

DOWNTOWN REDEVELOPMENT COMMITTEE MINUTES
First Federal Savings and Loan, 112 N. College, Newberg, Oregon 97132
Monday, March 9, 1998 at 7 PM

Members Present: Donna McCain, Julie Codiga, Nadine Windsor, Rob Molzahn, William Rosacker, Donna Proctor

Members Absent: None

Others Present: Mike Soderquist, Duane Cole, Barton Brierley, Clay Moorhead

I. CALL TO ORDER

The meeting was called to order at 7 p.m. by Mayor Donna Proctor.

II. APPROVAL OF MINUTES

This was the first meeting, no previous minutes.

III. OLD BUSINESS

None

IV. NEW BUSINESS

- **Organizational Issues**

Mayor Proctor announced that William Rosacker was appointed Chair of this committee and Julie Codiga will serve as Co-Chair. They will be supported by Mike Soderquist, Community Development Director.

- **Confirmation of Meeting Dates**

Mr. Soderquist announced that the meeting was scheduled for the second Monday of the month at 7 pm at the First Federal Savings and Loan Bank.

Chair Rosacker asked if any member of the audience would like to volunteer to serve on the committee. He clarified that they must be a business or property owner of the downtown area and they must reside within the city limits. Eric Wright, owner of 1893 Shops, mentioned there was already a downtown committee formed by the Chamber of Commerce. He suggested asking those people if they would be interested. Mr. Soderquist stated that he had already notified them and that their input will be solicited. A sign up sheet was distributed for those interested in serving on the committee.

- **Previous Downtown Redevelopment Efforts**

Mr. Soderquist introduced Clay Moorhead, former Planning Director. He mentioned that Mr. Moorhead was involved with the original downtown redevelopment efforts while he served as Planning Director a decade ago. He has also worked with the City on several projects since then.

Mr. Moorhead distributed an informational packet that was the focus of his presentation. He mentioned that the downtown redevelopment efforts would require coordination between many private and public sector agencies in order to be successful. He discussed how past efforts focused on creating a vision and setting goals to stimulate community interest and make decisions on what they would like to see for the future.

Mr. Moorhead mentioned that Newberg has great historical character and it would be nice to restore it. He mentioned that a document was prepared by a consultant which outlined some design ideas and recommendations for improvements, then the urban renewal program was established to bring those ideas and recommendations to reality. Mr. Moorhead explained the urban renewal program in detail. He stated that the funding was received by first identifying the boundaries of where we want to spend the money, then identify the value of that land within that boundary and then artificially freeze that value. The tax money received on the increment of increase would be added to the urban renewal fund and used for improvements within that boundary. There was some controversy associated with this program because some people argued that the money should go to schools or some other use. In 1984, an initiative was created by local advocates who asked taxpayers if they would like to see their money used in this way. The measure passed, which voided the urban renewal program in Newberg. When that initiative passed, many downtown redevelopment efforts stopped.

Mr. Moorhead reviewed his packet of information which listed some of the obvious reasons for improving the downtown area: Vacancies and economic vitality - a healthy downtown brings much more business; appearance - a drab downtown is very seldom a popular downtown; public civic center - having a healthy public civic center displays our civic pride; Highway 99 - big negative and a big plus, it can bring much traffic into Newberg to provide wonderful opportunities; opportunities - if we think of what might be coming into the downtown area, we should focus on providing some strategies to take advantage of those opportunities; design - integrating design standards like street scapes, additional trees, pedestrian benches, etc. provides an attraction into the downtown area.

Mr. Moorhead reviewed the available programs for improving the downtown. They are private sector incentives and investments - focusing on the "curb appeal" through two primary mechanisms (encouragement and mandates); business practices - regular hours, beautification projects, window displays, etc.; development and redevelopment - mixed uses, appearance standards, height restrictions, convenient parking; capital improvements - city must invest in town before owners will.

Rob Molzahn wondered how the approval process would work since we have to deal with the Oregon State Highway Department (ODOT). Mr. Moorhead stated that we should first decide what we would like to see happen, then approach ODOT for approval prior to implementing it, since they would have to approve some of the changes.

Mr. Molzahn wondered what a realistic time frame would be for completion of the downtown redevelopment. Mr. Moorhead stated that 15 years is pretty manageable. Any longer than that would be unmanageable.

Donna McCain stated that the previous plan showed proposed changes to the Springbrook Road area. She wondered if the new redevelopment efforts would be limited to downtown. Chair Rosacker answered that the committee needs to decide what they would like to see.

Mat Haug suggested that in setting goals for the committee, they should consider Rogers Landing and how redevelopment of that area would tie into the downtown redevelopment. Mayor Proctor stated that previous redevelopment efforts of Rogers Landing included plans for a trolley to run from Rogers Landing to the downtown core. It also included plans for restaurants, a gas station, and a motel to be constructed on the waterfront.

Chair Rosacker asked for a definition of the downtown area. It was stated that River Street to Main Street and Second Street to Sheridan Street could be considered the core.

Duane Cole, City Manager, suggested surveying the downtown members to find out what they would like to see. Mayor Proctor asked if Mr. Wright could survey business owners through a

chamber letter. Mr. Wright indicated he had been doing these types of surveys for years, but has received no substantial input from the owners. His impression was that most do not have the money to spend on these efforts, and those that have the money do not want to devote time on it.

Mr. Haug suggested we should plan for future efforts like passenger rail and plan for how we will tie these into the redevelopment plans. Chair Rosacker felt that the rail is so far out that it would be a waste of time to plan for it now. He felt we had other areas to focus on at the current time.

Ms. McCain stated that we should make a concentrated effort to obtain involvement from the community, property owners and the business owners. She felt we need to let them know that if they are willing to contribute financially to these efforts that there may be money available to assist them. She also felt that it would help if the downtown store fronts had upstairs apartments for people to rent so that the downtown would have the much needed foot traffic to shop at the businesses.

Chair Rosacker stated that the committee needs to decide as a group what area to focus on redeveloping, then each member take a portion of the area and contact the business/property owners within that area. Each member should then report back to the committee with input from the owners.

Jim Morrison, citizen, stated he has been associated with downtown redevelopment for four years and mentioned it has been a real problem to get it off the ground. Mr. Morrison stated that there is another committee formed by the Chamber of Commerce, referred to as the Downtown Association. He felt that this was confusing to have these two groups doing the same thing. He stated that if the Downtown Redevelopment is to be the committee in charge of this effort, then they need to decide who is going to be on that committee and then they need to proceed with public meetings to have the entire community brainstorm ideas. He felt that it was premature for this committee to decide what the community would like to see.

After further discussion, the boundaries of this redevelopment effort were agreed to be River to the Chehalem Creek Bridge and Fifth Street to Sheridan, with the possibility that these boundaries may be revised.

V. OTHER BUSINESS

Next Regular Meeting: April 13, 1998

VI. ADJOURNMENT

The meeting was adjourned at 9:15 pm.

Approved by the Downtown Redevelopment Committee on this 11th day of May, 1998.

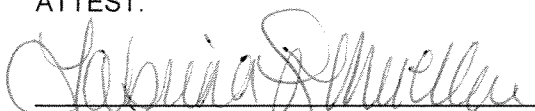
Ayes: 5

Nays: 0

Abstain: 0

Absent: 3

ATTEST:



Tabrina R. Mueller, Recording Secretary

K:\WP\ADMIN\MISC\TABBY\MINUTES\DOWNTOWN.DEV\March9min.wpd