

NEWBERG DOWNTOWN REVITALIZATION COMMITTEE MINUTES

July 21, 2010

7 p.m. Regular Meeting

**Newberg Public Safety Building
401 E. Third Street, Newberg, OR**

I. OPEN MEETING

Chairman Rob Felton called the meeting to order at 7:00 p.m.

II. ROLL CALL:

Members Present:

Rob Felton, Chair
Gail Watson

Steven Clay, Vice Chair
Corey Zielsdorf

Allen Herriges
John Bridges

Members Absent:

Matt Johnson (excused)

Staff Present:

Crystal Kelley, Recording Secretary
David Beam, Economic Development Planner

III. MEETING MINUTES APPROVAL – June 16, 2010

Motion #1 Clay/Wilson moved to approve the minutes of the June 16, 2010 Newberg Downtown Revitalization Committee (Yes 6 /NO 0 / 1 Absent [Johnson]) Motion Carried.

IV. COMMUNICATIONS FROM THE FLOOR

In light of the absence of citizens in the audience, nothing was brought up at this time.

V. PROJECT UPDATES

Breezeway improvements

Mr. Beam stated that he has had multiple email conversations with the property owner, Brian Francis. He said he received a phone call from Brian just before the meeting, and he said he is willing to have a meeting with some folks interested in the downtown to talk about potential improvements that could be made to the breezeway. Mr. Beam stated that he will arrange to hold such a meeting.

Street Signage

David Beam stated he had done some research regarding street signs. There are around 25 intersections in the downtown area (C-3 zone) that use the small, regular city street signs. The ones along the highway at signalized intersections seem to use much larger signs. Mr. Beam found some historic looking signs on the internet that are made of cast aluminum to use in place of the small city signs and he passed out a copy of what they looked like. If the City purchased 25 sets of these signs and used the existing poles, the materials would cost about \$523 for each sign set, or about \$13,000 to do all the

small, local streets. If we used that standard flat aluminum with custom graphics instead of the cast aluminum, it would reduce the cost of the signs by about half. As for the larger signs along the highway, we could have some flat aluminum signs with custom graphics made for about \$8,100 (36 signs at \$225 each). These costs do not include labor, shipping, and time to process (e.g. ODOT, City Council, etc.).

Chair Rob Felton asked if the City knows whether or not these signs meet ODOT requirements. Mr. Beam stated they haven't yet looked into that issue. Allen Herriges asked if they could put new street signs along the highway without worrying about ODOT. Mr. Beam stated they could not do that. Chair Felton stated he remembered his discussions with Russ Thomas suggesting that there was not much hope of changing the signage on 99W at this time. He would like to see "Historic Downtown District" at the top of the signs. Mr. Beam stated that street signs along state highways may have to be green or blue. Chair Felton stated he likes the signs they have in McMinnville in the old town historical district. Mr. Beam stated he could talk to the City of McMinnville and see who they used as the supplier for their signs.

Newberg Downtown Coalition

Chair Felton stated the Farmers' Market is doing very well. They had 28 vendors with 600 people coming through for "Tunes on Tuesday". They are working on a marketing campaign that will help them come up with logos and brochures.

Planning Process for Former Butler Property

Mr. Beam pointed out a handout describing a proposed planning process for this project. The proposed first step would be for the NDRC to either confirm their previous redevelopment recommendation for the Butler property done a few years ago or come up with a new recommendation. The recommendation included two conditions. The first condition was to include public restrooms that would be open during business hours. The second condition was the property would not be used for government offices but for something that would help with the revitalization of the downtown area. Once the NDRC makes a recommendation, then the next step would be take that recommendation to the City Council, who would ultimately make the decision of how the property will be redeveloped. The next step would be to have the NDRC, Newberg Downtown Coalition (NDC) and City Council come together for a workshop to work out the general design parameters for the project. Then they would look at the financing options. Once that is done, the next step would be to prepare project concept drawing and a project narrative. The next step will be to secure funding and any necessary partners. The final step would be the construction. He confirmed the five-year restrictions would end November of 2011. City staff recommends that we complete the financing step by November 2011.

Chair Felton stated he would like to see the NDC involved in the decision process of how to redevelop the property. Steven Clay stated he agreed it is a good idea to bring the NDC and City Council together.

Mr. Bridges stated that the goal should be to create a generalized redevelopment model. The City could then sell it to a developer with some conditions and then leave it up to the developer to determine exactly what the space should be used for and by whom. That way, the financial exposure risk will be on the developer rather than on the City. Also, as for the two conditions, the City has other options to expand downtown when needed. The City currently owns the building behind the property just south of the VFW building. If they need to expand, they can expand into that space right away.

Chair Felton asked if retail includes restaurants. Mr. Bridges stated it does. You can even have a second-story restaurant. Chair Felton asked if the definition includes hotels. Mr. Bridges stated the area is probably too small for a hotel and parking would be an issue. Mr. Herriges stated he would like to see Newberg grow in such a way that the citizens would benefit first rather than tourists. Chair Felton stated he is looking to leave it open to the potential of a hotel. Corey Zielsdorf stated if you are going to get the most money out of the space, you should go to a developer and have them find a buyer for the property.

Mr. Beam stated the City owns the property and they can do whatever they want with it. Mr. Bridges stated they have many options with a large range of ideas for what to do with the property. He feels they came up with the right recommendation before. If they chose to go with a mixed use, they will not be choosing specifically what the space would be used for. The City can create a package that defines generally how the property would be redeveloped. He does not think they should specifically dictate what has to be there.

Mr. Herriges stated that one of the goals of the main street project is to identify what kinds of businesses the area needs. Mr. Bridges stated they just need to decide what they want it to be and then solicit their idea to developers. Mr. Beam stated they could say that at a minimum, the ground floor would be used for commercial retail, while the upper floors could be developed for a wide variety of uses. Mr. Clay stated he would like it to be something that would benefit the community and give the citizens a reason to want to go downtown.

Gail Watson stated that maybe the public restrooms constructed in the second street parking lot. She would like them constructed so they can be hosed down to keep them clean. If the restrooms were in the downtown area, they would require a lot of maintenance. Maybe they could build the restroom structure elsewhere near the property, but not directly on the property. Mr. Bridges stated the developer and the City could decide together where they want to put the restrooms. The City would want to have someone else pay for the restrooms and maintain them so the City does not have to.

Mr. Herriges asked if there are requirements that the businesses have access available for deliveries to the back of the building. Mr. Beam stated he did not believe so. He said he could word the recommendation so that the public restrooms could be located on-site or off-site nearby. He will modify the recommendation to include the changes and forward it to Chair Felton. Chair Felton stated he could take the modified recommendation to the Newberg Downtown Coalition (NDC) for discussion.

VI. OTHER BUSINESS

Potential Grants

Mr. Beam recommend that the first step in the process should be to identify what projects they want to consider for grants. He has already found some opportunities for grant money through previous research. Once they have identified the projects, then they could look for grants that are appropriate for such projects. Then they could make apply for grant funding. Some other considerations include grant application deadlines and the source of match of funds, since most organizations require matching funds. Organizations usually like to give grants to similar organizations, meaning government organizations like to give grant funds to government projects and private organizations like to give to private non-profits. Having the public and private organizations working together would be the best option.

Mr. Herriges stated he thinks they should focus on a project for bike racks. Mr. Zielsdorf asked if there is any idea how much potential funding is available. Mr. Beam stated that it is difficult to say as it's on a case by case basis. Chair Felton stated they could send staff with recommendations for the projects for which they would like to try to locate grants. Chair Felton would like to see the sign project on the list. Mr. Bridges asked if they could ask Mr. Beam to keep an eye out for grant opportunities for the entire list. Mr. Beam stated he always keeps an eye out for grant opportunities, but if you want to do some serious grant searching and applying, it will require the dedication of significant time. Mr. Bridges would like to give staff 4-5 projects to look into for grant opportunities. The NDRC recommendation to staff is to look for grants for the fencing project, the parking lot project, the light poles, the bike racks, and the historic district signs. The NDRC is okay with having staff prioritize the list. Mr. Zielsdorf stated they might want to pay attention to the timeframe for each project when determining the priority.

Chair Felton stated that at the last meeting, the minutes indicated Mr. Brierley would look into finding a way to do the bark chips in the tree wells. He would like an update on that item. Mr. Beam stated that he had not discussed this item with Mr. Brierley. He did say that the idea behind having the level of bark chips level with the sidewalk was to prevent tripping hazards.

Mr. Beam stated that Mr. Brierley would like to have the NDRC come up with two downtown projects for the next budget cycle. Also, he mentioned that will be out of the office the first two weeks of August. Chair Felton stated he will be gone for the meeting in August and that Vice Chair Steven Clay will reside over that meeting.

VII. NEXT REGULAR MEETING – August 18, 2010

VIII. ADJOURN

The meeting adjourned at 8:20 p.m

Passed by the NDRC Committee of the City of Newberg this **18th day of August, 2010.**

AYES: 4

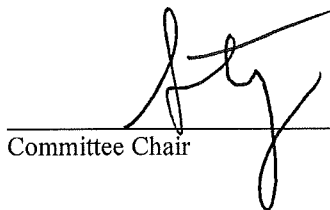
NO: Ø

ABSTAIN: Ø

ABSENT: 3
(Felton, Herriges,
Zielsdorf)



NDRC Recording Secretary Signature



Committee Chair

9/27/10
Date