



CITY CENTER REDEVELOPMENT PLAN: GOALS AND OBJECTIVES

TASK 3.1: MEMO #1 | JUNE 27, 2024

PREPARED FOR:
CITY OF NEWPORT, OREGON
PREPARED BY:



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1 INTRODUCTION

Draft Memorandum #1 identifies potential goals and objectives for the Newport City Center Revitalization Plan (NCCRP), establishes evaluation criteria, and assesses the two 2022 Transportation System Plan (TSP) alternatives for US101 in the study area.

2 NCCRP PURPOSE AND PROCESS

The purpose of the NCCRP is to encourage development / redevelopment to create a vibrant urban center.

The NCCRP process will:

- Explore the TSP US 101 couplet realignment through the city center and identify best option to achieve the US 101 focus area vision.
- Develop Comprehensive Plan / Development Code amendments to encourage desired development patterns in the US 101 and US 20 focus areas.
- Identify public investments and incentives to encourage desired development and improve livability.
- Adopt the NCCRP.

3 POLICY CONTEXT

The goals and objectives for the NCCRP build upon the currently adopted City goals and policies related to conditions in the Project Area. The City has adopted and prepared plans including:

- Economic Opportunities Analysis, 2012 (incorporated into the Comprehensive Plan)—see Appendix 1
- Northside Urban Renewal District Plan (until 2042), 2015—see Appendix 2
- 2022—2042 Housing Capacity Analysis, 2022—no specific goals and objectives
- Transportation System Plan (TSP), 2022—see Appendix 3
- Park System Master Plan, (incorporated into the Comprehensive Plan) —see Appendix 4
- Storm Water Master Plan, 2016—no specific goals and objectives
- Water System Master Plan, 2008—no specific goals and objectives

4 NCCRP GOALS AND OBJECTIVES

The goals and objectives for the Newport City Center are that it will have:

Goal 1: An active mixed-use commercial/residential, walkable environment with:

- A resilient mix of market rate, workforce, and affordable housing
- Viability for multifamily/mixed-use housing to stimulate development
- Livable, well-designed areas attractive to pedestrians and functional for bicyclists
- Community gathering spaces, including a plaza for events
- Farmers' market space, potentially covered
- Connections and/or wayfinding to the City's parks, trail system, and transit stops

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

- Improving crosswalk safety, safety of primary routes to schools, and evacuation route support
- Evaluating closing side streets temporarily or permanently for community space/events
- Implementing parking management framework
- Establishing waivers to off-street parking requirements (state legislation)
- Coordinating parking strategy and enforcement
- Coordinating Parking Commission and parking studies

Goal 3: A clean, welcoming appearance, implemented through:

- Finished set of design and code standards for development
- Potential facade improvement program
- Leveraging second story (or higher) views
- Consideration of South Beach placemaking efforts for landscaping, public art, signage and wayfinding
- High-quality maintenance of landscaping

Goal 4: Planned property development and acquisition through:

- Balancing improvements vs. demolition/redevelopment and avoiding gentrification
- Assessing property conditions and potential strategic acquisitions
- Coordinating with developers on adaptive reuse for early wins
- Finding spaces for pocket parks

Goal 5: Targeted investment in infrastructure by:

- Identifying capital projects
- Identifying sources beyond urban renewal funds

5 RELATIONSHIP BETWEEN NCCRP GOALS AND CITY POLICY

The NCCRP goals and objectives build upon goals, objectives, and policies of the City's existing plans, specifically:

NCCRP Goal 1: An active mixed-use commercial/residential, walkable environment

Northside Urban Renewal District Plan

Goal 2 Economy, 2. Commercial Core Areas, b. Assist in the financing and provision of transportation improvement to ease congestion, spread out traffic, enhance pedestrian experience, and facilitate redevelopment.

Goal 4 infrastructure, 7. Assist in the financing and provision of transportation improvements for US 101 and US 20 for improving traffic flow and traffic patterns, reconfiguring intersections, installing or upgrading traffic signals, improving pedestrian and bicycle connections, right of way acquisition and parking improvements

Transportation System Plan

Goal 3: Active Transportation – Complete safe, convenient and comfortable networks of facilities that make walking and biking an attractive choice by people of all ages and abilities.

Goal 4: Grow the Economy – Develop a transportation system that facilitates economic activity and draws business to the area.

Goal 6: Support Healthy Living – Support options for exercise and healthy lifestyles to enhance the quality of life.

NCCRP Objective: Viability for multifamily/mixed-use housing to stimulate development

Northside Urban Renewal District Plan

Goal 3 Housing, 3. Assist in the improvement of the transportation system to support existing development and allow for future housing development. 4. Explore public and private partnerships to encourage housing development in the commercial core areas.

NCCRP Objective: Livable, well-designed areas

Northside Urban Renewal District Plan

Goal 2 Economy, 1. US 101/US 20 Streetscape, b. Improve overall aesthetics

Park System Master Plan Objectives

Collaborating with community partners to create a park and recreation system that is attractive, sustainable, and well-maintained.

NCCRP Objective: Connections or wayfinding to the City's parks and trail system

Northside Urban Renewal District Plan

Goal 2 Economy, 2. Commercial Core Areas, c. Help create and enhance a district identity through the provision of amenities including but not limited to benches, public art, public spaces, street and landscape island enhancements, wayfinding, utility undergrounding, and billboard removal.

Park System Master Plan Objectives

Further development of an integrated multi-use trail system that connects neighborhoods, visitor destinations, open spaces, and natural areas.

NCCRP Goal 2: Safe and efficient traffic flow and parking management by improving crosswalk safety

Transportation System Plan

Goal 1: Safety – Improve the safety of all users of the system for all modes of travel.

NCCRP Goal 3: A clean, welcoming appearance

Not explicitly stated in policy, this outcome appears to be one of the goals of the range of stakeholders.

NCCRP Goal 4: Planned property development and acquisition

Economic Opportunities Analysis

Supply of Commercial And Industrial Land, Goal: Provide an adequate number of sites of suitable sizes, types, and locations to accommodate a variety of economic opportunities over the planning period Policy 7. The City shall ensure an adequate supply of commercial and industrial sites

Coordinating with developers on adaptive reuse for early wins

Northside Urban Renewal District Plan

Goal 2 Economy, 2. Commercial Core Areas, d. Work with property owners to promote development and redevelopment of properties within the Area including but not limited to site prep for re-use

NCCRP Goal 5: Targeted investment in infrastructure

Economic Opportunities Analysis

Infrastructure and Public Facilities, Goal: Make investments in infrastructure and public facilities to support the target industries

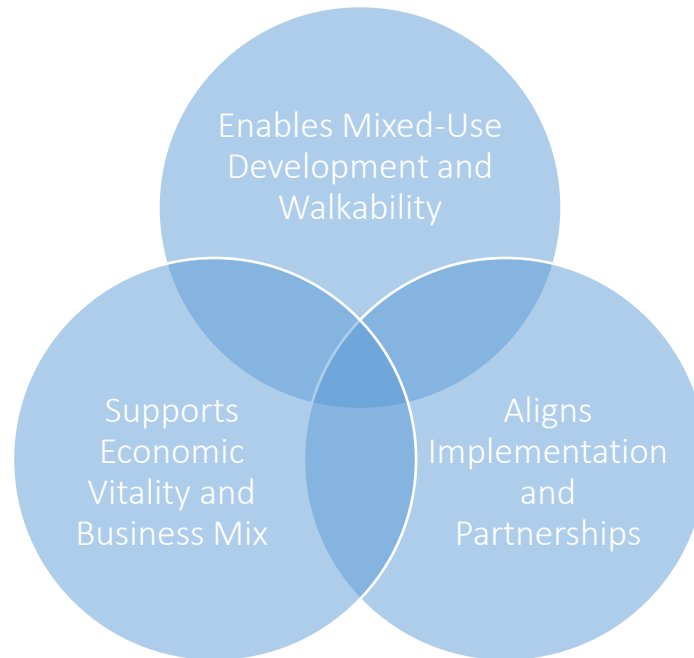
Northside Urban Renewal District Plan

Goal 4 infrastructure: 2. Complete a Refinement Plan for the commercial core areas; Build utility infrastructure to accommodate growth in the Area; 5. Coordinate with the Oregon Department of Transportation (ODOT) on transportation improvements, including street, sidewalk and bridge improvements in the Area; 6. Assist in the improvement of the transportation system to support existing development and allow for future development.



6 EVALUATION CRITERIA

Based on City priorities identified at the May 31, 2024 Project Initiation Meeting, input from the Community Advisory Committee (CAC), and coordination with ODOT Region 2 Traffic, the following qualitative success criteria were developed. The criteria, based on the goals and objectives, generally fall within three categories (see diagram below) and will be used to evaluate deliverables, assess policy and code options, and prioritize recommended projects.



7 ALTERNATIVES EVALUATION

The 2022 TSP identified two alternatives for improving transportation facilities within the Project Area along US 101. TSP did not finalize the alignment in the Study Area. This section assesses the configurations (Enhanced Existing 2-Way US 101 and Short Couplet) to begin to identify the alternative (or variations) which will best support Project objectives.

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	●	●
2	Enhances access and visibility	●	●
3	Increases ped safety and walkability	●	●
4	Allows wayfinding options	●	●
5	Provides plaza, park, community spaces	○	●
6	Features positively / partially benefits most users	●	●
Supports Economic Vitality and Business Mix			
7	Minimizes barriers to development	●	●
8	Provides certainty for property owners (infrastructure / process / timeline)	●	●
9	Allows strategic property development and investment	○	●
10	Attractive to diverse business types	○	●
11	Enhances visibility and access to businesses	●	●
12	Manages parking	●	●
Aligns Implementation and Partnerships			
13	Allows phased / flexible development	●	●
14	Minimizes code barriers	●	●
15	Multiple potential funding options	●	●
16	Relative cost	●	○
17	Avoids disruption of existing businesses	●	○

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.

8 APPENDICES: CITY PLANS GOALS AND OBJECTIVES

Appendix 1: Economic Opportunities Analysis

Appendix 2: Northside Urban Renewal District Plan

Appendix 3: TSP

REFINED GOALS AND OBJECTIVES

The TSP goals and objectives define how the community's vision will shape the design, construction, operation, and management of the transportation system. This **2022 TSP update** reorganized the 2012 TSP structure and added several new goals. The plan framework now better supports performance-based planning. The new goals for the Newport TSP are listed below. For more details about the full policy framework, please refer to *Setting the Direction for the Plan* in Chapter 2.

- **Goal 1: Safety** – Improve the safety of all users of the system for all modes of travel.
- **Goal 2: Mobility** – Promote efficient travel that provides access to goods, services, and employment to meet the daily needs of all users, as well as to local and regional major activity centers.
- **Goal 3: Active Transportation** – Complete safe, convenient and comfortable networks of facilities that make walking and biking an attractive choice by people of all ages and abilities.
- **Goal 4: Grow the Economy** – Develop a transportation system that facilitates economic activity and draws business to the area.
- **Goal 5: Environment** – Minimize environmental impacts on natural resources and encourage lower polluting transportation alternatives.
- **Goal 6: Support Healthy Living** – Support options for exercise and healthy lifestyles to enhance the quality of life.
- **Goal 7: Prepare for Change** – Ensure that the choices being made today make sense at a time when Newport is growing, and the transportation industry is rapidly changing.
- **Goal 8: Fiscal Responsibility** – Sustain an economically viable transportation system.
- **Goal 9: Work with Regional Partners** – Partner with other jurisdictions to plan and fund projects that better connect Newport with the region.

In addition to the goals outlined above, a set of supplemental strategies and guidelines were developed to address specific issues of concern within the Commercial Core and the Agate Beach areas of the City.

Appendix 4: Park System Master Plan Objectives

Park System Master Plan Objectives

The City of Newport continues to experience growth and is also undergoing shifts in its demographics. Residents age 65 years and older now make up approximately one fourth of the City's population, and the number of residents who identify as Hispanic or Latino has nearly doubled in the last two decades. Today, over half of the City's residents are renters. Given these changes to the City's population, it will be important to consider the needs of future residents and visitors when thinking about how to further develop and improve upon the City's park system.

Some objectives of the Park System Master Plan include:

- Further development of an integrated multi-use trail system that connects neighborhoods, visitor destinations, open spaces, and natural areas.
- Increasing the recreational value of existing parks, including creating conceptual designs for underdeveloped spaces.
- Identifying areas underserved by parks and recreation facilities and proposing new parks and recreation facilities for serving them.
- Redesign and expansion of the Sam Moore Skate Park and associated neighborhood park and trail.
- Siting of a bicycle pump track.
- Recommendations related to siting and management of new community gardens.
- Assessing how future development of the Wolf Tree Destination Resort can be integrated into the City's park system.
- Identifying ways to increase energy and natural resource efficiency for park and recreation maintenance and operations.
- Identifying sustainable funding streams and ways to reduce ongoing maintenance requirements and costs for the City's parks, open spaces, and recreational facilities.
- Collaborating with community partners to create a park and recreation system that is attractive, sustainable, and well-maintained.