



CITY CENTER REDEVELOPMENT PLAN GAP ANALYSIS

TASK 4.1: REVISED MEMO #4 | DECEMBER 10, 2024

PREPARED FOR:
CITY OF NEWPORT, OREGON
PREPARED BY:



u r b s w o r k s



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1 INTRODUCTION

This Draft Memorandum #4 documents the gap between the Newport City Center Redevelopment Plan (NCCRP) vision for future land use and transportation circulation, and existing transportation facilities and infrastructure. It describes the characteristics that are likely to result from development and redevelopment that are consistent with current adopted policies, standards, regulations, and existing and planned public facilities. This memorandum also outlines the Baseline Future Condition and one alternative. It identifies impediments to achieving the NCCRP goals and objectives (as documented in *Memorandum #1: Goals and Objectives*) as they relate to market conditions, public facility and service capacities, and policies and regulations found in City's adopted Comprehensive Plan, existing Refinement Plans, 2022 Newport Transportation System Plan (TSP), and Development Code.

2 PROCESS

This memorandum outlines the Baseline Future Condition and one alternative. It identifies impediments to achieving the NCCRP goals and objectives (as documented in *Memorandum #1*) as they relate to market conditions, public facility and service capacities, and policies and regulations found in City's adopted Comprehensive Plan, existing Refinement Plans, 2022 Newport TSP, and Development Code.

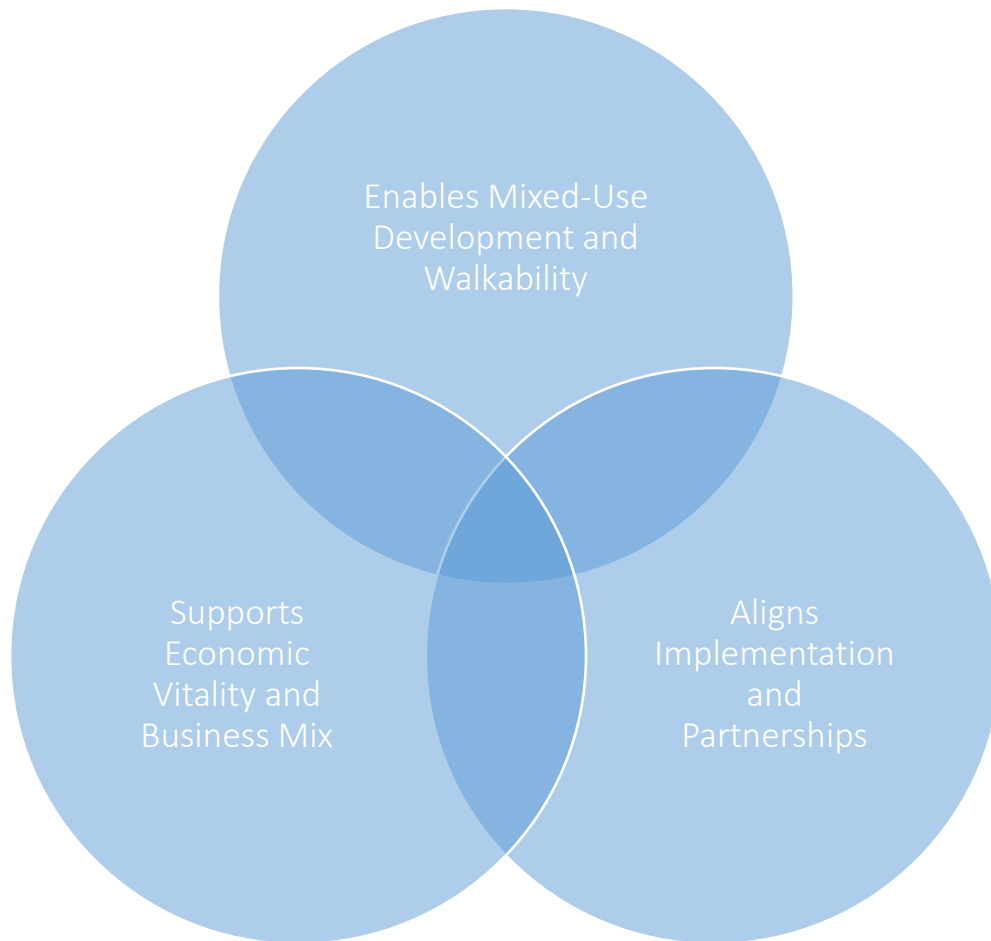
3 NCCRP VISION

The NCCRP vision is grounded by the City of Newport's policy context (described in *Memorandum 1 Goals and Objectives*) and an initial Vision Statement follows:

Newport's City Center will become an active, walkable, mixed use environment with a clean, welcoming appearance. Circulation will be safe and efficient, supported by improved traffic flow, managed parking, and enhanced bicycle and pedestrian facilities. Vibrant streetscapes will support local business activity, and entice both residents and visitors. Redevelopment will be facilitated by strategic investment in infrastructure, planned property acquisition, and streamlined development approvals.

3.1 GOALS AND OBJECTIVES

Derived from the *Memorandum 1 Goals and Objectives*, the following diagram and primary goal list provides an easy-to-understand summary of the City's NCCRP objectives.



Goal 1: An active mix of uses (both commercial and residential) in a walkable environment.

Goal 2: Safe and efficient traffic flow and parking management.

Goal 3: A clean, welcoming appearance.

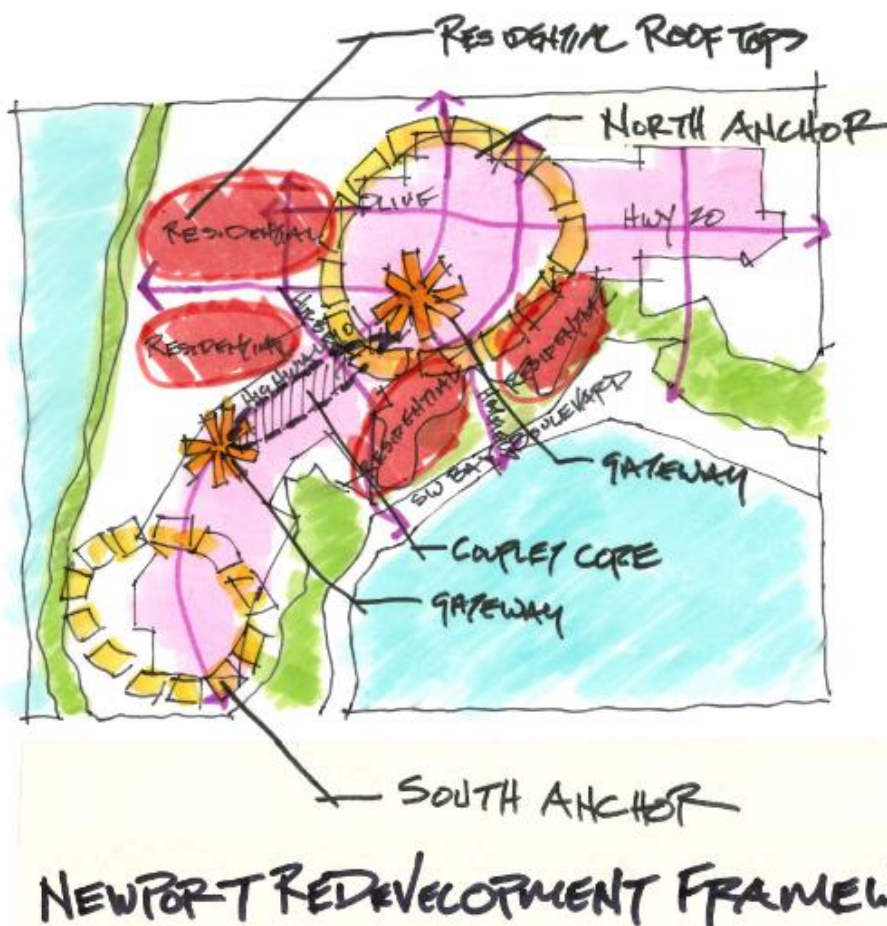
Goal 4: Planned property development and acquisition.

Goal 5: Targeted investment in infrastructure.

3.2 PLANNING / URBAN DESIGN CONTEXT

Newport faces the challenge of transforming City Center and also maintaining acceptable service levels on its transportation network. Some key opportunities and challenges noted for in Transportation System Plan (TSP) update include:

- **US 101 and US 20 form the primary transportation network and carry most of the motor vehicle traffic.** The geographic constraints of the ocean coast, Yaquina Bay and local hillsides have fostered a strong reliance on the state highway system both for local travel and regional service to nearby communities. These highways were built with limited walking and bicycling amenities which continue to be a challenge for residents, visitors and through-travelers who are traveling who are not using motor vehicles. There is an opportunity to tap into the existing visitor demand, as Newport is the most visited Oregon Coast city.
- **Many City Center properties are underutilized or in economic distress with vacant storefronts and aging, poorly maintained buildings.** The City has an opportunity to leverage its urban renewal district to generate funding to revitalize City Center, along with upgrading the transportation system to catalyze economic development and provide infrastructure needed to support additional density. The north end of the area is anchored by City Hall and the south end by the growing hospital, framing the opportunity sites between.



A Redevelopment Framework for the study could be organized like the adjacent sketch.

3.2.1 ODOT STANDARDS

Newport's City Center and Highway 20 corridors are both urban places where local planning objectives must be coordinated with Oregon Department of Transportation (ODOT) requirements. Thankfully, ODOT's Blueprint for Urban Design (BUD) provides specific design criteria that follows federal guidelines and principles and provides a performance based, context sensitive, practical design approach that allows (some) flexibility in urban contexts. Two specific BUD context classifications apply to the NCCRP: 1) Traditional Downtown/Central Business District in City Center along Highway 101, and 2) Urban Mix for Highway 20.

The following information is extracted from the BUD.

Traditional Downtown/Central Business District (CBD): These are areas with the highest development and building heights in an urban area. Typically, a few square blocks, buildings have mixed land uses, are built up to the roadway, and are within a well-connected roadway network. To best serve all users, vehicle speeds should be 25 mph or below, and higher levels of congestion are expected. Transit stops should be placed at frequent intervals, and transit priority treatments can help with transit mobility, even in congested conditions. Bicycle and pedestrian facilities should be relatively wide and comfortable to serve anticipated users. Curbside uses are important and may include loading/unloading, parking (vehicles, bicycles, etc.), and other uses. Landscaping and street trees, following ODOT placement and spacing guidelines, are appropriate in this context.

Urban Mix: Mix of land uses within a well-connected roadway network. May extend long distances. Commercial uses front the street with residential neighborhoods on top or immediately behind land uses. To best serve all users, vehicle speeds are typically 25 to 30 mph, and higher levels of congestion are acceptable. Transit stops should be placed in proximity to origins and destinations. Bicycle and pedestrian facilities should be relatively wide and comfortable to serve anticipated users. Where low speeds cannot be achieved, practitioners must consider a buffer between travel lanes and bicycle and pedestrian facilities. Curbside uses are important and may include loading/unloading, parking (vehicles, bicycles, etc.), and other uses. Landscaping and street trees, following ODOT placement and spacing guidelines, are appropriate in this context.

Urban Context Matrix (source: ODOT BUD Table 2-2)

Land Use Context	Setbacks Distance from the building to the property line	Building Orientation Buildings with front doors that can be accessed from the sidewalks along a pedestrian path	Land Use Existing or future mix of land uses	Building Coverage Percent of area adjacent to right-of-way with buildings, as opposed to parking, landscape, or other uses	Parking Location of parking in relation to the buildings along the right-of-way	Block Size Average size of blocks adjacent to the right-of-way
Traditional Downtown/CBD	Shallow/ None	Yes	Mixed (Residential, Commercial, Park/Recreation)	High	On-street/ garage/ shared in back	Small, consistent block structure
Urban Mix	Shallow	Some	Commercial fronting, residential behind or above	Medium	Mostly off-street/Single row in front/ In back/ On side	Small to medium blocks

Cross Section Illustration of Streetscape Realms (source: BUD, Figure 3-1)

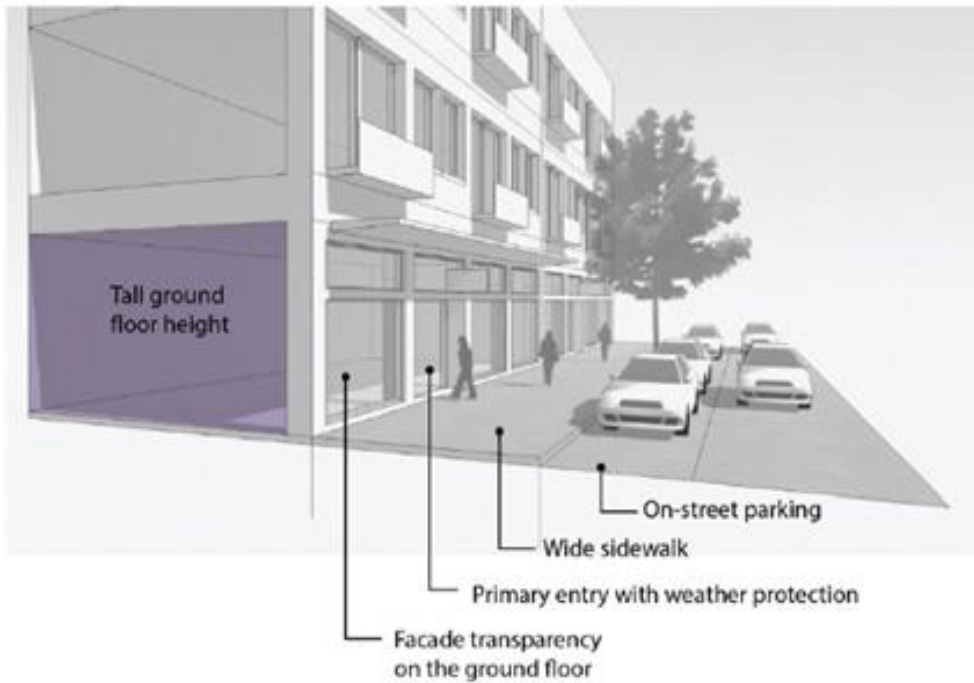


Land Use Pedestrian Transition Travelway

Street Realm	Location	Function
Land Use Realm	Immediately adjacent to the roadway right-of-way	<ul style="list-style-type: none"> Typically, privately owned, the land use realm contributes to the urban context of the place. This space can also serve a variety of other functions in some cases, including pedestrian space, amenities such as bicycle parking, utilities, landscaping, parking, and other uses. Awnings or building appurtenances, signs and other activities that require use of the public right-of-way or overhang into the Pedestrian Realm must be permitted by ODOT or the local agency (if sidewalk is locally owned).
Pedestrian Realm	Includes the sidewalk and the buffer or furniture zone	<ul style="list-style-type: none"> Serves pedestrians and access to land uses Buffer/furniture zone often used as a place for utilities, lighting, signs, street trees, and other furnishings May also serve as public space for art, sidewalk seating, or other types of public uses if sidewalk is locally owned.
Transition Realm	The area immediately adjacent to the curb or sidewalk edge (e.g., parking, loading, transit stops). May also include non-pedestrian areas behind the curb (e.g., curb-separated bicycle lanes).	<ul style="list-style-type: none"> Bicycle movement – or, parking – or pedestrian activities, such as planters, transit stops, loading/unloading, pick-up/drop-off May serve multiple functions in same block or location, may vary by time of day. May also include street trees and/or other green streets treatments
Travelway Realm	The center of the right-of-way used for movement, typically including travel lanes, median, and/or turn lanes	<ul style="list-style-type: none"> Primarily functions to serve various types of vehicle movement (including motor vehicles, buses, light rail vehicles, streetcars, bicycles, motorcycles, freight, etc.) Can provide or manage vehicular access through turn lanes, medians, and other treatments Median can function as a place for vegetation, green streets stormwater treatments, and as a pedestrian refuge.

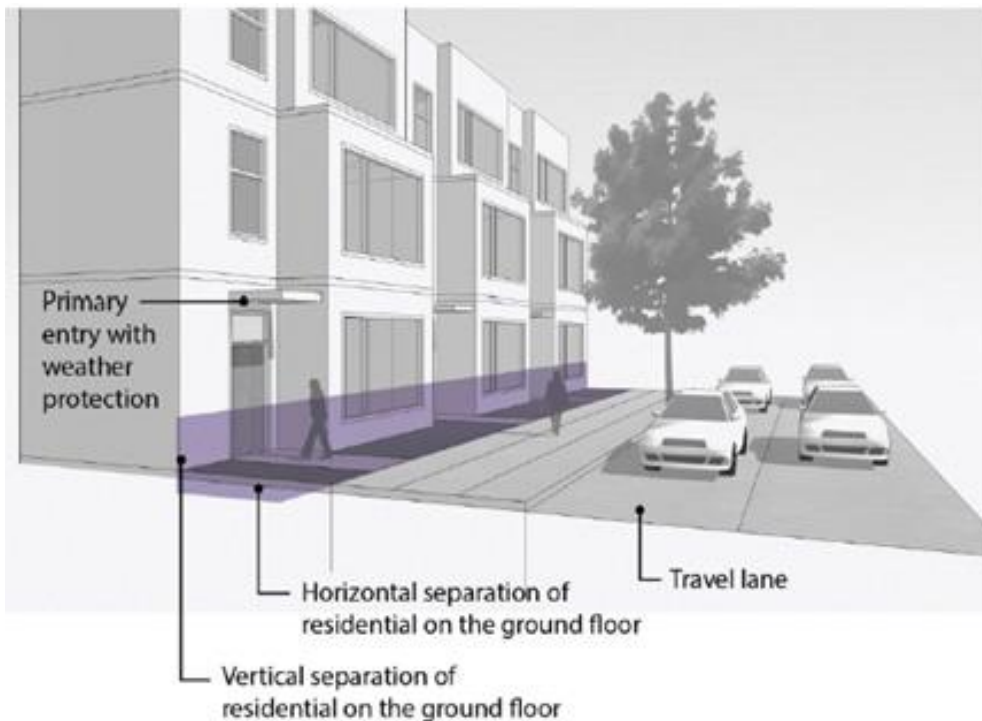
3.2.2 BEST PRACTICES

MIXED USE FRONTAGES (source: Urbsworks)



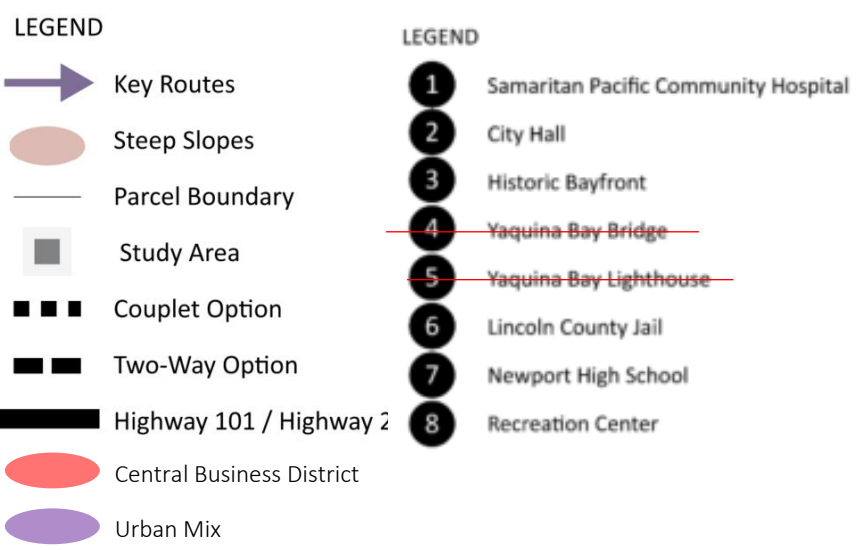
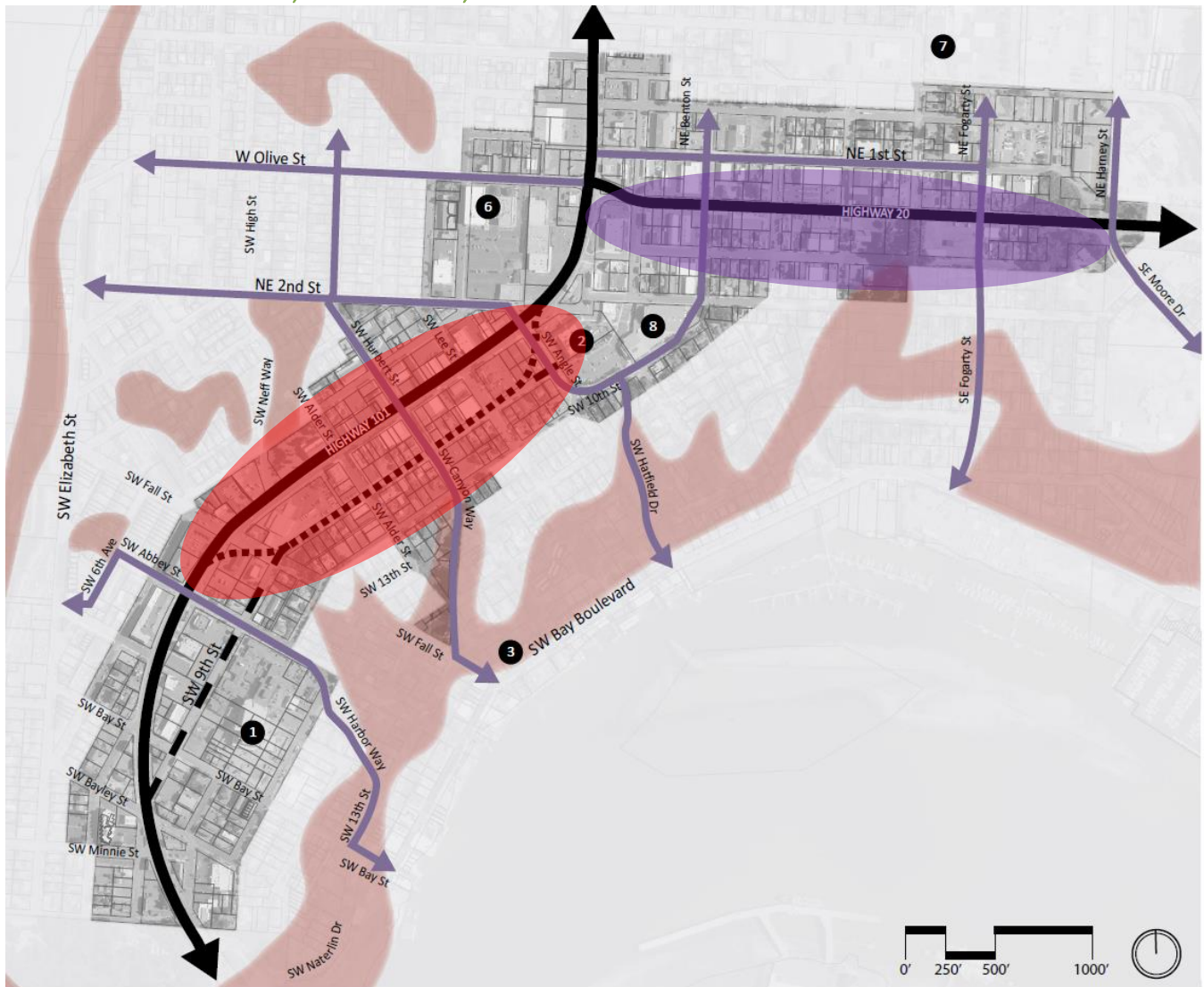
Uses in the Transition Realm related to enriching the pedestrian environment, such as bulb outs (curb extensions), extra furnishings, street trees, local business support (merchandising, café seating), benches for residents, etc.) are going to be critical for accommodating the livability aspects of the streetscape.

MULTI-FAMILY RESIDENTIAL FRONTAGES (source: Urbsworks)



Newport's City Center will benefit from higher density residential development, although the design of residential entries must sensitively engage the street level in ways different from ground floor retail.

3.3 OVERALL CONTEXT, CIRCULATION, TOPOGRAPHY



To better understand how the transportation alternatives fit within the local circulation context, ODOT BUD classifications are diagrammed, combined with key routes, steep slopes, and local destinations. City Center occupies a central, ridgeline location on the peninsula, while the Highway 20 corridor slopes down from the Coast Range along the edge of the bluff which leads to the Bayfront.

3.4 20-YEAR SITE REDEVELOPMENT POTENTIAL

3.4.1 Potential Opportunity Sites

Analyzing the redevelopment potential for the baseline scenario and proposed alternatives requires an understanding of the area's current development capacity. This capacity is essential for assessing future transportation impacts, real estate market shifts, and general urban planning feasibility.

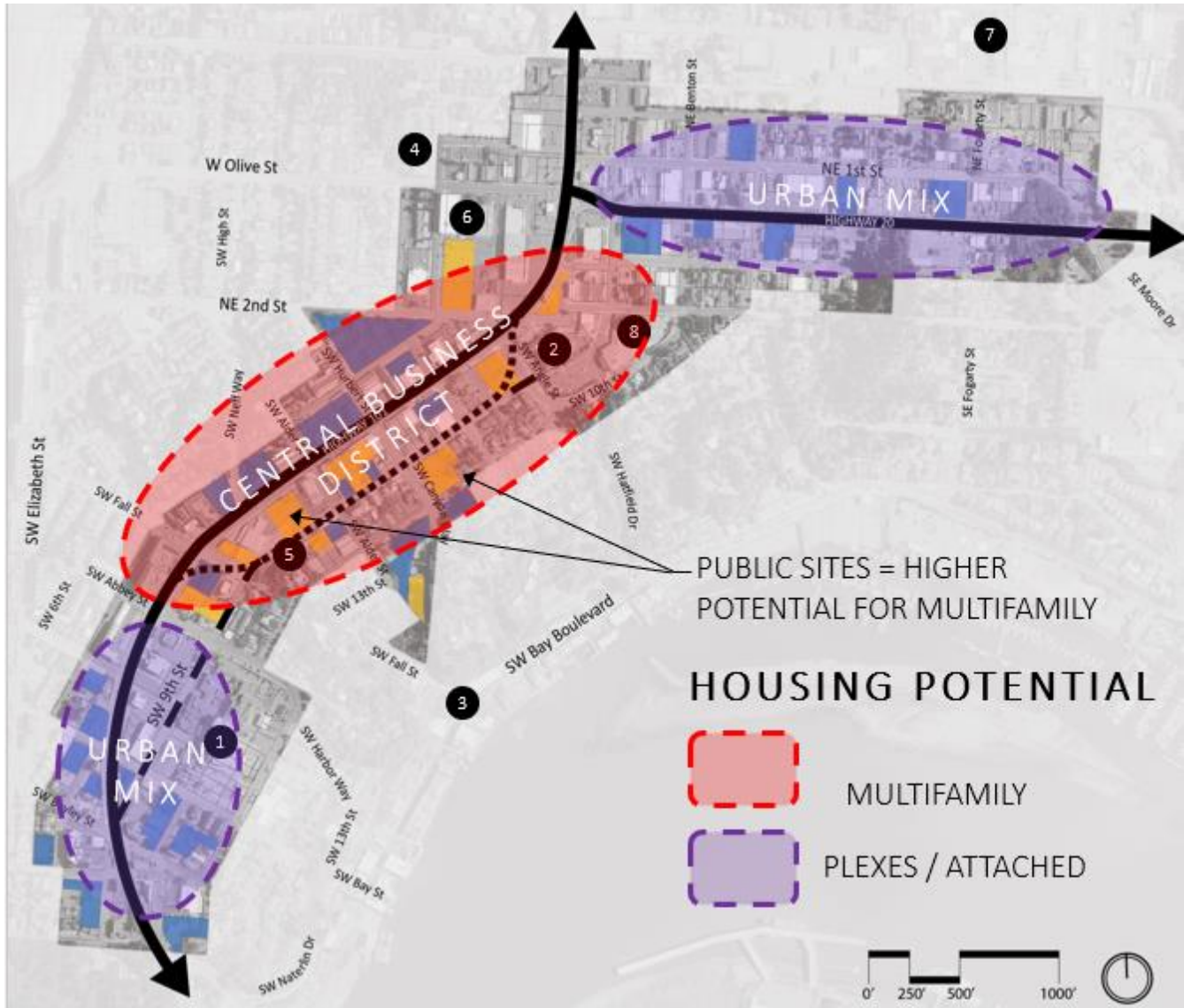
To identify key parcels that may be ripe for redevelopment over the coming two decades in any potential development scenario, the consultant team conducted a high-level analysis for public and private land. The assessment focused on several criteria that influence a parcel's likelihood of redevelopment:

- **Ratio of Improvement Value to Land Value:** Parcels that have an assessed value of improvements (buildings and structures) lower than the land itself are likely to see more interest in redevelopment over the 20-year planning horizon. This metric suggests that the land is underutilized and may attract developers looking to maximize value through new construction or significant renovation over the 20-year planning horizon.
- **Vacant Land:** Raw, undeveloped land within the study area offers opportunities for new construction. Particularly attractive are smaller, adjacent parcels that could be assembled into larger development sites that can accommodate larger-scale projects.
- **Building Age:** Older buildings are more likely to face obsolescence, making them strong candidates for redevelopment. This high-level assessment focused on aging structures that may no longer meet modern building standards, market demands, or zoning regulations, thereby increasing the likelihood of redevelopment.
- **Public Control of the Site:** Parcels owned by the City or Urban Renewal Agency offer unique redevelopment potential due to the ability of local governments or agencies to prioritize redevelopment according to community goals. These sites may be leveraged for mixed-use projects, affordable housing, or public amenities that align with broader urban renewal objectives.
- **Proximity to US 101 Core:** Given the URA's focus on supporting redevelopment of the US 101 corridor, parcels, sites located closer to the core are expected to experience stronger demand, as they offer developers opportunities to create high-visibility, high-traffic projects.

Based on tax assessor data and a site visit, the consultant team drafted an initial "Redevelopment Potential" exhibit (refer to the figure). This exhibit is a visual representation intended to quantify redevelopment opportunities for both the baseline and alternative scenarios. The quantification allows for further analysis of potential transportation impacts and the overall influence on the real estate market within the district.

The table below summarizes the initial acreage of redevelopment potential for both public and private lands under the two proposed alternatives. It highlights how redevelopment opportunities are distributed between public and private parcels, giving stakeholders a clear view of where future growth could occur.

3.4.2 Opportunity Sites Diagram



LEGEND

- Parcel Boundary
- Redevelopment Potential (Public)
- Redevelopment Potential (Private)
- Study Area
- Couplet Option
- Two-Way Option
- Highway 101 / Highway 20
- 1 Samaritan Pacific Community Hospital
- 2 City Hall
- 3 Historic Bayfront
- 4 Library
- 5 History Museum
- 6 Courthouse
- 7 Newport High School
- 8 Recreation Center

3.5 COMPREHENSIVE PLAN / ZONING COMPATIBILITY

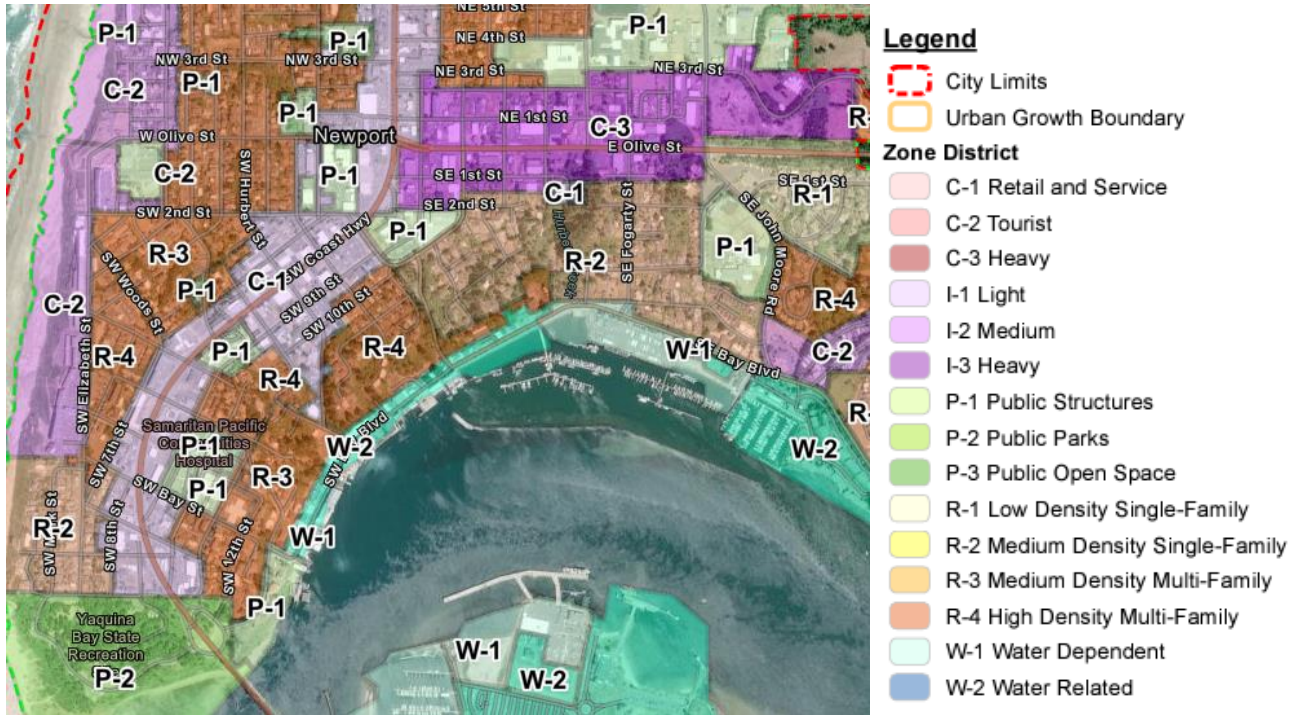
One of the primary objectives of this project is to "Enable Mixed-Use Development and Walkability." Zoning plays a critical role in determining the redevelopment potential of parcels. Parcels zoned for higher-density or mixed-use development are inherently more attractive to developers, while restrictive zoning may hinder redevelopment unless pathways for rezoning or variances exist.

The comprehensive plan designates most of the study area as primarily commercial, which, along with zoning code regulations emphasizing ground-floor commercial uses, precludes many forms of housing development. This presents a significant barrier to achieving a mix of uses and a walkable urban form. Specifically:

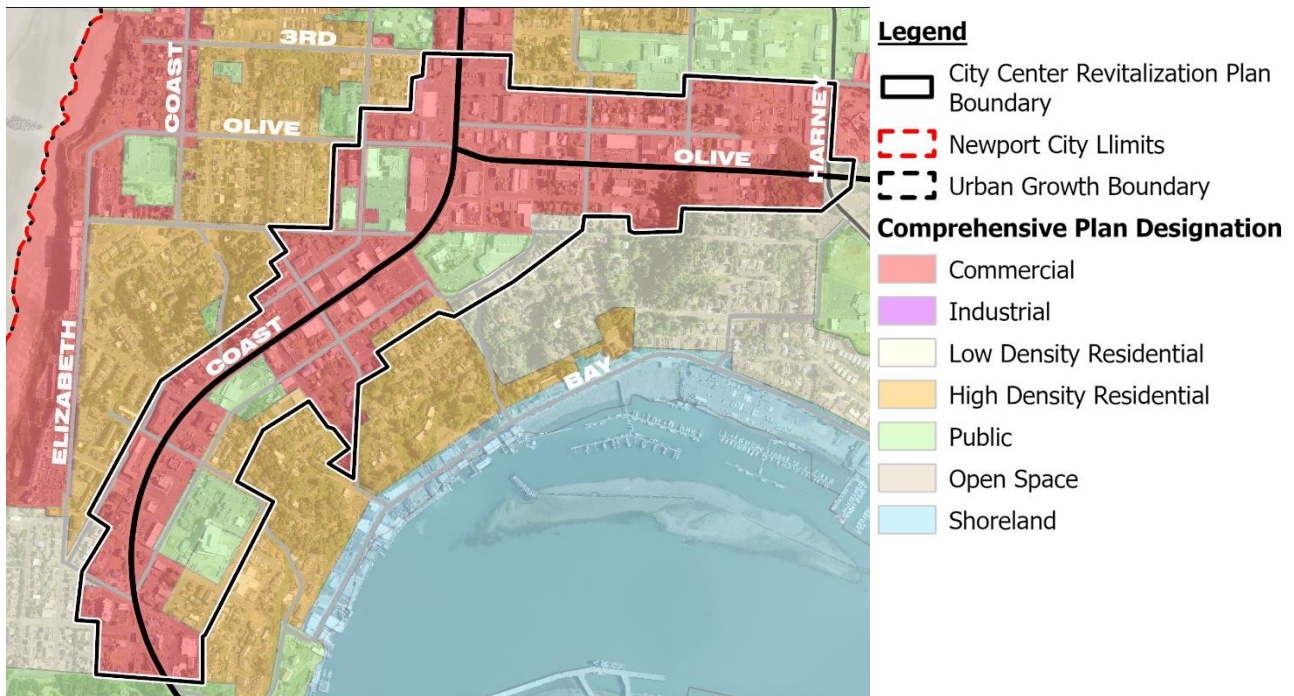
- **Parcels along US 101** are zoned C-1, which prohibits ground-floor residential uses. To facilitate housing development over the 20-year planning period, amendments to the NMC should consider:
 1. Allowing residential uses at street grade, including stand-alone residential developments.
 2. Removing or significantly modifying density restrictions.
 3. Eliminating or right-sizing parking requirements, paired with district parking management.
 4. Increasing height and lot coverage allowances to allow for more development flexibility on key development opportunity sites in the area.
- **Parcels along US 20** are currently zoned C-3 for Highway Commercial uses. Redevelopment of these parcels to include a broader mix of uses may require rezoning to accommodate a broader mix of uses while addressing potential negative impacts from adjacent industrial activities, such as noise pollution, air quality concerns, and traffic/safety issues.

Memo #5 will provide a detailed analysis of proposed zoning changes aimed at supporting the preferred alternative and enabling a broader range of uses and development opportunities.

3.5.1 EXISTING ZONING



3.5.2 EXISTING COMPREHENSIVE PLAN



4 DESCRIPTION OF ALTERNATIVES

Two alternatives are being evaluated for the NCCRP:

- Two-Way Highway 101 / Bike Lanes On SW 9th Alternative
- Highway 101 / SW 9th Street Couplet Alternative

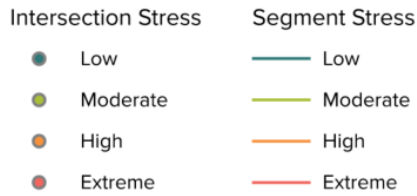
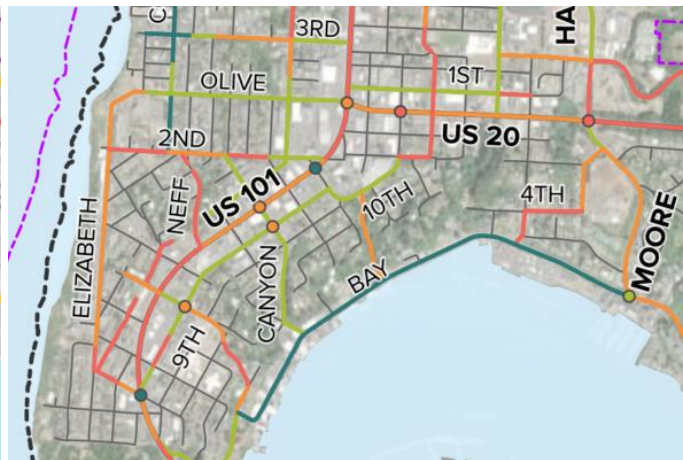
The Newport TSP shows baseline conditions for transportation stress and household and employment growth. For each transportation alternative, the project team analyzed low and high-growth land use scenarios, with a focus on housing unit growth, as described below. While the total anticipated housing growth remains consistent across both transportation alternatives, the specific locations of this growth and other related factors are detailed in the respective alternative scenarios.

- **Low Housing Growth Scenario: 118 units** - Assumes no zoning changes but targeted incentives like land write downs and development subsidies to support housing development. Meets 50% of multifamily demand (78 units) and 25% of the need for plexes and single-family attached (40 units) demand of total Housing Capacity Analysis growth target.¹ The following NMC requirements / limitations limit housing growth: C-1 limitation on residential uses at ground level (residential uses must be above commercial); density and height limits (R-4, C-1 and P-1 zones), and parking requirements that apply to most of the desired housing types.
- **High Housing Growth Scenario: 476 units** - Assumes significant NMC zoning changes to increase development flexibility and a higher level of incentives to attract high-density residential development to the area. Meets 75% of multifamily demand (357 units) and 25% of plexes/SFA (119 units).²

¹ The City of Newport 20-year Housing Capacity Analysis (HCA) found that the city needs 626 new housing units with the following split: 50% SFD, 10% SFA, 15% plexes, and 25% multifamily.

² In the high growth scenario, we use the Oregon Housing Needs Analysis 20-year housing forecast of 1,902 units over 20 years with the same unit type split as the HCA.

4.1 TRANSPORTATION AND GROWTH (FROM TSP)



Household Growth



Employment Growth



With both alternatives, multiple redevelopment opportunities exist, several fronting on the key cross street routes, and their realization could be transformative for City Center.

Sketch Plans were developed to begin to better understand the physical relationship between the proposed street cross sections, potential development parcels, bicycle routing, and on-street parking.

5 TWO-WAY HIGHWAY 101 / BIKE LANES ON SW 9TH ALTERNATIVE

DESCRIPTION: This Alternative assumes the future (year 2040) land uses in the Project Area are consistent with current adopted policies, standards, regulations, and existing and planned public facilities. The transportation network is consistent with the 2022 Newport Transportation System Plan (TSP).

GOALS / OBJECTIVES ASSESSMENT

US 101 Downtown Corridor (SW 9th Street to SW Angle Street)

- Retain two-way Highway 101 on its current alignment.
- Provide bicycle facilities on the parallel route of SE 9th Street to reduce impacts on properties adjacent to the highway.
- Upgrade the existing roadways to meet current ODOT design standards, which would address the narrow travel lanes, and lack of bike facilities.

US 20 Downtown Corridor (Harney Street-Moore Drive to US 101)

- Retain and upgrade two-way Highway 20 along its present alignment.
- Provide quality bicycle facilities on parallel route NE 1st Street to reduce impacts to properties adjacent to the highway.

US 20 / US 101 Intersection

- Add another southbound left-turn lane from US 101 onto eastbound US 20

IMPEDIMENTS ASSESSMENT

Housing Development: Higher-density multifamily housing is likely to cluster near US 101 and 9th Street, while plexes and attached units would be more suitable closer to US 20 and the hospital, where lower-density development aligns with the character of the surrounding neighborhoods. The urban renewal agency can catalyze development on sites that it owns to attract near-term housing development. Overall, household growth in the study area is projected to range from 100 to 500 units, depending on market conditions and the availability of incentives to attract development.

Retail Environment: If the two-way configuration is maintained, a number of existing buildings along US 101 are currently positioned very close to the highway. The City could consider reorienting these buildings toward 9th Street, transforming it into a Main Street with a slow, pedestrian-focused two-way design. This approach could create a charming, pedestrian-friendly atmosphere for that small stretch of 9th Street. Retail could also concentrate on Alder and Hubert Streets, which run perpendicular to the couplet and allow for diagonal parking and streetscape enhancements. This shift in orientation might also reduce future conflicts by moving activity away from services for individuals experiencing homelessness.

However, this reorientation could further establish US 101 as a major arterial, potentially increasing traffic volumes, speeds, and the number of lanes. To ensure pedestrian safety—particularly for those who need to cross the arterial, such as service workers—it would be necessary to install frequently spaced, signalized crossings or

pedestrian hybrid beacons (PHBs). These measures would help maintain safe and efficient pedestrian access across US 101.

Alternatively, with planned streetscape improvements, retail could remain focused along US 101. Slowing traffic could support a more pedestrian-oriented environment, but given the wide street and crossing challenges, areas like 9th Street might be more appealing for pedestrian-oriented retail uses.

Public Facilities: CONFIRMATION BY CITY.

TSP: Compliant.

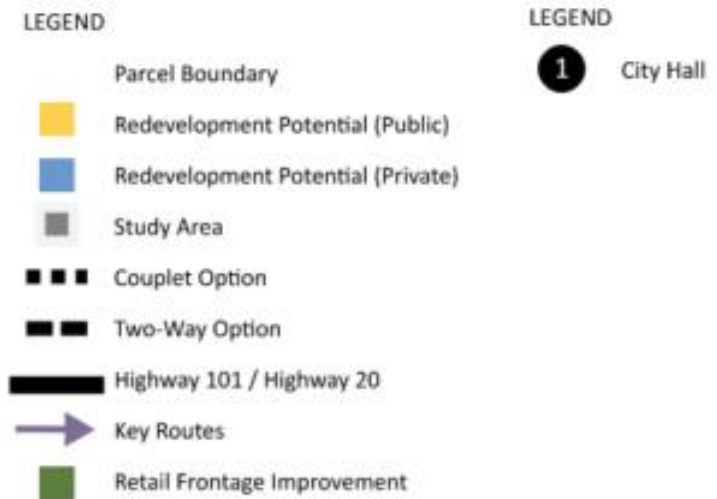
5.1 TWO-WAY HIGHWAY 101 DEVELOPMENT OPPORTUNITIES



This Alternative maintains the existing two-way alignment of US 101 in City Center and improves bicycle circulation through provision of bike lanes on SW 9th Street.

Several cross streets (Abbey, Hurbert, Angle) provide key routes for those wishing to travel between the Bayfront and Oceanfront/Nye Beach.

Multiple redevelopment opportunities exist, several fronting on the key cross street routes, and their realization could be transformative for City Center.



5.2 TWO-WAY HIGHWAY 101 SKETCH PLAN



See Street Sections
(following page)


A Sketch Plan was developed to begin to better understand the physical relationship between the proposed street cross sections, potential development parcels, bicycle routing, and on-street parking.

The Farmers Market, in this Alternative, can easily remain in its current location with little to no disruption.

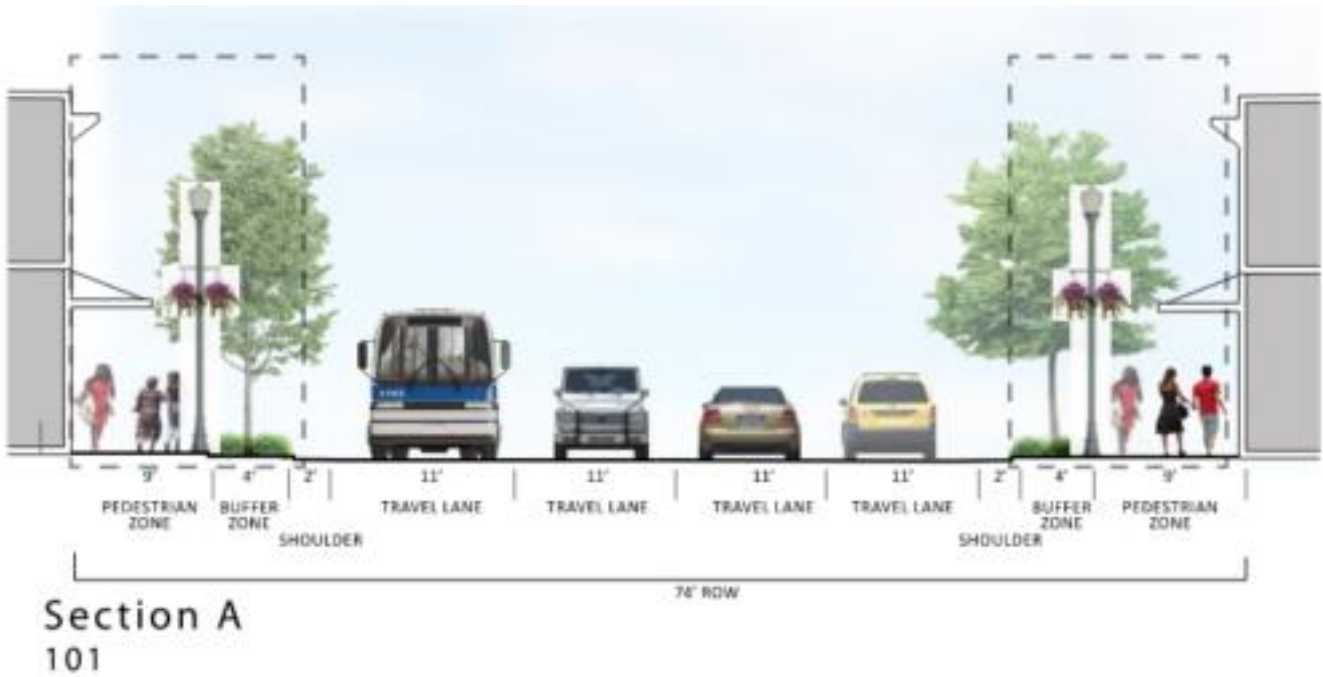
LEGEND

-  Parcel Boundary
-  Redevelopment Potential
-  Key Cross Streets
-  Farmers Market

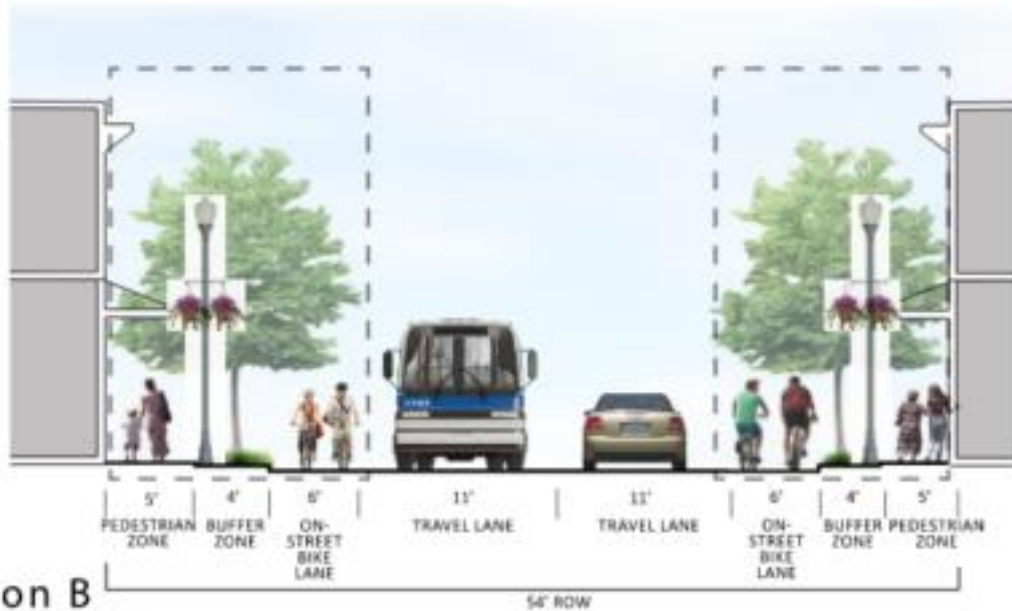
LEGEND

-  1 City Hall

5.3 TWO-WAY HIGHWAY 101 STREET SECTIONS



Section A
101



Section B
SW 9th Street

With this Alternative, both Highway 101 and SW 9th Street would be enhanced by Buffer Zone landscape and streetscape treatments, but the Pedestrian Zones on each remain limited – especially considering the high volume of traffic. On-street parking would be removed from both Highway 101 and SW 9th Street.

6 HIGHWAY 101 / SW 9TH STREET COUPLET ALTERNATIVE

DESCRIPTION: This Alternative envisions the ‘short couplet’ described in the TSP.

US 101 Downtown Corridor (SW 9th Street to SW Angle Street)

- Reconfigure Highway 101 to become southbound one-way on its current alignment.
- Reconfigure parallel route SW 9th Street to become northbound one-way on an alignment that is modified near Fall Street (on the south end) and Angle Street (on the north end),
- Split bicycle facilities between Highway 101 (southbound) and SE 9th Street (northbound).
- Upgrade the existing roadways to meet current ODOT design standards.

US 20 Downtown Corridor (Harney Street-Moore Drive to US 101)

- Retain and upgrade two-way Highway 20 along its present alignment.
- Provide quality bicycle facilities on parallel route NE 1st Street to reduce impacts to properties adjacent to the highway.

US 20 / US 101 Intersection

- Add another southbound left-turn lane from US 101 onto eastbound US 20

IMPEDIMENTS ASSESSMENT

Housing Development: For mid-block parcels along US 101 and 9th, standalone residential development could be a strong fit, given their alignment with existing redevelopment opportunities. Parking for residential uses in the middle of the couplet would need to be structured or tuck under parking. The urban renewal agency can catalyze development on sites that it owns to attract near-term housing development. Total study area household growth could range from 100 to 500 housing units, depending on market strength and incentives to attract development to this area.

Retail Environment: Couplets can present challenges for businesses, particularly by reducing visibility and access to one-directional traffic, which may split customer flow between AM and PM. However, this area has some unique conditions that partially offset these drawbacks. The short blocks and wide rights-of-way on side streets offer opportunities for cost-effective retrofits, such as tactical urbanism, to create active retail and pedestrian-friendly spaces. While side streets may not achieve the same visibility as main corridors, they have the potential to support vibrant street activity with the right investment. Retail could concentrate on Alder and Hubert Streets, which run perpendicular to the couplet and allow for diagonal parking and streetscape enhancements.

Public Facilities: CONFIRMATION BY CITY.

TSP: Compliant.

6.1 HIGHWAY 101 / SW 9TH STREET COUPLET DEVELOPMENT OPPORTUNITIES



This Alternative transforms US 101/SW 9th Street into a couplet in City Center. It improves bicycle circulation through provision of a bike lane southbound on US 101 and a bike lane northbound on SW 9th Street.

Several cross streets (Abbey, Hurbert, Angle) provide key routes for those wishing to travel between the Bayfront and Oceanfront/Nye Beach areas.

Multiple redevelopment opportunities exist, several fronting on the key cross street routes, and their realization could be transformative for City Center.

LEGEND

- Parcel Boundary
- Redevelopment Potential (Public)
- Redevelopment Potential (Private)
- Study Area
- Couplet Option
- Two-Way Option
- Highway 101 / Highway 20
- Key Routes
- Retail Frontage Improvement

LEGEND

- 1 City Hall

6.2 HIGHWAY 101 / SW 9TH STREET COUPLET SKETCH PLAN



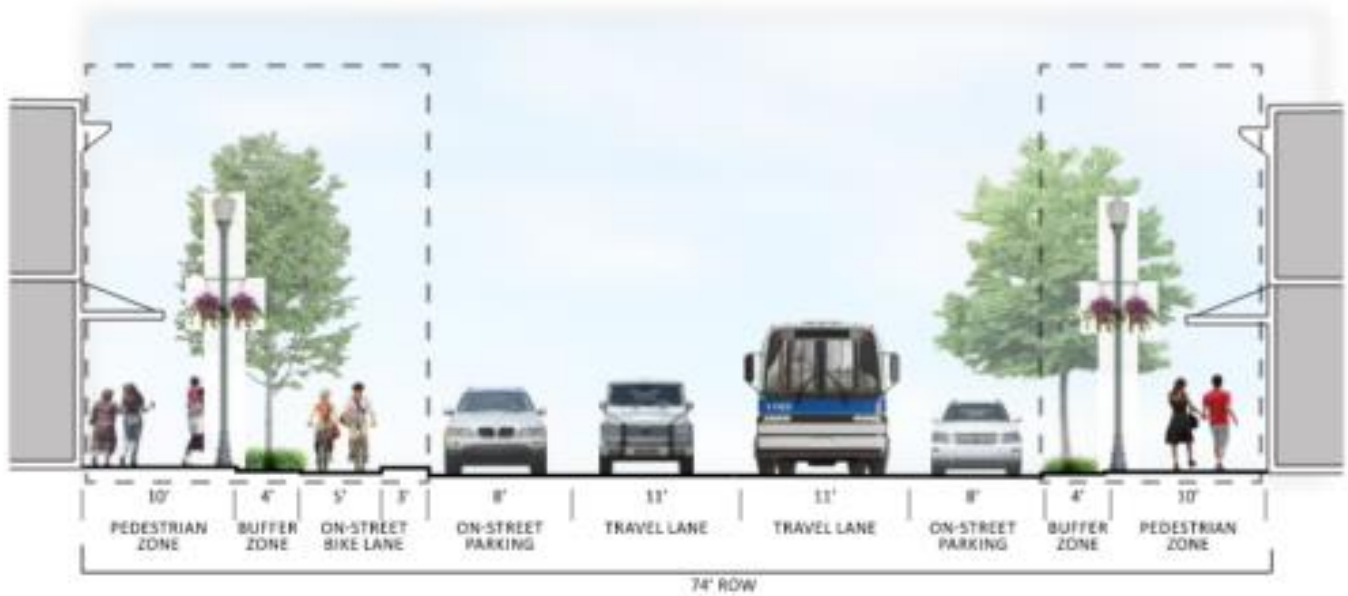
See Street Sections
(following page)

A Sketch Plan was developed to begin to better understand the physical relationship between the proposed street cross sections, potential development parcels, bicycle routing, and on-street parking.

The Farmers Market, in this Alternative, can remain in its current location with some slight disruption due to the need reconnect traffic from SW 9th back to Highway 101.



6.3 HIGHWAY 101 / SW 9TH STREET COUPLET STREET SECTIONS



Section A
101 South

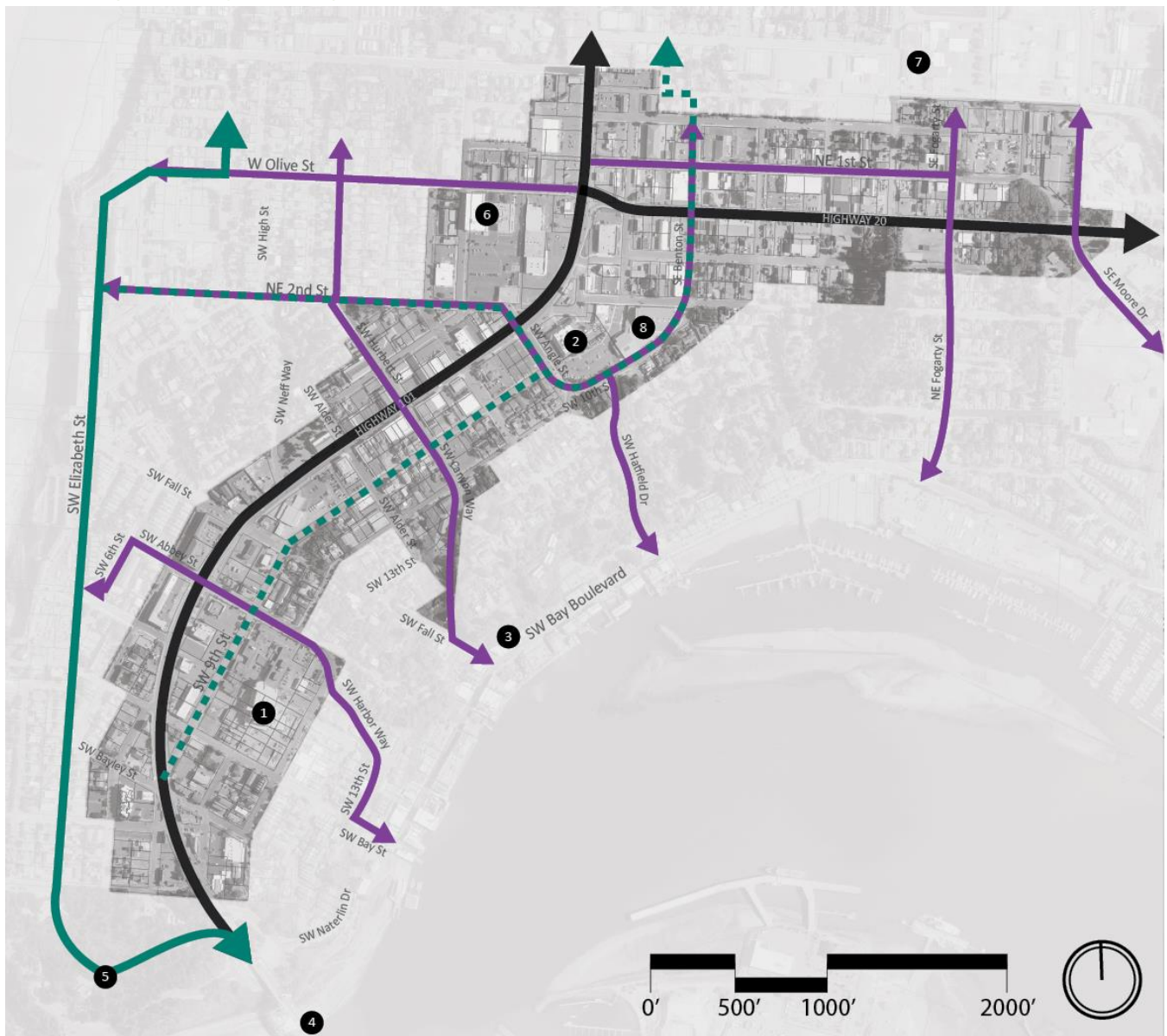


Section B
SW 9th Street North

With this Alternative, Highway 101 and SW 9th Street are enhanced by Buffer Zone landscape and streetscape treatments, as well as increased Pedestrian Zones. On-street parking would remain on Highway 101, but be removed from SW 9th Street.

7 BICYCLE ROUTES

7.1 TWO-WAY HIGHWAY 101 ALTERNATIVE



LEGEND

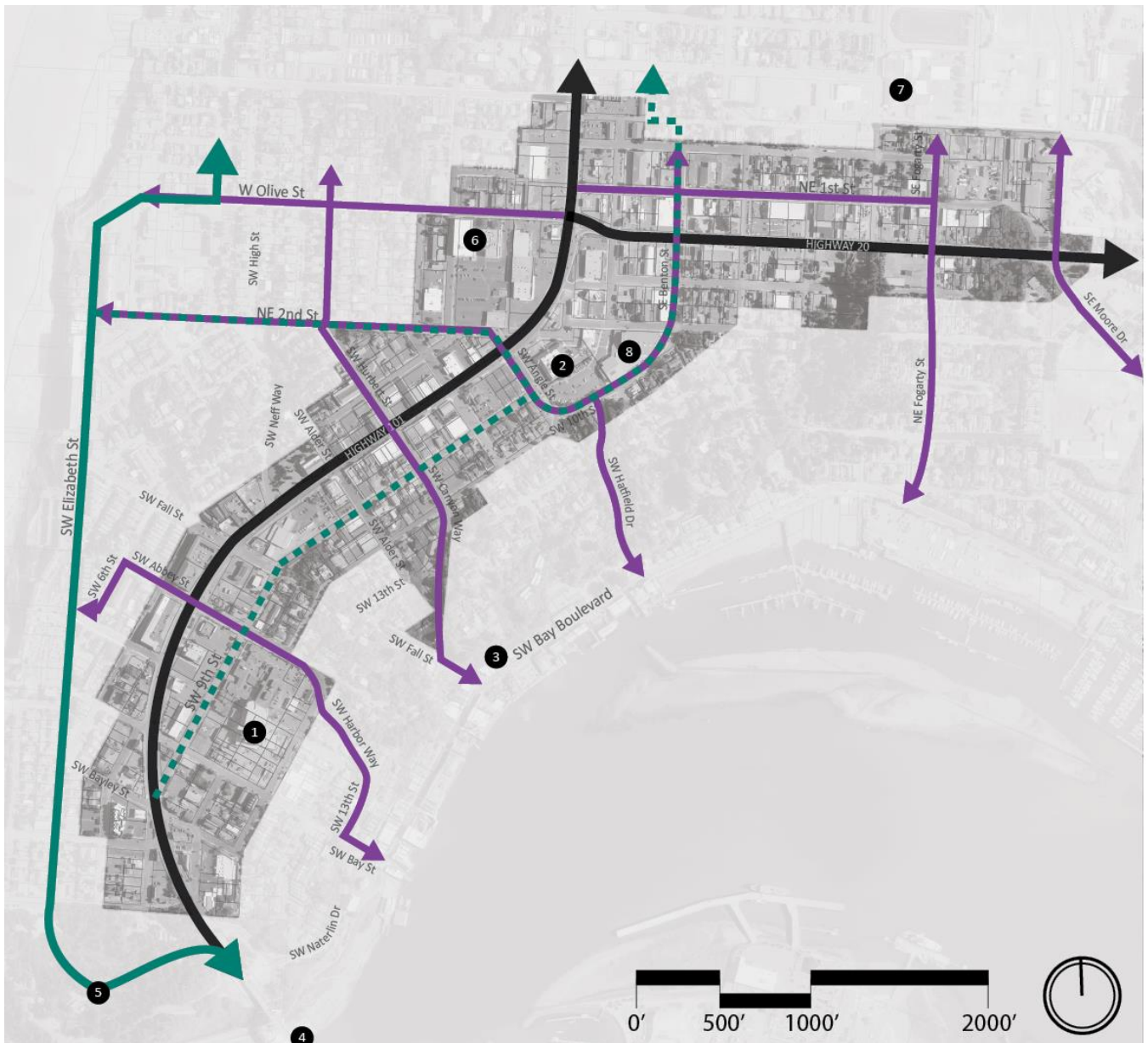
- 1 Samaritan Pacific Community Hospital
- 2 City Hall
- 3 Historic Bayfront
- 4 Yaquina Bay Bridge
- 5 Yaquina Bay Lighthouse
- 6 Lincoln County Jail
- 7 Newport High School
- 8 Recreation Center

LEGEND

- Existing Bike Connections
- Proposed Bike Connections
- Key Routes
- Parcel Boundary
- Study Area
- Highway 101 / Highway 20

This exhibit diagrams how bicycle circulation primarily uses SW 9th Street to connect to key routes in the study area (such as 10th, Angle, Benton, etc.).

7.2 HIGHWAY 101 / SW 9TH STREET COUPLER ALTERNATIVE



- LEGEND**
- 1 Samaritan Pacific Community Hospital
 - 2 City Hall
 - 3 Historic Bayfront
 - 4 Yaquina Bay Bridge
 - 5 Yaquina Bay Lighthouse
 - 6 Lincoln County Jail
 - 7 Newport High School
 - 8 Recreation Center

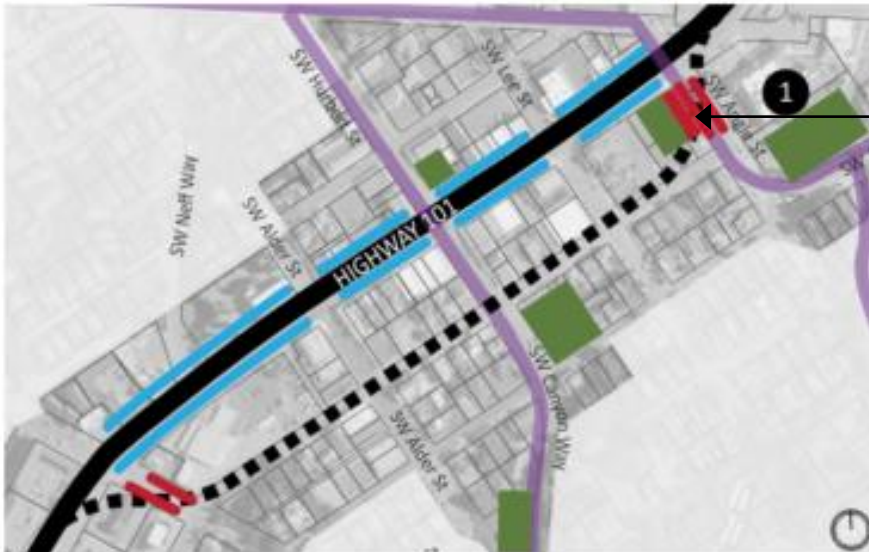
- LEGEND**
- Existing Bike Connections
 - Proposed Bike Connections
 - Key Routes
 - Parcel Boundary
 - Study Area
 - Highway 101 / Highway 20

8 PARKING IMPACTS

On-street parking impacts are significantly different for each of the two alternatives. To begin the analysis, the 2018 Newport Parking Management Plan quantifies existing conditions in the City Center (see exhibit below)



Some on-street parking occurs along SW 9th Street today. These locations are indicated by white paint stripes on the asphalt pavement and yellow curbs / unpainted curbs.



Some surface parking could be impacted at the City-owned Farmers Market lot, depending on final couplet alignment.

Parking : Couplet Option



LEGEND

- Parcel Boundary
- Study Area
- Couplet Option
- Two-Way Option
- Highway 101 / Highway 20
- Added Parking
- Lost Parking
- Parking Lot
- Key Routes

LEGEND

- 1 City Hall

Parking : Two-Way Option

	Total On-Street Spaces*	Total Lot Spaces*	Total Overall Spaces*
Existing	271	184	455
Couplet	264	168	432
Two-Way	185	184	369

*BETWEEN ALDER ST TO SW ANGLE ST

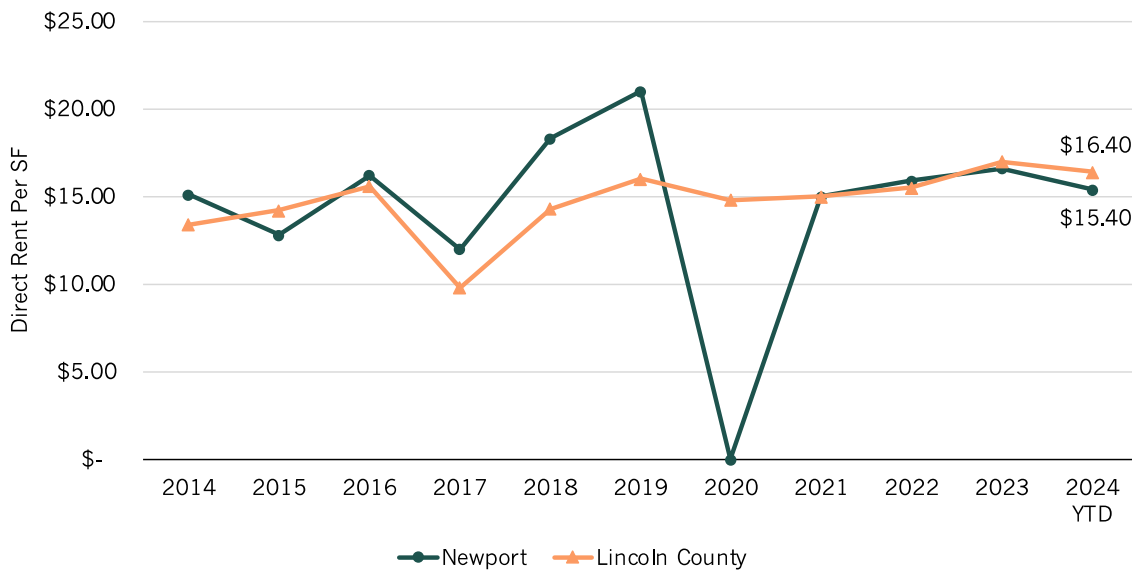
Both Alternatives maintain similar side street parking numbers. Between the two Alternatives, the Couplet maintains approximately 10 more on-street parking spaces on Highway 101. As currently envisioned, the Two-Way Highway 101 Alternative relies heavily on off-street parking and the on-street parking on the side streets.

9 MARKET TRENDS

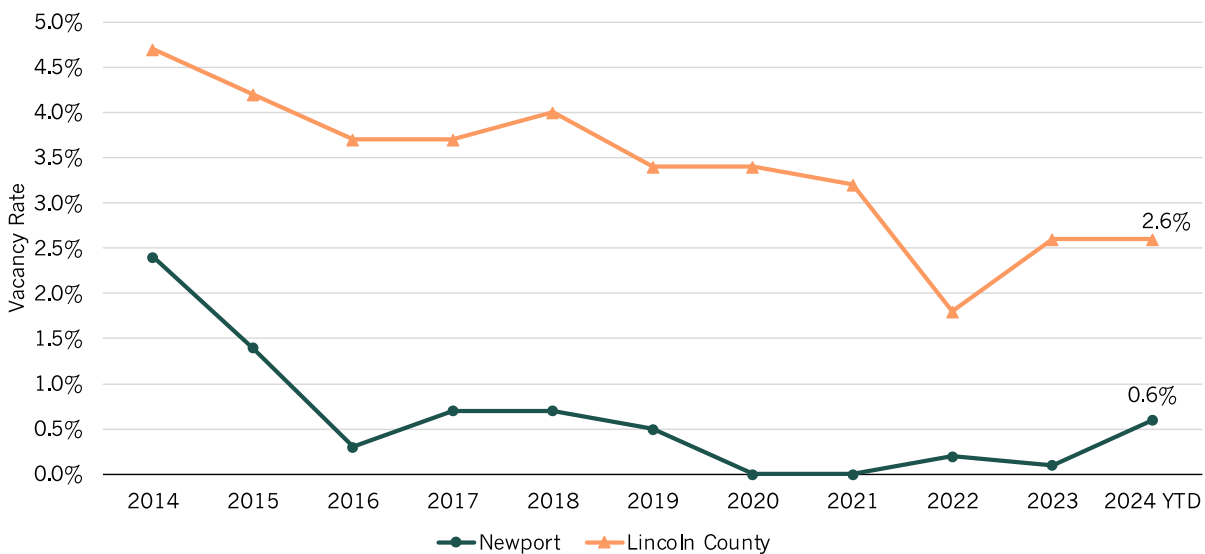
9.1 KEY OFFICE AND RETAIL MARKET TRENDS IN NEWPORT

- Low vacancies point to unmet demand for commercial space, but stagnant rents and high construction costs restrict new construction.
- The Project Area has a limited supply of updated, move-in ready buildings for businesses.
- Newport has a limited supply of vacant commercial land.

Average Commercial Rent Rate per Square Foot, 2014 to 2024 YTD



Average Commercial Vacancy Rate, 2014 to 2024 YTD

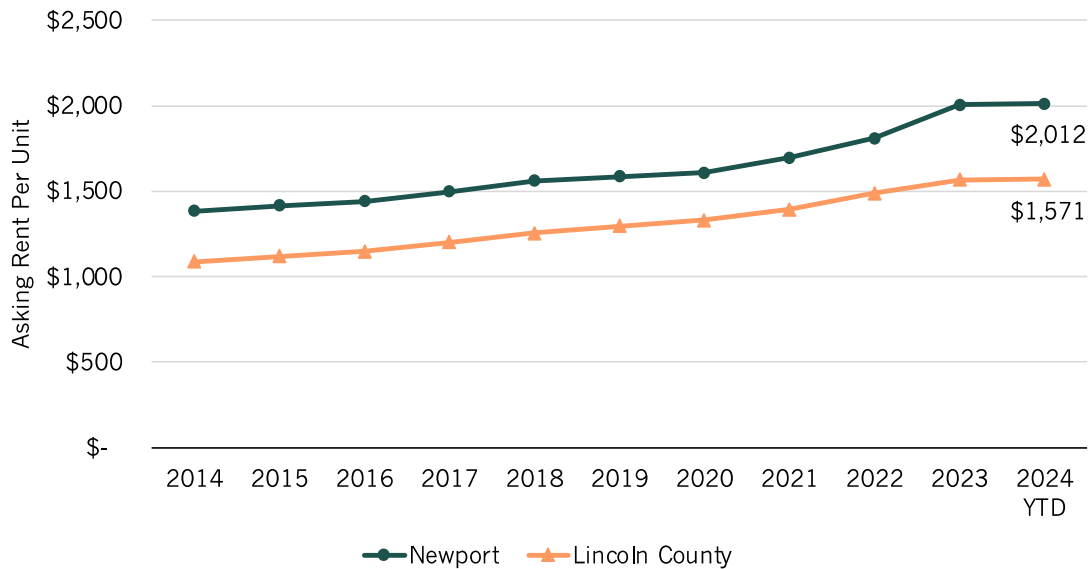


Source: CoStar, pulled July 2024

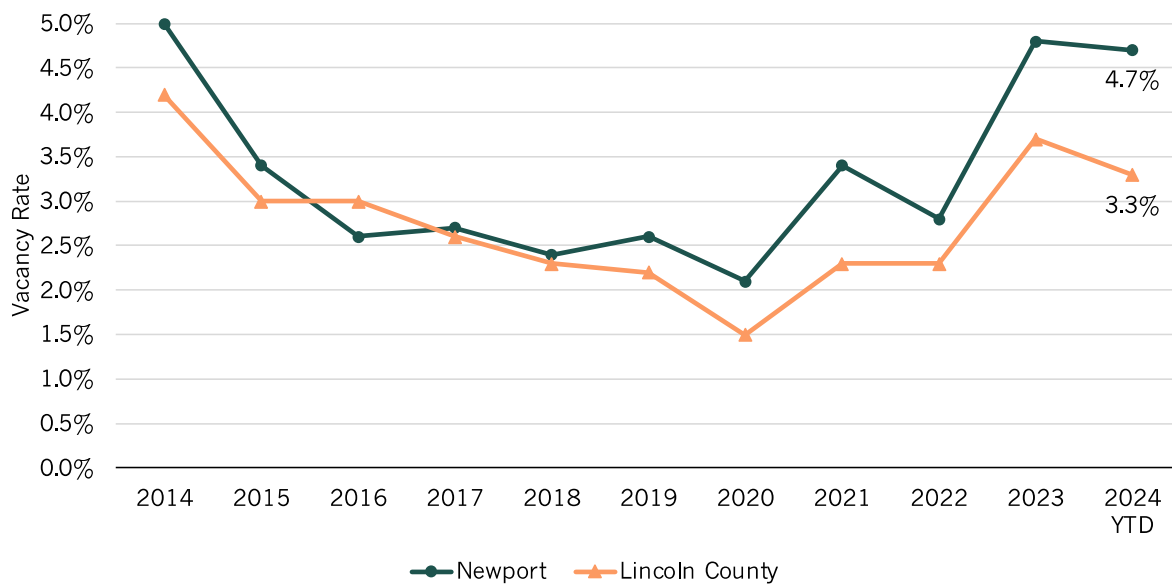
9.2 KEY HOUSING MARKET TRENDS IN NEWPORT

- Increasing rents and low vacancy rates suggest a constrained supply of multifamily units in Newport.
- The limited inventory of attainable housing is impacting businesses' ability to recruit and retain staff.
- Strong regional housing price growth indicates additional demand for ownership units in Newport.
- New housing in the Project Area could add to the base of over 1,000 existing units there.

Average Market-Rate Multifamily Rent per Unit, 2014 to 2024 YTD



Average Market-Rate Multifamily Vacancy Rate, 2014 to 2024 YTD



Source: CoStar, pulled July 2024

10 ALTERNATIVES EVALUATION

Any selected alternative should meet the Newport planning goals (summarized earlier). These goals have been integrated into the following evaluation matrix.

Criterion	Alternative 1: 2-Way US 101 (Bike Lanes on SW 9 th St)	Alternative 2: Short Couplet (SW Abbey and Angle St)
ENABLES MIXED-USE DEVELOPMENT AND WALKABILITY		
1 ENABLES HOUSING MIX	☐ Traffic volume on SW 9 th street remains static; difficult to promote housing or mixed-use on US 101 due to high vehicle volume and limited separation from travel lanes, no bike facilities or parking	● Concentrates investment in existing most active us 101 area; adds new opportunities on SW 9 th street; wider sidewalks and addition of bike lanes creates opportunities for residential over retail mixed-use
2 ENHANCES ACCESS AND VISIBILITY	☐ Less multimodal	● New transportation pattern facilitates multimodal access and offers new orientation opportunities; more use of 9 th distributes traffic more broadly
3 INCREASES PED SAFETY AND WALKABILITY	☐ Modest widening of pedestrian areas; new buffer zones; and narrower road crossing distances result in improved pedestrian safety and walkability	● Significant widening of pedestrian areas; new buffer zones; addition of bike lanes promotes usage; traffic calming possible
4 ALLOWS WAYFINDING OPTIONS	☐ Some additional signage possible	● Wider sidewalks / simplified travel directions very supportive of new signage
5 ALLOWS FOR PLAZA, PARK, COMMUNITY SPACES	○ Less multimodal	● Wider sidewalks / new organization allows for new opportunities; focal N / S ends
6 FEATURES POSITIVELY / BENEFITS MOST USERS	☐ Less multimodal	● Multiple modes

Criterion		Alternative 1: 2-Way US 101 (Bike Lanes on SW 9 th St)	Alternative 2: Short Couplet (SW Abbey and Angle St)
Supports Economic Vitality and Business Mix			
7	PROMOTES REDEVELOPMENT	● Less multimodal	● Multiple modes
8	ALLOWS STRATEGIC PROPERTY DEVELOPMENT AND INVESTMENT	● Less multimodal	● New transportation pattern facilitates new development opportunities
9	ATTRACTIVE TO DIVERSE BUSINESS TYPES	○ Less multimodal	● More traffic/ additional focus on SW 9 th Street
10	ENHANCES VISIBILITY AND ACCESS TO BUSINESSES	● Less multimodal	● More traffic / additional focus on SW 9 th Street
11	MANAGES PARKING	○ On-street parking removed from both US 101 and 9 th Street; likely necessitates purchase of property for surface lot(s)	● On-street parking retained on US 101 but removed on 9 th Street; some additional off-street parking might be needed.
Aligns Implementation and Partnerships			
12	MULTIPLE POTENTIAL FUNDING OPTIONS	● Less multimodal	● Multimodal focus facilitates transportation grant funding
13	RELATIVE COST	● Slightly less; both US 101 and 9 th Street would be disrupted	○ Both US 101 and 9 th Street would be disrupted
14	AVOIDS DISRUPTION OF EXISTING BUSINESSES	● Both US 101 and 9 th Street would be disrupted	● Both US 101 and 9 th Street would be disrupted

Symbol Key: ● = Strong Performance ● = Fair Performance ○ = Poor Performance

INITIAL RATING: Supportive of the TSP ranking, the NCCRP consultant team's initial assessment rates Alternative 2: Short Couplet as meeting more of the overall rating criteria. Looking ahead to further work with the CAC and community, confirmation, refinement, and/or potential prioritization the criteria may shift this assessment.

11 IMPLEMENTATION STRATEGY

The US 101 corridor in Newport, Oregon, is a vital transportation and economic artery that serves as a gateway for residents, visitors, and businesses alike. This implementation strategy aims to enhance the corridor's function and character by fostering economic vibrancy, increasing housing opportunities, and creating an inclusive, accessible community destination.

11.1 WHO

This strategy involves collaboration between the City of Newport, local business owners, developers, community organizations, and state and federal partners such as ODOT and housing agencies. Key leadership will come from Newport's Urban Renewal Agency and the Community Development Department, supported by input from residents and business owners.

11.2 WHAT

The strategy outlines a phased approach to improving the US 101 corridor by:

1. Expanding housing options and affordability through zoning changes and public-partnerships on city-owned sites.
2. Supporting and stabilizing local businesses with anti-displacement measures and technical assistance.
3. Enhancing public spaces and amenities to foster a sense of place and accessibility.
4. Improving transportation infrastructure for pedestrians, cyclists, and vehicles.

11.3 WHEN

Implementation is designed over a six-year timeline:

- **Short-Term (Years 1–2):** Launch branding initiatives, tenant improvement programs, and visible streetscape enhancements.
- **Mid-Term (Years 3–4):** Begin housing projects on agency-owned sites, secure partnerships for affordable housing, and finalize playgrounds and plazas.
- **Long-Term (Years 5–6):** Complete major infrastructure upgrades, establish permanent Farmer's Market facilities, and evaluate progress to refine priorities.

11.4 WHERE

The geographic focus is the US 101 and US 20 corridors within Newport's city limits. Additional emphasis will be placed on agency-owned properties and underutilized parcels to catalyze development.

11.5 WHY

The goal of this strategy is to balance economic development with community preservation by ensuring local businesses thrive, residents have access to affordable housing, and visitors experience an engaging, dynamic destination. By proactively managing growth and addressing potential displacement, Newport can create a corridor that reflects its unique coastal character and benefits all stakeholders.

A critical consideration is the proximity of the corridor to services for people experiencing homelessness, which highlights the need for sensitive, inclusive development. While redevelopment can improve conditions for businesses and residents, it also poses potential displacement risks for existing businesses and vulnerable community members. Balancing growth with equitable outcomes will require coordinated planning, tenant protections, and targeted anti-displacement strategies.

To address these challenges, this strategy focuses on improving infrastructure, modernizing aging buildings, and fostering a vibrant commercial ecosystem. Investments in branding, streetscape enhancements, and public-private partnerships aim to attract new development while supporting existing businesses. By tackling these issues head-on, Newport can transform the US 101 corridor into a safe, welcoming, and economically resilient destination for all.

This framework sets the stage for coordinated, equitable, and sustainable improvements to Newport's US 101 corridor.

11.6 US 101

Overall Goal: Create a focal downtown core - like other cities - with different business districts “flavors” (Nye Beach, Bayfront, South Beach, Agate Beach).

Newport’s US 101 corridor is a critical link for transportation, commerce, and community life, yet it faces challenges such as highway safety concerns, fragmented pedestrian infrastructure, and traffic congestion. Limited vacant land and a difficult retail environment further hinder growth, requiring strategic investments and government coordination to enhance safety, accessibility, and economic vitality. This strategy focuses on transforming the corridor into a vibrant, community-centered destination while supporting existing businesses and aligning with Newport’s vision for inclusivity.

Development feasibility is constrained by rising interest rates, high construction costs, and coastal challenges, while market conditions—like limited ability to pay higher rents and employment uncertainties—reduce investment potential. Aging infrastructure and buildings compound these issues, underscoring the need for targeted upgrades and modernization to attract sustainable development.

Proximity to services for people experiencing homelessness and the risk of displacement for businesses and residents highlight the need for inclusive planning. By integrating anti-displacement measures and partnerships with service providers, this strategy aims to balance growth with equity, ensuring the US 101 corridor remains a thriving and welcoming part of Newport’s future.

Establish the US 101 corridor as a recognizable and inviting destination for local residents and visitors.

- Host community workshops to gather input on branding themes.
- Develop cohesive wayfinding signage.
- Install signage and public art at key gateways and along the corridor to create a sense of arrival.
- Improve connectivity between the City Center and surrounding business districts.
 - Consolidate and upgrade wayfinding signage to better link the corridor with surrounding districts.
- Use surveys and visitor data to evaluate the impact of branding efforts on local business traffic.

Create public spaces that enhance livability, promote community interactions, and encourage longer visits.

- Develop playgrounds, plazas, and public art projects at identified high-impact areas including the gateways.
 - Involve businesses and the community in designing public spaces and promoting culturally relevant placemaking.
- Identify and secure a permanent home for the farmer’s market, integrating it with other public spaces for synergy.
- Strengthen partnerships between businesses and local events to increase foot traffic and economic benefits.
- Secure early wins with URA funding and state grants for quick, visible improvements.

Foster a thriving business environment

- Launch a storefront improvement grant program to help businesses enhance their curb appeal.
- Consider Tenant Improvement grants to complement the storefront improvement program
- Provide funding for internal upgrades to attract a diverse mix of businesses.
- Develop a business anti-displacement strategy that could include some of the following strategies
- Develop affordable leasing programs with long-term rent stability and shared spaces for small businesses. This could include partnering with economic organizations to master lease properties and offer affordable subleases with tenant improvement incentives.
- Expand programs to provide financial literacy, marketing, and regulatory navigation for underserved businesses.
- Streamline permitting and licensing processes for businesses transitioning to brick-and-mortar operations.
- Create loan funds and micro-grants to support business resilience and operational needs.
- Facilitate commercial condominiums and cooperative ownership to build equity for local businesses.
- Include local businesses on ongoing advisory committees to ensure small business representation in redevelopment plans.

Increase the supply of diverse, affordable, and workforce housing in the corridor.

- Work with developers to gauge interest in repurposing or redeveloping Agency-owned lots into mixed-use or residential developments to increase assessed value and land utilization.
- Support redevelopment of key iconic but underutilized buildings that could benefit from financial incentives or technical support to encourage their redevelopment.
- Begin development on publicly controlled parcels to demonstrate feasibility.
 - Utilize land write-downs and other incentives to attract developers.
 - Provide grants for essential infrastructure improvements including upgrades to utilities, streets, and pedestrian pathways so that development projects don't need to absorb these costs.
- Adjust the NMC to increase the feasibility of housing development in the area, while balancing other priorities:
 - Allow residential at street grade (e.g., stand-alone residential development);
 - Eliminate density restrictions;
 - Eliminate or right-size parking requirements (and manage district parking)
 - Increase height and lot coverage allowances.
- Collaborate with housing authorities and developers to build family-friendly, affordable, and senior housing.

Transform US 101 into a pedestrian-friendly and visually appealing corridor.

- Begin with smaller projects funded through URA dollars to showcase immediate impacts.
- Complete full streetscape design.
- Work with ODOT to address traffic congestion and ensure safe crossings.

11.7 US 20

Overall goal: Enhance US 20 as the first ocean view gateway corridor.

The US 20 corridor in Newport, Oregon, serves as a key connection between the city's central hub and its surrounding areas, offering potential for economic development and community enhancements. However, despite its central location, the corridor has struggled to attract consistent investment, with limited interest from developers for commercial or mixed-use projects. Existing pedestrian networks are fragmented, making the area less accessible and less attractive for potential businesses and residents.

Enhance safety and connectivity for all users along the US 20 corridor.

- Create safe routes to schools by improving crosswalks, sidewalks, and bike lanes.
- Implement traffic calming measures to reduce vehicle speeds near pedestrian-heavy areas.

Facilitate the creation of diverse housing options along and near the US 20 corridor.

- Conduct site due diligence to identify feasible development opportunities.
- Evaluate rezoning options to allow for higher-density and mixed-use residential projects.
- Explore partnerships to develop housing along parallel streets near the high school, leveraging proximity to community amenities.
- Pursue housing development with a range of public and private partners to ensure affordability and accessibility.

Promote small-scale industrial and commercial opportunities that complement surrounding uses.

- Rehabilitate existing buildings to accommodate flexible industrial and manufacturing spaces.
- Encourage adaptive reuse of underutilized properties for mixed-use industrial and commercial activities.

12 FUNDING SOURCES

A set of currently available revenue sources and potential future tools has been identified. Accordingly, this section discusses only the most promising funding sources and tools which the City will rely on to implement projects. It is noted that - based on 1) exploration of potential revenue, suitability, and political feasibility of a variety of potential funding tools for projects, and 2) conversations with staff and research - some implementation tools were excluded from further consideration, due to concerns about funding capacity and/or political feasibility.

12.1 EXISTING FUNDING SOURCES

12.1.1 Urban Renewal

TIF revenues are generated by the increase in total assessed value in an urban renewal district, from the time the district is first established. When investments in the district are made, property values increase in the district, and the increase in total property taxes is used to fund projects in the district or to pay off bonds (taken out to pay for specific projects in the area). Therefore, the City may use the District's TIF revenues to fund key projects in the area – if they are identified in the urban renewal plan. Because currently available funding sources are limited, other sources will play an important role in project implementation.

12.2 POTENTIAL FUNDING SOURCES

Federal:

- The City should explore grant funding for projects where it could leverage its own money for federal dollars.
- FEMA Grants, for projects that align with hazard mitigation and resiliency goals.
- Economic Development Agency Public Works Program, to fund large infrastructure projects in areas that could use an economic boost to support jobs and diversification.

State Funding Sources:

- ODOT, including the Community Paths Grant, Congestion Mitigation and Air Quality Fund, All Road Transportation Safety Program, Multimodal Active Transportation Fund, and Statewide Transportation Improvement Program grants (timing considerations of each will need to be accounted for)
- Oregon Parks and Recreation Foundation Fund Grant
- Land and Water Conservation Fund
- Oregon Department of Fish and Wildlife Conservation and Recreation Fund

Private or Foundation Support:

- Grants (Meyer Memorial Trust, AARP Community Challenge Grant, Collins Foundation, International Mountain Biking Association, PeopleForBikes, PGE Better Together Resilient Communities Grant Program)

12.3 GRANT RESEARCH

Because currently available funding sources are limited, grants are likely to play an important role in project implementation. Grant monies are not typically included in funding forecasts because they are too project-specific and uncertain to predict. However, if the City is successful in receiving grant money, it can use its urban renewal funds as matching funding to leverage additional grant dollars. Expanding City capacity for grant applications will likely be critical to implementation. Research of applicable regional, state, federal, and foundation-based grant programs that the City could consider pursuing for eligible projects in the NCCRP indicates that several grants should be looked at more closely at by the City. The exhibit below provides a compilation of grants that the City could leverage to help fund project priorities within the NCCRP area.

INVESTMENT CATEGORIES	GRANT OPPORTUNITIES
Placemaking, Art, and Culture Projects	<ul style="list-style-type: none"> • Rural Placemaking Innovation Challenge (USDA) • Placemaking Grant (National Association of Realtors) • Hometown Grant Program (T-Mobile) • Three Rivers Foundation • Arts Build Communities (Oregon Arts Commission) • Cultural Development Grant (Oregon Cultural Trust) • Braemar Charitable Trust (Oregon Cultural Trust) • Strategic Investment fund (The Oregon Coast) • Travel Oregon Competitive Grants Program • Asphalt Art (Bloomberg Philanthropies) • Our Town Grant (National Endowment for the Arts) • State Tourism Grants (EDA) • Wild River Coast Alliance Grants • Ford Family Foundation Capital Project Grants • Judith Ann Morgan Foundation • Community Placemaking Grant (Project for Public Spaces)
Parks and Recreation Projects	<ul style="list-style-type: none"> • Oregon Parks and Recreation Department Grants • Oregon Parks Foundation Fund (Oregon Community Foundation) • The Explore Fund (North Face)
Housing Development	<ul style="list-style-type: none"> • PRO Housing: Pathways to Removing Obstacles (HUD) • General Housing Account Program (OHCS) • Housing Development Program (OHCS)
Active Transportation Projects	<ul style="list-style-type: none"> • Community Change Walkability Grants (Strong Towns) • Community Challenge Grant (AARP) • Oregon Community Paths (ODOT) • Responsive Grants (Collins Foundation)
Brownfields, Infrastructure, Maritime Investments	<ul style="list-style-type: none"> • Public Work and Economic Adjustment Program (EDA) • Special Public Works Fund (Business Oregon) • Coastal Zone Management Grants • Brownfield Grants (EPA)