DOWNTOWN REDEVELOPMENT COMMITTEE MINUTES
First Federal Savings and Loan, 112 N. College, Newberg, Oregon 97132
Monday, April 13, 1998 7 pm

Members Present: Donna McCain, Julie Codiga, Rob Molzahn, David Paul, Marty Tucker, Kris Horn, Eric Wright

Members Absent: William Rosacker, Nadine Windsor (resigned)

Others Present: Mike Soderquist, Duane Cole, Barton Brierley, Ann Pesola, Mat Haug, Donna Proctor

I. CALL TO ORDER

The meeting was called to order at 7:26 p.m. by Mike Soderquist, Community Development Director.

II. APPROVAL OF MINUTES

Minutes were not available for approval.

III. OLD BUSINESS

None

IV. NEW BUSINESS

- Review of the Previous Efforts

Barton Brierley, City Planner, discussed the Chehalem Future Focus document that was distributed in the committee's packets. This visioning effort involved the City of Newberg, City of Dundee, Chamber of Commerce, Chehalem Park and Recreation and the Newberg School District. He explained that the Chehalem Future Focus was a study of the City's status and what the trends were for the following: economy, education, environmental quality, energy, healthcare, housing, land use, parks and recreation, public facilities, public safety, social resources, and transportation. He mentioned that one of the products of this effort was a value statement that he read to the committee. It was stated that this Future Focus effort involved many public meetings. Mat Haug suggested that it was time to plan another Future Focus as it was noted that some of the goals of the last focus have been met or have been started.

Julie Codiga, Co-chair felt that the boundaries set at the last meeting for the new redevelopment area, should be reevaluated. She thought that the committee should look at removing some of the residential property from those boundaries, in order to focus on the commercial areas.

Eric Wright stated the importance of getting the property owners and residents involved otherwise the committee was wasting their time. He felt it was important that the committee start small and work outward.

Rob Molzahn asked about the time frame on the Highway 99W project. It was stated that First Street signalization project would start this fall and the Brutscher to Main project would not be started until the year 2000.

Mr. Soderquist reviewed the Butke report that was completed in 1996. The report defined the redevelopment boundaries of Third Street to Sheridan Street and Harrison Street to River Street, but that was before the "explosion" of activity out on Portland Road. He reviewed Butke's recommendation of a two-way traffic pattern on First Street with bulb-outs and the diversion of east-bound traffic to Second Street and maintaining the west-bound traffic on Hancock Street. The Hancock street concept is similar to what we are planning now, except it is proposed to have three lanes on Hancock Street. He stated that the cost estimate for all of this work was 4.6 million dollars, which was much less expensive than it would be today. Ms. Codiga asked if the City had looked at making Second Street a one-way street again. Duane Cole, City Manager stated that it was a consideration during the Brutscher Street to Main Street project, however the main reason the City didn't pursue this option was because the State would not assist with funding and the City lacks funding to support this change.

Mr. Haug suggested taking a small part of First Street as a demonstration zone and making some changes then moving outward little by little. There was discussion about the type of street trees that should be installed, and in particular, planting taller trees so that we did not have to wait for the growth.

Mr. Soderquist asked if the committee would like to have an outside speaker attend a meeting to discuss what is being done in other towns. Discussion then centered on goal setting, and whether the outside speaker should be used before or after goals are defined. Mr. Soderquist asked if the committee had adequately defined ideas for goals or if more specific goals were needed.

It was suggested that the committee work with Livable Oregon once goals were set. They would be a great resource for reviewing what we have and making suggestions for improvement.

Mr. Wright stated that our goal was downtown redevelopment and that we should look at outside agencies to assist the committee in reaching that goal.

Mr. Soderquist stated the committee has an opportunity to have significant impact on the Oregon Department of Transportation (ODOT) funded signalization project on First Street at Meridian and Howard Streets. Perhaps they can be used as demonstration projects. He inquired about appointing a subcommittee of this committee to work with Larry Anderson, Engineering Manager, to influence ODOT regarding the style of light standards they might install at these intersections. Mr. Soderquist pointed out that two (2) different issues are involved: the actual street lights and traffic signals; ODOT is interested currently only in the signals.

Ms. Codiga thought that 2-3 people could work with Mr. Anderson in looking at different options and bring recommended options to the committee for final decision. ODOT is planning to install these lights in the fall or winter of 1998. Mr. Soderquist stated that the "subcommittee" would attend no more than six (6) meetings in Salem (approximately a four hour per meeting commitment). He asked for volunteers. Ms. Codiga volunteered to work with Mr. Anderson on pursuing street lighting options as well as funding options. She volunteered to take pictures of the downtown area and draw on a map where existing street lights are.

Ms. Codiga asked for a cost estimate for a standard street light versus a custom street light. Mr. Cole answered that a custom street light costs approximately three times as much as a standard street light and incur a higher maintenance cost.

It was also suggested that someone arrange to have a representative from Livable Oregon available at the next meeting. Mr. Soderquist agreed to look into it.

Mr. Brierley discussed the goal setting process. He stated that the committee needs to set specific goals to accomplish. He suggested each member write down what they would like to see the committee accomplish and bring their list for discussion at the next meeting.

Mr. Cole suggested the committee consider some factors when goal setting. He mentioned marketing, coordinated design, public involvement, and mix issues. He also stated they need to familiarize themselves with the land uses that are currently downtown and decide what uses need to be added. Mr. Cole mentioned the possibility of retaining a consultant to do this study.

Mr. Cole felt that the first step needed to gain public involvement may be to form a local improvement district (LID) to address lighting and fixtures. He mentioned that if the LID were formed, it would require property owners to share in the cost of redevelopment. If they were informed they may have an assessment against their property, they would likely be eager to get involved. Mr. Cole also felt that it was important to stay focused on the "big" vision and complete small projects along the way to help meet that vision.

Donna McCain reiterated her view on the need to renovate the upstairs apartments of the downtown buildings to create foot traffic that would shop at these businesses. She mentioned that many building owners live outside of Newberg and are not concerned about redeveloping Newberg, so the committee needs to show them something they would gain from participating.

There was some discussion about the agenda items for the next two meetings. With the possibility that Chair Rosacker and Co-chair Codiga might be unavailable for the May meeting, it was decided that Rob Molzahn would chair the May meeting. Ms. Codiga would have slides available for the committee to review and each member bring their list of goals to discuss.

It was decided that an invitation would be mailed out to all downtown business owners to attend a workshop at the June meeting to discuss possible LID's and other redevelopment possibilities. Mr. Soderquist will also arrange to have a representative from Livable Oregon present at the June meeting to give a presentation on redevelopment options.

Mr. Brierley reminded the committee that the walking tour of the downtown signs was scheduled for April 29 at 5:15 p.m. starting at Naps IGA.

Ms. Soderquist reminded the committee that everyone is invited to the Annual Volunteer Recognition dessert scheduled for the 27th of April at Newberg Senior Center.

V. OTHER BUSINESS

- Next Regular Meeting: May 11, 1998

VI. ADJOURNMENT

The meeting was adjourned at approximately 9:00 p.m.

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

Tabrina R. Mueller, Recording Secretary