

REC'd.
OCT. 12, 1982
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MEMORANDUM

TO: Lyle Stewart, AIA, AICP
Patterson, Stewart and Associates

FROM: Vicki Pflaumer, AICP
Region West Research Consultants

SUBJECT: Social, Economic, and Housing Analysis
For the Newberg Urban Renewal Plan

1. Population and Households

There are approximately 300 households in the proposed Project Area. These are divided approximately equally between renters and owner-occupied households. If we assume that the household size is similar to that of the City as a whole, there would be a population of 780 persons in the proposed Project Area.

In 1970, the population of the City of Newberg was 6,507 persons. By 1979, the population during this high growth period reached to 10,100 persons. Since 1979, the growth rates have tended to stabilize in Newberg. During the high growth period between 1970 and 1979, the City's population increased by an average annual growth rate of 5.1 percent. Between 1979 and 1981 (the latest certified population data), the population has grown by an average annual growth rate of 2.1 percent. This slower growth rate is true for most areas in the Pacific Northwest, except in a few communities which are actually experiencing declines by a stabilization of in-migration and the declining birth rates or household sizes. In 1950 the average household size in Newberg was 2.9. It had declined to 2.8 in 1970 and to 2.6 by 1980.

Approximately 14 percent of the population lives in group quarters. A part of this may be attributed to the resident population at the college. Four boarding homes are located in the proposed Project Area.

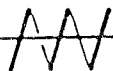


TABLE FOUR

← POPULATION AND GROWTH

<u>Year</u>	<u>Newberg</u>		<u>Yamhill Co.</u>	<u>State</u>
	<u>Number</u>	<u>Percent Change</u>		
1970	6,507	12.0	40,213	2,091,385
1971	7,290	4.7	41,460	2,143,010
1972	7,635	5.0	42,190	2,183,270
1973	8,020	1.6	43,400	2,224,900
1974	8,145	0.7	44,000	2,266,000
1975	8,200	1.5	44,900	2,299,000
1976	8,320	6.7	45,700	2,341,750
1977	8,875	3.9	47,200	2,396,100
1978	9,225	9.5	50,100	2,472,000
1979	10,100	3.5	51,200	2,544,000
1980	10,450	0.7	55,600	2,630,600
1981	10,525		56,300	2,660,435

Source: U.S. Bureau of Census
 Center for Population Research and Census
 Region West Research Consultants



2. Income

The median income for Yamhill County is approximately \$20,063. The Department of Housing and Urban Development (HUD) classifies low income households at 50 percent of the median or \$10,032 and moderate income households at 80 percent of the median or \$16,050 in this case for a three-person household. Obviously, it would go up or down depending on the household size. For example, a two-person moderate income household could have an income as high as \$14,300.

Within the proposed project area, the Department of Human Resources, Adult and Family Services Division indicates there are 26 families receiving aid to dependent children (ADC). For a family of three the ADC Program would provide \$4,068 annually. In addition the family would qualify for food stamps. The total income allocation is well below the low and moderate income standards set by the HUD Section 8 Program. This does not include those households receiving "General Assistance" (GA) or the Oregon State Supplemental Income Program (OSIP). The latter program includes the aged and disabled and blind who may qualify for SSI but still receive a small state supplement. In Yamhill County the following number of households are in the above mentioned Human Service Programs:

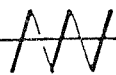
TABLE FIVE

Table

	<u>Yamhill Co.</u>	<u>Project Area</u>
ADC	677	26
Food Stamp	1,313	
SSI-OSIP	584	
GA	48	
Other Adults:	632 ²⁹⁶¹ 329	

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Source: Department of Human Resources, Adult and Family Services Division, McMinnville Branch, James Norton, Assistant Supervisor



Within the proposed Project Area, we estimate there are approximately 106 low and moderate income households. Of these, approximately 50 have low incomes, probably below \$10,000. The remaining 56 are probably nearer the moderate income range. As mentioned previously, at least 26 of the very low income households receiving ADC have an average household size of 2.7 persons.

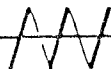
The following Table shows the per capita and personal income trends for Yamhill County and the State of Oregon. Until the detailed statistics are published from the U.S. Bureau of Census this is the most current, smallest area reliable data available.

TABLE
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TITLE

	Yamhill County	
	<u>Personal Income</u>	<u>Per Capita Income</u>
1974	\$ 210,187	\$ 4,707
1975	235,695	5,283
1976	268,986	5,283
1977	312,598	6,591
1978	362,381	7,280
1979	425,717	8,392

	State of Oregon	
	<u>Personal Income</u>	<u>Per Capita Income</u>
1974	\$ 11,977,219	\$ 5,311
1975	13,166,129	5,764
1976	14,930,073	6,419
1977	17,110,359	7,176
1978	19,807,893	8,073
1979	22,460,154	8,887

Source: Regional Economics Information System
Bureau of Economic Analysis



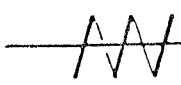
3. Housing and Income

The following data was analyzed by Region West Research Consultants from data from the U.S. Bureau of Census, the regional office of U.S. Department of Housing and Urban Development, the Yamhill Co. Assessor's Office, and Patterson, Stewart, and Associates.

We have estimated there are 166 rental units and 152 owner-occupied housing units in the proposed Urban Renewal Project Area. Of these, we estimate that there are approximately 28-31 owner-occupied households and 75-78 renter occupied households that could be classified by the HUD's low and moderate income standards. The following table clarifies this data.

OWNER-OCCUPIED	<u>Total</u>	<u>Low and</u>
<u>Income Range</u>	<u>Households</u>	<u>Moderate Income</u>
Less than \$9,999	1	1
\$10,000 - \$14,999	18	18
\$15,000 - \$19,999	54	9-12
\$20,000 - \$24,999	53	
\$25,000 - \$34,999	22	
\$35,000 or more	4	
Total	<u>152</u>	<u>28-31</u>
RENTER-OCCUPIED	<u>Total</u>	<u>Low and</u>
<u>Income Range</u>	<u>Households</u>	<u>Moderate Income</u>
Less than \$9,999		49
\$10,000 - \$14,999		23
\$15,000 - \$19,999		<u>6</u>
Total	150	78

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4. Economic and Business Conditions

The following statistics for the proposed Urban Renewal Project Area are estimated by Region West Research Consultants from the Survey of Business Owners/Managers in the Project Area (October 1-5, 1982), from the U.S. Department of Commerce, and the U.S. Bureau of Census.

For purposes of investigation the establishments, sales, employment and payroll data was divided into four components: retail trade, service industries, manufacturing and wholesale trade. Retail trade includes such establishments ^{as} and building materials, hardware, garden supply store, general merchandise stores selling a number of lines of merchandise and also known as variety stores or department stores; food stores; automotive dealers and gasoline service stations; apparel and accessory stores; furniture, home furnishings, appliance stores; eating and drinking places; drug stores and other miscellaneous retail stores. Service industries include motels; personal services such as, laundries, beauty and barber shops, shoe repair, etc.; business services; automotive repair, services and garages; amusement and recreation services, motion pictures, professional services such as dental and legal services; and other miscellaneous services.

There are at least 200 businesses in the proposed Project Area. The following shows their general nature of business as estimated by the Consultant:

Retail Trade	57%	} 95%
Service Industries	38%	
Wholesale Trade	3%	
Manufacturing	2%	

As indicated above, retail trade and service industries compose 95 percent of the business establishments.



Within the City, the Consultant estimates there are slightly over 300 business establishments, thus the proposed Project Area includes approximately two-thirds of the City's business establishments. The proportion is not evenly distributed and the following table shows the estimated proportion of the City's businesses that are located in the proposed Project Area.

Retail Trade	90-95%
Service Industries	60-65%
Wholesale Trade	30-35%
Manufacturing	10%

As could be expected, the number of "wholesale trade" and "manufacturing" businesses, or those whose primary activity is such, compose a small number of all business establishments. In 1977, wholesale trade had 10 establishments and manufacturing had 34 establishments in the City of Newberg. This should be compared to retail trade with 110 establishments and service industries with 102 establishments *discussed below*.

Selected service establishments have been rapidly increasing during the past decade or more. This is true for employment as well as in the number of establishments. Between 1972 and 1977 the number of service industry establishments increased from 77 to 102 and first quarter paid employment increased from 130 to 153.

This is not the case for retail trade establishments. During the same time period, retail trade establishments in the City declined from 112 to 110. First quarter paid employment, however did increase from 418 to 616. From the consultant's analysis and data collected in the owner/merchant survey, the number of retail trade establishments appears to have declined by 1.5 percent to 2.0 per year since 1977. It would appear that there is approximately a 3 percent business closure which is offset by the growth of new businesses per year. *See Tables Eight and Nine.*

Establishments, Sales, Employment, Payroll

TABLE EIGHT

	<u>1972</u>	<u>1977</u>
<u>Newberg Wholesale Trade</u>		
Establishments	9	10
Sales (\$1,000)	\$ 8,143	6,660
Inventories (1972 end of year)	\$ 120,000	
Payroll (Apr.)	227,000	468,000
1st qtr.	44,000	NA
Paid emp. 1st qtr.	28	37
<u>Selected Services</u>		
Establishments	77	102
Receipts (\$1,000)	2,115	4,025
Est with payroll	33	37
→ Receipts (\$1,000)	1,728	3,133
Payroll		
1st qtr.	90,000	189,000
pd. emp. 1st qtr.	130	153
<u>Retail Trade</u>		
Establishments	112	110
Sales (\$1,000)	17,668	37,923
Est with payroll	86	77
Sales (\$1,000)	17,198	36,615
Payroll (1st qtr.)	452,000	481,000
pd emp (1st qtr.)	418	616
<u>Manufacturing</u>		
Establishments	NA	34
All employees	NA	1,200
Value Added (million \$)	NA	48.3

RETAIL TRADE IN NEWBERG

	1972		1977	
	Number	Sales	Number	Sales
Building materials, hardware, garden supply, etc.	5	\$ 1,042,000	8	2,435,000
General merchandise group	5	\$ 826,000	5	(D)
Food stores	12	\$ 3,044,000	8	10,487,000
Automotive dealers	13	(D)	12	12,581,000
Gasoline Service Stations	12	\$ 1,732,000	9	3,120,000
Apparel and accessory stores	10	458,000	10	(D)
Furniture, home furnishings & equipment	11	1,334,000	9	1,170,000
Eating & drinking	15	1,511,000	20	2,979,000
Drug stores and proprietary	4	(D)	4	(D)
Miscellaneous retail	25	1,272,000	25	2,494,000

Source: Census of Retail Trade

(D) withheld to avoid disclosure
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