

MINUTES
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION
TRAFFIC/DOWNTOWN DEVELOPMENT COMMITTEE

July 17, 1985

7:00 AM

Unicorn Garden Restaurant

Members Present:

Bruce Breitling
Peggy Campbell
Bob Emmerich
Hal Grobey
Elvern Hall
Art Moffat
Earl Sandager
Sam Zanghi

Others Present:

Clay Moorhead, Executive Secretary
Mike Warren, Executive Director
Greg DiLoreto, Director of Public Works, City of Newberg
Gary Baldwin
Dave Yamashita, Walker & Macy
Jim Kelly, Newberg Graphic

The meeting was called to order by Chair Art Moffat.

Mr. Moorhead introduced Dave Yamashita of Walker and Macy, the urban design firm which will be working on the downtown development plan.

Mr. Moffat lead the discussion by indicating that he had arranged for the August 8 and September 5 town hall meetings to be held at Hoover Hall, George Fox College, 7:30 PM. Art indicated that the hall can seat 165 persons, although it can hold 200 if seats are put in the aisles. He felt the first meeting should contain an introduction of the consultants to the community and then open the meeting for questions.

Mr. Breitling suggested that the consultants start the meeting by giving the presentation they made to the sub-committee during the consultant selection process. He indicated he would like to see the graph, showing the time frame of the project and the sequence of steps involved, be used at the town hall meeting.

Bob Emmerich suggested that LeRoy Benham open the meeting and indicate to the audience the purpose of the meeting; that it is for the redevelopment of downtown; and that the topic is for discussion of ideas for the redevelopment of the downtown area in terms of the street, landscaping, market, etc.

Dave Yamashita commented that the consultant's goal was to have people think in broad issues, as opposed to focusing in on narrow concepts, such as broken windows in the downtown area. Dave indicated the consultants wanted people to look at the overall plan of things, such as: should there be trees or not; a mall effect or not.

Art Moffat asked if Dave's firm had conducted previous meetings such as this. Dave indicated that his firm had done a lot of these and, in fact, this is the way they normally kick off a project such as this. Dave indicated he would like to show slides of the downtown as it is.

Bruce Breitling indicated that he did not feel the consultants should give ideas of what could be done to the downtown at the first meeting. Rather, the consultant should show the existing downtown, and perhaps slides of the consultant's work in other cities. He did not want the consultant to deal with the store fronts at all. Bruce indicated that is a function of the NDA and that this project should not include any drawings showing what store fronts could look like.

Dave next showed sketches of renderings that his firm has done for other projects, to give the committee an idea of what could be done for the Newberg area.

Discussion ensued on this point, but it was agreed that at this first meeting no conceptualized sketches of what Newberg could look like should be presented. The committee was extremely concerned that any conceptualized sketches would give the audience the indication that the ideas were already there, that their input would not be taken, and that the committee had already made up its mind as to what to do.

Art Moffat suggested that we invite people to attend our second meeting who have had experience with redevelopment. There was no discussion on this point.

Hal Grobey suggested that the consultant look at slides the City already has regarding the existing downtown area, so that they will not have to duplicate efforts that may have already been done.

Art Moffat indicated that he has a committee of Peggy Campbell, Clay Moorhead, Sam Zanghi and himself, to attempt to encourage as large attendance as possible at these town hall meetings. Greg DiLoreto indicated he had talked with the Chamber of Commerce and they indicated a willingness to use their call list and to call people about these upcoming town hall meetings.

There being no further business, the meeting was then adjourned.

AGENDA

A MEETING OF THE
DOWNTOWN PLAN/TRAFFIC STUDY COMMITTEE

Tuesday, 7:30 P.M.

May 13, 1986

COUNCIL CHAMBERS
NEWBERG CITY HALL, 414 E. FIRST ST., NEWBERG

1. Open.
2. Roll Call.
3. Review and Approval of the Minutes.
4. Discussion on Recommendation of the Transportation Element of Downtown Plan.
5. Discussion on Recommendation of the Overall Downtown Plan.
6. Work Outline for Implementation of Downtown Plan.
7. New Business.
8. Adjourn.

Mailed out
3/18/86

MINUTES OF A MEETING OF THE
DOWNTOWN-TRAFFIC/MARKET COMMITTEE
Wednesday, 7:00 p.m. Council Chambers March 12, 1986

The meeting was called to order at 7:12 p.m. by Chairman Bill Campbell.

ROLL CALL:

Members Present:	Brad Berry	Jim Burres
	Bill Campbell	Hal Grobey
	Bill Humphreys	Rick Rementeria

Members Absent:	Peggy Campbell	Ken Hough
	Mike Olberding	Darcy Williamson
	Julie Young	

City Staff Present: Greg DiLoreto, Public Works Director
Arvilla Page, City Recorder
Clay Moorhead, Planning Director
Mike Warren, City Manager

Others Present: Carol Berkley, NDA Downtown Manager
Janet Ker, Chamber of Commerce Manager
Bob Bigelow, Newberg Graphic Reporter

Also present were two (2) unidentified citizens.

Chairman Campbell referenced the City Manager's Memo to the City Public Works Director dated March 6, 1986. The members of the Committee have each received a copy of the memo. In the memo, the City Manager expresses his concerns in three areas of the Committee's work. These three areas are: #1. Time/quality, #2. Staff Input and Assistance, and the Financing. Chairman Campbell stated the roll of the Committee needs to be discussed and called for each member present to give his views of this subject.

Brad Berry: The Committee has looked at the options presented by the consultants and there has been a clear consensus from the Committee for Alternative Traffic Plan #3. The City Manager feels the Committee should make a recommendation on how to finance the project. Do we tell the Council, "We want you to adopt #3.", or "We favor Alternative #3."? Do we state, "Do as you want." on financing, or do we look at financing? The last issue is, if we take this to the Council, who spearheads what is next? The City Manager wants the Committee to take it to the community. We should look at the financing to see if we can come up with some alternatives.

Bill Humphreys: Agrees with Mr. Berry. We are not ready to take anything to the Council. Our charge was beyond just recommending a traffic plan to the Council. We have a traffic plan and the beginning of an overall downtown plan, but the financing needs to be studied. We need to put the brakes on, even if we have to do the financing ourselves. We should not hurry just to get on the State Six Year Plan.

On the issue of selling to the public, we need assistance from the Council. We can propose the plan to the Council, recommend financing, and ask them to give us guidance on presenting it to the public.

Hal Grobey: Agrees with Mr. Berry and Mr. Humphreys. We now need to get the ball rolling with the financing. The Council is waiting to see what this Committee will bring. We have to get moving. Financing alternatives could be general obligation bonds or economic development funds from a lottery grant. There is not enough time to get on the State Six Year Plan. We cannot get on the Plan without community support. We could have an 'Advisory Vote' of the people.

Rick Rementeria: Would favor a different approach. We need to separate the funding from the plan. He would favor adoption by the Council of the plan. Some sectors of the community, i.e., the post office, need to know the plan now. We should take a poll, not a vote. In a poll, we could offer options. We should look for funding options that are most palatable to the people. We need to get a feeling from the community on whether they want to do the plan.

Jim Bures: We have asked all the questions the typical citizen will ask. We have not looked at a long range implementation. We need to recommend a method of implementation to the Council and we need to make clear to the community the scale of the project. We need to emphasize the negatives and the positives. He is in favor of the general obligation bond option. We need to give the people more than one choice. We are kind of side stepping the political issue by taking this off the backs of the Council that are the elected representatives of the people.

Bill Campbell: The routing elements must be analyzed in the downtown plan other than just traffic. The financing needs more time for study. There is the question of who should be responsible for taking the plan to the community. Within city government, people seek responsibility and should take this responsibility. The Planning Commission's role in the community is more than zoning. They plan economic elements also. More time is necessary so what we are proposing is clearer. There will be new hearing two years from now on the State Highway Six Year Plan.

Chairman Campbell asked from comments from those present that are not members of the Committee. None were received.

Hal Grobey: Time will be required to look at financing options and we will need legal input. The post office relocation question is critical at this time. They have asked for input. We need to demonstrate that this plan is what the community wants. He would like to see us move forward as soon as possible.

Greg DiLoreto: Would another Town Hall Meeting, rather than a presentation to the Council by the consultants be better? He heard concern about this group selling the plan. This group knows the plan best.

Brad Berry: The question is who is taking charge of selling the plan. The Committee will be involved in selling the plan. The Council is responsible for knowing the plan as well as the Committee.

Hal Grobey: The Council will need the support of the Committee to guarantee the community support. He sees the Committee as a continuing function and thinks the Council will adopt the consultants report.

Bill Humphreys: We will need more than the backing of the Council. They need to take the lead. The Committee will assist.

Jim Burres: We should go to the Council and recommend Plan #3 as a guideline, then go back to the Committee to talk about funding.

Brad Berry: Why not look at financing before we go to the Council?

Hal Grobey: The Council will need time to study the plan. There is benefit to getting the plan adopted even without some of the unknowns. It is now time to start adopting what is in the consultants report. He would recommend the plan presented in the report from the consultants, but wants the Committee to study the other aspects.

Jim Burres: Is there implementation in the report?

Hal Grobey: There is only a general plan that will work.

Rick Rementeria: We cannot ask for financial support from the community in 1986. We need to get the community familiar with the plan first. We need to develop an implementation plan with more detail.

Jim Burres: We need to ask the citizens whether they want to do it now, or over a time line.

Bill Campbell: There will be just one final presentation by the consultants. The financing options will change over time. We also need to look at a time frame.

MOTION: Humphreys-Rementeria that the Committee take a strong leadership role and take the plan to the community. We go first to the Council to get their endorsement. We then arrive at a conclusion on financing and implementation and then get the Council's endorsement on those.

Jim Burres: We are a Committee of the Council. Let them tell us whether we should take a leadership role.

Hal Grobey: Believes the Council will approve the Committee taking a strong position on selling to the community. The Committee will tell the Council what they want to do.

Vote on Motion: Carried unanimously.

(Mr. Grobey left the meeting at 8:00 p.m. - No quorum of the Committee now present.)

Discussion continued on the best use of the final presentation by the consultants, whether there should be another Town Hall Meeting, when a report and/or recommendation should be made to the Council and possible dates. Input was requested from the City Manager. It was agreed by those present to set a tentative date for a Town Hall Meeting as April 14 with all concerned, Council and Committee, present.

Meeting adjourned at 8:20 p.m.

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MINUTES OF A MEETING OF THE
DOWNTOWN-TRAFFIC/MARKET COMMITTEE

Wednesday, 7:00 p.m. Council Chambers February 12, 1986

The meeting was called to order by Chairman Bill Campbell.

ROLL CALL:

Members Present: Brad Berry Jim Burres
Bill Campbell Peggy Campbell
Hal Grobey Bill Humphreys
Rick Rementeria Darcy Williamson
Julie Young

Members Absent: Ken Hough Mike Olberding

City Staff Present: Moorhead, City Planning Director
Arvilla Page, City Recorder
Michael Warren, City Manager

Others Present: Carol Berkley, Sam Sherrill, Fred Casey, Joe Young,
and Bob Bigelow from the Newberg Graphic

Motion: Humphreys Burres to approve the minutes of the meeting on
January 29, 1986. Carried unanimously by those present.

Chairman Campbell asked Mr. Moorhead to give a review of the previous meeting for those that were not present. Mr. Moorhead responded that the Committee determined that the group wanted to meet one more time as a group to discuss how to bring the plan across to the public as they will be supporting the plan. One more meeting is scheduled with the consultants. That meeting will be a joint meeting with the Council. The meeting will be in mid March, around the 17th. Also discussed was whether the group should have another town hall type meeting.

Mr. Humphreys gave his understanding of the meeting. The Committee agreed to select a design based upon the presentation by professionals. The next step is whether to go to the Council with that design and recommend it by the group. We also need to talk about financing options. If we can promote and support, then we can take it to the public.

Mrs. Campbell gave her understanding of the meeting. There would be input by the Committee and then make a recommendation to the Council.

Mr. Rementeria stated that he does not know if a town hall meeting would be all that beneficial. He suggested that a mass mailing with questions might be more beneficial.

Mr. Burres stated that his understanding was that the Committee was to take the information, discuss and argue and then submit it to the Council. We do not need to input more raw data. We are supposed to be representing the community. Also, we will be rushing to get it done by March or even May.

Chairman Campbell noted there is an interim step we must take. We do not have a product to take to the Council or to a town hall meeting.

Mr. Grobey stated that we have been given expert opinion on strategy. The Committee should take the plan to the community. A town hall would develop any number of opinions. Are we going to market the advice to the community, including packaging the finance? We need to develop community support to develop the plan.

Mr. Burres stated that the community does not necessarily buy the expert advice. We need to get the feel of the community.

Mr. Grobey stated that this plan could be implemented in phases in five years if there is a commitment to do it. Anything beyond what we have is design detail. Once the concept is accepted, then go to the design detail.

Mr. Humphreys noted that we have a design. Implementation was very general, including the financing portion. We need more detail on how we are going to do this. In particular, what are the short term benefits.?

Mr. Burres noted that he had asked the consultants whether the traffic plan could be implemented with paint and traffic cones to see if there would be a benefit.

Mr. Grobey stated that this could not be done. The traffic plan for Second Street would have to be implemented. You could slow down traffic on First Street and at the same time could implement other strategies.

Mr. Rementeria noted that the marketing is already being done by NDA. In regard to the buildings, this group shouldn't designate buildings in specific places, but stress desire to have certain things, such as the post office, in the downtown. Businesses might then hang on for awhile with the hope that things will improve.

Mr. Burres stated there was an overwhelming request heard to get the traffic off First Street.

Chairman Campbell noted that the Oregon Department of Transportation (ODT) has a hearing on the Six Year Plan every two years. The next meeting will be in April 1986.

Mr. Grobey noted we need to show up with a committed group of people and a firm commitment of community support. NDA and the consultants state emphatically will be a benefit to the community.

Mr. Berry noted there is a lot of energy now. If we have to wait two years for traffic change, it will be too long. Rerouting the traffic is a viable, acceptable improvement.

Mr. Burres stated that he objected to having to meet somebody else's time frame. We should do it by our own time frame.

Chairman Campbell noted that what we have now is just some ideas. When we talk about traffic, we are talking about fairly fixed elements. We could take traffic to the Council. NDA is moving forward with marketing. ODT has an on going process and we need to get our foot in the door. We will then have two or three years to work on the other aspects of the plan. We cannot act on the whole thing at once.

Mr. Rementeria suggested the traffic plan be separated from the plan as a whole.

Mrs. Campbell asked the question, "If all the Committee supports the traffic plan, what is the harm going to the ODT?"

Mr. Humphreys said we need to make a strong statement to the state. We need to have a plan together to make a strong statement.

Mr. Grobey noted that the city has been successful with other projects where they had a limited time frame for implementation. This Committee was made up to cover the issues and to represent the community. If we draw back because we feel we have to hurry, this community will die a diesel death.

Mr. Burres asked how much money we will ask the community to put up for this?

Mr. Grobey responded that the cost would be 1.5 to 2 million dollars for the couplet only. The financing by the community would be general obligation bonds.

The Committee discussed the impact this amount of bonding would have on the tax rate. It was estimated to be about \$.90 per thousand of assessed value.

Chairman Campbell noted that part of the cost of some signals would be paid by the State. They would not participate in other signals.

Mr. Moorhead noted that this project would not get high points with the ODT because it has no identifiable hazards. The only way to get on the list is to participate heavily.

Mr. Grobey noted that if we are lucky enough to get on the Six Year list, we will not be scheduled until near the end of the list. We need to gain the State's approval and then plan to pay all or part of the cost ourselves.

Mr. Burres agreed that the only way to finance the traffic part would be to go to the public with a general obligation bond.

Mr. Humphreys ask whether everyone was ready to say there will be 2 million dollars of benefit. If so, we need to go to an action plan.

Mr. Grobey noted the consultants had stated that given all the factors, the city will choke in 15 years with traffic.

Mr. Rementeria asked whether we are now ready to go to the Council and say the group supports the traffic plan? We should at the same time put out a flyer to the community asking for input.

Mr. Burres suggested writing a group letter to the citizens describing how we arrived at this plan.

Mr. Grobey suggested a two pronged approach. Market the concept in the community and at the same time approach the state with representation from the Committee involved.

Mr. Rementeria noted that other groups should get involved.

Mr. Grobey noted that different groups could run on parallel paths with the Committee representing the community and developing additional community support. Phases for implementation on the traffic could be: Reroute to Second Street, implement two-way on First Street, temporary barriers to narrow First Street, and slow down traffic on First Street to 18-20 Mph.

The Committee discussed how much the State would participate in various parts of the plan and how much local participation would be required.

Mr. Grobey stated the Committee needs to determine what action to recommend to the Council. #1. The action that needs to be taken to the State. #2. Develop the concept in the minds of the community, (a) Marketing. (b) Solution to traffic problem.

Mrs. Williamson asked, "If we go to the State in April, when will we know if we are on the Six Year plan?" Mr. Warren responded that we would probably know no later than August.

Mr. Burres stated that we need to take as few dollars as we can and get the traffic off of First Street..

Mrs. Campbell said that the Committee needs to narrow this down to step-by-step and take it to the Council.

Mr. Grobey said this Committee or an expanded committee should take it to the community. The Council does the political part with the State. We should take to the Council a firm supportive recommendation of what we want to take to the community and what we want the Council to take to the State.

Mr. Rementeria stated the commitment should be that we will try to implement the first portion over the first few years. We need to break it up into portions.

Mr. Humphreys stated we should do the first part ourselves, but ask for help.

Ms. Berkley said a petition could be circulated to get the speed reduced on First Street to 20 MPH.

Mr. Berry stated the concept of the Yamhill Showcase is just too much money now. We need to concentrate on just the traffic.

Mr. Burres stated we need to avoid it looking like it is for just the benefit of the businesses.

Mr. Grobey noted the whole plan could be implemented in increments by different groups.

Mr. Humphreys noted that if it is not done right, we may just create more problems than we now have.

Mr. Rementaria said we do not have to give a recommendation at the Council meeting. The consultants can be asked to do a better job of phase detail.

Mr. Berry said he wanted a break down of the phases of the traffic pertains.

Mr. Humphreys stated he would like to know what is absolutely necessary.

Mr. Rementeria stated it may be appropriate to ask the downtown people for an L.I.D. for the street trees, etc. if the traffic shift works well. There are parts of the plan that should be paid for by the city as a whole and parts that are appropriate for only part of the city.

Mr. Warren stated the Committee is expected to embrace a plan and the financing of a plan they are willing to sell. This group represents the people. The questions he has heard are: What is the plan? Is the senior center in the downtown according to the plan? We need to tell the post office what we want if we want them downtown. This committee has more of a responsibility than you are talking about. In 1981 and 1983 we talked to the State. How do we get on the Six Year plan? We have to have the community behind it and show need. The Committee people are the ones that need to go to the State.

Mrs. Campbell asked Mr. Warren if he wanted the Committee to present a completed plan to the Council. He responded no, as he sees this as an on going committee.

Mr. Humphreys noted that, because of the time factor, all the Committee can present to the Council is the traffic portion. The Committee cannot support some of the other parts yet.

Mr. Warren stated the Committee will need to have a financing plan. He stated he would also like to know what to say to the senior citizens and to the post office.

Mr. Casey stated he was concerned about the public feeling. The Committee needs to ask them and find out the answers before going to the Council. They also need to get to the post office now to let them know they want the post office to stay downtown.

Mr. Humphreys stated that we are not ready yet to say where we want things to go specifically.

Mr. Warren noted that the Committee will have to support the plan enthusiastically.

Chairman Campbell asked how the Committee and what they are doing relate to the Planning Commission. That advisory board is being overlooked.

Mr. Moorhead responded that the Planning Commission is being kept advised of this committee's work. He added that if there are no citizens willing to work to make a change, then a change cannot happen.

Mr. Grobey stated the Committee could take this to the Planning Commission. But the Committee was set up to go directly to the Council. It will not leave out any of the legal processes. The Comprehensive Plan has broad goals and this is not inconsistent.

Mr. Moorhead noted that many meetings were held with NCRC. There will be a need to do more through the public hearing process. He outlined for the Committee the determinations to this point in the discussion.

A joint meeting with the consultants and the Counsel.

Ask the consultants to be more specific with phasing and cost of the traffic portion.

Look to the Council for some guidance on where to go from there.

Recommend to the Council: 1. We want to go with a phased implementation. 2. The Committee will be on going to continue the plan.

Mrs. Williamson asked the Committee to appoint a committee to address the design portion. Mr. Burres stated that would be the concern of NDA.

Mr. Grobey noted this Committee would be the forerunner in developing a

concept and selling it to the community. He suggested that the Chairman of the Committee should present the background to the Council, introduce the consultants and then let members of the Committee speak to the Council.

Mrs. Campbell stated she believed the Committee should meet before the Council meeting at a time when we have more information from the consultants.

Mr. Grobey suggested that a progress report be given to the Council at their meeting on March 3.

Mr. Moorhead stated he agreed with Mrs. Campbell that the Committee should meet again before the presentation to the Council and after more information is received from the consultants.

Motion: Humphreys-Rementeria to hold a joint meeting with the Council and consultants. To recommend a phased in program. Traffic only to be phased in in detail with cost. The Council to approve NDA as the marketing arm. The Council to appoint a continuing committee, that will be on going, that will be handling the traffic aspects of the plan. Carried unanimously.

Meeting adjourned at 9:25 p.m.

MINUTES OF A MEETING OF THE
DOWNTOWN-TRAFFIC/MARKET STUDY COMMITTEE

Wednesday, 7:00 p.m.

Carnegie Library

January 29, 1986

Chairman Bill Campbell was not able to attend because of illness and the Committee chose Bill Humphreys as temporary chairman.

The meeting was called to order by Chairman Humphreys.

ROLL CALL:

Members Present:	Jim Burres	Peggy Campbell
	Hal Grobey	Bill Humphreys
	Rick Rementeria	Darcy Williamson
	Julie Young	

Members Absent:	Brad Berry	Bill Campbell
	Ken Hough	Mike Olberding

City Staff Present: Greg DiLoreto, Director of Public Works
Arvilla Page, City Recorder
Clay Moorhead, Planning Director(arrived later)

Consultants: Carl Buttke
Nancy Guitteau
Doug Macy

Others Present: Six interested citizens which included one member of the Press.

Motion: Campbell-Williamson to approve the minutes of the meeting of December 17, 1985. Carried unanimously by those present.

Mr. DiLoreto outlined the purpose of the meeting and indicated that the consultants needed specific recommendations to the selected plan. He then turned the meeting over to the consultants, Carl H. Buttke, Inc. and Associates.

Ms. Guitteau said the market study was given previously. There will be changes and improvements reflected in the final plan along with a strategy for implementing the plan. The first problem is that First Street is very long with little depth. It is important to shift the emphasis toward the middle and create a sense of entry to the area. It is also very important to strengthen the retailing in the center of the area. This will require a pleasing environment and it is now very bleak. It is important to put as much parking as possible on First Street with angle parking. Traffic needs to be two-way on First. There will need to be signs to encourage people to enter the street. The marketing strategy will be to create a destination attraction, but also to create a more solid retail market. Fundamental: Offer a set of enjoyable activities. There does not need to be a building, but a sense of activity. This will not happen overnight. A showcase can be started before the other improvements are made or even begun. When the improvements are done, it will be easier to then grow. There are funds that can be applied for especially for this kind of project.

Mr. Burres asked whether a senior center could be part of this market place. Ms. Guitteau responded that it could be part of it. It is very important that any new civic center be on First Street and keep the post office downtown because of the activity it generates.

Mr. Humphreys asked why emphasis was shifted away from what is historically the center at First and School. Ms. Guitteau responded that the area just west of that center allows better opportunity for development. The existing core is composed of buildings in good condition. We would not want to tear them down. The banks at First and School will continue to attract activity.

Mr. Grobey asked whether it was possible that the Chamber of Commerce is the place where the marketing improvement effort should be. Ms. Campbell noted there are now two groups, Chamber of Commerce and Downtown Association, involved in the activities of the downtown area. Ms. Guitteau said the resources of all groups would be drawn on and you would draw on them for the structure now existing. The marketing effort might be better done with a separate group that represented all the groups plus others. Mr. Buttke noted that if the group is too large, the focus may be lost.

Mr. Macy described the operation of Pioneer Square in Portland which is operated by a board made up of people representing various groups. He stated that the traffic will need to be brought into the downtown area as close as possible. Traffic lights will improve the flow of traffic. Traffic in the core area will be slowed down and there will be less volume.

Mr. Buttke showed the proposed traffic patterns in the concentrated downtown area. The plan will accommodate to the year 2000, or a 50% increase in traffic. Growth will not occur unless roads leading to Newberg are improved and widened.

Mr. Macy described the suggested locations of various new buildings. He stated there should be an aggressive plan for street trees and plantings.

Ms. Williamson noted that it is not likely that the post office will relocate in the downtown area as they have a policy of relocating on the fringe of the business area. The Consultants agreed that keeping the post office downtown would require lobbying, but, if we have a plan we stand a much better chance of keeping the post office downtown.

Mr. Burres and Mr. Grobey called attention to the problem of the railroad on Blaine Street. Mr. Grobey noted that Publishers Paper Company needs to be encouraged to move the railroad. They have no incentive now to remove it, but the downtown would be improved with its removal.

IMPLEMENTATION:

The Consultants distributed their implementation recommendation. The implementation is divided into four (4) phases. (Exhibit I of these minutes). Phase I is organizational and the phases carry through to Phase IV which has traffic improvements and expanded parking.

Mr. Buttke reported that he and Mr. DiLoreto had met today with the State Department of Transportation to bring them up-to-date on what we are doing. They talked about the possibility of financing for the improvements. The State has 25 million dollars generated by the new gasoline tax that is tied to economic development. The funding has requirements of jobs generated and community backing. Changing the highway through Newberg will require an environmental impact statement in order to get state funding, so the project will have to go on the Six Year Highway Plan program. It is not now on the Six Year Plan. After it is in the Plan, the EIS will require eighteen months to complete.

Mr. DiLoreto said the DOT hearings on the Six Year Plan will be held in April, 1986. They will not hold hearings again for two years. Our documents will be done by the time of the hearing.

Mr. Buttke noted that we will need to have a unified community consensus.

Mr. Burres asked whether the city could move the traffic off First Street themselves. Mr. DiLoreto responded that we could if we chose to spend the money. We will need to know the minimum cost there will be to take the trucks off First Street.

Ms. Guitteau stated financing will need to be determined for the sidewalks, street trees and lights. Ms. Guitteau said that the increment financing was the best way to pay for these improvements. She stated that, if possible, the city should attempt to reform the redevelopment agency. Gas tax receipts could be designated over a period of time to pay the cost of capital improvements. Financing other First Street improvements could be a combination of a Local Improvement District and General Obligation bonds. She noted the marketing problem is a little easier. Contributions can be requested from local and regional business. Banks and utility companies can be asked to contribute. Additionally, it will require a lot of volunteer hours. There are also foundations. Once the ball is rolling, it will generate cash. The budget would be about 50 to 60 thousand dollars per year. With a history of successful funding and activity, you will be able to build a building.

Mr. Humphreys asked what would be the total cost of the proposed plan. Mr. Buttke stated the roadway improvement and change would be around two million dollars. This would not include sidewalks other than standard cement. There would be extra cost for different sidewalks and better street lights.

Mr. Buttke stated the next step in their work will be to prepare detailed costs by phase and project.

Chairman Humphreys called for any more questions from the Committee and audience. There were none.

Mr. Buttke stated they will be able to wrap up their work and submit a draft report by the end of February.

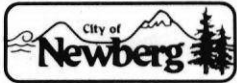
Motion: Grobey-Rementeria to accept the preliminary report from the consultants. Carried unanimously.

The Committee and consultants then discussed the need to schedule a joint meeting with the City Council. There is one more meeting scheduled in the consultants contract and it was the feeling of the Committee that this should be used for a presentation to the Council and to as many citizens as possible.

A meeting was tentatively scheduled for Wednesday, February 12th, in the Council Chambers at City Hall.

Meeting adjourned at 9:10 p.m.

ap:trmr0129.mnt



CITY OF
NEWBERG
414 E. FIRST ST.
NEWBERG, OREGON 97132
Telephone 538-9421

ENGINEERING DEPARTMENT

Project _____ Proj. No. _____
Location _____
Made by _____ Date _____
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Carl Buttke
Walker May
Leland Hobson
David Evans Civil Engrs.

7:05 am

May 15, 1985

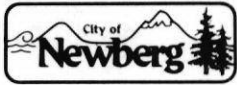
Art Moffitt	GD	Leroy
Elum	MW	Hal Gr.
clay	BE	
Eurl	Brue	

Team Doug May David Tamara, Wally Hobson Nancy Catoe

Carl introduced team and went per introduction of approach. Carl mentioned summary of key qualifications. See attached Carl indicated previous problems were similar to Newberg's case of downtown thru traffic.

Carl described project approach. Steps

- (1) Meet with NCRC - fact finding
- (2) Team members meet with merchants, and interview people find out on individual basis problems that may exist
- (3) Physical inventories, market analysis, traffic & parking surveys.
- (4) Meet with NCRC with data
- (5) Develop strategies, traffic and parking requirements.
- (6) Meet with NCRC on strategies
- (7) Develop and test alternatives, team effort, they are 5 minutes from each other
- (8) Meet with NCRC go over top alternatives to select top plan.
- (9) Followup meetings with NCRC and Council



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Wally Hobson & Nancy Cato market analysis. They will look at the markets open to Newberg.

- 3 markets
- (1) Residents
 - (2) Tourists
 - (3) Destination traffic

Nancy Cato talked about their experience, listed marketing. They will do a market strategy, you will shop, what will they buy, and ~~if~~ what will they do. They will ~~do~~ have a retail expert assisting them.

Doug Mays talked about the urban design. Talked about working with Newberg a lot. They view traffic as an opportunity not a problem.

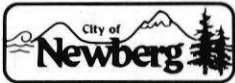
Carl sees an important part of project not traffic, but market. Carl has worked with a number of cities in traffic planning. Carl stressed the need for a registered traffic engineer.

Hal G asked about their time line. Start project June 1 and complete December 1. ~~How~~

MW ~~asked~~ if work with main st prog. They said no. BE asked for reference, Carl listed Wilsonville, Tualatin, Pendleton, Medford, Tigard, Albany.

Art M asked if interviews provide answers to conflicts. Carl said interviews tell us why people are on the street at that time.

Carl indicates that they pass out post cards



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They asked how Carl would do the trip generation
Carl wants to decide best method with group. Carl would
prefer to do roadside interviews but need to coordinate
with state. Carl cost reflects the roadside interviews.

Art asks how they would handle a negative faction
Carl said that the open meeting is the most important.
~~Pay for the time~~

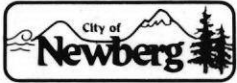
Wally says that the plan is **NERC**, and that group needs to
be identified

LeRoy asks how deep they get into demographics for market
study. Wally Hobson answered that they would define
the demographics of area. Wally feels most important is
the interviews.

They have done many surveys and know what will the
dollar available attract.

Bob E asks if their info could be beneficial to
all merchants not just downtown. Nancy indicated that
that's what we want to do, Don't want a downtown
or outside.

Carl E asks about how successful the consultant was
in getting highway division in going with plan. Carl says
he has had a fair degree of success with state.



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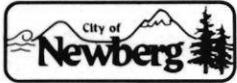
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Bow B asks for examples of dealing with employee parking and customer

Carl has considerable experience in this area. Carl indicates that short term appears to be the case. But study shows it the employees who take up short term space

Art M asks how much city staff time. Carl asks that the city would move traffic counters, Planning Dept would assemble land use info, Carl asks ~~the~~ State for roadside info, and state indicates they could do it.

Committee discussed the ~~main~~ presentation by the group. Group talked about the market plan would have to address the whole community.



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Meeting called to order at 7:00 AM by chairman Art Moffitt

Members in attendance included: Hal Grobby, Art Moffitt, Blum Hall, Sam Zenghi, Greg Dilento, Bob Emurich, Clay Moorehead, Bruce Brietling, Earl Sandtger, Mike Warner, Peggy Lambell

Wilsey & Ham, Tom Jones introduced his group, Bud Furber, Dick Raydale Arch for Planning part, Eric Howe, marketing.

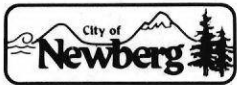
Tom nexted presented a slide show. Tom indicated the background for his firm. Tom indicated with involvement in tax increment financing

Tom indicated that this would not duplicate services that the Main St programs provide.

Dick Raydale next spoke, felt his effort would be a minor one. With will work on street scenes Raydale will provide architectural resource. Dick Raydale spoke about his experience in St. John & Oregon City. Dick also worked in Sherwood. He said his experience in Sherwood would be similar to his involvement in Newberg.

Eric Howe nexted, indicated his participation in the project. Eric related his past experience in Vancouver to our project. Eric will do 3 markets

- (1) Characteristics
- (2) Opportunities, what are they
- (3) Some adjustments to traffic study



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Bud next spoke on traffic study. He mentioned the Mayor's task force looking at options. Bud feels the market analysis and traffic study very straightforward. They will do machine counts, and manual counts. They will use college students. They will only do counts 2 days on whole project. They will go out and stop 6-10% of roadside traffic and ask ~~some~~ questions on O&D

Questions

Greg D asked if they could get all data in 2 days. Bud said they could

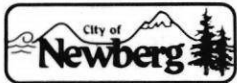
OE asked ~~if~~ they how many cars, Bud said 180 or so.

S-Z. asked how the pick the days, Bud said work with us probably be Wed or Thur. They will rely on ODOT permanent ~~at~~ station.

C.M. asked on survey if its 10% or 200 people, because traffic counts show 10,000 cars, which would be 1000, Bud said if they will stop only during peak hour.

Earl asked on weekend if both days or one day. Bud says one day, will do the job.

Hal G. asked about their experience working with ODOT on a thru highway in a business district. Bud said they have not dealt with the ODOT region Newberg is in. Bud referred to their experience in Beaverton on Canyon Rd & Hall Blvd.



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B-E asked ^{Erin} on ~~how~~ if they would survey residents on shopping. Eric said no he would survey businesses. B-E asked what for. Eric said his survey would attempt to survey 100%.

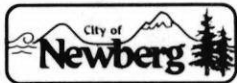
ED asked city staff time. T.J. said our Township would be during start up. Getting aerial map. ~~for~~ then we would do. They anticipate 4-8 hrs a week of our effort. Need our help putting our works out.

M.W. asked which first. Market or traffic study. T.J. responded that traffic study is the driving force.

B-E. asked Eric if his firm has conducted shopper surveys. Eric said no to do shopper survey but wider surveys.

S.E. asked if they would conduct a ~~market~~ merchant survey not a shopper survey. E.H. said a merchant survey. Eric is using his survey as a supplement to the traffic study. T.J. said some surveys performed several years ago. They will use this into and extrapolate. Eric said they didn't want to get so far in front of main street, and not to ~~pre-judge~~ fear that program.

B-E asked what type of data. E.H. said pop travel.



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A.M. was concerned about political climate
how this team deals with this. T.J. falls within
participation process important. This hold initial into
meeting. People have to see the benefits of the
program. They will work very strongly with main
street program. Art asked how they look at philosophy
of business, do they & would they look at total
change. Eric said the world & so required.

Am asked if figures if they include working
with main street. T.J. said that their prin
include working with the main street program
T.J. said that during negotiation we could increase
scope

B.E. asked if scope would include resident
survey. T.J. said they could do it.

E.S. asked how much would go to architectural
detailing. T.J. said there would be very little
since that wasn't part of scope of work.