



**Minutes of the Newberg
Downtown Revitalization Committee
Wednesday, May 19, 2004
7 p.m.**

Newberg Public Safety Building (401 E. Third Street)

minutes are subject to approval at the July 21, 2004 meeting

1. Call to order

Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll call

Attendees:	John Bridges	Edward Hixon
	Dave Daniels	Sally Dallas
	Joan Drabkin	
	Bart Rierson	

Absent:	Lon Wall
	Dave Mehler
	Kris Horn

3. Public Comment

None.

4. Meeting Minutes - Approval of April 21, 2004

MOTION: Rierson/Daniels to approve the minutes of the April 21, 2004 meeting. (Unanimous). Motion carried. Correction to Page 7 and 9 (Dave Fowler should be Dave Bauer). Correction duly noted.

5. Downtown funding mechanisms - continued discussion

Chair Bridges addressed whether the group is ready to move forward with the EID concept. The group doesn't want to be in a position of advocating for an EID, when the group is not 100% behind the idea. He also stated that the group should recognize the importance of addressing the forces that may oppose the idea.

Joan Drabkin asked how much funding do we plan on raising and will it cover the salary of a downtown manager that may be hired. What is the amount that would needed? There was proposal by a couple of local artists for an art fair and it was denied. The idea could have been given a trial period and would have created a lot of enthusiasm for the downtown. It was not going to cost the city or business owners a cent. People said we could not do it for some reason and did not help to remove the obstacles. She felt there was an overwhelming negativity by the Committee and the City Council regarding the idea. She finds it hard to now go to the property owners for funding so we can hire somebody to come up with some ideas to improve downtown. She said there needs to be a tremendous attitude adjustment to open themselves to new ideas.

Chair Bridges said that he disagrees with Ms. Drabkins assertions. He has spent his own time and effort with President of First Federal, including 5-6 phone calls, to discuss with idea of having the Fair in their

parking lot. Ultimately, they could not do it because they often open their conference room over the weekend and it could possibly interfere with the foot traffic to the bank ATM machine. He also wrote to the City Council a letter, stating that the NDRC, was were strongly in favor of the idea, but had concerns about the proposed location of the Fair in Francis Square. We wanted the Fair to be a success and that the Francis Square location may interfere with it being a success. All of us on the NDRC were committed to spending our own personal time and effort to support the activity and encouraged the City to get their support. He felt that places like Central School are a natural place for such an event. Mr. Bridges said Central is one of many focal points of downtown area, this one is at the end of the civic corridor. Mr. Bridges said they are going to put a playground on the Central School grounds with funds donated from the Rotary Club. The community is invested in that area. The Fair does have costs associated with it. If the Fair was held on City property, the artists were asking the City to insure them in some way. The artist couple had a problem with funding the insurance. The Council said that the Art Fair was a fantastic idea. The NDRC did tell the couple our concerns, tried to address the issues to them prior to the City Council, and then and tried to help them afterwards. The couple wanted the Fair to be right on First or Hancock Street. Discussion was held concerning insurance issues.

Mr. Bridges addressed the issue concerning the amount of funding to be raised and whether or not there would be sufficient funds to pay for the salary/benefits of the manager. Mr. Bridges said it would be based on the choice funding and methodology. Ultimately, those who lead the EID will be in control of whether to hire a full or part time manager, etc. The Board of the EID would provide the work tasks for the manager.

Mr. Beam agreed with Mr. Bridges. We first would need to determine the funding mechanism (BID, EID, etc.) then the mechanism (square footage, employees, etc), and then adjust the rates to raise the funding needed to accomplish our desired goals. We have the McMinnville budget as an example. Mr. Beam said he thought their Manager's salary was somewhere in the \$30-40,000 range.

Mr. Hixon stated that we need to establish objectives. If he was a property owner, he would want to know what his assessment would pay for.

Mr. Beam said that the McMinnville Downtown Association's (MDA) base annual budget is about \$60,000., which includes things like salaries, benefits and overhead. Their downtown manager also generates funds from promotions, sponsorships, and memberships.

Mr. Bridges stated that Ms. Webb's salary range is really more like \$47,000 to \$49,000. EID funds pay for only a portion of her salary. Other expenses include \$1,000 for travel and training.

Mr. Beam said that the MDA pays nothing for their office space, since the Cozine House was donated to them. The MDA is a 15 year old organization. It's budget will likely be larger than an organization that is just starting up.

Mr. Bridges asked Mr. Beam to calculate the amount of fund that could be generated in Newberg's downtown, based upon the building square footage and different graduated zoning levels. He will meet with Mr. Bridges to calculate the zones 1 and 2. Downtown is defined as the C-3 zone. Zone 1 would be properties facing First and Hancock streets and all properties in between. Zone 2 would be the remaining properties in the C-3 zone, with the usual property exceptions, such as residential, non-profit, and government.

Mr. Beam said we may have some of this information on the City's GIS. The square footage of the building foot prints may not be available however.

Ms. Drabkin said that she would be opposed to the property square footage calculation.

Sally Dallas said she would like to see the square footage of the building being calculated, not the entire property.

Ms. Drabkin said she would like to see the calculation for both the building footprint and property square footage.

Mr. Bridges said that McMinnville's rate of calculation was \$.04 per square foot for Zone 1 and \$.06 per square foot for Zone 2.

Mr. Rierson discussed possible business fees. It is a good idea to have a few different funding models to see how each one may work and their financial impacts. Downtown is made up of many merchants, but a fair amount is non-commercial type business use and they may object if they don't see any benefits.

Mr. Bridges led a discussion on how we might assess property owners. What about if we assess the same amount for each tax lot. Discussion was held concerning property owners owning more than one tax lot. Some felt there might be an equitability problem. What about the assessed value concept - what is the equation? It seems the most appropriate course to do. Mr. Bridges asked Mr. Beam to make calculations based upon the building square footage on the real property, but at half of what McMinnville charges, then do the assessed value and pick a rate. The target funding level should be \$40,000. Discussion was held concerning the square footage calculations.

Mr. Rierson said we could do small projects even without any funding mechanism. If we hire some, they can do events like fairs and harvest markets. He said he would be willing to approach the business members and believes that they would be enthusiastic about it. If he saw enough support, then he could get strongly behind the funding idea.

Mr. Bridges said we are still probably several months away from going out and advocating for anything. It would be helpful to folks what the downtown manager would do, such as through a job description. Mr. Bridges said that we need discuss more how we can promote the EID idea with the property owners. How do we approach them on an individual basis? We need to be able to anticipated all the questions that may come about. We need to develop a bigger core of people to be behind the idea. That core group has to have a strong buy-in. Discussion was held concerning seeking input. The Committee values both outside input and support for the process. How do we get to the maximum number of people involved? Mr. Bridges said we define when the proper level of support has been developed. Once we feel that there is no more than 33% opposing the idea, then we can go to the Council to establish the BID or EID. Once the district is established, the City would be the collection agency for the assessments and a separate Board of Directors would hire the appropriate personnel and direct the program.

Mr. Rierson said it would be helpful if we could get examples of other cities with successful EIDs and then contact business and property owners to see how they feel about their districts.

Mr. Beam said that he provided a list previously regarding EIDs in the state.

Mr. Rierson said that he would be interested in contacting people in those EIDs. Discussion was held concerning contacting a random sample of 3-5 property business and property owners in 4 or so cities with EIDs.

Tape 1 - Side 2:

Mr. Bridges added that the Planning Secretary call the different EID's and see what they pay a manager, etc.

Mr. Beam said he would contact ODDA about downtown manager salaries.

Mr. Hixon said he would like to see how successful other EIDs were and to get a structural model.

Mr. Beam said capital improvements cannot be made with a EID. Discussion was held concerning holding events, etc. McMinnville's total budget is larger than just the funds received from the EID.

Mr. Bridges said there is a volunteer section of the downtown association and their dues pay for a portion of Patty Webb's expenses.

6. Civic Corridor - public presentation update

Mr. Bridges made an overhead presentation. The plan is to survey the community on the preferred future look of the streetscape along the civic corridor, building upon design work by the UO students last year. What we now need to do is be more specific on the different components: bicycle and pedestrian amenities, streets, and the landscaping. The obtained survey input would allow the NDRC to make recommendations to the City Council for consideration of adoption. Then, over the next 10-15 years or so, as money becomes available, we can purchase and install the improvements. Mr Bridges said we need to determine exactly what kind of information we would be providing the survey participants. Some information should include street trees, bike racks and benches, trash cans, bulb outs and other similar improvements that separate pedestrians from cars.

The following were some of the style groupings of the street furniture:

1. Existing environment: Bench and trash cans already purchased by the City.
2. Mostly wood
3. Wood and streamlined bench
4. All metal approach with curves rather than straight lines
5. Ornate and old-fashioned approach
6. Modern hard surfaces look

Ms. Drabkin stated that the styles should have a unified look. For example, vertical slats for both the bench and the trash can. Discussion was held concerning the material composition of the trash cans (metal with plastic tops.)

Mr Bridges said while the group may not particularly like some of the style choices, such as the modern hard surfaces look, we should provide the survey participants with a wide range of choices. Discussion was held concerning Newberg going in the direction of a historic district style.

Mr. Bridges discussed bicycle racks. Again, the intent to provide different style options. Mr Bridges said the experts say we need as many, simple bike racks well- spaced out from each other. Discussion was held concerning locking the frame and wheel. Also, multiple bike racks raises issues. Most cyclists want single bike units(where one bike can be parked on each side). Discussion was held concerning not providing options on ones that are not compatible or useful. Discussion was held concerning the existing environment. Mr. Bridges said there are other single units.

Mr. Beam said that he has a picture of a nice simple setup that has a pole with a ring around it. The edges are squared off and the ring says "City of Lake Oswego" on it.

Mr. Bridges then showed some examples of bulb-outs and different pedestrian/vehicular improvements. One showed a low-level concrete planter as a separator and a bench. There is space between the two planters and

some shade from the tree. There are structures that create some physical protection from the car. We could have existing areas with shrubbery. Another example showed a bench facing the store rather than facing the street. Some people like to watch the cars go by, etc.

Ms. Drabkin left the meeting at 8:15 p.m.

Mr. Bridges said there are also mid-street bulb-outs. Discussion was held concerning having a cleaner and more defined vision. Parking problems were also discussed. There are some with no vegetation. Some cities are using metal poles, with rock-work, low bushes, no bushes with tall tree, trees and low vegetation.

Mr. Beam discussed a picture showing concrete strip outside of a brick crosswalk. This design should lessen the damaging impacts from vehicles on the brickwork. Mr. Beam also pointed out a picture of a planter with sign boards that showed directions of businesses. He felt it had a good pedestrian feel. Photos were from Oregon City, Lake Oswego, Gresham, McMinnville, Hillsboro, Milwaukie, Orenco Station and Independence.

Mr. Bridges discussed some stamped concrete (2x2 foot scale) crosswalks in Hillsboro.

Ms. Dallas asked if ODOT would be willing to go with this type of crosswalk. We should engage in a conversation with ODOT.

Mr Bridges suggested that we pick 6-8 bulb-out ideas. However, before we choose, we should see some other examples from Joseph, Ore. and Michigan.

Mr Beam said he will make copies all the streetscape pictures and bulb-outs, including those for Joseph and Michigan. He will be working try to contact some master gardeners to discuss some issues associated with street trees.

Mr. Bridges said we will get together development history of the civic corridor design to include in the survey effort.

7. Other business

Mr. Beam said there is an EDRLF grant opportunity with Yamhill County and he met with Kris Horn, John Bridges, Ann Dolan of the Chamber, and Rob Felton with George Fox University to discuss project options. After discussing the options, the group decided to recommend applying for the grant funds for some downtown improvements. Firstly, they would like to hang decorative banners on the downtown portion of First and Hancock Street. The City and the NDA had been working with GFU, who was willing to put up funding for the banners on Hancock Street (about 20 banners). This part of the proposed grant project could be presented as local match for the grant project. The second part of the grant project would be downtown signage. They would like better directional signage to public facilities, such as the 2nd Street public parking lot as well as the BMX/skate park area. In addition, they would like safety signage to slow down traffic in the downtown and alley/street intersections. They took the idea to the City Council and it was approved. The grant request will be no more than \$20,000. Cost of the signage is still being determined. They also talked about the cost of maintenance and changing the banners. Estimates from Public Works had been obtained and GFU said they would be willing to share in the maintenance costs. The banners would be placed on the light standards and would be designed to accommodate the future Christmas lights. Other banners may be created in the future to promote other seasons and/or events. The style and design of the banners would be mutually agreeable with the City, , NDA, and GFU. Discussion was held concerning privatizing the maintenance and change out of the banners. Discussion as held concerning future welcome to Newberg gateway sign.

8. Next Meeting - June 16, 2004

9. Adjourn

MOTION: To adjourn at 8:30 p.m. (Unanimous). Motion carried.

PASSED by the NDRC Committee of the City of Newberg this ~~16th~~ ^{21st} day of ~~April~~ ^{July}, 2004.

AYES: 7

NO: 0

ABSTAIN:
(List Names)

ABSENT: Drabkin
Mehler

ATTEST:

Peggy R. Hall
NDRC Recording Secretary Signature

PEGGY R HALL
Print Name

6/16/04
Date

FOR QUESTIONS PLEASE STOP BY, OR CALL 537-1240, COMMUNITY DEVELOPMENT - P.O. BOX 970 - 414 E. FIRST STREET
ACCOMMODATION OF PHYSICAL IMPAIRMENTS: Please notify City Administration of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 hours prior to the meeting. To request these arrangements please contact Becky Green at (503) 537-1261.