CITY CENTER REVITALIZATION PLAN

PUBLIC INVESTMENT

TASK 5.2: DRAFT MEMORANDUM #6 | APRIL 7, 2025

PREPARED FOR:
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urbsworks
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CONTENTS

1 INTRODUCTION

The following Memorandum #6 presents recommendations for public investments that are necessary and desired to support implementation of the Newport City Center Redevelopment Plan (NCCRP) vision, as explored in Memorandum #4 and developed further through a process of stakeholder and public input. The Memorandum #4 alternatives evaluation found that Alternative 2: Short Couplet (SW Abbey Street and SW Angle Street) meets more of the overall rating criteria than Alternative 1: 2-Way US 101 (Bike Lanes on SW 9th St). Therefore, this Memorandum #6 focuses on investments for the short couplet alternative.

The vision consists of both redevelopment and improvements to the transportation system, such as:

- Sidewalk infill and improvement
- Locations and facilities for transit stops
- Provision of bicycle facilities and parking on arterial and collector streets
- Pedestrian crossing locations and improvements
- Intersection improvements including traffic control measures
- Reconfiguration of existing rights-of-way and publicly owned property

Memorandum #6 also identifies public investments that are supportive or complementary to the vision, such as:

- Landscaping
- Gateway features
- Wayfinding and directional signage
- Sidewalk furnishings and fixtures
- Public plazas, parks, and recreation facilities
- Public utilities

It should be noted that, given the developed nature of the study area, expansion of existing right-of-way is not anticipated. However, some limited property acquisition may be necessary at the north and south ends of the proposed US 101 / SW 9th Street couplet.

2 VISION AND GOALS

VISION

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. Revitalization will be facilitated by strategic investment in infrastructure, planned property acquisition, and streamlined development approvals.

GOALS

1. An active mix of uses in a walkable environment.
2. Safe, efficient traffic flow and parking management.
3. A clean, welcoming appearance.
4. Planned property development and acquisition.
5. Targeted investment in infrastructure.

Based on the above vision and goals for the project, **Figure 2** (on the following page), diagrams the basic redevelopment concept. Proposed improvements to ODOT facilities must meet applicable Agency guidance and standards such as applicable ODOT Blueprint for Urban Design (BUD) context classifications. For the NCCRP, two BUD classifications are relevant: 1) **Traditional Downtown/Central Business District** in City Center along Highway 101, and 2) **Urban Mix** for Highway 20. A Central Business District – centered on a proposed Highway 101 / SW 9th Street couplet - is shown in red and 'bookended' by two Urban Mix transition areas, shown in purple, one on the south by the Hospital Node, and the other on the north by the Highway 20 corridor. Within the Central Business District, a concentration of City and County facilities - or "Government Center" - is identified by a blue dashed outline.

Figure 3 provides an artistic illustration of how the study area may appear a decade or more in the future.

Figure 1. Iconic Yaquina Bay Bridge
Source: J. Hencke

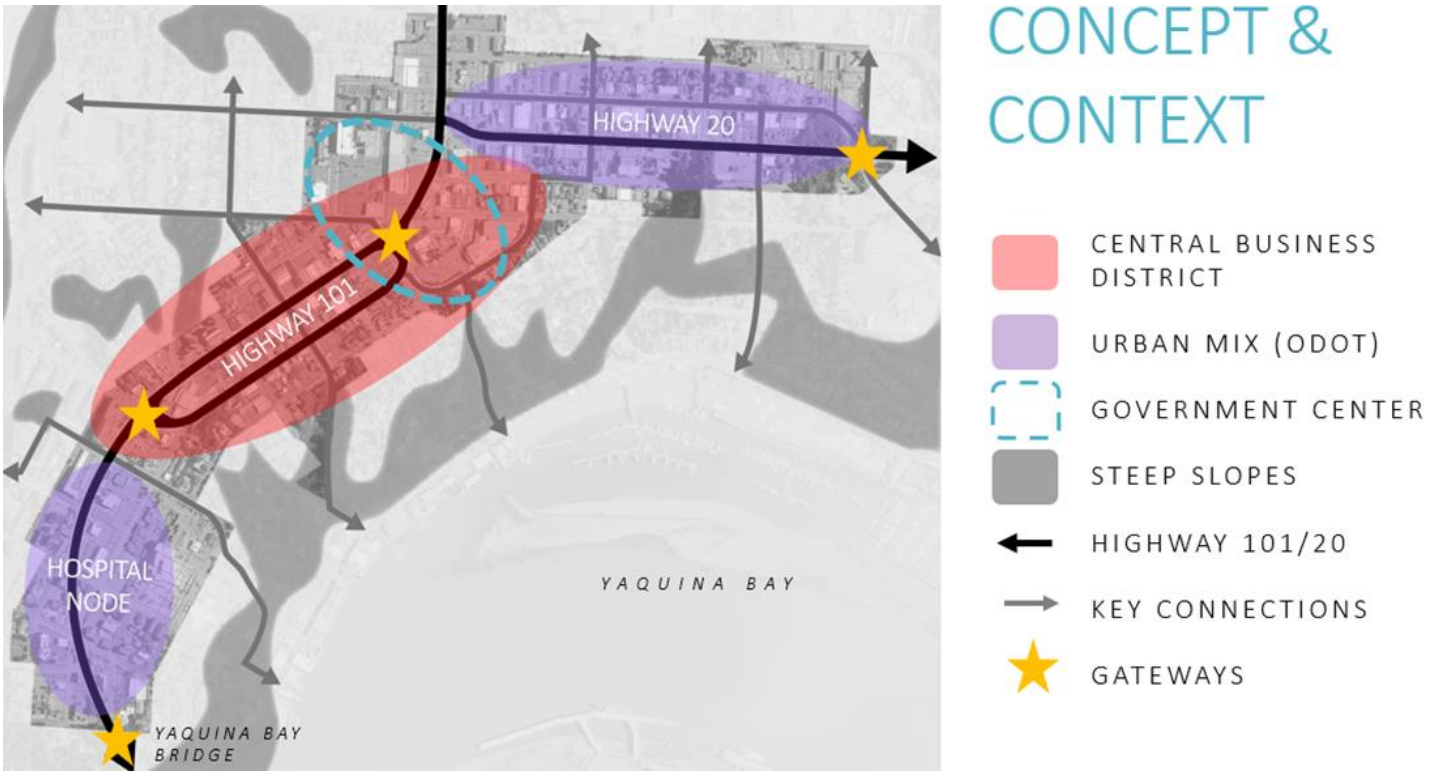


Figure 2. Overall Revitalization Concept - Diagram
Source: David Evans and Associates, Inc.

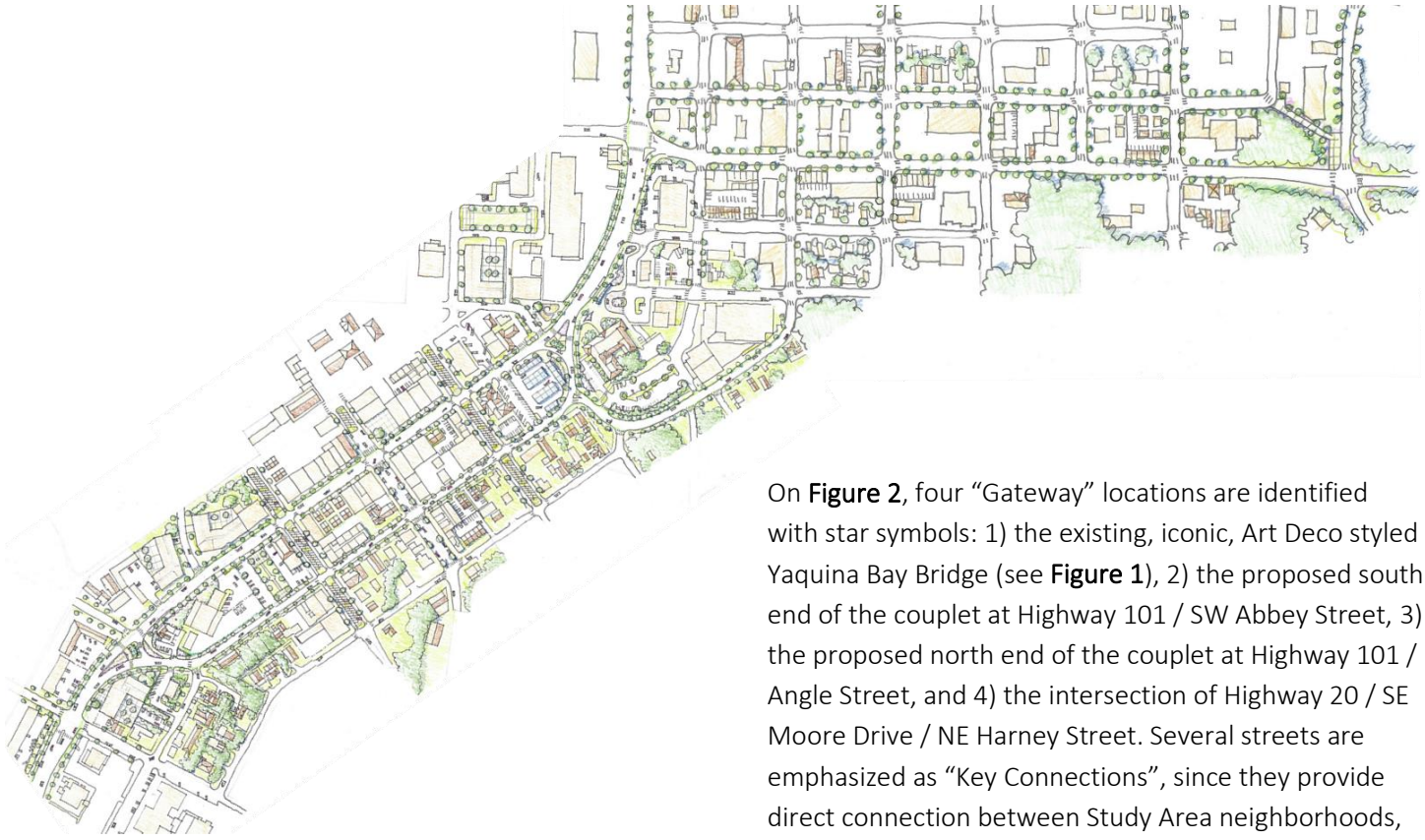


Figure 3. Overall Revitalization Concept - Illustration
Source: David Evans and Associates, Inc.

On **Figure 2**, four "Gateway" locations are identified with star symbols: 1) the existing, iconic, Art Deco styled Yaquina Bay Bridge (see **Figure 1**), 2) the proposed south end of the couplet at Highway 101 / SW Abbey Street, 3) the proposed north end of the couplet at Highway 101 / Angle Street, and 4) the intersection of Highway 20 / SE Moore Drive / NE Harney Street. Several streets are emphasized as "Key Connections", since they provide direct connection between Study Area neighborhoods, and Steep Slopes are shaded since they help define the Study Area context.

3 RESIDENTIAL AND COMMERCIAL CONDITIONS

3.1 HOUSING

Increasing average rent cost in the past ten years and a 4.7 % vacancy rate (2024) indicate a constrained supply of multifamily units in Newport. Strong regional housing price growth and the limited inventory of attainable units indicates demand for additional ownership units in the city. Publicly owned sites within the Central Business District have the highest potential for multifamily residential development. Agencies can catalyze development on public sites 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.

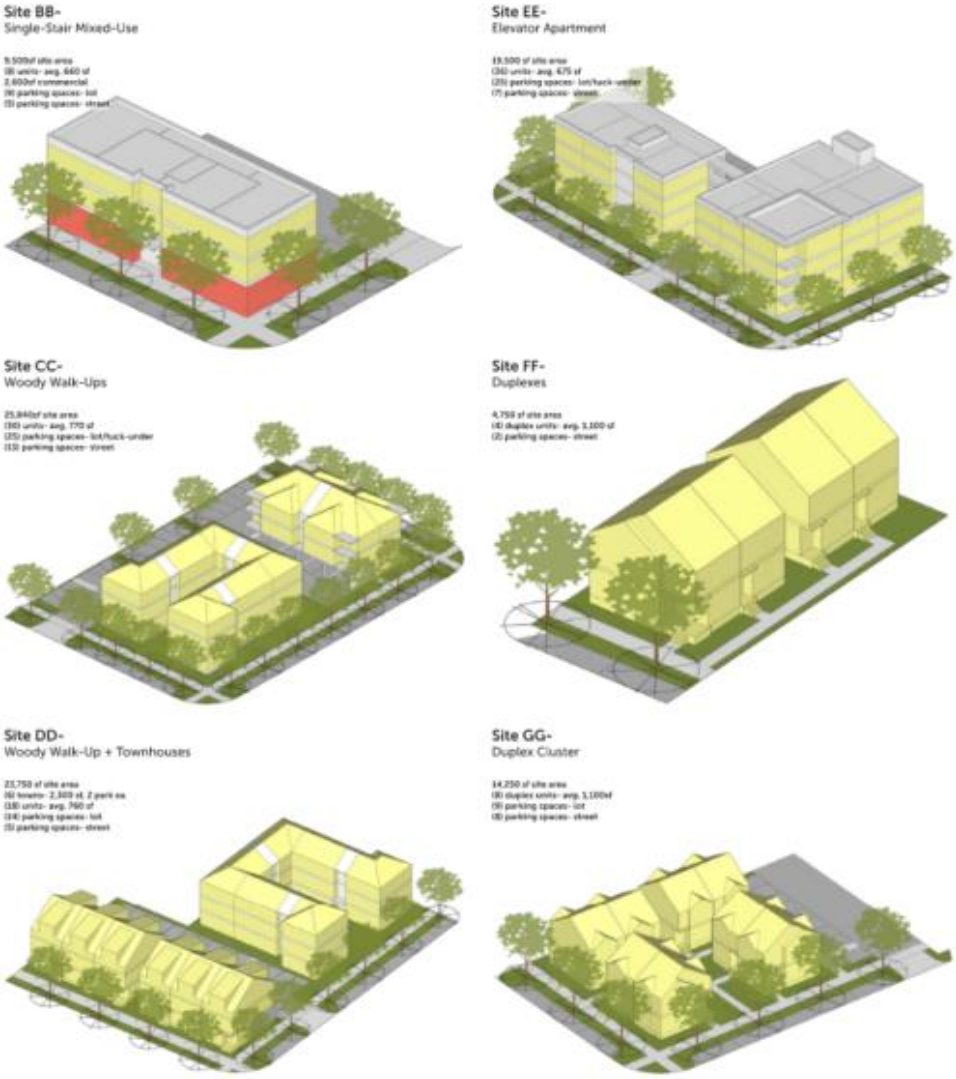


Figure 4. Housing Infill
Source: Urbsworks

As illustrated, a variety of infill housing types are envisioned, including traditional forms like those found in all parts of Oregon (including duplexes, cottages and cottage clusters, small apartments, courtyard apartments, and townhouses). This responds to demographic trends such as average household sizes that have fewer people than in the past. Given that most recent housing development has been detached single dwellings on large lots (5,000 square feet and above), there is a strong market for well-designed housing that is smaller in footprint, more compact in design, and that offer choices for different kinds of households and living arrangements.

3.2 BUSINESSES

Newport's very low commercial vacancy rate (0.6%) indicates that Newport has a very high unmet demand for commercial space, while lack of move-in ready buildings for businesses, high construction costs, and limited supply of vacant commercial land are constraining supply. 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. Retail could concentrate on Alder and Hurbert Streets, which run perpendicular to the couplet and allow for diagonal parking and streetscape enhancements.

4 PUBLIC INVESTMENTS

4.1 HIGHWAY 101 / SW 9TH STREET COUPLET

US 101/SW 9th Street, between SW Abbey Street to SW Angle Street, is envisioned as being transformed into a couplet. Key characteristics of this transformation include:

- Reconfiguring Highway 101 to become one-way, southbound on its current alignment, between Fall Street (on the south end) and Angle Street (on the north end),
- Reconfiguring 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), and
- Upgrading Highway 101 and SW 9th Street to meet ODOT design standards.

This new transportation pattern could help facilitate strategic property development and public realm enhancement. The improvements will bring new focus to SW 9th Street, enhancing visibility and access, and potentially attracting new businesses and residential uses. The new transportation pattern facilitates multimodal access and offers new orientation opportunities. More use of SW 9th Street distributes traffic more broadly across the study area. Significant widening of sidewalks, new buffer zones, and addition of bike lanes promote multimodal usage. New traffic control signalization will (likely) be required (given the new traffic pattern) and integrate with pedestrian safety and walkability improvements. The wider sidewalks and the addition of bike lanes support residential and retail uses.

Figure 5 provides a sketch-level illustration for a potential combination of improvements such as sidewalks, bike lanes, and street trees in the US 101 corridor. Figures 6 and 7 show proposed cross sections of Highway 101 and SW 9th Street.

Figure 5. Highway 101 Central Business District – Potential Features Illustration
Source: David Evans and Associates, Inc.

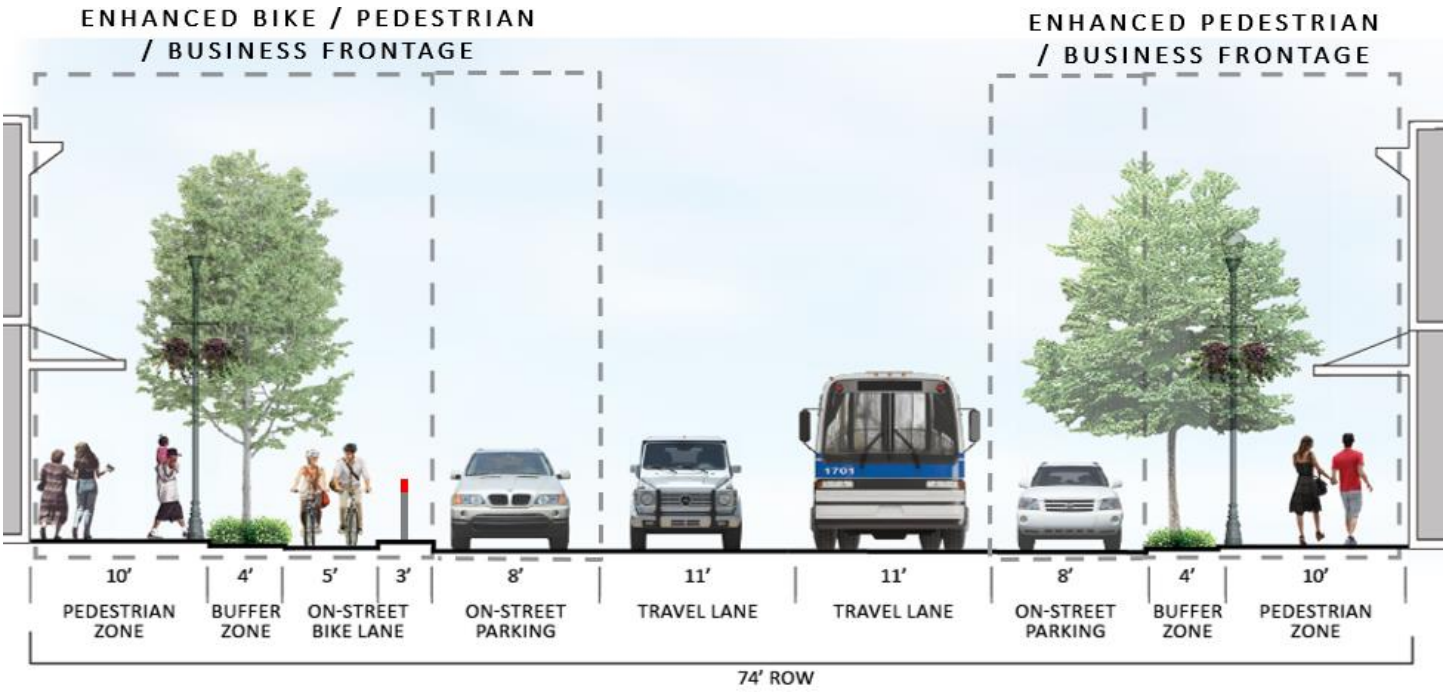


Figure 6. US 101 "Great Street" Southbound Couplet – Cross Section
Source: David Evans and Associates, Inc.

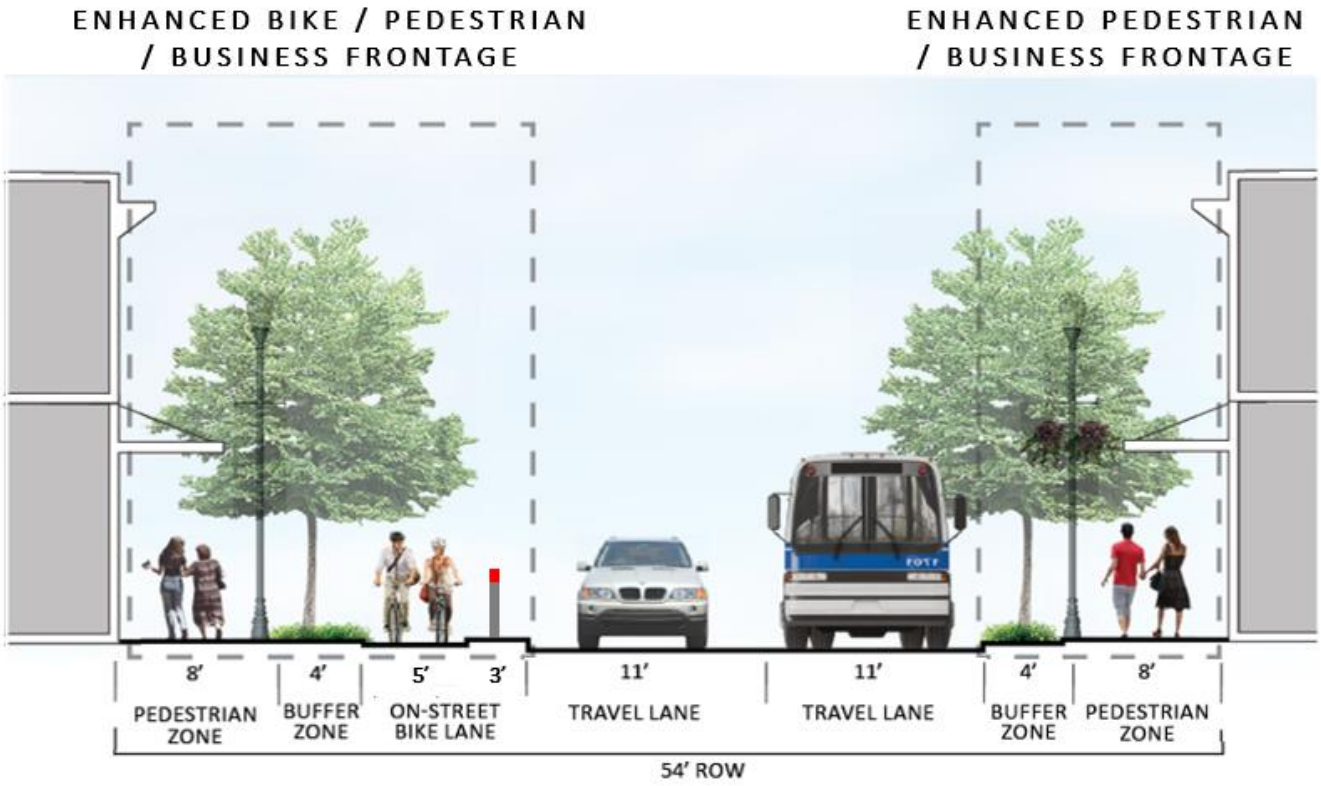


Figure 7. SW 9th Street "Great Street" Northbound Couplet – Cross Section
Source: David Evans and Associates, Inc.

4.2 HIGHWAY 20 CORRIDOR

Highway 20, between SE Moore Drive and Highway 101, is envisioned as an improved "Green Gateway" to Newport. Key characteristics of these improvements include:

- Retain two-way US 20 along its present alignment; enhance with targeted streetscaping/landscaping,
- Support existing businesses while promoting targeted infill and redevelopment – especially housing,
- Provide enhanced US 20 pedestrian/bicycle crossings at Coos and Eads Streets,
- Improve the pedestrian and bicycle conditions along NE 1st Street, and
- Develop a bicycle/pedestrian connection from NE 1st Street to the intersection of NE Harney/US 20 intersection, where a gateway plaza feature could be integrated.

Transportation investments will facilitate increase pedestrian safety and walkability, increase multimodal access, offer new orientation opportunities, and distribute travelers more broadly across the study area. Sidewalk enhancements and the addition of bike facilities will support increased area activity, and opportunities for mixed-use residential and retail.

Figure 8 provides a sketch-level illustration for a potential combination of improvements such as sidewalks, bike lanes, and street trees in the US 20 corridor. Figure 9 shows a proposed cross section of US 20 with buffer zone landscape enhancements.

Figure 8. Highway 20 Corridor "Green Gateway" – Potential Features Illustration

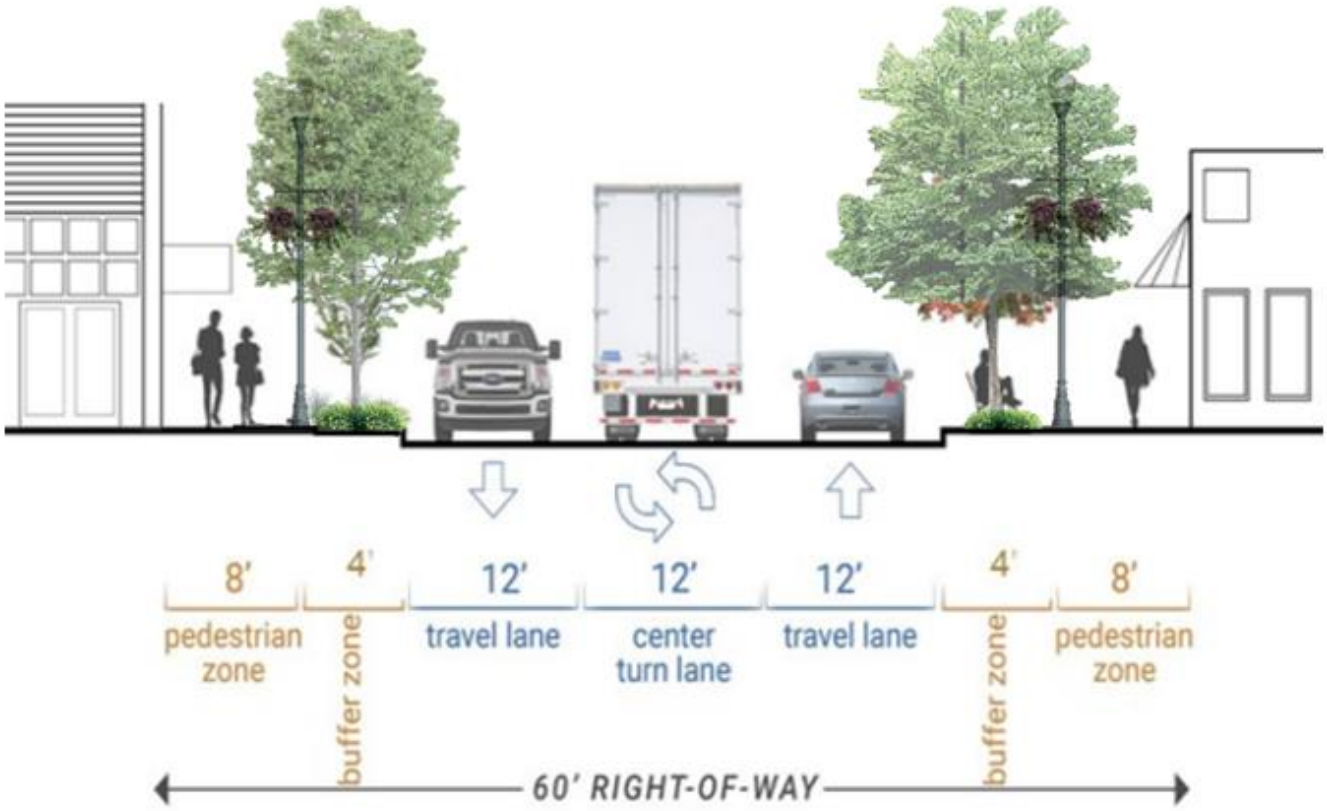


Figure 9. US 20 "Green Gateway" – Cross Section View
Source: Newport Transportation System Plan + David Evans and Associates, Inc.

Proposed improvements to ODOT facilities must meet applicable Agency guidance and standards. Memorandum #4 describes the two applicable ODOT BUD context classifications: 1) Traditional Downtown/Central Business District in City Center along Highway 101, and 2) Urban Mix for Highway 20. In CBDs, the BUD standards to best serve all users have vehicle speeds should be 25 miles per hour (mph) or below, and higher levels of congestion are expected. For Urban Mix, vehicle speeds are typically 25 to 30 mph, and higher levels of congestion are acceptable. Specific BUD standards are provided in the sections above, where appropriate.

Two locations are envisioned for Enhanced Pedestrian / Bicycle Crossings: 1) US 20/Coos Street, and 2) US 20/ Eads Street. The improvements may include Rapid Flashing Beacons (RFB) like the example installed at the intersection of Highway 101 and SW Angle Street as well as high contrast ladder striping for crosswalks (see Figure 8).

Figure 10. Enhanced Pedestrian / Bicycle Crossings
Source: Google

4.3 FESTIVAL STREETS

In the Central Business District, two cross streets (SW Alder and SW Lee) provide unique enhancement opportunities. Supportive of their roles as key routes for those wishing to travel between the Bayfront and Oceanfront/Nye Beach areas, they are wide enough to accommodate angled parking and landscape areas (see **Figures 11 and 12**). These areas (highlighted in blue) would function normally during weekdays but could be temporarily closed on weekends and/or for unique events (see **Figure 13**).

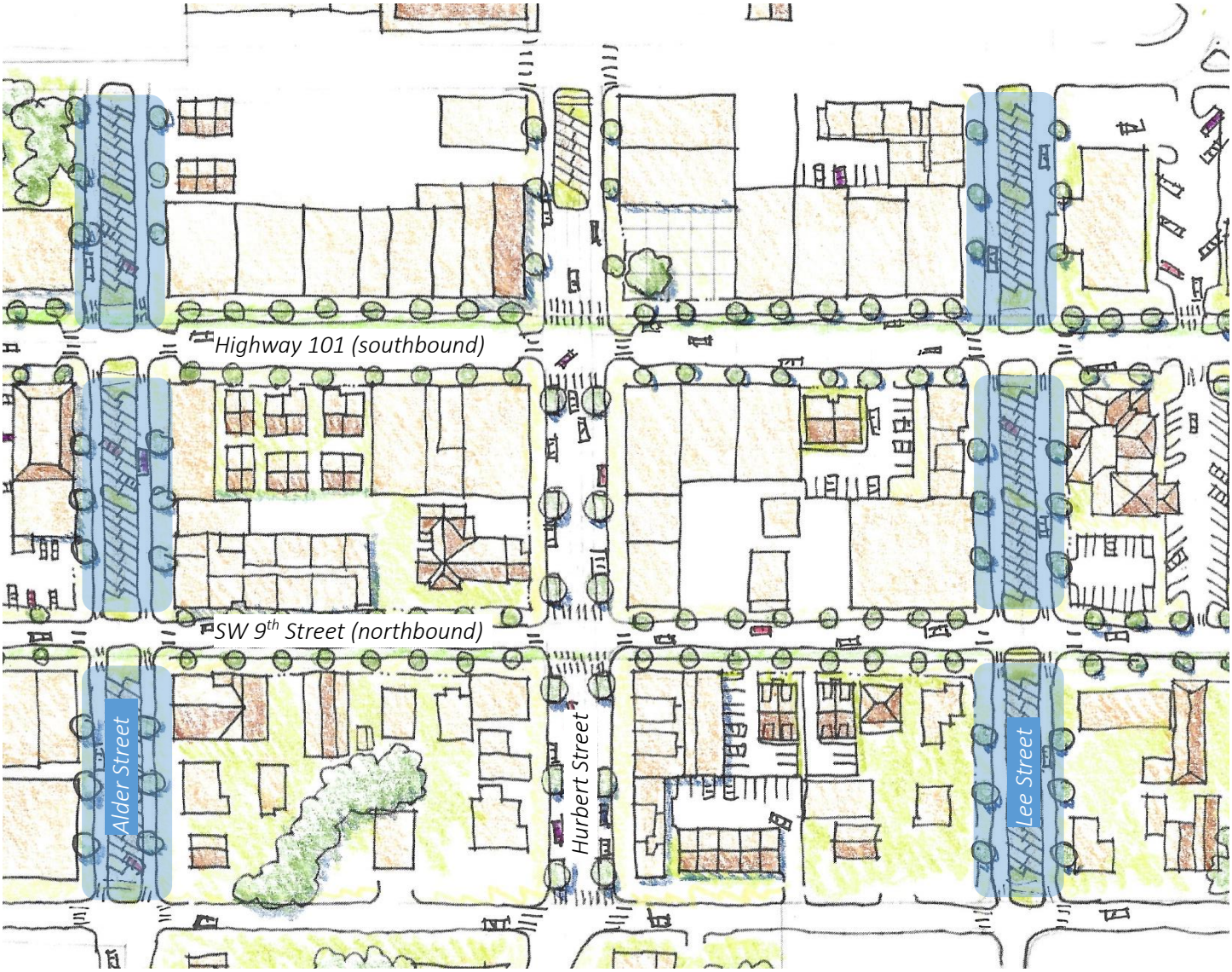


Figure 11. Festival Streets (Alder and Lee) – Enlargement Illustration
Source: David Evans and Associates, Inc.

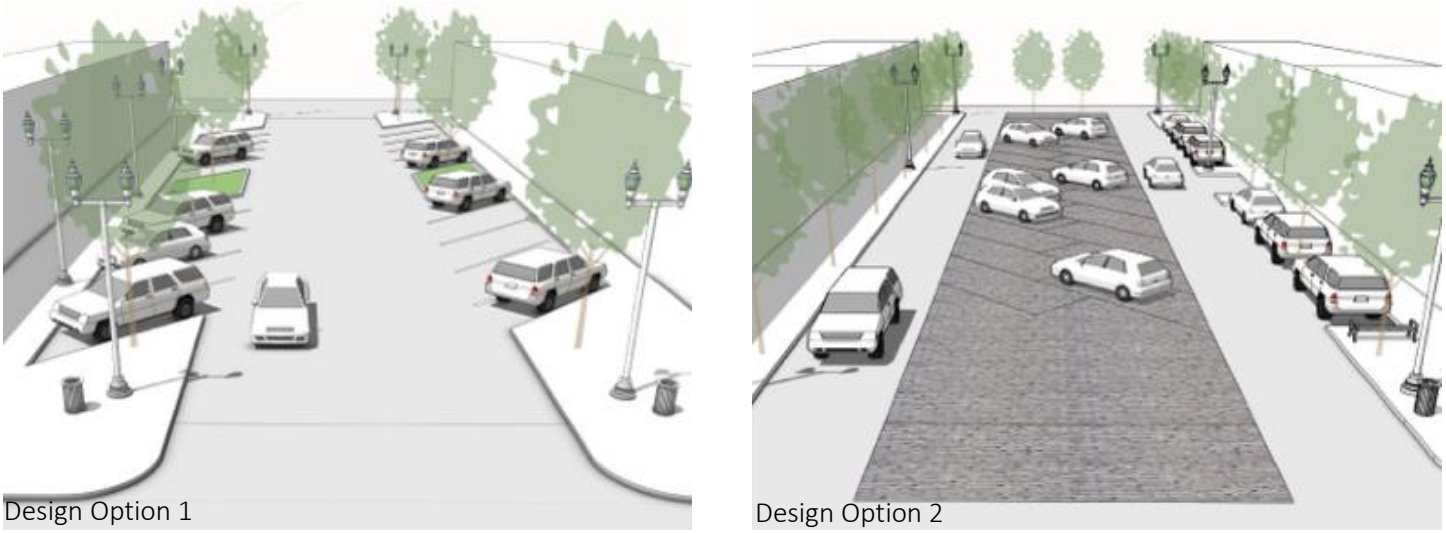


Figure 12. Festival Streets – Design Alternatives
Source: Urbsworks

Figure 13. Festival Street – Weekend Plaza Concept
Source: Portland Bureau of Transportation

4.4 SIDEWALKS AND STREET FURNISHINGS

With the rebuilding of US 101 and SW 9th Street within the study area, new, wider sidewalks will be installed throughout. The improvements concentrate investment in the most active area of US 101, with new opportunities on SW 9th Street (see **Figure 5**). In the US 20 / NE 1st Street corridor, the existing fragmented pedestrian network is proposed to be enhanced with streetscape and connectivity improvements such as infilled sidewalks, street trees, lighting, bulb-outs at key crosswalks and implementing traffic calming measures to reduce vehicle speeds near pedestrian-heavy areas and support safe routes to schools (see **Figure 8**).

Coordinated street furnishings are also envisioned. They can help promote the vibrancy, safety, and functionality of the City Center, fostering a welcoming, comfortable, and sustainable environment. Benefits include:

- Enhanced Aesthetics and Identity
- Improved Comfort and Accessibility
- Increased Social Interaction
- Pedestrian Safety and Flow
- Support Local Businesses
- Natural Environment
- Support Property Value
- Tourism Appeal

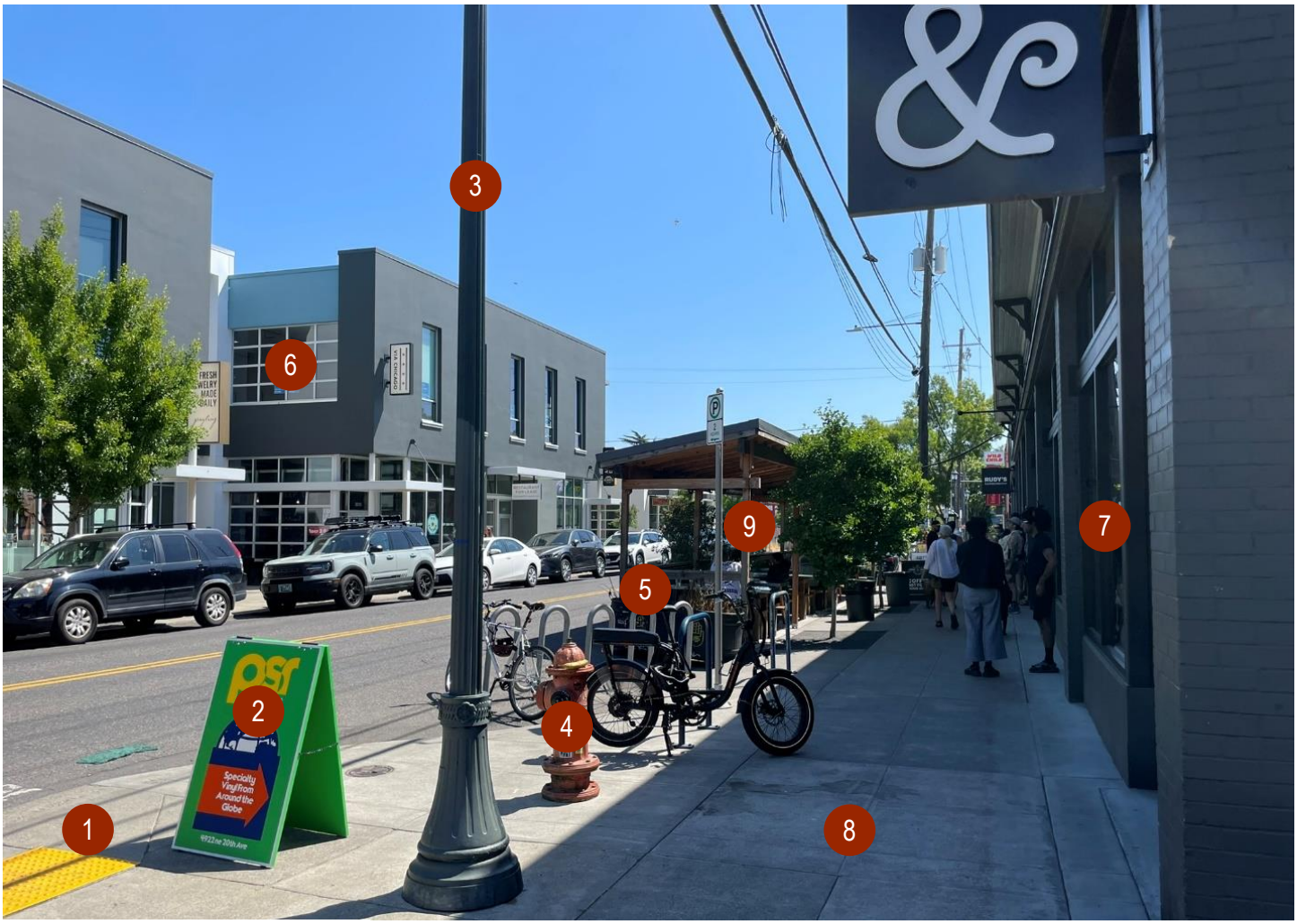
The range of street furnishings envisioned includes:

1. **Benches:** Seating for pedestrians to rest, socialize, or simply enjoy the surroundings; they encourage people to linger, contributing to a more vibrant atmosphere.
2. **Trash and recycling bins:** Strategically placed bins can help keep City Center clean and tidy. They also promote sustainability by encouraging proper waste disposal and recycling.
3. **Planters and greenery:** Flowers, shrubs, and trees add seasonally changing natural beauty. They can soften hardscapes, improve air quality, foster an inviting atmosphere, mitigate weather events, and enhance City Center's aesthetic appeal.
4. **Street lighting:** Proper street lighting is essential for safety, especially after dark. Since Newport already deploys decorative street light fixtures in the study area, the CCRP envisions additional fixtures to fill in gaps.
5. **Bollards:** Bollards (small, vertical posts used to control vehicle traffic and protect pedestrians) can be decorative and functional. The relocated transit stop may be an area where bollards can delineate pedestrian zones and prevent vehicles from entering.
6. **Signage and wayfinding:** Informational signs, directional signage, and maps help visitors navigate the City Center, guiding people to key destinations like parking lots, public restrooms, or points of interest. See section 5.2..
7. **Public art:** Sculptures, murals, and other public art can enhance the study area aesthetics and express Newport's culture, history, and values - making City Center more engaging, encouraging people to stop and explore.
8. **Bike racks:** Bike racks provide designated spaces for cyclists to securely park their bikes, encouraging alternative modes of transportation and increasing the area's appeal to environmentally conscious residents and visitors.
9. **Shade structures or pergolas:** Shaded areas offer comfort for pedestrians, particularly in rainy or warm weather. Canopies create spots for relaxation and socializing while also enhancing the aesthetic appeal of City Center.
10. **Outdoor dining furniture:** Outdoor tables and chairs can enhance the street experience, contributing to the City Center atmosphere by providing space for socializing or enjoying meals al fresco.

11. **Drinking fountains:** Public drinking fountains offer convenience for pedestrians, especially in busy areas. They provide a sustainable, eco-friendly alternative to bottled water and promote hydration.
12. **Kiosks and information stands:** Kiosks or stands can provide information on local events, public services, or tourism details - acting as information hubs that contribute to the overall City Center.

Figure 14 illustrates an example limited palette of sidewalk furnishings and **Figure 15** shows an example of a pedestrian friendly furnished streetscape/sidewalk area. By incorporating a combination of street furnishings, Newport's City Center can be a more vibrant, comfortable, and welcoming space that encourages social interaction, supports local businesses, and enhances the overall quality of life for residents and visitors alike.

Figure 14. Example Palette of Coordinated Sidewalk Furnishings
Source: Site Furnishing Manufacturers



KEY NOTES

1. CURB EXTENSION / BULB OUTS PROMOTE PEDESTRIAN SAFTEY
2. PERMITTED "A" BOARD PEDESTRIAN SIGN
3. ORNAMENTAL STREET LIGHT
4. FLEXIBLE SPACE FOR SIGNS AND UTILITIES
5. BIKE RACK ON STREET REPLACES ONE AUTOMOBILE SPACE
6. OFFICES/FLATS OVER GROUND FLOOR RETAIL USES PROMOTES ACTIVITY THROUGHOUT THE DAY
7. GROUND FLOOR BUSINESSES WITH WINDOWS ON THE STREET
8. SIDEWALK CLEAR ZONE ALLOWS UNIMPEDED PEDESTRAIAN CIRCULATION
9. COVERED DINING AREA PERMITTED IN PARKING ZONE SUPPORTS ADJ. CAFÉ

Figure 15. Street Furnishings and Fixtures Example – Alberta Street Arts District, Portland, Oregon
Source: David Evans and Associates, Inc.

4.5 TRANSIT STOP RELOCATION

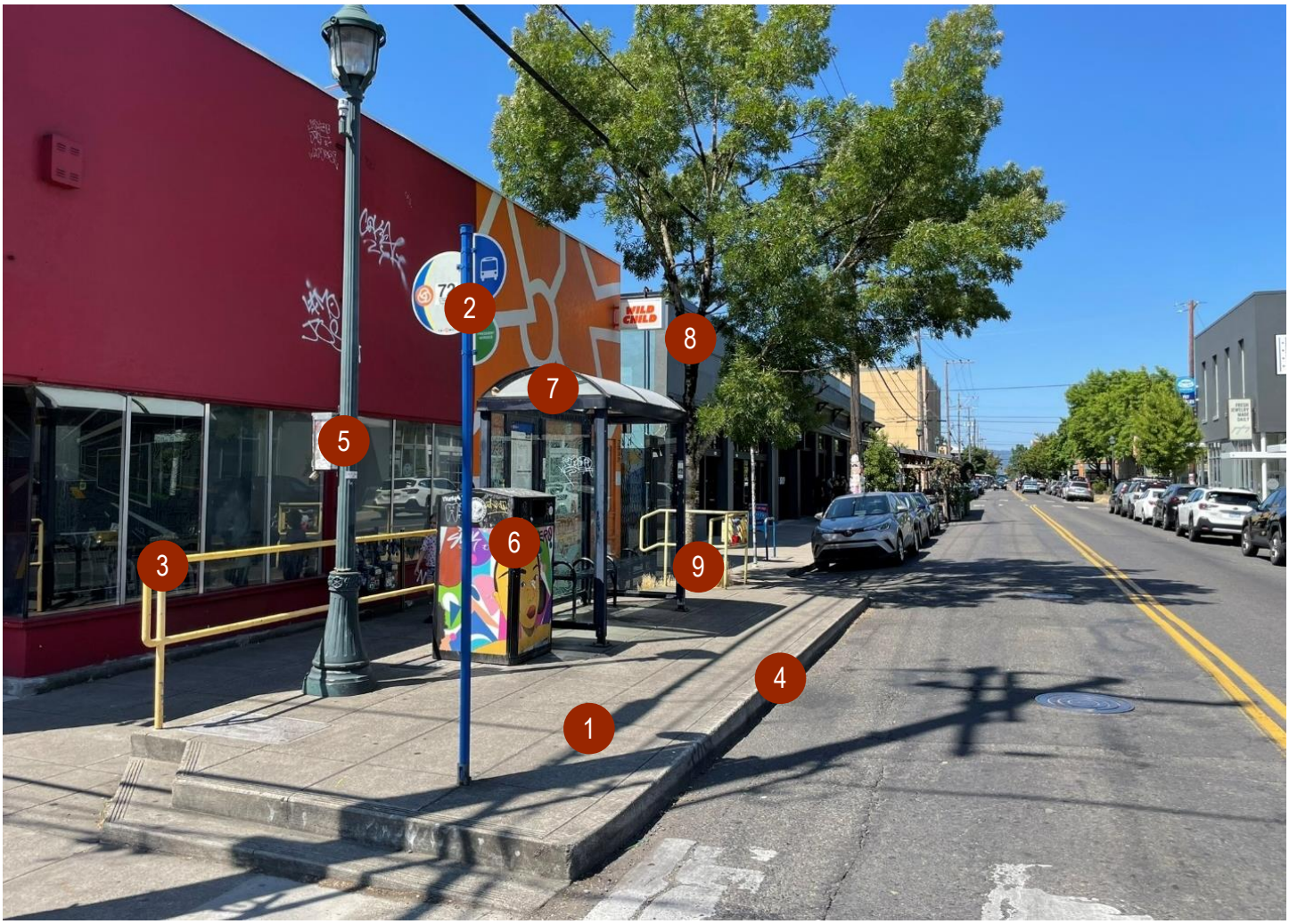
Some impacts on transit are expected with the preferred couplet alternative, with the split route potentially adding additional commute time to pedestrians along US 101 and SW 9th Street. The BUD guidelines for CBDs call for transit stops placed at frequent intervals, and transit priority treatments to help with transit mobility. The BUD guidelines for Urban Mix call for transit stops placed in proximity to origins and destinations.

As shown in **Figure 16**, the enhanced transit stop could include an accessible platform for easy boarding, covered shelter, signage, lighting, bollards, and other ornamental elements. **Figure 17** highlights an example of how additional bus transit stops may be integrated into the streetscape at other locations in the study area.

KEY NOTES

1. CLOSE SEGMENT OF SW 2ND STREET
2. NEW TRANSIT SHELTER
3. NEW PICK UP / DROP OFF
4. NEW PARKING LOT
5. FARMERS MARKET LOT
6. LANDSCAPE FEATURE
7. CITY HALL
8. RECREATION CENTER
9. POTENTIAL CLOSURE / PLAZA

Figure 16. City Hall Transit Plaza
Source: David Evans and Associates, Inc.



KEY NOTES

1. TRANSIT PLATFORM GRADED FOR LEVEL / EASY BOARDING
2. TRANSIT STOP IDENTIFICATION SIGN
3. SAFETY / LEANING RAIL
4. CURB EXTENDED TO BALANCE TRANSIT ACCESS AND ONSTREET PARKING
5. ORNAMENTAL STREET LIGHT
6. TRASH RECEPTACLE WITH ORNAMENTAL WRAP
7. COVERED SHELTER PROTECTS TRANSIT PATRONS
8. STREET TREE PROVIDES SHADE AND OTHER ENVIRONMENTAL BENEFITS
9. ADA ACCESSIBLE RAMP ALLOWS ACCESS FOR ALL

Figure 17. Example of Enhanced Bus Transit Stop – Alberta Street Arts District, Portland, Oregon
Source: David Evans and Associates, Inc.

4.6 BICYCLE FACILITIES

Several bike connections are proposed. The first is a southbound bike lane on US 101 south of NE Angle Street. The second is a northbound bike lane on US 101 from the Yaquina Bay Bridge to the new couplet, splitting off Highway 101 between SW Abbey Street and SW Fall Street. Northbound bike traffic will continue on the east side of SW 9th Street between SW Fall Street and SW Angle Street. Third, a new E/W route on NE 2nd Street between SW Elizabeth Street and US 101 will continue north on SW 10th Street to SE Benton Street, jogging on to NE 2nd Street for a block, then extending northward on SE Coos Street. These routes intersect at SW 9th Street and SW Angle Street and provide bike-ability from and between the Central Business District and the urban mix area.

Figure 18 shows the locations of existing and proposed new bicycle routes.

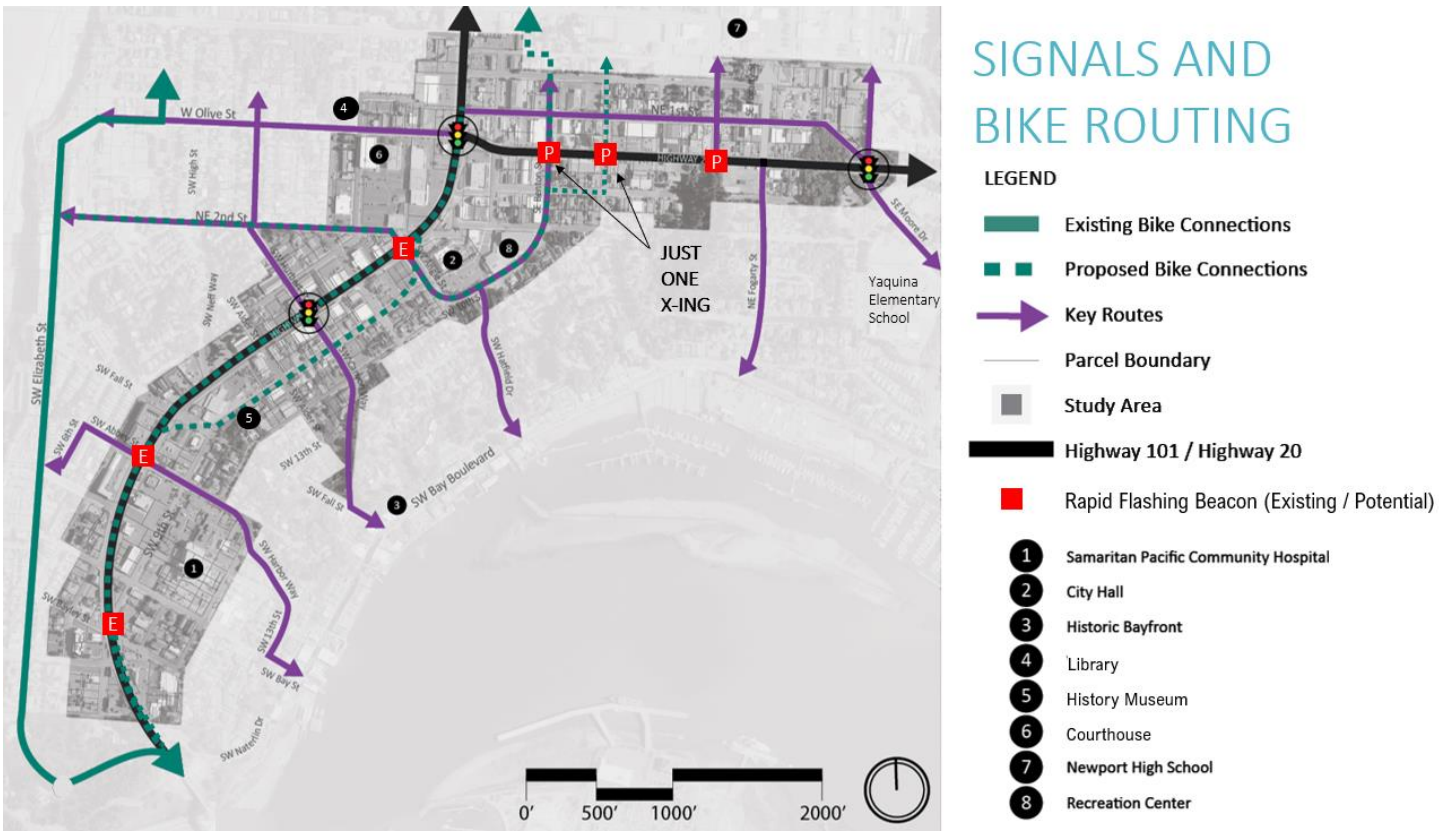


Figure 18. Existing / Proposed Bicycle Routes and Signals
Source: David Evans and Associates, Inc.

The NCCRP also would provide quality bicycle facilities on the NE 1st Street parallel route to reduce impacts on properties adjacent to the highway.

The conceptual cross-sections for both US 101 and SW 9th Street are expected to improve the level of traffic stress for both pedestrians and bicyclists. The conceptual cross-section for US 20 is not expected to result in any improvement for bicycle level of stress due to a lack of bike lanes, but a parallel route will be provided for bicyclists on NE 1st St.

The BUD guidelines for CBDs call for bicycle and pedestrian facilities that are relatively wide and comfortable to serve anticipated users. The BUD guidelines for Urban Mix recommend bicycle and pedestrian facilities that are 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. The concept plan achieves BUD standards.

4.7 INTERSECTION AND PEDESTRIAN CROSSING IMPROVEMENTS

Key intersections along US 101 and SW 9th Street are not projected to meet signal warrants. However, signalization at Bayley St and Angle St may facilitate gaps in traffic along the couplet for side street traffic. A planned major intersection improvement (per the Newport Transportation System Plan) is to add another southbound left-turn lane from US 101 onto eastbound US 20.

In addition, improvements will be focused on intersections that are rated as having extreme and high stress, such as the following locations:

Extreme stress

- US 20 and NE Benton Street
- US 20 and NE Iler Street

High stress

- SW 9th Street and SW Abbey Street
- SW 9th Street and SW Canyon Way
- US101 and SW Canyon Way
- US101 and West Olive Street

In addition to the existing Rectangular Rapid Flashing Beacons (RRFBs) at US 101 at SW Bayley Street, SW Abbey Street, and SW Angle Street, the NCCRP proposes two new RRFBs be installed to improve pedestrian safety and accessibility at 1) US 20 / SE Coos Street (or US 20 / SE Benton Street), and 2) US 20 / NE Eads Street. The RRFBs shown in **Figure 9**, with the two signals at US 101/ SW Hurbert Street and the US 101/US 20 junction, will help provide safe pedestrian crossings at all identified key routes within the study area.

It should be noted that the proposed one-way couplet offers safety advantages, compared to maintaining Highway 101 as a two-way thoroughfare. For example, **Figure 19** shows a typical intersection improvement comparison between the two - with crosswalk bulb-outs, side street angled parking, sidewalks, and landscaping. Compared to the two-way option, the couplet configuration shortens the physical distance that pedestrians need to cross, from 56 feet to 24 feet, or approximately 10 seconds of walking time. The narrowed pedestrian crossings also maximize the buffer area to allow landscaping and sidewalk amenity enhancement.

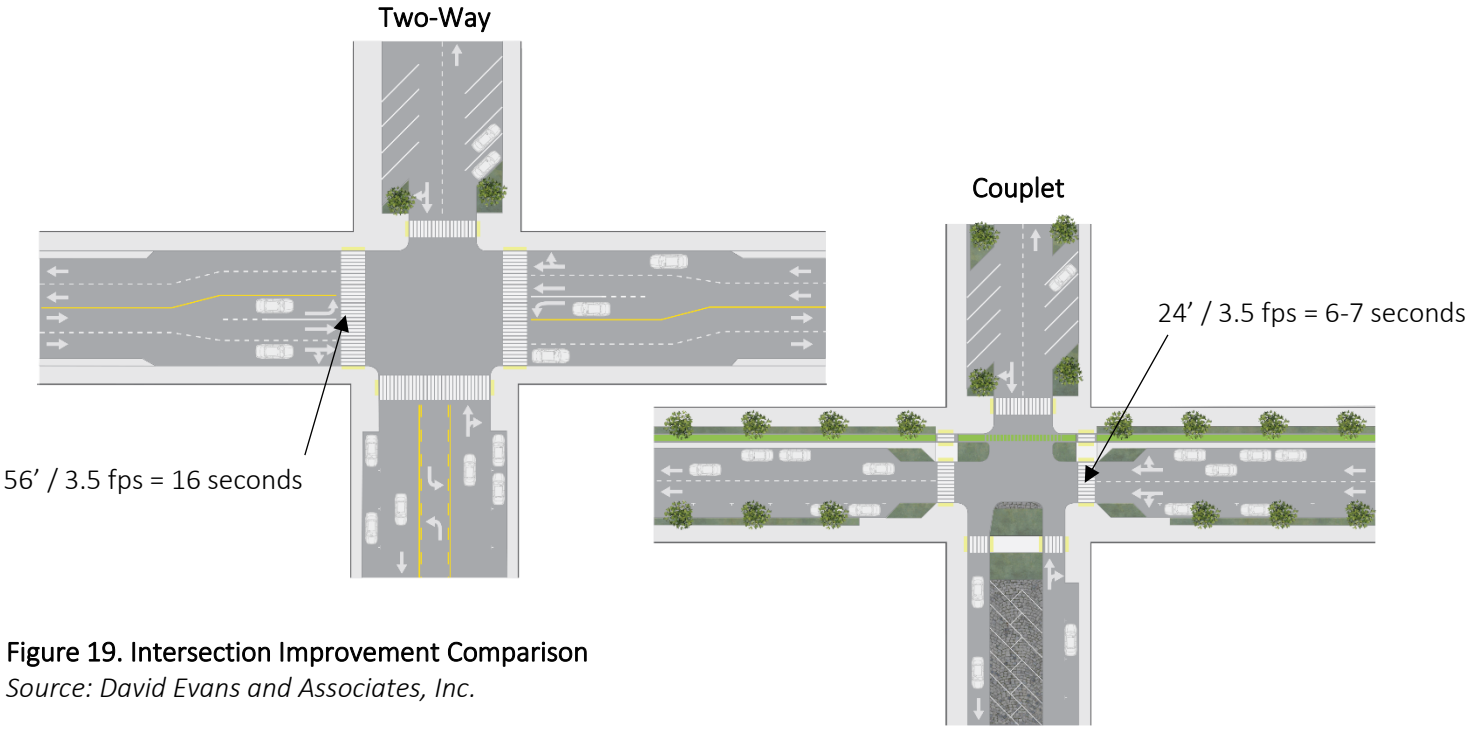


Figure 19. Intersection Improvement Comparison
Source: David Evans and Associates, Inc.

The couplet also reduces the number of vehicle / pedestrian / cyclist conflict points, from approximately 58 to 27 (see **Figure 20**). Reducing vehicle/pedestrian conflict points improves safety by minimizing situations where vehicles and pedestrians are likely to interact, lowering the chances of accidents by streamlining traffic flow and allowing both vehicles and pedestrians to anticipate and navigate the environment more predictably. This helps reduce the risk of collisions and increases overall safety for everyone.

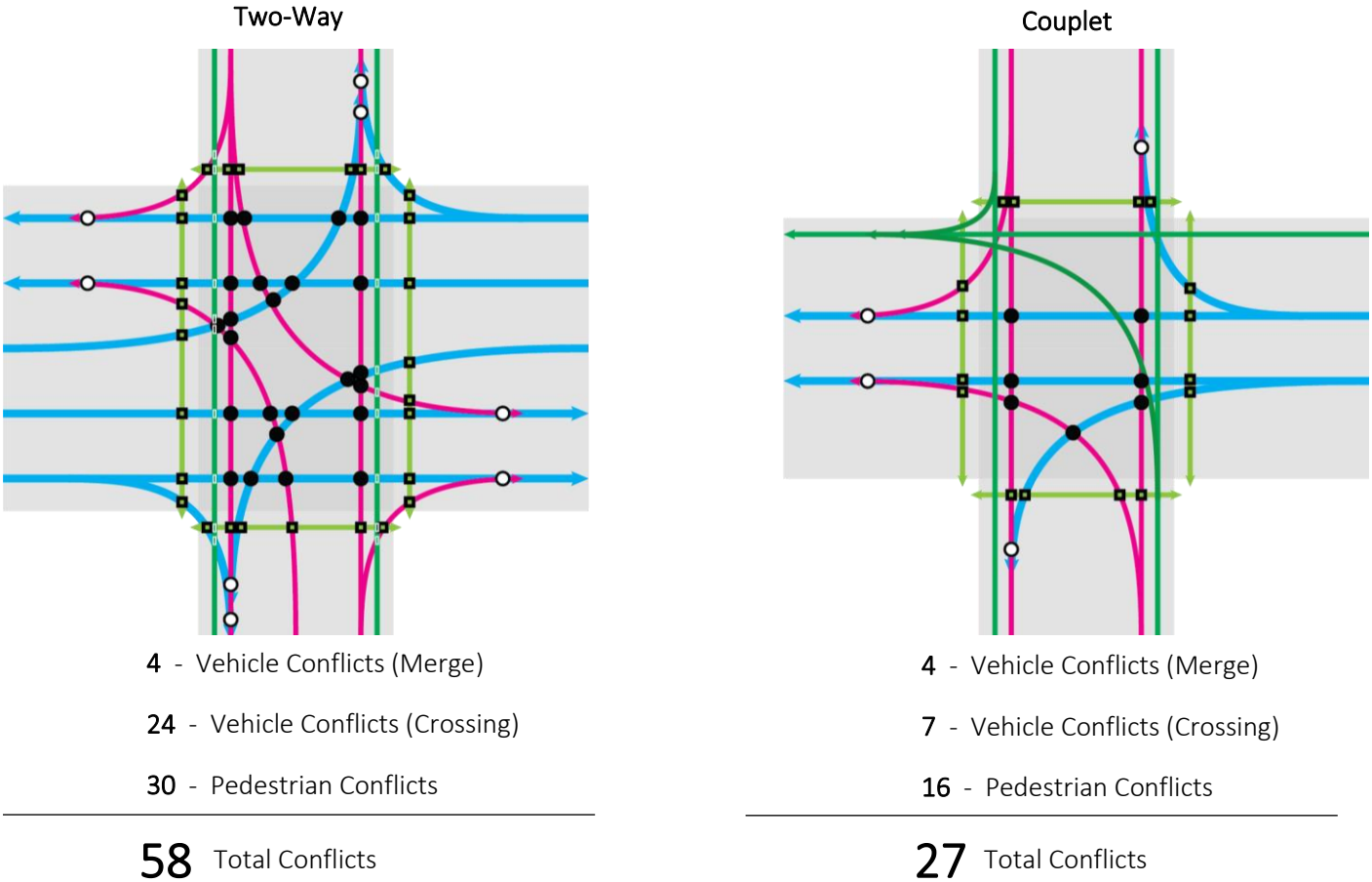


Figure 20. Pedestrian / Vehicle Conflicts
Source: David Evans and Associates, Inc.

4.8 GATEWAY FEATURES, WAYFINDING AND DIRECTIONAL SIGNAGE

The NCCRP concept envisions that wider sidewalks and simplified travel directions will be combined with new wayfinding signage. Three gateway features are planned: 1) at the southwest end of the couplet, 2) at the north end of the couplet near City Hall, and 3) at the northeast edge of the city where Highway 20 meets SE Moore Drive.

Figure 21. Gateway Features, Wayfinding, and Directional Sign Locations
Source: David Evans and Associates, Inc.

The southern gateway combines public ROW landscaping with adjacent private redevelopment. At the north gateway near City Hall, public ROW landscape design can be integrated with the relocated bus stop. The diagram in **Figure 21** shows proposed locations of the gateway features, as well as wayfinding and directional signs. Comprehensive wayfinding measures will enhance the City Center vitality and accessibility to ensure seamless movement to attractions, local businesses, and essential services. Strategic sign placement will: 1) help visitors and residents navigate the area, and 2) connect them with key destinations. Furthermore, well designed signage helps promote sustainable transportation, improve emergency preparedness, and create a welcoming environment for all, ultimately contributing to long-term City Center success.

Figure 22. Examples of Wayfinding Signs
Source: J. Hencke

Interpretive signs can memorialize historic and cultural features. These signs serve as educational tools, enriching visitors' experiences by providing contextual information and fostering a deeper appreciation for Newport's heritage. Combined with directory signs, interpretive signs help showcase Newport's unique history, enhance the appeal of sites, drive cultural tourism and reinforce community identity. Examples are shown in **Figure 23**.

Figure 23. Examples of Gateway Directory and Interpretive Signs
Source: J. Hencke

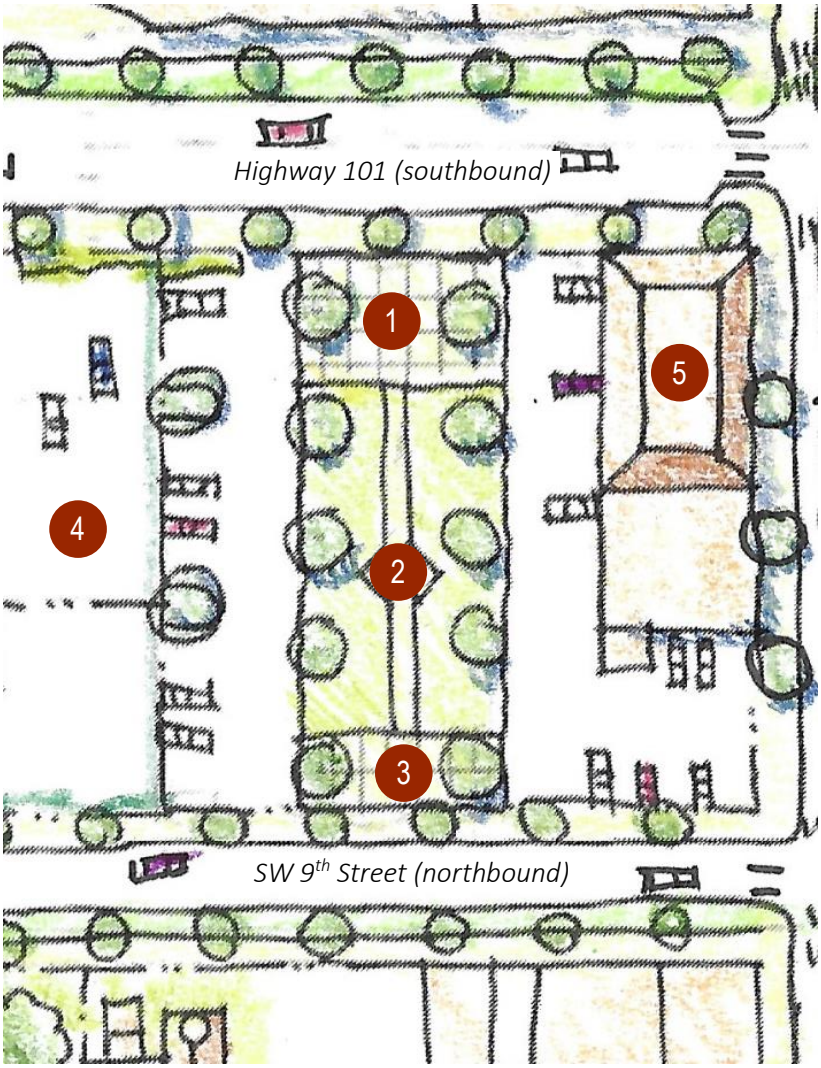
Three new, strategically placed gateway signs would enhance the planned redevelopment. By creating distinct and welcoming visual markers, gateway signs will help establish a clear sense of arrival, reinforcing the city's identity and neighborhood boundaries. Examples are shown in **Figures 24 and 25**.

Figure 24. Existing Gateway Sign Feature
Source: Peter Reinold

Figure 25. Example Gateway Sign and Sculpture - Meridian, Ohio
Source: Fairview Terrace Estates

4.9 PUBLIC PLAZAS, PARKS, AND RECREATION FACILITIES

Redevelopment, ideally, will be supported by additional plazas, parks, and community spaces that help create a sense of place in City Center. First, the NCCRP envisions a permanent, year-round, covered Farmer's Market at its current location. Second, an expansion of Founding Rock Plaza into a slightly larger park space appears opportune (see **Figure 26**). Third, repurposing of some of the City Hall grounds for replacement parking, landscaping, and transit station is envisioned. Fourth, public spaces, generally, can be enhanced with art installations, sculptures, and/or creative signage. Everyday features - like lighting, seating, and pedestrian pathways – become more accessible and inviting amenities when they have been thoughtfully and artistically enhanced. Fifth, the area benefits from the centrally located Newport Recreation Center.



KEY NOTES

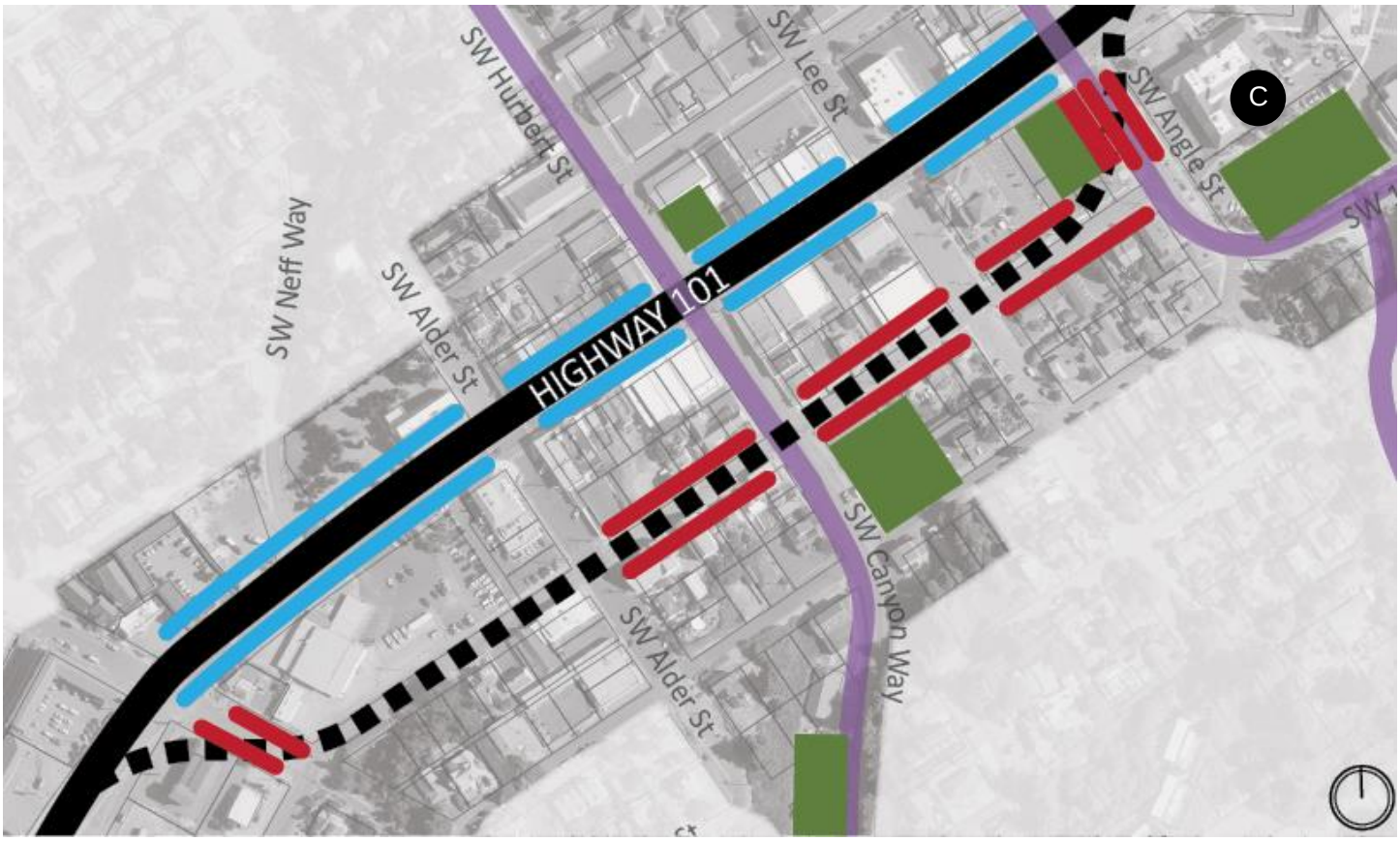
1. EXISTING FOUNDING ROCK PLAZA
2. PARK EXPANSION
3. NEW PLAZA
4. NATIONAL GUARD
5. PIG-N-PANCAKE

Figure 26. Founding Rock Park - Expansion Concept
Source: David Evans and Associates, Inc.

4.10 PARKING

The existing City Center public parking supply is shown in **Figure 27** and an initial assessment of the proposed changes to public parking in **Figure 28**. The public parking-related effects of the proposed change to a couplet include: 1) on-street parking would be retained on US 101 and improved through widening of the parking lane and buffer zones, 2) on-street parking removed from SW 9th Street to accommodate the northbound bike lane, and 3) additional on-street parking created on side streets, such as Alder and Lee. The initial assessment indicates a reduction of on-street parking on SW 9th Street and a small off-street parking impact at the City-owned Farmers Market parking lot. Both of these impacts can be mitigated 1) onsite at the Framers Marker lot, 2) an additional 22 spaces on the south side of City Hall, and 3) an increase in on street parking with the proposed Festival Street reconfiguration of Alder and Lee (see **Figures 11 and 12**).

Figure 27. Existing Public Parking Supply
Source: Newport Parking Management Plan



LEGEND

- PARCEL BOUNDARY
- STUDY AREA
- SW 9th Street - Northbound
- C CITY HALL
- HIGHWAY 101 - Southbound
- ON-STREET PARKING REMAINS
- ON-STREET PARKING REMOVED
- PARKING LOT
- KEY ROUTES

	TOTAL ON-STREET SPACES	TOTAL PUBLIC LOT SPACES	TOTAL PUBLIC SPACES
EXISTING	271	184	455
REDESIGN	264	190	454

Figure 28. Cursory Public Parking Impact Assessment
Source: David Evans and Associates Inc.

4.11 LANDSCAPING

Investment in creative and intensified landscaping can enhance the pedestrian experience, buffer the street, and provide visual interest. Regarding the public ROW, according to BUD guidelines for both CBD and Urban Mix, landscaping and street trees, following ODOT placement and spacing guidelines, are appropriate.

KEY NOTES

1. FARMER'S MARKET PLAZA
2. CROSSING ISLAND
3. URBAN PLAZA / FEATURE
4. REFRESHED PLANTINGS
5. TRANSIT STOP
6. STREETSCAPE FEATURES
7. STREET TREES
8. PEDESTRIAN-SCALED LIGHTING
9. POTENTIAL CLOSURE / PLAZA

Figure 29. City Hall Landscape Opportunities
Source: David Evans and Associates Inc.

Figure 30. Fayetteville Farmer's Market
Source: Experience Fayetteville

Figure 31. Crossing Island in Asheville, North Carolina
Source: The Walc Institute

Figure 32. Rain Garden in Port Townsend, Washington
Source: The Walc Institute

Figure 33. Redmond City Hall Landscape Improvements
Source: SZABO

Figure 34. Enhanced Transit Stop
Source: Redmond Technology Station, Google Maps

Figure 35. Streetscape Enhancements
Source: MKSK – Lee P Thomas

Figure 36. Shore Pines as Street Trees
Source: 148 W Gower Ave, Cannon Beach, Google Maps

Figure 37. Pedestrian-Scaled Lighting
Source: Dan Burden

4.12 ARCHITECTURAL CHARACTER

We understand the current branding of City Center as the "Deco District" was initiated as a way to reflect, extend, and capitalize on the outstanding character of the iconic Yaquina Bay Bridge (located just to the south of the plan area).

Figure 38. Marlin Hotel
Source: Miami Beach, FL, Google Maps

Figure 39. Bohn House
Source: Jake Holt

Although a few existing buildings in the plan area incorporate a level of Art Deco detailing, some residents have questioned the usefulness of the "Deco District" branding. If the City decides to continue with the "Deco District" as policy, then developing and adopting a targeted set of architectural guidelines or standards would help strengthen the character-influencing results of any new development/redevelopment. To illustrate potential, a few examples of buildings that exemplify Art Deco architectural character are included (see **Figures 38, 39, and 40**). The first two are historic examples, and the third is a more contemporary (and less stringent) interpretation.

Figure 40. Denizen – Portland OR
Source: denizenpdx.com/neighborhood/

4.13 PUBLIC UTILITIES

The NCCRP vision includes a comprehensive rebuilding of public utilities within study area portions of Highway 101 and SW 9th Street public right-of-way. This is a transformative undertaking, helping create the conditions that will accommodate growth while supporting resilience – especially given the region's vulnerability to coastal high wind weather events and earthquakes.

Figure 41. Existing Overhead Utilities
Source: Alder Street, Newport OR, Google Maps

In a review of existing conditions, Newport's water treatment plant capacity is 7 million gallons per day and expandable to 10 million gallons per day, which meets demand far into the future. Most water use is residential, and secondarily for breweries, hotels, restaurants. The highest water demand is during fishery seasons, as processing and other dock activities consume water). The NCCRP study area is comprised of multiple stormwater drainage basins. Existing storm drains were designed and constructed to only meet developed areas, without planning for future development. According to the 2016 Storm Water Master Plan, current issues include insufficient capacity, undersized pipes, culverts that need replacement, locations that exceed 25-year storm event, and areas under private ownership. A few basins in the study area have no current deficiencies, but new development may necessitate capacity expansion. Currently, as shown in **Figure 41**, some overhead utilities detract from Newport's visual character and are susceptible to damage from severe weather events.

To the extent possible within the study area, the NCCRP envisions relocating above ground utilities below the surface. Underground utilities enhance safety, improve reliability during and after severe weather and earthquakes, and reduce visual clutter. Coordinating these upgrades as part of the NCCRP helps promote efficiency and cost savings, ensuring that redesigned streets not only meet modern transportation needs but also deliver a more attractive and resilient environment capable of withstanding the challenges posed by the coastal environment.

Figure 42. Streetscape Stormwater Infrastructure
Source: Philadelphia Water Department

NCCRP redevelopment also provides opportunities to enhance the city's stormwater management capacity, addressing the existing system limitations detailed in the 2016 Storm Water Master Plan. Streets may include stormwater management devices, such as the planters shown in **Figure 42**, or other devices, such as underground stormwater management vaults. Upgrades will be able to address current deficiencies, as well as build resilience for the future.

5 IMPLEMENTATION

5.1 ACTIONS

NCCRP implementation, and the public investments required to achieve the vision, will require years of action and commitment, led primarily by the City of Newport. **Figure 43** diagrams the types of key actions that will require sustained attention to achieve the desired results, and **Figure 44** highlights a range of potential site-specific projects and City programs that will help advance the redevelopment vision. This memorandum proposes concept-level investments as a first step toward a detailed design plan. The City can focus on implementing recommended pedestrian safety projects, funded through URA dollars, while it develops detailed design plans.

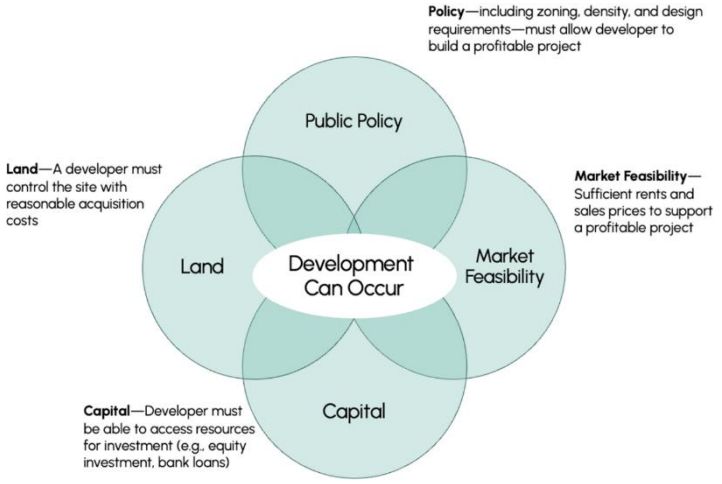


Figure 43. Implementation – Key Requirements Diagram

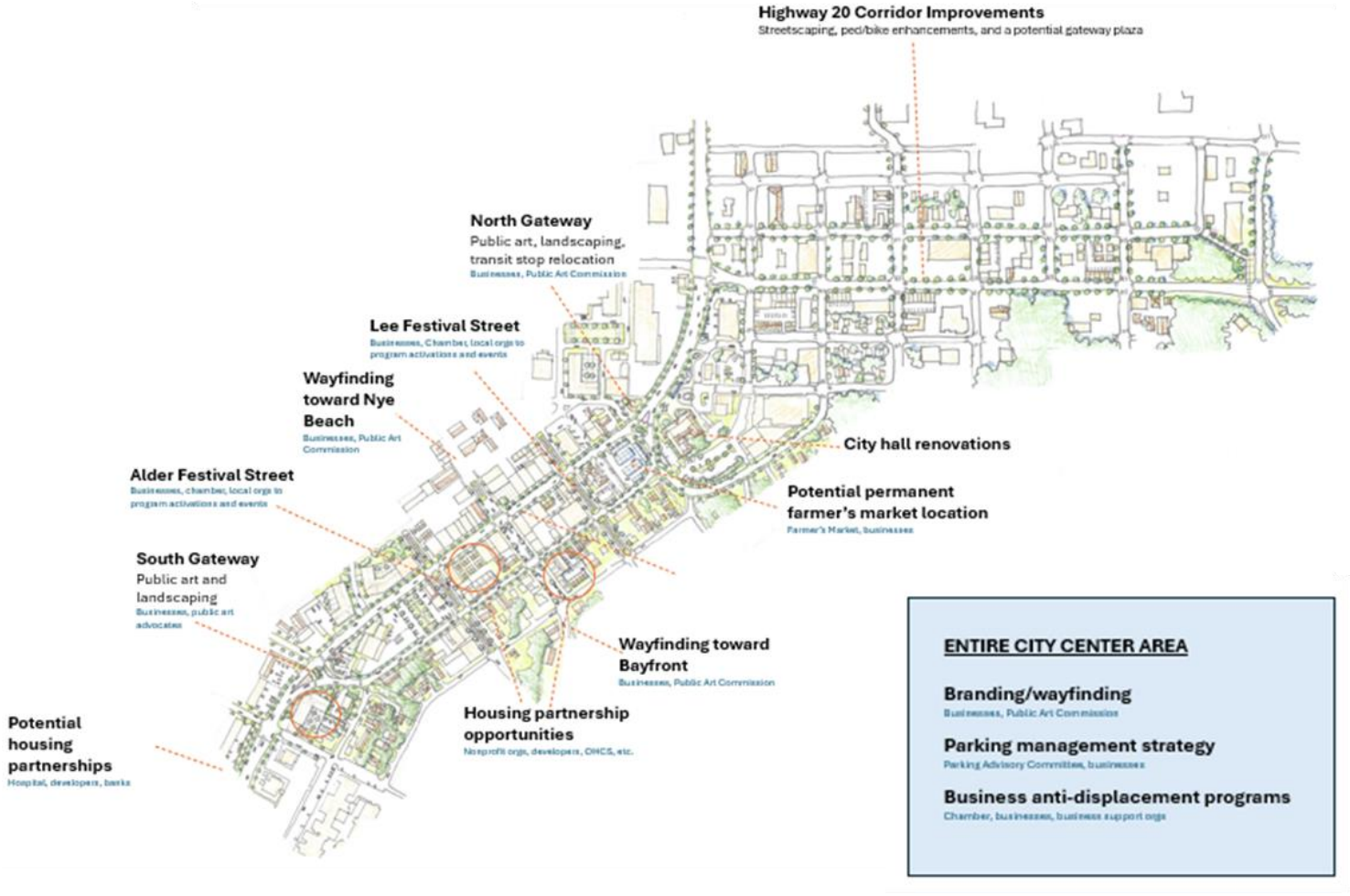


Figure 44. Study Area Projects and Programs
Source: DEA and ECOnorthwest

5.2 TIMELINE

To move forward with implementation, the City will need to ask state legislators to include this project in the Statewide Improvement Program (STIP). To do that, the City must develop a funding estimate, possibly using URA funds. To develop a funding estimate, the City will need to first develop a detailed design plan that identifies capital projects and evaluates key issues, such as:

- Details regarding rebuilding SW 9th Street to accommodate increased traffic,
- Mitigation for impacts to businesses,
- Relocating or placing utilities underground,
- Effects on any impacted trees, and
- Evaluation of closing side streets for community spaces or events.

Figure 45 generally illustrates key actions during the coming decade, and the following subsections identify additional details.

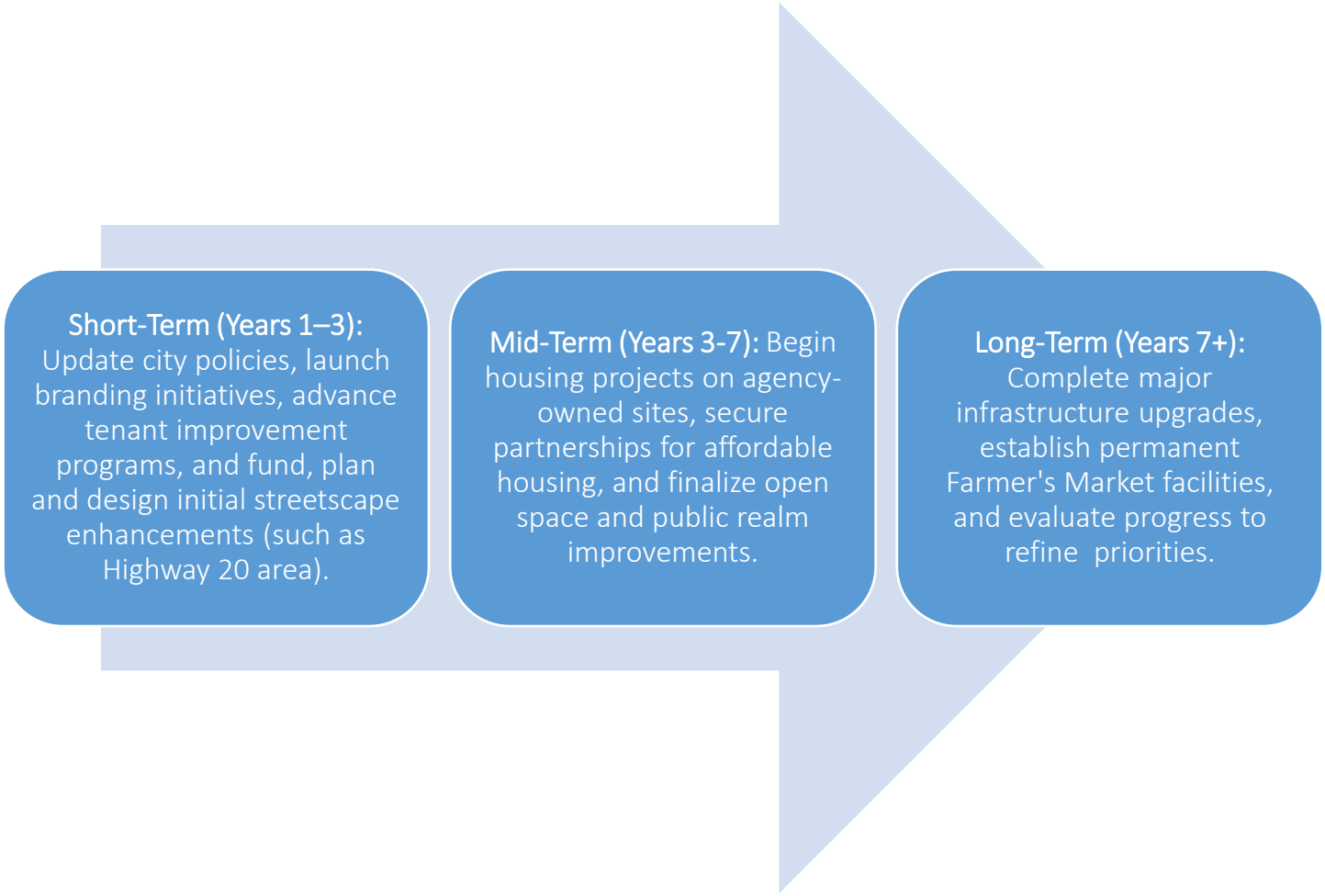


Figure 45. Implementation – Key Requirements Diagram
Source: DEA and ECOnorthwest

Funding

Project funds will come from a variety of sources, including local urban renewal dollars, state resources, and federal grants and partnerships. The City of Newport must lead the effort in developing competitive grant applications.

Wayfinding Sign Implementation

Develop Branding and Wayfinding for US 101 Corridor – short-term (years 1-3).

- Commission Branding Study.
- Host community workshops to gather input on branding themes.

Develop cohesive wayfinding signage (and upgrade signage) to better link the corridor with surrounding districts -- mid-term (years 3–7).

- Install signage and public art at key gateways and along the corridor.
- Use surveys and visitor data to evaluate branding impact.

Parking Strategy

Continue/update parking management practices in the corridor -- mid-term (Years 3–7).

- Initiate coordination with the Parking Commission on studies and parking management frameworks.
- Evaluate permitting system for residents for on street parking (like Nye Beach and Bayfront)

Partnering with ODOT

Once the project is funded and ready for construction, ODOT would take the lead in hiring and managing construction. As part of that, ODOT would develop an intergovernmental agreement that establishes funding commitments, facility and right-of-way ownership (i.e., SW 9th Street), and responsibility for roadway and sidewalk maintenance.