer to give an example of a city that she has done this type of project with. She indicated that Pendleton had hired her to do a market analysis. Mr. Breitling questioned what results were found through the market analysis, and whether new shops had located within the area because of the market survey. Ms. Pflaumer did not indicated whether new stores located in Pendleton specifically because of the retail study. She did indicated that there were many suggestions provided within the study on merchandising and how the existing retailers could merchandise their products to the right markets. Ms. Pflaumer was also asked how she would identify the gaps or markets that are not being provided for. She indicated that by studying age groups, income structure and people's willingness to purchase, she could identify special markets.

Questions were then directed to Gary Spanovich relating to traffic. Mr. Spanovich indicated that weekend data and tourist destination information is not currently available and that special surveys would have to be conducted to get this information. He indicated that there are several ways to do this; either through a license plate check or through a traffic OD study (by pulling people over onto the side of the road and asking them questions). He was asked whether the market study had an impact on the traffic study. Mr. Spanovich indicated that the market study would affect the types of trip generation and parking, as well as the overall volume of traffic. He also indicated that inversely, traffic changes would affect the market conditions.

Lyle Stewart was asked whether the consulting team could work with the Main Street approach without overlapping activities provided through the Main Street Program. He indicated that he had been tracking historic preservation activities for some time and felt that he could work very easily with the Main Street Program. Art Moffat asked Mr. Stewart for a list of projects where their consulting team has separated highway traffic onto other locations. Mr. Stewart indicated that his firm had done this in Burbank and that Coos Bay had also done this.

There being no further questions, the meeting was then adjourned to May 20, 1985 at 7:00 AM at the Velvet Carriage Restaurant.