

MINUTES OF
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION
TRAFFIC/UPTOWN DEVELOPMENT COMMITTEE

Monday, May 20, 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.

Greg DiLoreto introduced Tom Jones of Wilsey and Ham, as the team leaders for the project. Tom Jones introduced his group, consisting of Bud Ferber, Wilsey and Ham, who would be in charge of the traffic study, Eric Hovey, with Economic Development Services, who would conduct the market survey, and Dick Ragland of Ragland-Haggerman Partnership, who would provide architectural consulting to the project. Tom next presented a slide show in which he focussed on the background of Wilsey and Ham in similar type projects, and in particular tax increment financing districts. Tom indicated that it was not their intent to duplicate the services of the Main Street Program, a part of ODDA, which they understood the City of Newberg was applying for membership in.

Dick Ragland spoke next, offering his prospective of the project, particularly in relationship to the Main Street Program. Dick indicated that Wilsey and Ham would work on the streetscapes but Dick would provide some background. Dick next spoke about his experience in St. John's in Portland, and Oregon City Downtown Program. It was also noted that Dick Ragland is the Chairman of the ODDA program in Oregon this year. Dick also mentioned his experience in Sherwood and the zoning work that was done there.

Eric Hovey next addressed his participation in the project. Eric related his past experience with the City of Vancouver to our project. Eric indicated that there are three components to the market study: 1) the characteristics of the area; 2) the opportunities for the area; and 3) to serve as an adjunct to the traffic study itself.

Bud Ferber next spoke on their involvement in the traffic study. Bud next mentioned the Mayor's Task Force which in previous years has

considered the traffic rerouting and options. Bud feels that the market analysis and traffic study are a very straight forward problem. He indicated that they will do mechanical counts and manual counts using college students for the manual counts. Bud indicated they will do only two counts. They will pick a typical weekday and conduct a count, and then a weekend day to conduct a count. On the day they conduct the weekend count, they will stop approximately 6-10% of the roadside traffic and ask questions of origin and destination. That concluded their presentation.

Greg DiLoreto asked if Wilsey and Ham could get all their traffic data in two days. Bud felt that, with the data that had been previously compiled by ODOT, two days would be sufficient to collect all the data they needed.

Bob Emmerich asked how many cars they would actually pull over. Bud said they would pull over approximately 6-10% of the peak hour volume, which would be approximately 180-200 vehicles.

Sam Zanghi questioned how they would pick the days. Bud indicated that he would work with both Clay and Greg, and that probably the best weekdays were Tuesday, Wednesday or Thursday. They will rely heavily on the Oregon Department of Transportation's permanent counters.

Hal Grobey questioned the team in regards to their experience working with ODOT on a through-highway in a business district and the possibility of relocations. Bud indicated that they have not dealt with ODOT in our particular region; however, they have worked closely with the ODOT people in the Metro region. Bud referred to their experience in Beaverton on the Canyon Road and Hall Blvd. projects.

Bob Emmerich asked Eric Hovey if they would survey the residents on their shopping habits. Eric indicated that their proposal did not include a survey of the shoppers, but only the merchants. Bob asked what percentage of the merchants would his survey attempt to reach. Eric responded that he hoped to reach 100%.

Greg DiLoreto asked what City staff time would be involved. Tom Jones responded that their involvement would be during the initial startup period. It would be our responsibility to forward to Wilsey and Ham aerial maps of the area. Tom anticipates 4-8 hours a week of our efforts.

Mike Warren asked which would be the guiding force in the project, the market study or the traffic study? Tom Jones responded that the traffic study, in his opinion, would be the guiding force on this project.

Bob Emmerich asked Eric Hovey if his firm had conducted shopper surveys. Eric said that he not directly conducted such surveys, but had done surveys of a wider nature.

Sam Zanghi asked for clarification on the conducting of a merchant survey and not a shopper survey. Eric Hovey said it would be a merchant survey only. Eric indicated that this survey is a supplement to the

traffic study. Tom Jones indicated that some surveys were performed several years ago, and they would take this information and extrapolate it. Eric indicated that they did not want to do a shopper survey and a market survey and be in front of the Main Street program such that they would cause a particular direction for that program.

Art Moffat indicated his concern about the political climate and how the team would deal with this. Tom Jones feels that the citizen participation process is important. They would hold initial information meetings and the people would have to see the benefits of the program before they could buy off on it. Tom indicated they would work very strongly with the Main Street Program.

Art Moffat asked how they would look at the philosophy of businesses if, in reality they were only studying the merchants concerns, and not the shoppers concerns. Eric indicated that, if a shopper survey was what requested of them, they would be happy to perform that. Art Moffat next asked if this included working with Main Street, and if so, would there be a deduction for that. Tom Jones indicated that there fee was low because they had anticipated working with the Main Street People.

Bob Emmerich next asked if they could provide staff with figures on the cost of doing a shopper survey. Tom Jones indicated they would do so.

Earl Sandager asked how much efforts would go into the architectural detail of buildings. Tom Jones indicated that there would be very little effort, since that was not part of the scope and that was more of a program for the Main Street people.

The interview concluded at 8:00 AM.