



## **CITY CENTER REVITALIZATION PLANNING COMMITTEE AGENDA**

**Friday, October 25, 2024 - 2:00 PM**

**City Hall, Council Chambers, 169 SW Coast Hwy, Newport, OR 97365**

---

All public meetings of the City of Newport will be held in the City Council Chambers of the Newport City Hall, 169 SW Coast Highway, Newport. The meeting location is accessible to persons with disabilities. A request for an interpreter, or for other accommodations, should be made at least 48 hours in advance of the meeting to Erik Glover, City Recorder at 541.574.0613, or [e.glover@newportoregon.gov](mailto:e.glover@newportoregon.gov).

All meetings are live-streamed at <https://newportoregon.gov>, and broadcast on Charter Channel 190. Anyone wishing to provide written public comment should send the comment to [publiccomment@newportoregon.gov](mailto:publiccomment@newportoregon.gov). Public comment must be received four hours prior to a scheduled meeting. For example, if a meeting is to be held at 3:00 P.M., the deadline to submit written comment is 11:00 A.M. If a meeting is scheduled to occur before noon, the written comment must be submitted by 5:00 P.M. the previous day. To provide virtual public comment during a city meeting, a request must be made to the meeting staff at least 24 hours prior to the start of the meeting. This provision applies only to public comment and presenters outside the area and/or unable to physically attend an in person meeting.

The agenda may be amended during the meeting to add or delete items, change the order of agenda items, or discuss any other business deemed necessary at the time of the meeting.

---

### **1. WELCOME AND INTRODUCTIONS**

### **2. ROLL CALL**

### **3. APPROVAL OF MINUTES**

**3.A Approval of the City Center Revitalization Planning Committee Meeting Minutes of August 23, 2024.**

[Draft City Center Revitalization Mtg Minutes 08-23-2024](#)

[08-23-2024 City Center Revitalization Planning Committee Meeting Video Link](#)

**4. GAP ANALYSIS**

**5. STRATEGIES TO ADDRESS THE GAPS**

**6. PUBLIC OUTREACH #1**

**7. NEXT STEPS**

**8. PUBLIC COMMENT**

*This is an opportunity for members of the audience to bring to the Work Group's attention any item not listed on the agenda. Comments will be limited to two (2) minutes per person.*

**9. ADJOURNMENT**

**HANDOUTS**

**Materials:**

[Agenda - Meeting No. 3](#)

[Newport City Center Redevelopment Plan DRAFT Memo 4 \(Gap Analysis\)](#)

[787-Factsheet-2024-V3](#)

[Newport City Center Revitalization Plan Project - Event Plan - 102224](#)

[2024-10-24 Newport CCRP CAC#3](#)

**City of Newport**  
**Draft City Center Revitalization Planning Committee Minutes**  
**August 23, 2024**

<b>LOCATION:</b> CITY COUNCIL CHAMBERS, NEWPORT CITY HALL, 169 SW COAST HIGHWAY, NEWPORT	
<b>Time Start:</b> 2:00 P.M.	<b>Time End:</b> 4:07 P.M.

**ATTENDANCE LOG/ROLLCALL**

COMMITTEE MEMBER	STAFF
Jack Weber	Derrick Tokos, Community Development Director
Wayne Patterson (absent)	Sherri Marineau, Community Development Dept.
Jim Patrick	Rob Murphy, Fire Chief (absent)
Luke Simonsen (absent)	Tom Sakaris, Fire Marshall (absent)
Christina Simonsen	Anna Iaukea, Urban Renewal Project Manager
Laurie Sanders	Jim Hencke, DEA
Dustin Capri (absent, excused)	David Berniker, UrbsWorks (by video)
Karen Rockwell (by video)	Brandy Steffen, JLA
Brett Estes (by video)	David Helton, ODOT (by video)
Rich Belloni	Emily Pica
Melony Heim	Nicole Underwood
Eric Hanneman (absent)	Ashley Balson
Rev. Judith Jones (absent, excused)	Cathey Rigby, Grant Manager
Dr. Ralph Breitenstein (by video)	John Fuller, Communication Specialist
Timothy Johnson	
Bob Berman	<b>PUBLIC</b>
Deb Jones (absent, excused)	David Berniker
Sofia Tamayo, (alternate for Deb Jones) (by video)	Jeff Bertuleit
Cynthia Jacobi	Lou Limbrunner
Robert Emond	

AGENDA ITEM	ACTIONS
<b>COMMITTEE MEMBER INTRODUCTIONS</b>	
a. Roll Call	None.
<b>APPROVAL OF MINUTES</b>	
a. Meeting minutes of City Center Revitalization Planning Committee Meeting on June 28, 2024	<p>Motion by Berman, seconded by Weber to approve the City Center Revitalization Planning Committee Meeting on June 28, 2024 as written. Motion carried unanimously in a voice vote.</p> <p>Berman noted the public outreach discussion was not included in this meeting and wanted it added.</p>
<b>EXISTING CONDITIONS</b>	<p>Mr. Helton reviewed the existing conditions and covered the TSP baseline for the US 101 couplets: Newport demographics; Newport's employment; land</p>

	use patterns and opportunities; and transportation characteristics.
<b>REAL ESTATE MARKET CONDITIONS AND TRENDS</b>	Ms. Underwood covered real estate market conditions and trends, retail vacancy rates, and housing trends.
<b>ASSETS, BARRIERS AND OPPORTUNITIES</b>	<p>Ms. Picha reviewed the key opportunities and barriers in Newport. She covered the different focus areas in Newport, and the opportunities and barriers for development in focus areas.</p> <p>The Committee was given an opportunity to write down their thoughts on what the opportunities and barriers were for the focus areas. The consultants recorded feedback from the group.</p>
<b>DESIRED OUTCOMES AND CRITERIA FOR US 101 TRANSPORTATION SOLUTIONS (CONTINUED DISCUSSION)</b>	Discussion on the evaluation of 101 alternatives and the three main criterion considerations that includes enabling mixed-use development and walkability; how it supports economic vitality and business mix, and aligns with implementation and partnerships; and the different criterion between Alternative 1 and 2.
<b>NEXT STEPS</b>	None.
<b>CITIZEN/PUBLIC COMMENT</b>	<p>A Newport public member gave his thought on how slowing down traffic would create a bottle neck in Newport.</p> <p>Jeff Bertuleit, Newport, thought the city needed a parking plan. He didn't think anyone would want to put housing between two highways. Bertuleit referenced petition signatures he had from owners in the area who said they didn't want the couplet.</p> <p>Gary Layman, Newport, thought the city should use the city core area for improvements instead of the Deco District.</p> <p>Lou Limbrunner, Newport, wanted to know the city's plan on the two buildings on US 101 that were tore down, and suggested the city allow artists to put up murals at this location. He also questioned what strings would be attached to grants.</p>

Submitted by: \_\_\_\_\_

Sherri Marineau, Executive Assistant

**August 23, 2024 - City Center Revitalization Planning Committee Meeting Video Link:**

[https://thecityofnewport.granicus.com/player/clip/1318?view\\_id=48&redirect=true](https://thecityofnewport.granicus.com/player/clip/1318?view_id=48&redirect=true)

# NEWPORT CITY CENTER REVITALIZATION ADVISORY COMMITTEE

## CAC MEETING #3 AGENDA

**Date/Time:** October 25, 2024 from 2:00-4:00 pm

**Location:** City Hall Council Chambers (169 SW Coast Hwy, Newport, OR 97365)

Virtually at <https://newportoregon.zoom.us/j/81291326970> // Meeting ID: 812 9132 6970

**Meeting Goals:** Review Gap Analysis (i.e. gap between likely future development and goals/vision); Strategies for Addressing the Gaps; Materials and Approach to Public Event #1

Time	Topic	Person	Notes
2:00-2:05 pm	Introductions	<b>Dustin Capri, Chair</b>	<ul style="list-style-type: none"> <li>Welcome the group</li> <li>Review the agenda</li> <li>Approve minutes/notes from the last meeting</li> </ul>
2:05-2:55 pm	Gap Analysis	<b>Jim Hencke, DEA</b>	<ul style="list-style-type: none"> <li>Review the gap analysis (Memo 4)</li> <li>Discussion</li> </ul>
2:55-3:15 pm	Strategies to Address the Gaps	<b>Jim Hencke, DEA</b>	<ul style="list-style-type: none"> <li>Review draft strategies (Memo 4)</li> <li>Discussion</li> </ul>
3:15-3:45 pm	Public Outreach #1	<b>Brandy Steffen, JLA</b>	<ul style="list-style-type: none"> <li>Review desired outcome and approach to connect with the community</li> <li>Discussion</li> </ul>
3:45-3:50 pm	Next Steps	<b>Dustin Capri, Chair</b>	<ul style="list-style-type: none"> <li>Next CAC meeting = Friday, December 13 from 2-4 pm to cover the results from Public Event #1; Plan and Code Amendments, Investments, and Incentives Needed to Address Gaps</li> <li>Public event on Saturday, 11/16 at the Newport Farmer's Market</li> </ul>
3:50-4:00 pm	Public Comments	<b>Brandy Steffen</b>	<ul style="list-style-type: none"> <li>Any people in attendance may have up to 2 minutes to speak; you will be muted at 2 minutes.</li> <li>We ask that only one representative from each organization speaks.</li> </ul>



# CITY CENTER REDEVELOPMENT PLAN

## GAP ANALYSIS

TASK 4.1: DRAFT MEMO #4 | OCTOBER 21, 2024

PREPARED FOR:  
CITY OF NEWPORT, OREGON  
PREPARED BY:



u r b s w o r k s



## CONTENTS

1	INTRODUCTION .....	1
2	PROCESS .....	1
3	NCCRP VISION .....	1
3.1	GOALS AND OBJECTIVES .....	2
3.2	PLANNING / URBAN DESIGN CONTEXT .....	3
3.2.1	ODOT STANDARDS .....	4
3.2.2	BEST PRACTICES .....	6
3.3	OVERALL CONTEXT, CIRCULATION, TOPOGRAPHY .....	7
3.4	OVERALL REDEVELOPMENT POTENTIAL .....	8
3.5	COMPREHENSIVE PLAN / ZONING COMPATIBILITY .....	9
4	DESCRIPTION OF ALTERNATIVES .....	10
5	TWO-WAY HIGHWAY 101 / BIKE LANES ON SW 9 <sup>TH</sup> ALTERNATIVE .....	11
5.1	TWO-WAY HIGHWAY 101 DEVELOPMENT OPPORTUNITIES .....	12
5.2	TWO-WAY HIGHWAY 101 SKETCH PLAN .....	13
5.3	TWO-WAY HIGHWAY 101 STREET SECTIONS .....	14
6	HIGHWAY 101 / SW 9 <sup>TH</sup> STREET COUPLET ALTERNATIVE .....	15
6.1	HIGHWAY 101 / SW 9 <sup>TH</sup> STREET COUPLET DEVELOPMENT OPPORTUNITIES .....	16
6.2	HIGHWAY 101 / SW 9 <sup>TH</sup> STREET COUPLET SKETCH PLAN .....	17
6.3	HIGHWAY 101 / SW 9 <sup>TH</sup> STREET COUPLET STREET SECTIONS .....	18
7	BICYCLE ROUTES .....	19
7.1	TWO-WAY HIGHWAY 101 ALTERNATIVE .....	19
7.2	HIGHWAY 101 / SW 9 <sup>TH</sup> STREET COUPLET ALTERNATIVE .....	20
8	PARKING IMPACTS .....	21
9	MARKET TRENDS .....	23
9.1	KEY OFFICE AND RETAIL MARKET TRENDS IN NEWPORT .....	23
9.2	KEY HOUSING MARKET TRENDS IN NEWPORT .....	24
10	ALTERNATIVES EVALUATION .....	25
11	IMPLEMENTATION STRATEGY (OUTLINE) .....	27

11.1	GENERAL BARRIERS FOR STUDY AREA REDEVELOPMENT .....	27
11.2	POTENTIAL MEASURES .....	28
11.2.1	US 101.....	28
11.2.2	US 20.....	29
12	FUNDING SOURCES .....	30
12.1	EXISTING FUNDING SOURCES .....	30
12.1.1	Urban Renewal .....	30
12.2	POTENTIAL FUNDING SOURCES .....	30
12.3	GRANT RESEARCH .....	31

## 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

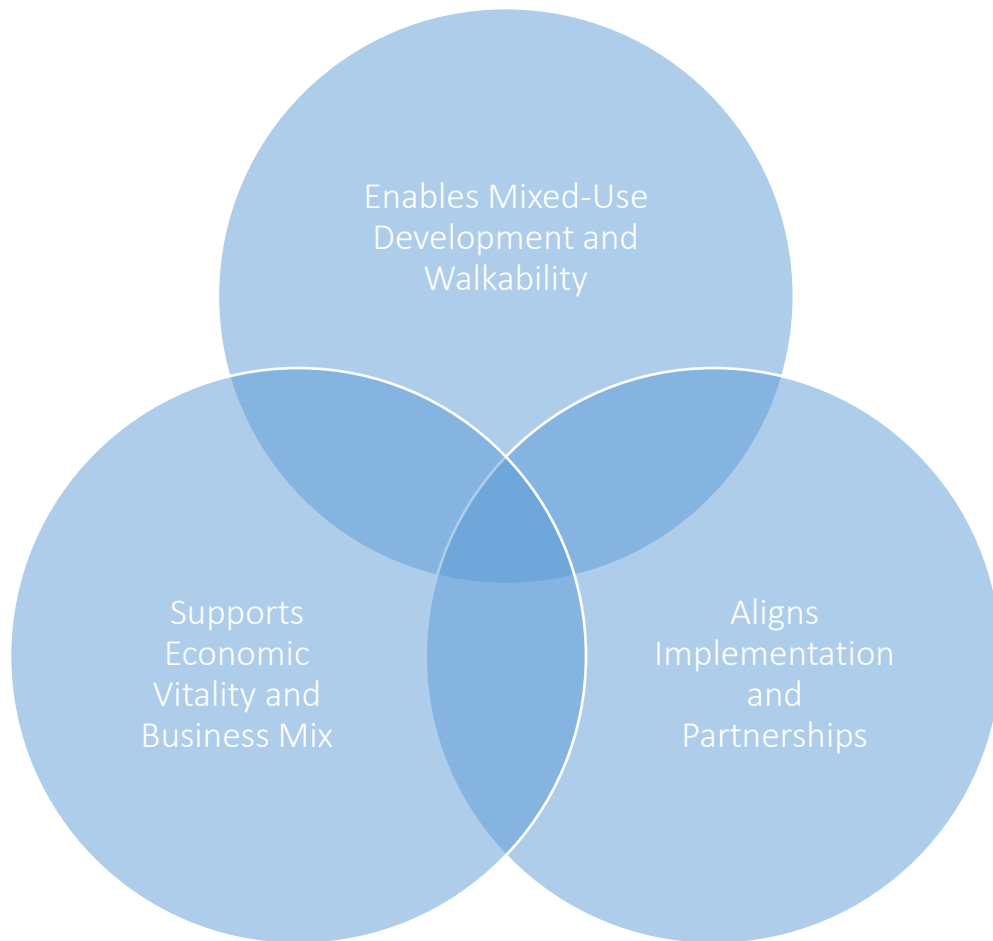
---

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.**

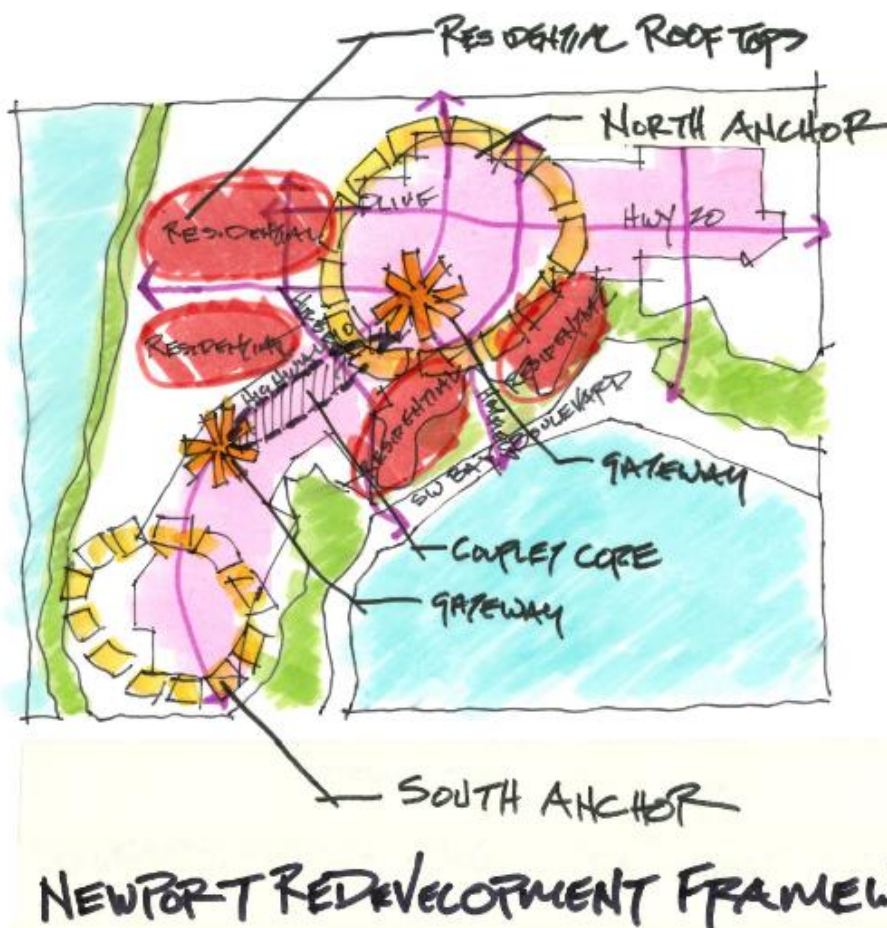
**Goal 4: Planned property development and acquisition.**

**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

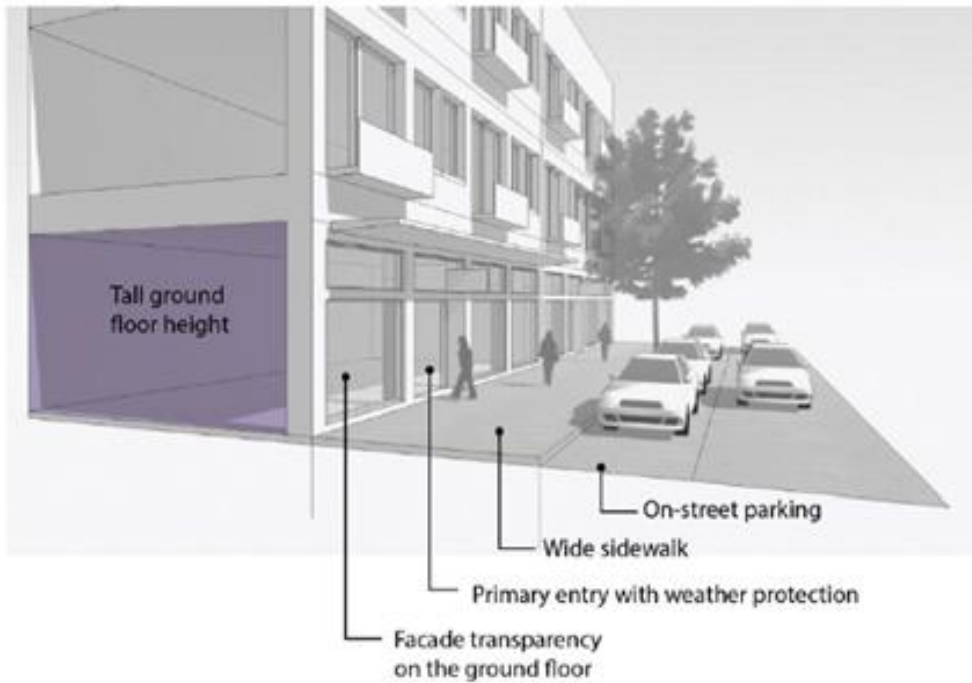
Cross Section Illustration of Streetscape Realms (source: BUD, Figure 3-1)



Street Realm	Location	Function
<b>Land Use Realm</b>	Immediately adjacent to the roadway right-of-way	<ul style="list-style-type: none"> <li>Typically, privately owned, the land use realm contributes to the urban context of the place.</li> <li>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.</li> <li>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).</li> </ul>
<b>Pedestrian Realm</b>	Includes the sidewalk and the buffer or furniture zone	<ul style="list-style-type: none"> <li>Serves pedestrians and access to land uses</li> <li>Buffer/furniture zone often used as a place for utilities, lighting, signs, street trees, and other furnishings</li> <li>May also serve as public space for art, sidewalk seating, or other types of public uses if sidewalk is locally owned.</li> </ul>
<b>Transition Realm</b>	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"> <li>Bicycle movement – or, parking – or pedestrian activities, such as planters, transit stops, loading/unloading, pick-up/drop-off</li> <li>May serve multiple functions in same block or location, may vary by time of day.</li> <li>May also include street trees and/or other green streets treatments</li> </ul>
<b>Travelway Realm</b>	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"> <li>Primarily functions to serve various types of vehicle movement (including motor vehicles, buses, light rail vehicles, streetcars, bicycles, motorcycles, freight, etc.)</li> <li>Can provide or manage vehicular access through turn lanes, medians, and other treatments</li> <li>Median can function as a place for vegetation, green streets stormwater treatments, and as a pedestrian refuge.</li> </ul>

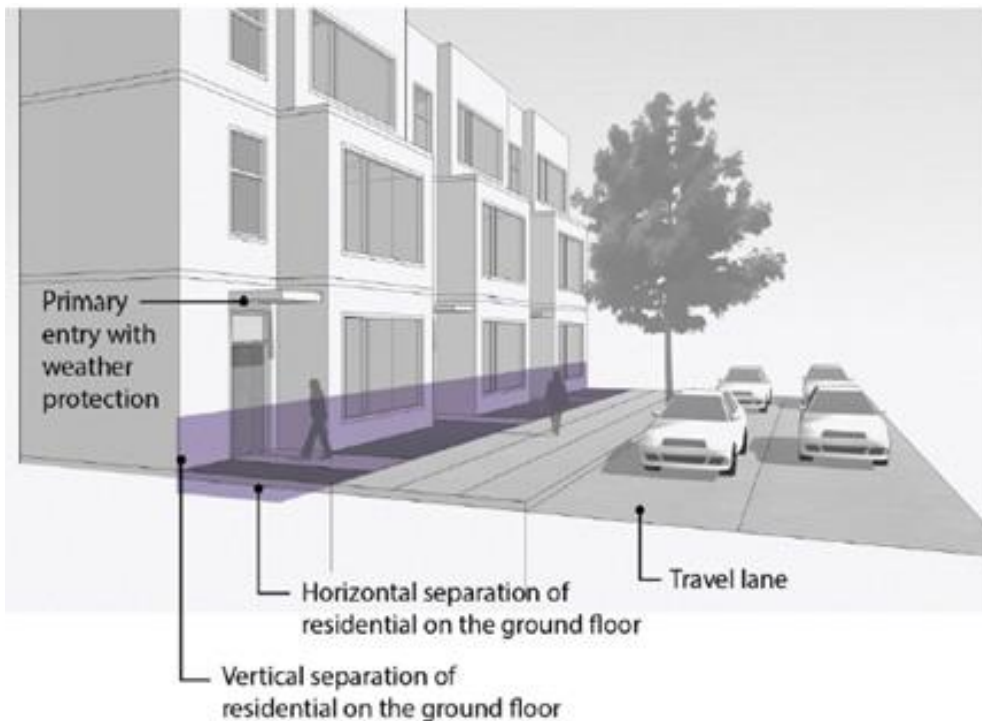
### 3.2.2 BEST PRACTICES

#### MIXED USE FRONTAGES (source: Urbsworks)



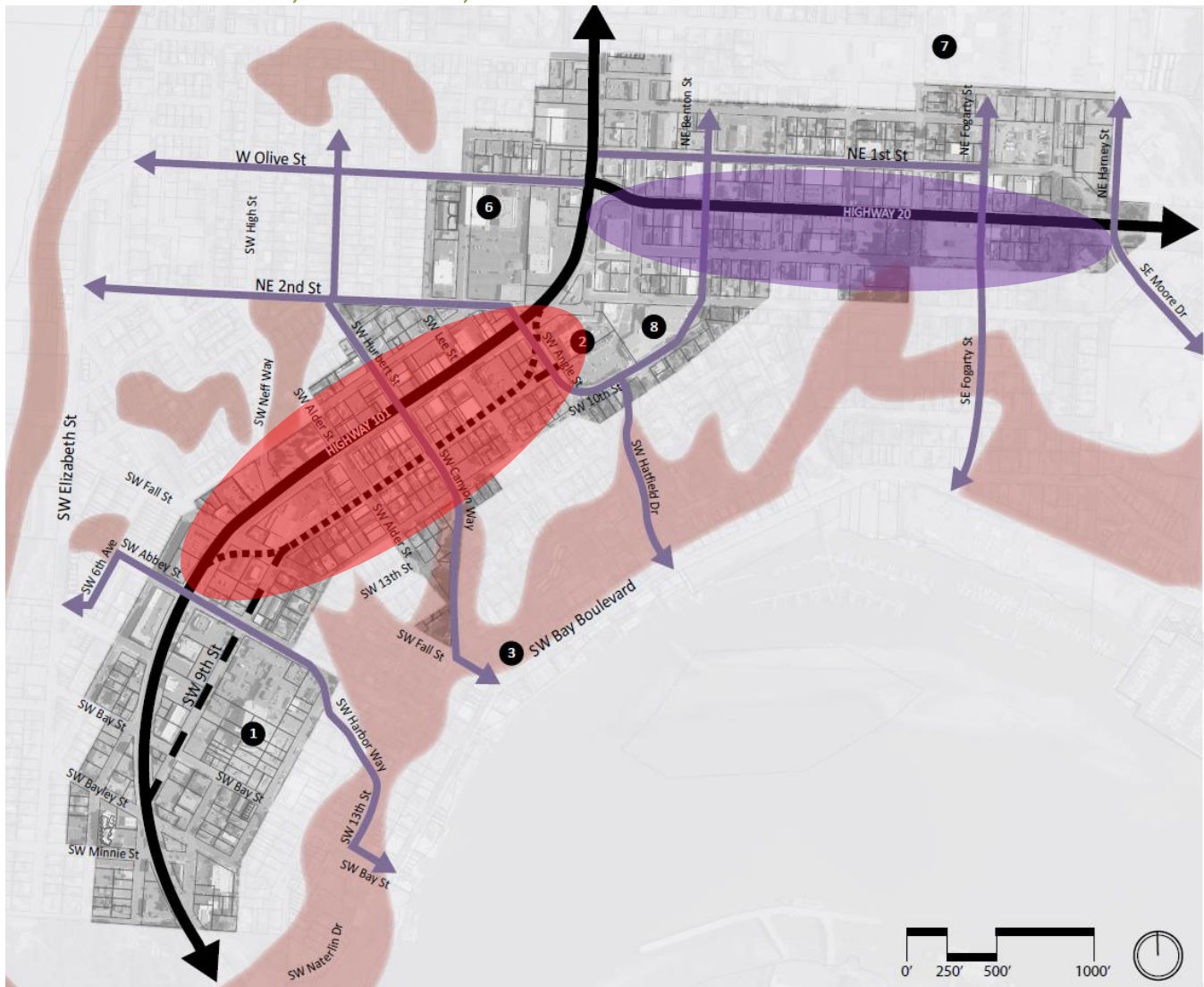
Uses in the Transition Realm related to enriching the pedestrian environment, such as bulb outs (curb extensions), extra furnishings, street trees, local business support (merchandising, café seating), benches for residents, etc.) are going to be critical for accommodating the livability aspects of the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



#### LEGEND

- Key Routes
- Steep Slopes
- Parcel Boundary
- Study Area
- Couplet Option
- Two-Way Option
- Highway 101 / Highway 2
- Central Business District
- Urban Mix

#### 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

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.

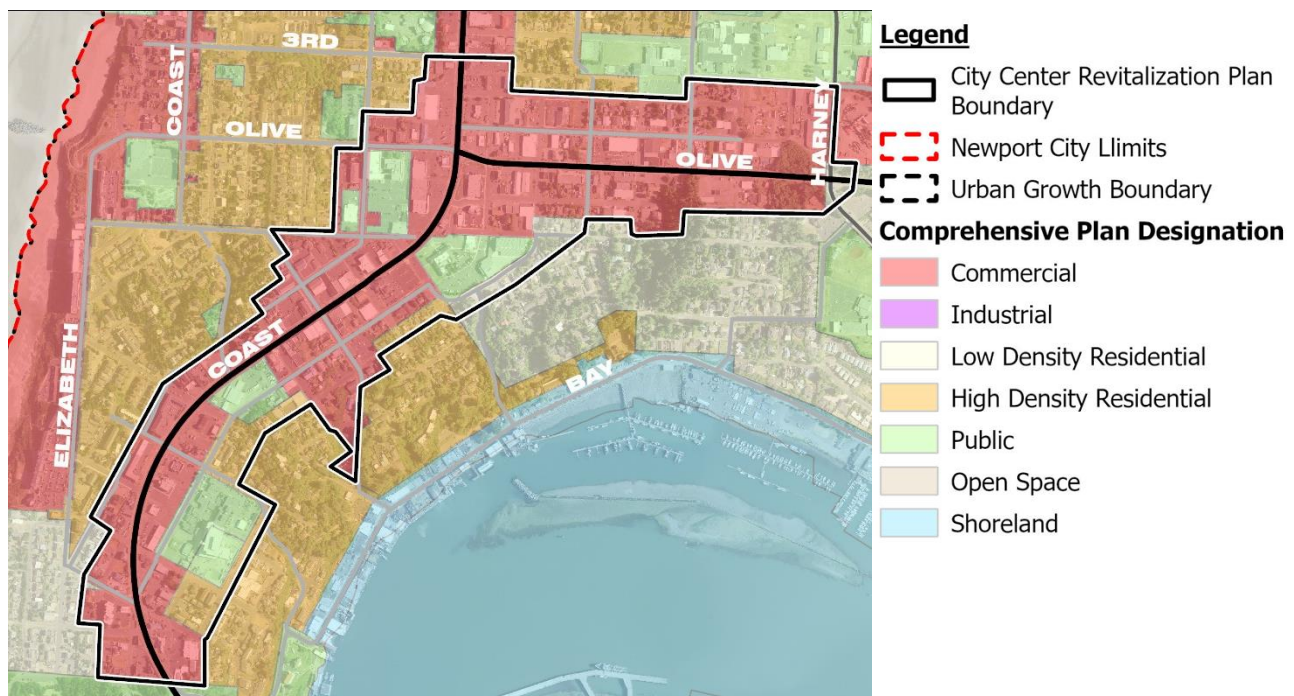
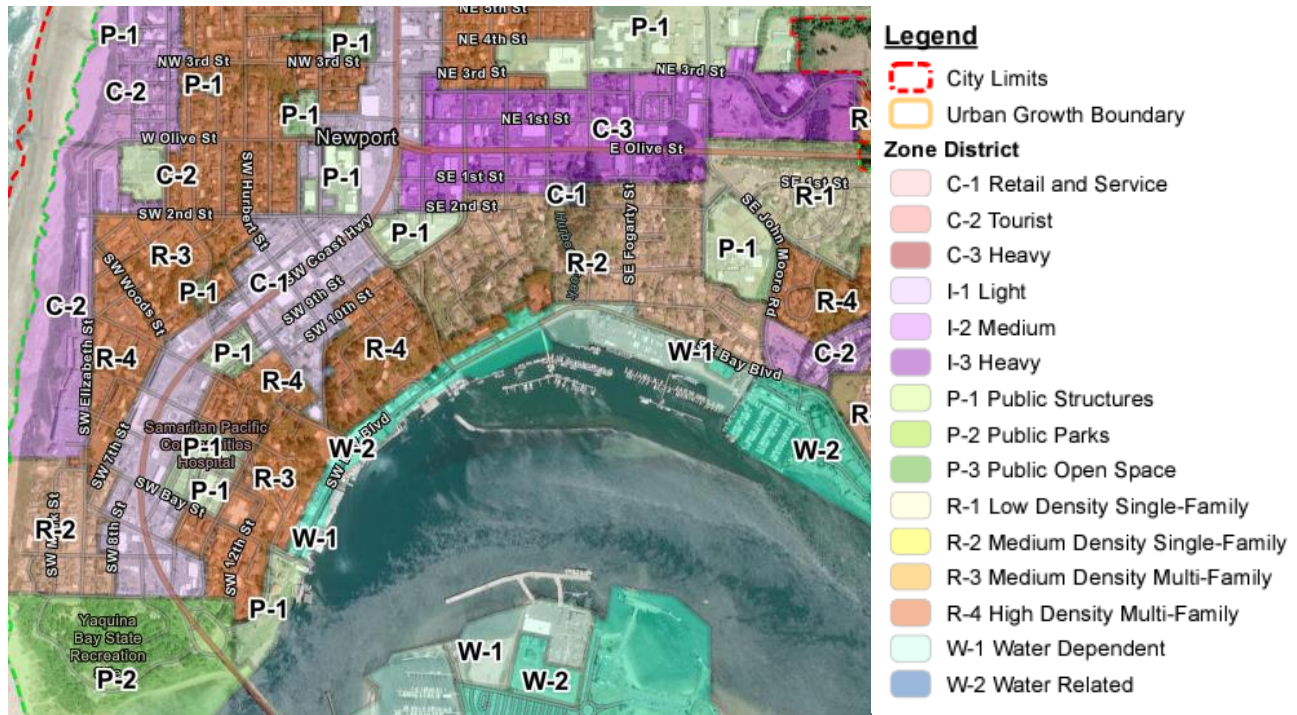
### 3.4 OVERALL REDEVELOPMENT POTENTIAL



Based on tax assessor data and a site visit, the consultant team drafted an initial Redevelopment Potential exhibit (see above) highlighting both public and private parcels that may be ripe for change. The purpose of the exhibit is for quantification purposes, allowing for both transportation impact and real estate market analysis. The rough acreages of 'redevelopment potential' for the two alternatives is roughly the same—5.79 public acres and 11.79 private acres, 3.29% and 6.69% of the study area, respectively (the exception being the couplet may require small area across parcels on both the north and south ends). This initial exhibit is fully expected to be revised based on continued Citizen Advisory Committee (CAC), citizen, and stakeholder input.

### 3.5 COMPREHENSIVE PLAN / ZONING COMPATIBILITY

Existing Zoning and Comprehensive Plan designations generally support the NCCRP vision.

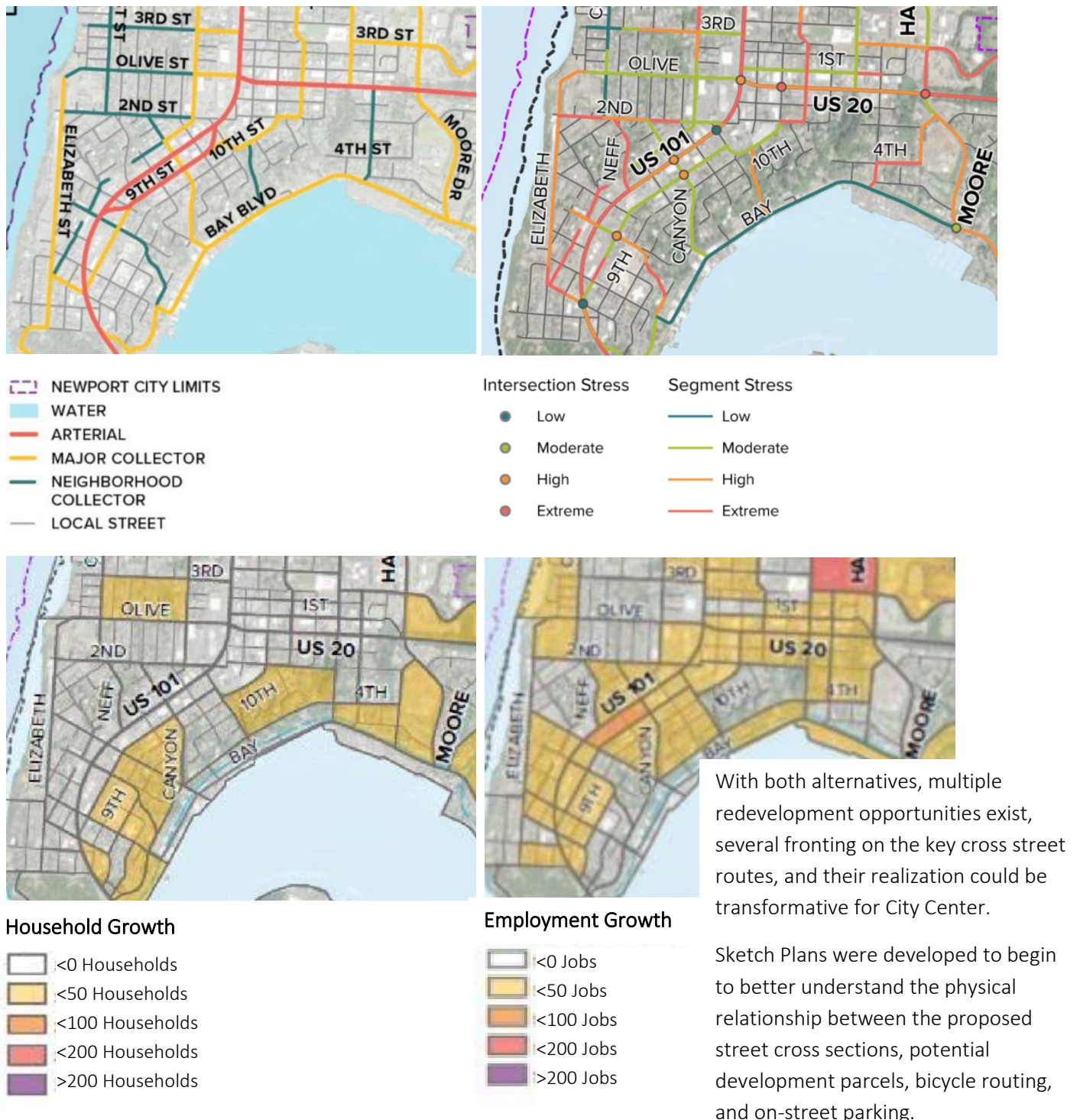


## 4 DESCRIPTION OF ALTERNATIVES

Two alternatives have been developed for the NCCRP:

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

The Newport TSP shows baseline conditions for transportation stress and household and employment growth.



## 5 TWO-WAY HIGHWAY 101 / BIKE LANES ON SW 9<sup>TH</sup> 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

- **Real Estate Market:** Total study area household growth projected to be in the range of 200 to 400.
- **Public Facilities:** NEEDS CONFIRMATION FROM 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 9<sup>th</sup> 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.

### 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

## 5.2 TWO-WAY HIGHWAY 101 SKETCH PLAN



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.

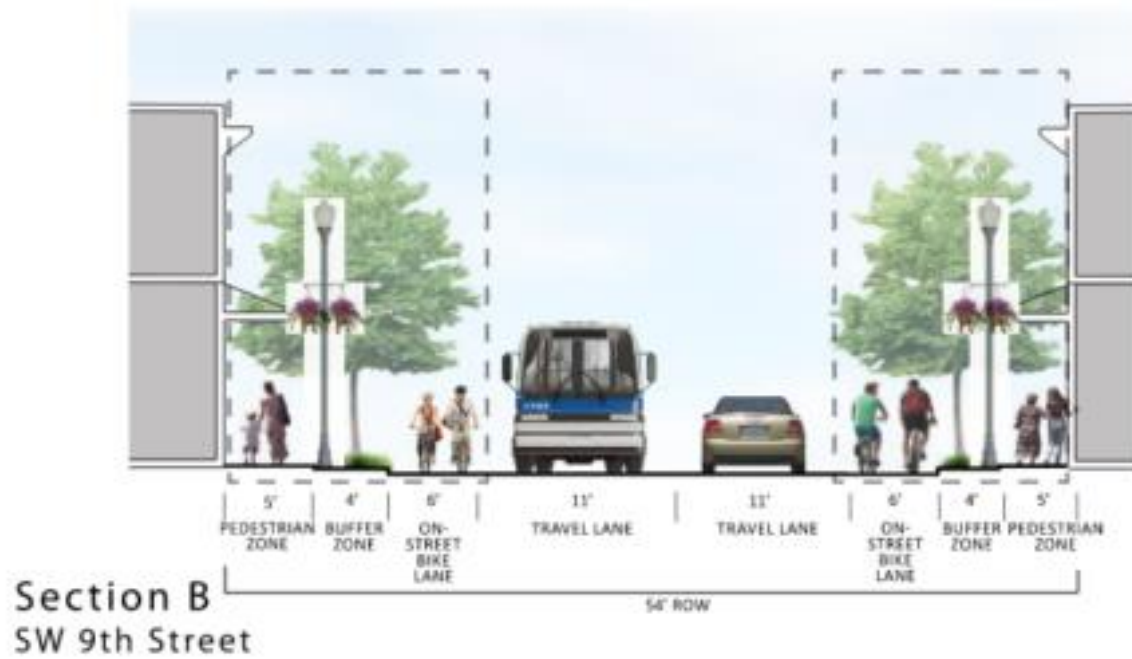
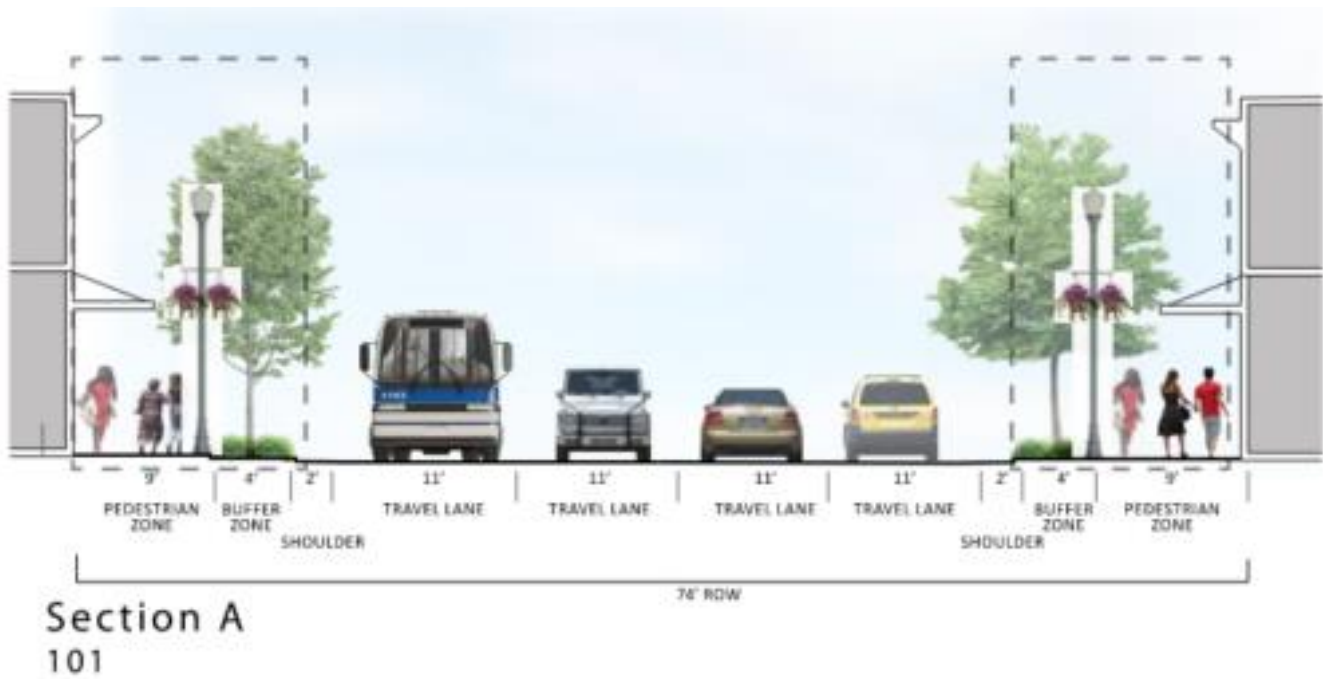
### LEGEND

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

### LEGEND

- 1 City Hall

### 5.3 TWO-WAY HIGHWAY 101 STREET SECTIONS



With this Alternative, both Highway 101 and SW 9<sup>th</sup> 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 9<sup>th</sup> Street.

## 6 HIGHWAY 101 / SW 9<sup>TH</sup> STREET COUPLET ALTERNATIVE

---

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

### GOALS / OBJECTIVES ASSESSMENT

#### 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 9<sup>th</sup> 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

- **Real Estate Market:** Total study area household growth projected to be in the range of 200 to 400.
- **Public Facilities:** NEEDS CONFIRMATION BY CITY.
- **TSP:** Compliant.

## 6.1 HIGHWAY 101 / SW 9<sup>TH</sup> STREET COUPLET DEVELOPMENT OPPORTUNITIES



This Alternative transforms US 101/SW 9<sup>th</sup> 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 9<sup>th</sup> 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.

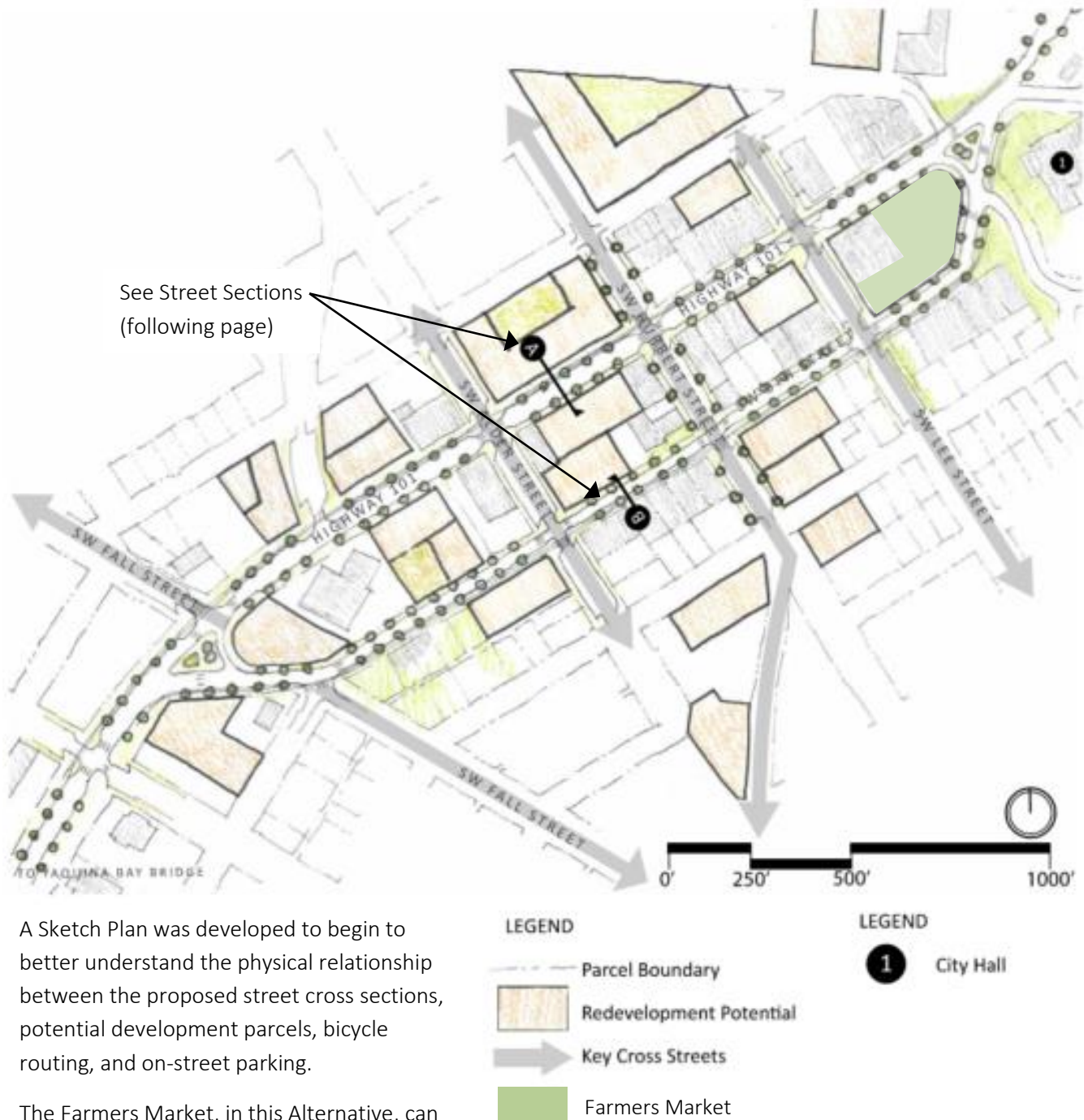
### LEGEND

- Parcel Boundary
- Yellow square: Redevelopment Potential (Public)
- Blue square: Redevelopment Potential (Private)
- Gray square: Study Area
- Black dashed line: Couplet Option
- Black solid line: Two-Way Option
- Thick black line: Highway 101 / Highway 20
- Purple arrow: Key Routes
- Green square: Retail Frontage Improvement

### LEGEND

- 1 City Hall

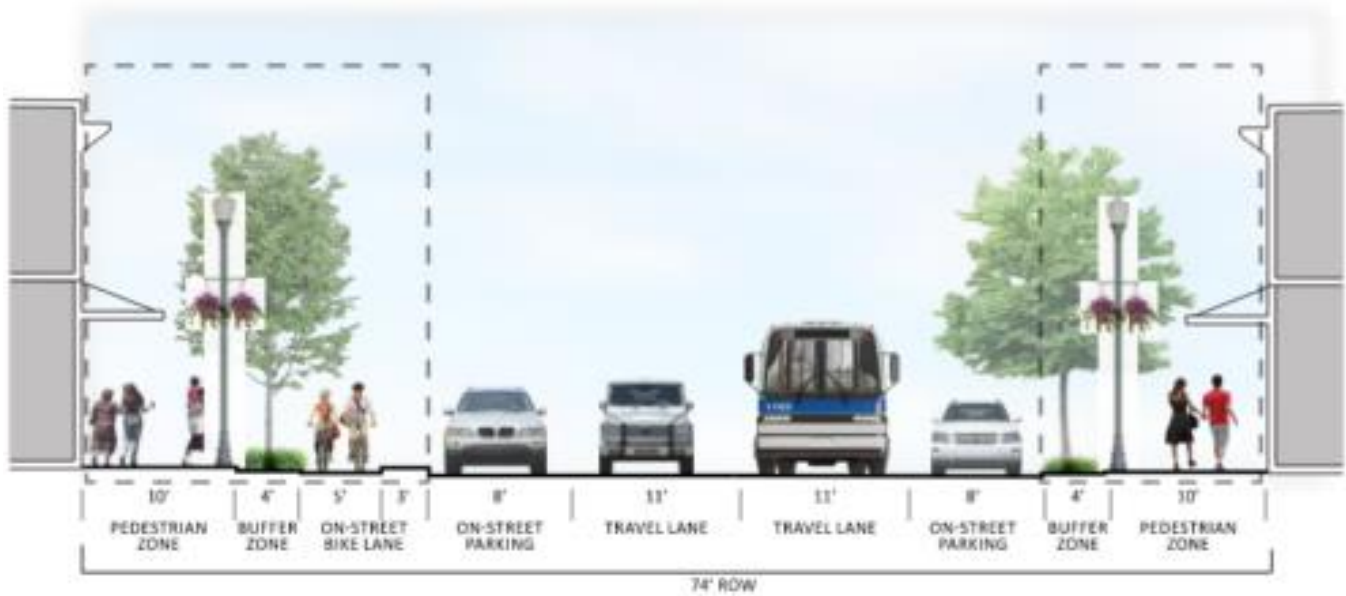
## 6.2 HIGHWAY 101 / SW 9<sup>TH</sup> STREET COUPLET SKETCH PLAN



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 9<sup>th</sup> back to Highway 101.

### 6.3 HIGHWAY 101 / SW 9<sup>TH</sup> STREET COUPLET STREET SECTIONS



**Section A**  
101 South

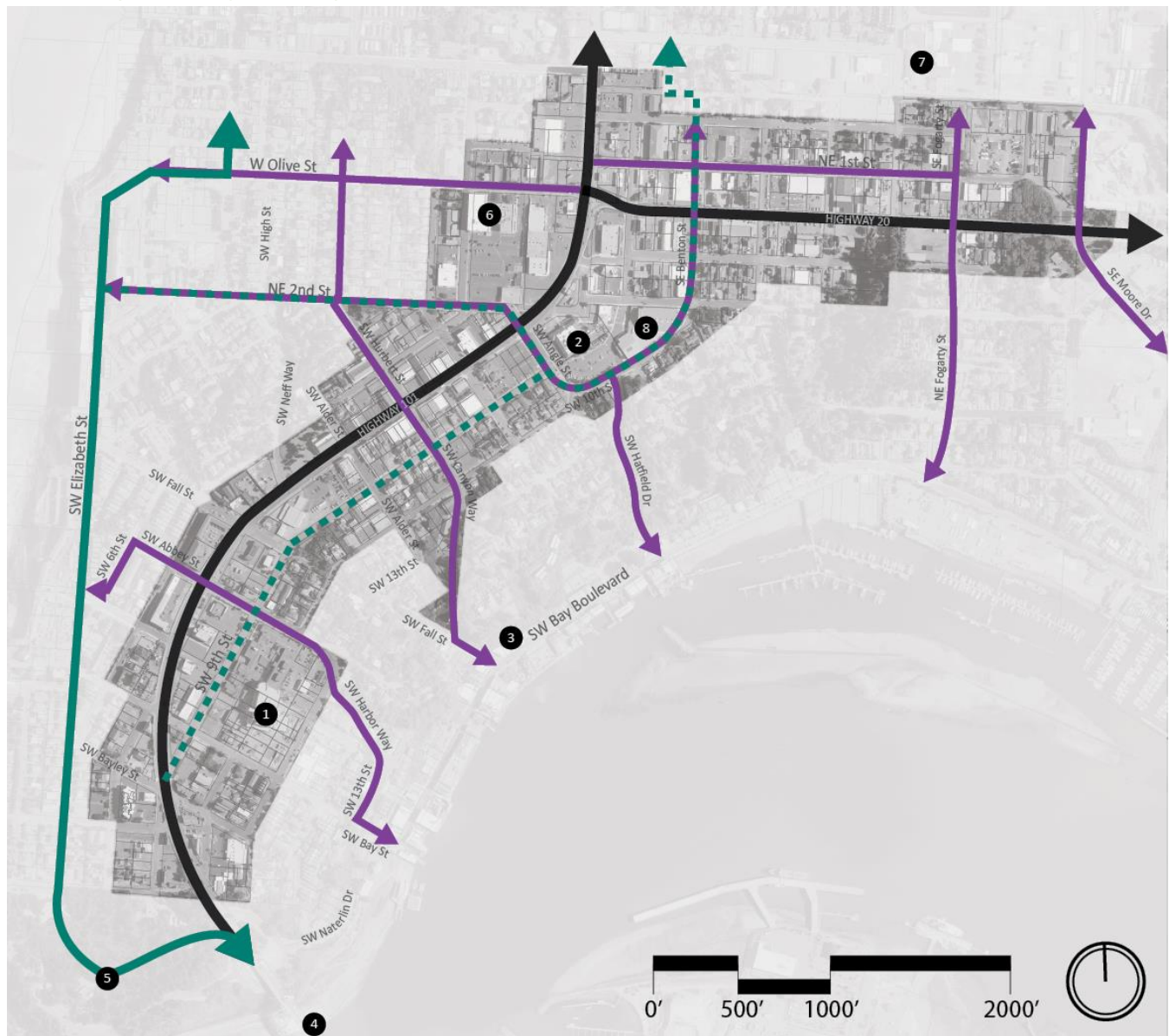


**Section B**  
SW 9th Street North

With this Alternative, Highway 101 and SW 9<sup>th</sup> 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 9<sup>th</sup> Street.

## 7 BICYCLE ROUTES

### 7.1 TWO-WAY HIGHWAY 101 ALTERNATIVE



#### LEGEND

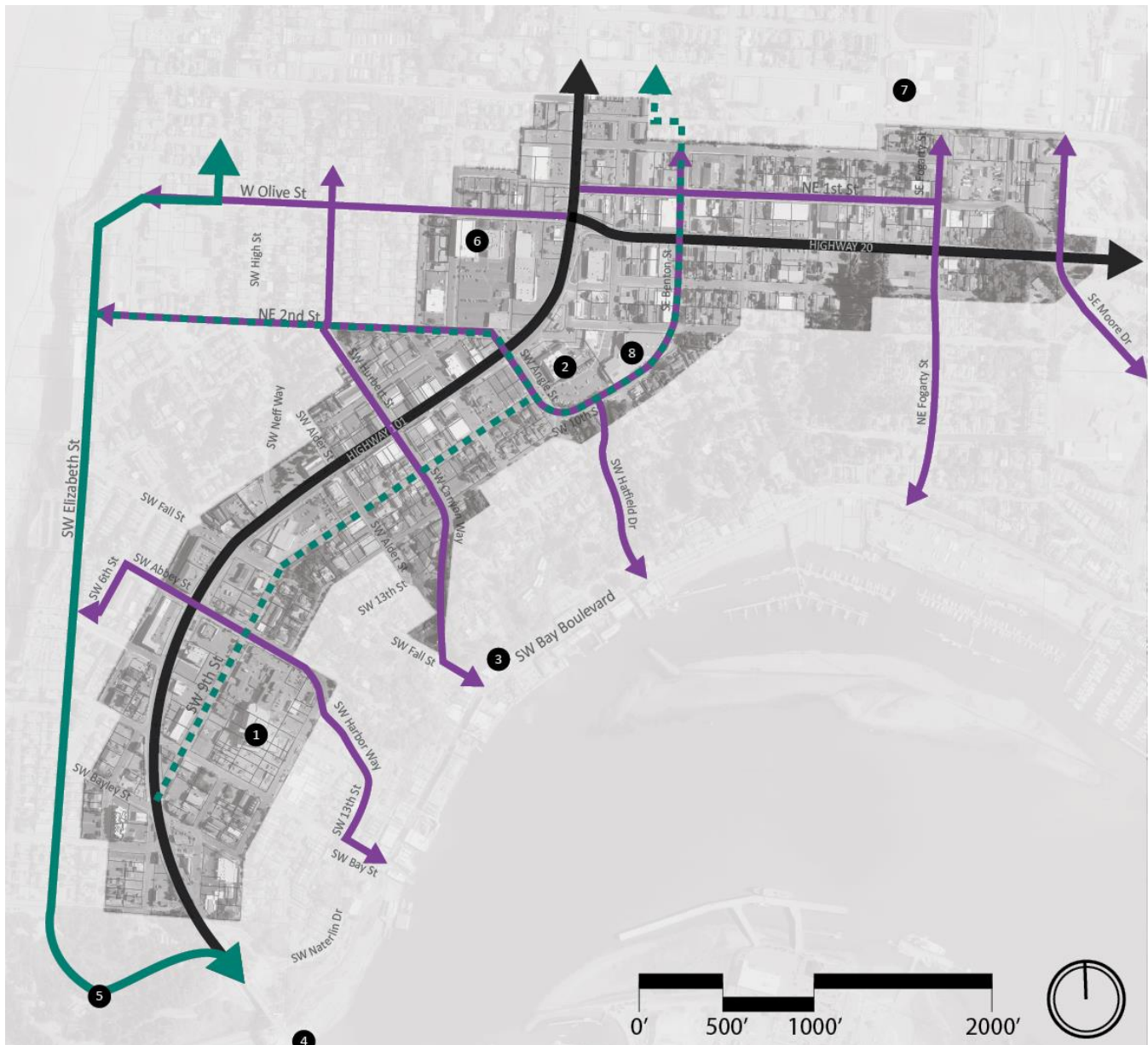
- 1 Samaritan Pacific Community Hospital
- 2 City Hall
- 3 Historic Bayfront
- 4 Yaquina Bay Bridge
- 5 Yaquina Bay Lighthouse
- 6 Lincoln County Jail
- 7 Newport High School
- 8 Recreation Center

#### 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 9<sup>th</sup> Street to connect to key routes in the study area (such as 10<sup>th</sup>, Angle, Benton, etc.).

## 7.2 HIGHWAY 101 / SW 9TH STREET COUPLET 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

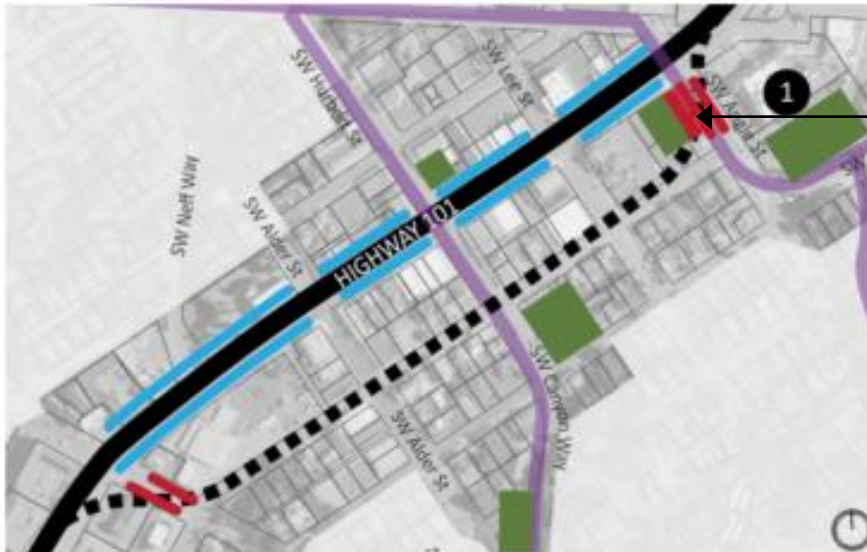
- Existing Bike Connections
- Proposed Bike Connections
- Key Routes
- Parcel Boundary
- Study Area
- Highway 101 / Highway 20

## 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 9<sup>th</sup> 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**



**Parking : Two-Way 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

	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

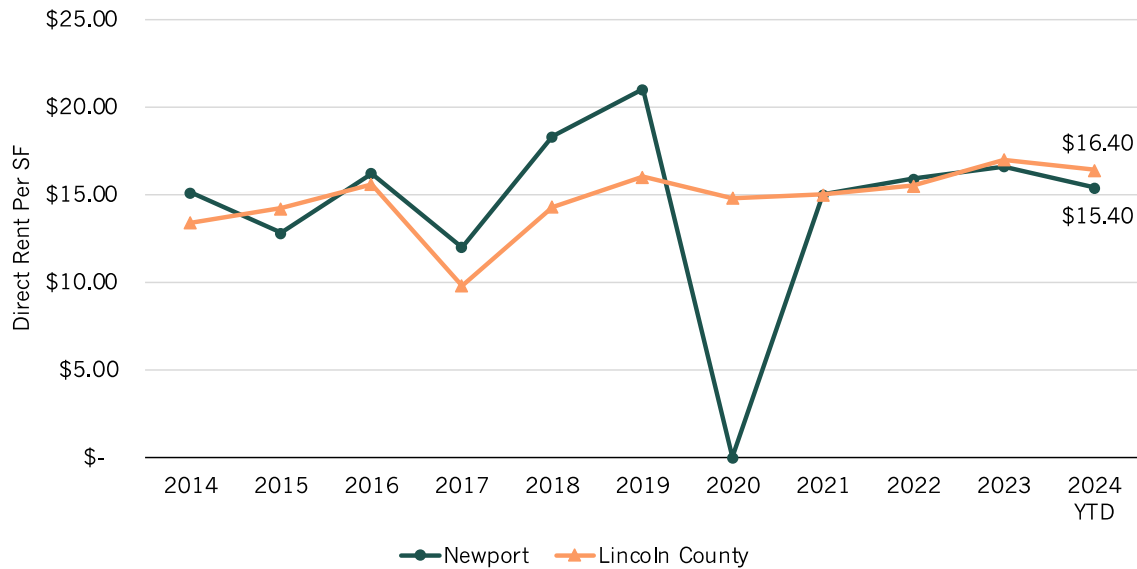
Both Alternatives maintain similar side street parking numbers. Between the two Alternatives, the Couplet maintains approximately    more on-street parking spaces on Highway 101. As currently envisioned, the Two-Way Highway 101 Alternative relies heavily on off-street parking and the on-street parking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

## 9 MARKET TRENDS

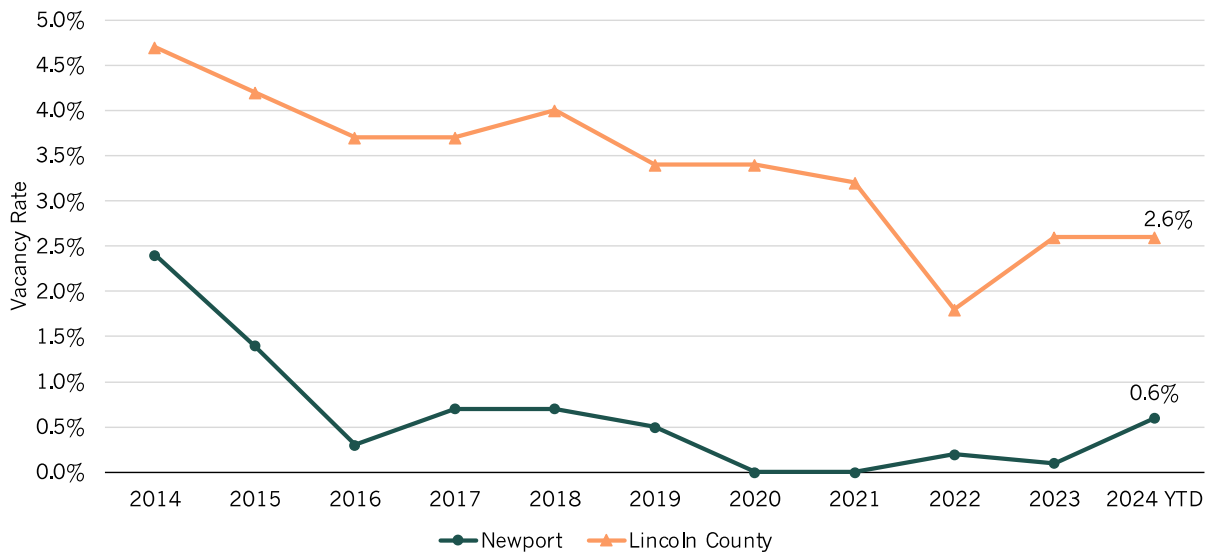
### 9.1 KEY OFFICE AND RETAIL MARKET TRENDS IN NEWPORT

- 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

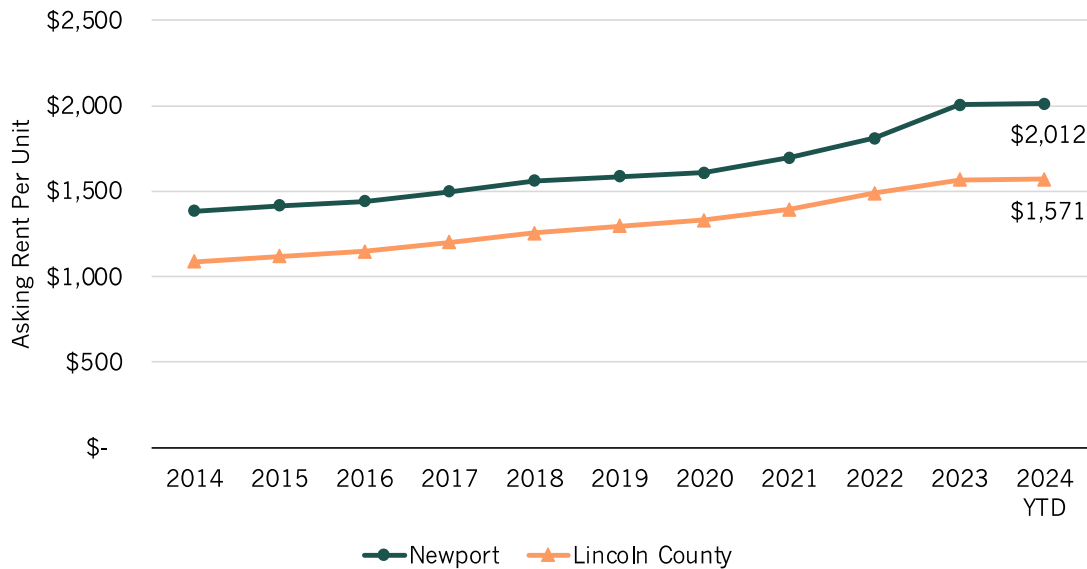


Source: CoStar, pulled July 2024

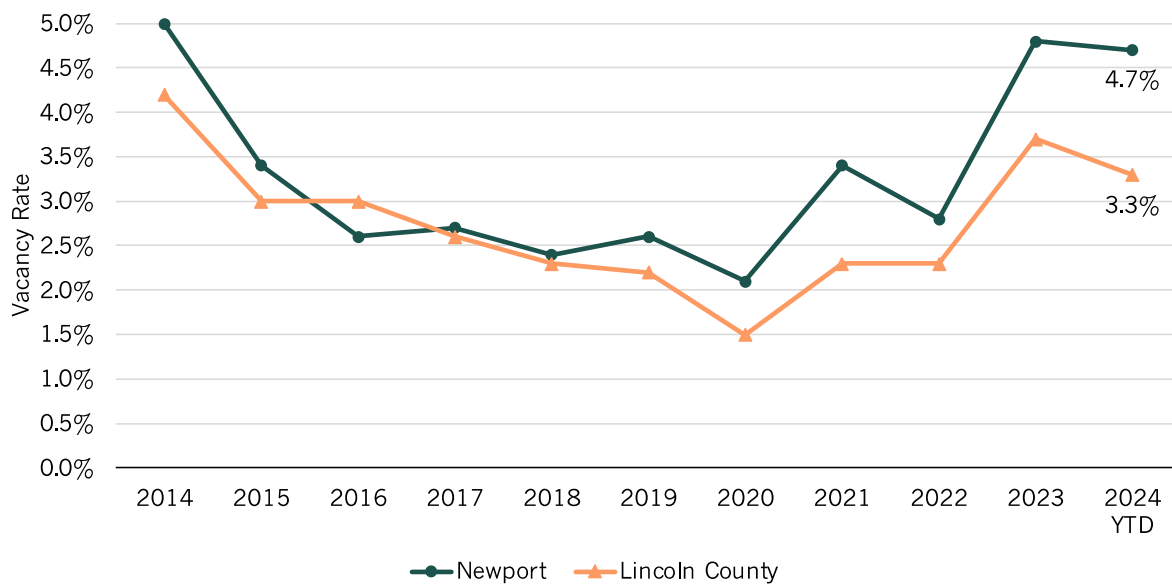
## 9.2 KEY HOUSING MARKET TRENDS IN NEWPORT

- 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.

ENABLES MIXED-USE DEVELOPMENT AND WALKABILITY		
Criterion	Alternative 1: 2-Way US 101 (Bike Lanes on SW 9 <sup>th</sup> St)	Alternative 2: Short Couplet (SW Abbey and Angle St)
1 ENABLES HOUSING MIX	☐ TRAFFIC VOLUME ON SW 9 <sup>TH</sup> 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 <sup>TH</sup> 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 <sup>TH</sup> 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 <sup>th</sup> 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 <sup>th</sup> Street
10	Enhances visibility and access to businesses	● Less multimodal	● More traffic / additional focus on SW 9 <sup>th</sup> Street
11	Manages parking	○ On-street parking removed from both US 101 and 9 <sup>th</sup> Street; likely necessitates purchase of property for surface lot(s)	● On-street parking retained on US 101 but removed on 9 <sup>th</sup> 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 <sup>th</sup> Street would be disrupted	○ Both US 101 and 9 <sup>th</sup> Street would be disrupted
14	Avoids disruption of existing businesses	● Both US 101 and 9 <sup>th</sup> Street would be disrupted	● Both US 101 and 9 <sup>th</sup> 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 (OUTLINE)

---

### 11.1 GENERAL BARRIERS FOR STUDY AREA REDEVELOPMENT

- Development feasibility challenges (high interest rates and construction costs, coastal challenges)
- Market challenges (inability to pay higher rents/sales prices/decreased employment)
- Aging buildings
- Proximity to services for people experiencing homelessness
- Aging infrastructure
- Potential displacement risks

#### Highway 101 Corridor

- Highway safety concerns
- Government coordination
- Lack of vacant land
- Difficult retail environment

#### Highway 20 Corridor

- Uncertain market appetite
- Incomplete pedestrian infrastructure

## 11.2 POTENTIAL MEASURES

### 11.2.1 US 101

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

#### **Support and expand local business district along US 101**

- Develop a branding/identity for US 101 Corridor focused on attracting local visitors
- Develop serving amenities (for 101 and US 20 – playgrounds, plazas, public art, wayfinding, etc.
- Explore tenant and storefront improvement programs for existing buildings in the retail core
- Identify permanent home for Farmer’s Market
- Avoid displacement of existing businesses / consider social services relationships

#### **Pursue housing development in the US 101 Core**

- Evaluate partnerships to attract affordable, workforce, senior, and family-friendly housing in this amenity-rich area

#### **Implement streetscape enhancements**

- Early wins with URA money and state grants?
- Phasing for UR improvements
- Coordination with ODOT
- Funding for road improvements
- Implementation/Phasing

## 11.2.2 US 20

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

### Improve safety for pedestrians/cyclists

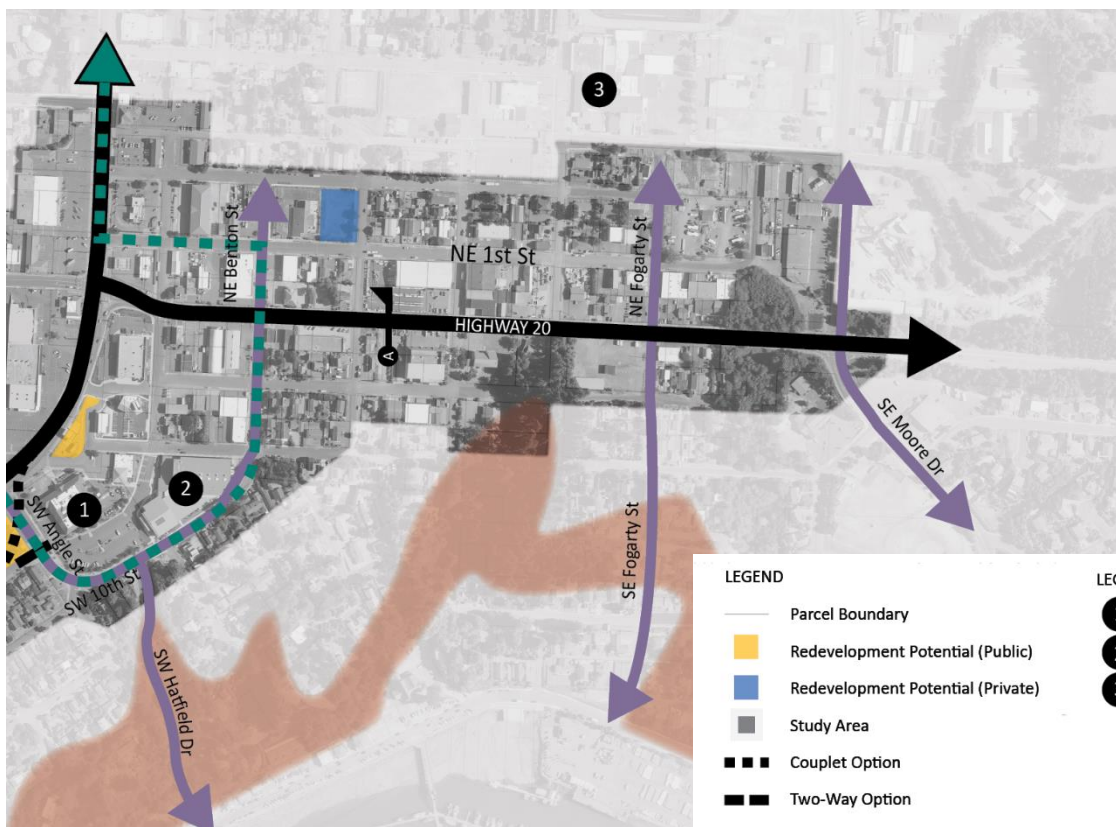
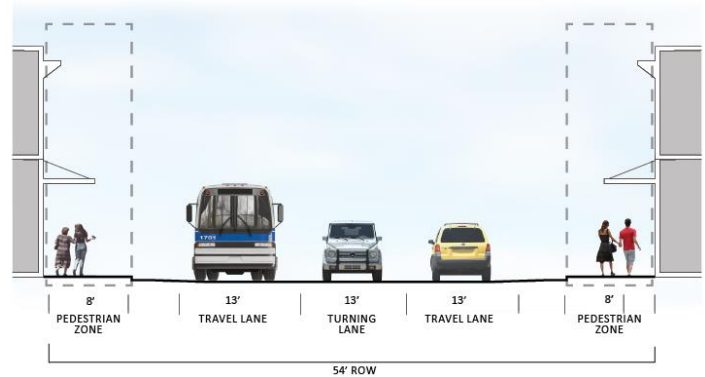
- Safe routes to schools connections

### Support flex industrial/manufacturing that can mesh with other land uses

- Rehab buildings for small scale commercial/industrial

### Remove Barriers to housing along US 20 Corridor

- Conduct additional site due diligence
- Evaluate rezoning
- Explore partnerships to develop housing along parallel streets near high school.
- Pursue development w a range of partners



#### LEGEND

- Parcel Boundary
- Yellow Square: Redevelopment Potential (Public)
- Blue Square: Redevelopment Potential (Private)
- Grey Square: Study Area
- Couplet Option
- Two-Way Option
- Thick Black Line: Highway 101 / Highway 20
- Green Line: Existing Bike Connections
- Dashed Green Line: Proposed Bike Connections
- Purple Arrow: Key Routes
- Orange Area: Steep Slopes

#### LEGEND

- 1 City Hall
- 2 Recreation Center
- 3 Newport High School

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



# City Center Revitalization Plan Project

The City of Newport is on a mission to improve livability, business and traffic in the central city. To achieve this, we’re considering changes to Highway 101’s route through the central city, as well as new policies, regulations and financial incentives to encourage desired development and redevelopment.

## PROJECT AREA

The focus of this planning effort will be within 2-3 blocks on each side of US 20 and US 101 (from the east entrance to the City, west to the US 20/US 101 intersection, and then south to the Yaquina Bay Bridge). Refer to map below.

In 2022, the City completed a Transportation System Plan (TSP) that identified two options for improving US 101 within the project area to promote economic development and provide infrastructure to support new housing.

## HOW TO GET INVOLVED



### Attend a Community Workshop

November 14, 2024, drop by from 4–7 pm  
Center for Health Education | 740 SW 9th St

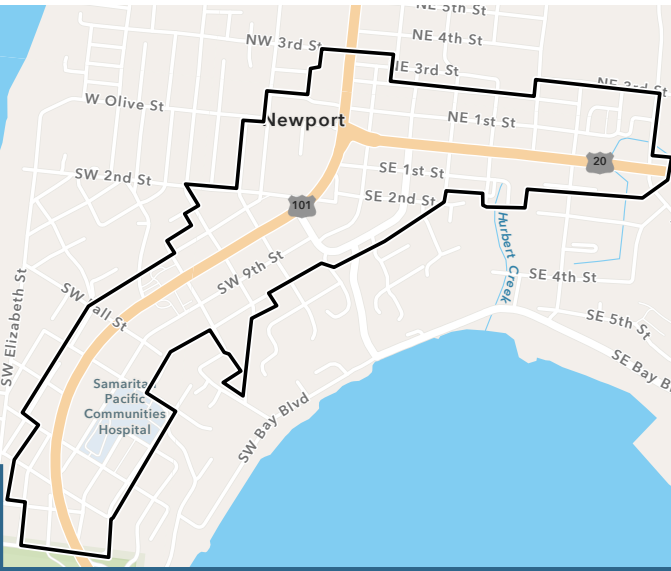


### Tell us what you think online

Join us online from November 14–December 6  
at [publicproject.net/nccrp](https://publicproject.net/nccrp) to review the same information and submit your ideas to the team.



Learn more on the project website [publicproject.net/nccrp](https://publicproject.net/nccrp)



Map not to scale. For information purposes only.



## Plan de Proyecto de Centro de Rehabilitación de la Ciudad

La Ciudad de Newport está en una misión para mejorar la habitabilidad, negocios y tráfico en el centro de la ciudad. Para lograr esto, estamos considerando cambios en la ruta de Highway 101 a través del centro de la ciudad, así como nuevas políticas, regulaciones e incentivos financieros para motivar el desarrollo y remodelación deseada.

### ÁREA DEL PROYECTO

El enfoque de este esfuerzo de planificación estará dentro de 2-3 cuadras a cada lado de la US 20 y la US 101 (desde la entrada este a la ciudad, al oeste hasta la intersección de la US 20 y la US 101, y luego al sur hasta el puente de la Bahía Yaquina). Consulte el mapa a continuación.

En 2022, la ciudad completó un Plan del sistema de transporte (TSP) que identificó dos opciones para mejorar la US 101 dentro del área del proyecto para promover el desarrollo económico y proporcionar infraestructura para respaldar nuevas viviendas.

### COMO INVOLUCRARSE



#### Asista a un taller comunitario

14 de noviembre de 2024, visítenos de 4–7 pm  
Centro de Educación para la Salud | 740 SW 9th St

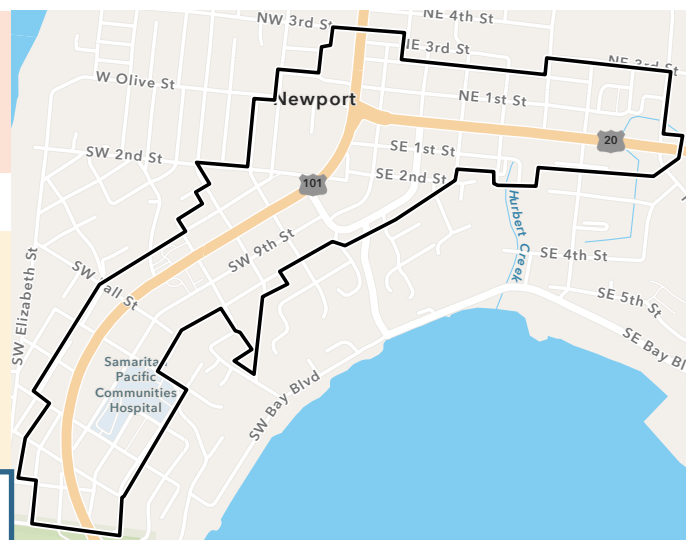


#### Cuéntanos lo que piensas en línea

Únase a nosotros en línea del 14 de noviembre al 6 de diciembre en [publicproject.net/nccrp](https://publicproject.net/nccrp) para revisar la misma información y enviar sus ideas al equipo.



Obtenga más información en el sitio web [publicproject.net/nccrp](https://publicproject.net/nccrp)



El mapa no está a escala. Solo tiene fines informativos.



# NEWPORT CITY CENTER REVITALIZATION PLAN PROJECT

## EVENT PLAN

### **Prepared for**

Oregon Department of Transportation  
City of Newport

### **Prepared by**

JLA Public Involvement, Inc.  
123 NE 3rd Ave #201  
Portland, OR 97232

### **Date**

October 22, 2024

## PUBLIC EVENT #1

### Purpose

The workshop will help the project team, and ultimately the Newport City Council, make a decision about what issues to address in the project, including which option to select for Highway 101 and which policies to implement in the city center. The workshop will include information already developed and shared with the Community Advisory Committee including timeline, funding sources, constraints and benefits of the options.

- Explore how transportation and development can be aligned in the Project Area.
- Refine and consolidate ideas for a preferred scenario(s) based on feedback and feasibility considerations.

### Invitees/Stakeholders

The following list of community stakeholders is taken from the project's Public Involvement Plan:

**Least informed, vocal, or involved:** Residents that are not fluent in English, who lack trust or belief in government processes, are low-income or unhoused, or don't have reliable access to internet.

- Barriers to participation in the project include a lack of fluency in English, lack of access to or ability to use technology, and limited income. Measures to help overcome these barriers include the following:
  - Language: Translations into Spanish on the website and Spanish interpreters at public events
  - Technology: Provide information in print and post information in community locations including the Library, Faith-based Organizations (including Centro de Ayuda), food pantry or housing shelter locations that might have computer access, City Hall, Senior Center.
  - Income: The City of Newport has agreed to pay for incentives or thank you gifts for public participation including but not limited to gift cards, bus passes, meals, refreshments, etc. The project team will work with CBOs and members of historically excluded communities to identify opportunities to use incentives to increase participation in the project.
- Centro de Ayuda: non-profit at St. Stephen Episcopal Church serves Spanish-speakers
- Olalla Center/Arcoíris Cultural is a cultural center that serves underserved Latinx, Guatemalan and Indigenous Mesoamerican populations
- Lincoln County School District serving youth
- Lincoln County Newport Health Center offers walk in services for low-income parents,

providing healthcare and food assistance/WIC

- Food Share of Lincoln County serves low-income people
- Newport Food Pantry serves low-income people
- The Salvation Army Newport Worship and Family Services Center serves low-income people and youth
- Samaritan House serves people without homes
- Community Services Consortium serves people without homes
- My Sisters' Place serves youth and victims of domestic violence
- Newport Community Shelter and Resource Center serves people without homes

**Most informed, vocal, and actively involved:** Those with the most interest in property values and resources to participate (wealthy residents, retirees, business owners, vacation homeowners, developers).

- Lincoln County
- Lincoln County School District
- Fire and Emergency Service Providers
- Local Business and Agency Representatives
- Faith Based Organizations
- Mixed-Use or Multi-Family Housing Developers
- Lending Institutions
- Architect or Engineering Design Professionals
- Oregon Department of Land Conservation and Development
- Farmers Market Representative serves low-income populations through SNAP/WIC funds
- City of Newport 60+ Activity Center serves seniors and elderly

ITEM	DETAILS
Style guide	Associated Press (AP)
Logos	Use ODOT and City of Newport logos
Main take-away for the public	<p>Newport's city center needs help. Many storefronts are vacant, and buildings are aging or in poor condition. Plus, summer traffic on US 101 and US 20 makes it challenging for locals and visitors alike to enjoy the area to its fullest potential. There is also an increasing need to add more affordable housing in the area.</p> <p>Through this project, the City of Newport wants to create a vibrant, welcoming city center—home to a diverse mix of successful businesses, housing options and amenities for residents and visitors.</p>
Call to action	<p>Help make Newport's city center a place where people can live, work, shop and get around safely. Join us at a community workshop or online at <a href="https://publicproject.net/nccrp">https://publicproject.net/nccrp</a></p>

Contact person	Derrick Tokos; 541-574-0626; <a href="mailto:d.tokos@newportoregon.gov">d.tokos@newportoregon.gov</a> Newport City Hall 169 SW Coast Hwy, Newport, Oregon 97365
Translated text and non-discrimination language	All content translated to Spanish

## Advertising

MEDIUM	SEND	WHO	CONTENT
Email CAC and other stakeholders	10/31	City of Newport	<p>Invite them to attend and share with the groups that they represent on the CAC, as well as their friends and neighbors.</p> <p>-----</p> <p><b>Hello CAC Members,</b>  <b>We're excited to share our first public event for the project and we'd like you to help spread the word to your friends, neighbors or groups that you represent. The City will also be sharing over social media, so please like and reshare!</b></p> <p>The City of Newport wants to create a vibrant, welcoming city center—home to successful businesses, housing options and attractive, useful features for residents and visitors.</p> <p>Join us at a community workshop  Thursday, November 14, 2024  Drop by between 4:00 and 7:00 pm  <b>Center for Health Education</b> (740 SW 9th St, Newport, OR 97365)</p> <p>Or join us online before December 6 at  <a href="https://publicproject.net/nccrp">https://publicproject.net/nccrp</a> to review the same information and submit your ideas to the team.</p>
Press Release	10/31 and 11/11	City of Newport	Include quotes from City Council about the importance of the project and WHY this project will help the city. Focus on participation in the workshop and how that will help the team move forward with a decision.
Utility Bills	10/28	City of Newport	Content for Utility Bill flyer by 10/25; Mailing goes out at the end of the month. Letter size; color (city will print, fold and stuff) Full flyer
Postcard	10/28	City of Newport	<p>FRONT:</p> <p>The City of Newport wants to create a vibrant, welcoming city center—home to successful businesses, housing options and attractive, useful features for residents and visitors.</p> <p>Join us at a community workshop  Thursday, November 14, 2024</p>

Commented [AB1]: The 18<sup>th</sup> was removed but there is no replacement date. Do we know when this will go out?

MEDIUM	SEND	WHO	CONTENT
			<p>Drop by between 4:00 and 7:00 pm  <b>Center for Health Education</b> (740 SW 9th St, Newport, OR 97365)</p> <p>Or join us online before December 6 at  <a href="https://publicproject.net/nccrp">https://publicproject.net/nccrp</a> to review the same information and submit your ideas to the team.</p> <p>BACK:</p>
Website	10/28	JLA	<p>Post workshop dates and details                      -----                      Join us at a community workshop                      Thursday, November 14, 2024                      Drop by between 4:00 and 7:00 pm  <b>Center for Health Education</b> (740 SW 9th St, Newport, OR 97365)</p>
	11/14-12/6	JLA	<p>Update to include link to the online open house.                      -----                      Join us online before December 6 at  <a href="https://publicproject.net/nccrp">https://publicproject.net/nccrp</a> to review the same information and submit your ideas to the team.</p>
	12/6	JLA	<p>Remove the “invite” and open house/survey text and replace with:</p> <p>Thank you to everyone who attended the event or took the online survey. We are working hard to summarize your thoughts, questions and concerns. The event and comment summary will be posted here when it is completed. If you have additional questions or concerns, please contact us here [<a href="#">LINK</a>].</p>
Social Media	2 weeks, 1 week, event week, 1 week after to promote online open house, 2 weeks after 10/28; 11/6; 11/11; 11/25	City shall manage and conduct outreach on City social media accounts	Similar to above information.

## COMMUNITY WORKSHOP

**Date and Time:** Thursday, November 14, 2024; Drop by between 4:00-7:00 pm, drop by

anytime

**Location:** Center for Health Education (740 SW 9th St, Newport, OR 97365)

## Meeting Format and Room Setup

TIME	WHO	DETAILS
3:00 pm	JLA	Start setting up
3:30 pm	City ODOT	Arrival of additional staff for final set up and getting in place for 5:30 pm start.
4:00 pm	JLA	Put out the street and directional signage
4:00 pm	--	Event begins
Welcome Table	JLA DEA	Welcome table <ul style="list-style-type: none"> <li>• Sign in sheet (JLA)</li> <li>• Map with dots to show where you live (DEA)</li> <li>• Printed survey/comment cards (JLA)</li> <li>• <b>Bouncy ball feedback:</b> Which of the two alternatives on 101 creates the best conditions for future redevelopment/enhancements? (JLA)</li> </ul>
Static Information	DEA develop/ print	Display Boards (DEA): <ul style="list-style-type: none"> <li>• Timeline</li> <li>• Project area map</li> <li>• 101: Short Couplet and Two-Way proposal map</li> <li>• 101/20: Current conditions (photo, TSP cross section)</li> <li>• 20: Proposed conditions</li> <li>• Blueprint for Urban Design examples and pros/cons</li> <li>• Easels (JLA)</li> <li>• Presentation at 5:15 pm; workshop format before and after that</li> </ul>
Workshop	JLA DEA	Around a table there will be an ongoing charrette where designers and planners sit with the public who can come and go. The staff will take notes and draw ideas on the maps, as well as flip charts. <ul style="list-style-type: none"> <li>• Idea collection board for goals, opportunities, and barriers (DEA)</li> <li>• Dot priority board for the different features; bike, ped, cars, housing, business, etc. (DEA)</li> <li>• Post-its and pens for participants to record feedback directly on the map (JLA)</li> <li>• Flip charts (JLA)</li> <li>• Easels (JLA)</li> <li>• Other supplies for small group discussions (JLA)</li> <li>• Roll plots of the corridor to write down ideas and draw on (DEA)</li> </ul>
7:00 pm		Event ends
7:15 pm		Additional staff leave; provide input to key staff about take-away messages/comments (in person)
7:15 pm		Key staff clean up

## Materials/Supplies

10/22/24

6

Provided by JLA:

- Handouts, sign in sheets, comment cards, facilitator guides
- Nametags (staff and Committee members)
- Flipcharts (3)
- Easels (10)
- Foamcore (10)
- Meeting box (with pens, markers, stickies, dots, blue painters tape, post it notes)
- Tablecloths (4)
- Tables (4)
- Chairs (24)
- A-frame sign and directional signage

Provided by DEA:

- Plots and displays printed 24"x36"

Provided by City:

- Food
- Beverages

## Online Open House

Open from 11/14 to 12/5

PAGE	TEASER HEADER	QUESTIONS, COLLECTION TOOL, CONTENT
Welcome	Help make Newport's city center a place to live, work, shop and safely get around!	<p>Through this project, the City of Newport wants to create a vibrant, welcoming city center—home to a diverse mix of successful businesses, housing options and amenities for residents and visitors.</p> <p>Changes to traffic patterns and new transportation facilities (such as additional bus stops or bike lanes) will be key to encouraging redevelopment. We will build off the 2022 Transportation System Plan (TSP), but we want to hear from you about how the city center can eventually become this vibrant space.</p> <p>Project Area The focus of this planning effort will be within 2-3 blocks of US 20 and US 101 (from the east entrance to the City, west to the US 20/US 101 intersection, and then south to the Yaquina Bay Bridge). Help make Newport's city center a place where people can live, work, shop and get around safely. Learn more on the following pages and tell us what you think.</p>
Proposal 1: 101 Couplet	Learn more about this area	<p>In 2022, the City completed a Transportation System Plan (TSP) that identified two options for improving US 101 within the project area to promote economic development and provide infrastructure to support new housing.</p> <p>One-way short couplet – Between SW Abbey Street and SW 2nd Street, people traveling south on 101 would use the existing highway,</p>

PAGE	TEASER HEADER	QUESTIONS, COLLECTION TOOL, CONTENT
		<p>which would have two travel lanes for vehicles. Removing northbound traffic from this section of Highway 101 would allow this corridor to have wider sidewalks with landscaping, buffered bike lanes, and on-street parking. Travelers heading north on Highway 101 would use an improved SW 9th Street that would include two travel lanes for vehicles with wider sidewalks with landscaping and a buffered bike lane.</p> <p>For this area, there are opportunities to change or enhance the land use to make it a walkable, reimagined City Center that connects Newport's Business Districts. The land uses would consider:</p> <ul style="list-style-type: none"> <li>• How to serve locals, emphasizing walkability to essential services</li> <li>• New housing at a variety of scales and unit sizes provides residents with access to amenities without a car</li> <li>• Local and tourist traffic enhance commercial potential</li> </ul> <p>There are also barriers to developing this area including:</p> <ul style="list-style-type: none"> <li>• Development feasibility challenges (high interest rates and construction costs, coastal challenges)</li> <li>• Market challenges (inability to pay higher rents/sales prices/decreased employment)</li> <li>• Aging buildings</li> <li>• Proximity to services for people experiencing homelessness</li> <li>• Aging infrastructure</li> <li>• Potential displacement risks</li> <li>• Highway safety concerns</li> <li>• Government coordination</li> <li>• Lack of vacant land</li> <li>• Difficult retail environment</li> </ul> <p>This Revitalization Planning Project will identify which of the options, or variations of the options will best support the project objectives.</p> <ul style="list-style-type: none"> <li>• <a href="#">Questions 1-6 (below)</a></li> </ul>
Proposal 2: Two-way Improve ments	Learn more about this area	<p>In 2022, the City completed a Transportation System Plan (TSP) that identified two options for improving US 101 within the project area to promote economic development and provide infrastructure to support new housing.</p> <p>Two-way enhanced – Within the existing 74-foot right-of-way on Highway 101, the sidewalks could be widened and landscaping added if on-street parking was removed. This would also allow four 11-foot travel lanes (which is one foot wider than today). A bikeway would be added to SW 9th Avenue between SW Abbey Street and SW 2nd Street in lieu of bicycle lanes on this section of Highway 101. The SW 9th Avenue bikeway would require removal of on-street parking and reduced lane width for vehicles.</p> <ul style="list-style-type: none"> <li>• <a href="#">images/graphics explaining the area</a></li> </ul> <p>For this area, there are opportunities to change or enhance the land use to make it a maker's district and provide an improved gateway from US 20 to Newport. The land uses would consider:</p>

PAGE	TEASER HEADER	QUESTIONS, COLLECTION TOOL, CONTENT
		<ul style="list-style-type: none"> <li>How to create a more attractive gateway to the city</li> <li>Housing development opportunities along NE 1st Street</li> <li>Rehabilitated storefronts, warehouses, and light industrial spaces that could provide spaces for small businesses and serve as a small maker district within the city</li> </ul> <p>There are also barriers to developing this area including:</p> <ul style="list-style-type: none"> <li>Development feasibility challenges (high interest rates and construction costs, coastal challenges)</li> <li>Market challenges (inability to pay higher rents/sales prices/decreased employment)</li> <li>Aging buildings</li> <li>Proximity to services for people experiencing homelessness</li> <li>Aging infrastructure</li> <li>Potential displacement risks</li> <li>Uncertain market appetite</li> <li>Incomplete pedestrian infrastructure</li> </ul> <p>This Revitalization Planning Project will identify which of the options, or variations of the options will best support the project objectives.</p> <ul style="list-style-type: none"> <li><b>Questions 1-6 (below)</b></li> </ul>
Vision for the future		<p>What happens if we don't do anything?</p> <ul style="list-style-type: none"> <li>Code and policies (high-level)</li> <li>Blueprint for Urban Design examples</li> </ul> <p>If you want more information about the rest of the plan:</p> <ul style="list-style-type: none"> <li>Read these gap analyses</li> <li></li> </ul>
Next steps	Thanks so much for getting involved. We'll use your input to move to the next phase.	<p>In addition to this outreach, we've been working with a Community Advisory Committee (CAC) to collect input throughout the project. We will also hold several interviews and listening sessions to hear from neighbors, businesses and organizations to better understand the community needs. We'll come back in late winter/early spring to share the draft plan and collect your thoughts.</p> <ul style="list-style-type: none"> <li>Timeline graphic</li> </ul> <p><b>Demographic questions</b> – These questions are optional but help us understand who we've reached through our outreach.</p> <p><b>Thank you page/submission confirmation</b> Thank you and share with your friends on social media or by email. We want to hear from as many people living, working and visiting Newport as possible.</p>

## Survey Questions

	QUESTION	ANSWER OPTIONS/TYPE
1	What improvements and changes would you like	<ol style="list-style-type: none"> <li>Traffic calming</li> <li>Improved pedestrian access</li> </ol>

	to see in the Project Area? (check all that apply)	<ol style="list-style-type: none"> <li>3. Improved parking access</li> <li>4. Bicycle infrastructure in the right-of-way</li> <li>5. Placemaking (district/core development)</li> <li>6. Maker district/small business prioritization</li> <li>7. Gateway (developing Hwy 20 entrance to the city)</li> <li>8. Tourist development and attraction</li> <li>9. Housing near schools</li> <li>10. Connectivity between areas (Nye Beach, Bayfront, Entrance, 101 Corridor)</li> <li>11. Providing services to locals</li> <li>12. Providing access to social services for vulnerable populations</li> </ol>
2	On a scale of 1-5 (1 - very unimportant; 5 - very important), how important are each of these goals to you?	<ol style="list-style-type: none"> <li>1. Traffic calming</li> <li>2. Improved pedestrian access and walkability</li> <li>3. Improved parking access</li> <li>4. Bicycle infrastructure in the right-of-way</li> <li>5. Placemaking (district/core development)</li> <li>6. Maker district/small business prioritization</li> <li>7. Gateway (developing Hwy 20 entrance to the city)</li> <li>8. Tourist development and attraction</li> <li>9. Housing near schools</li> <li>10. Connectivity between areas (Nye Beach, Bayfront, Entrance, 101 Corridor)</li> <li>11. Providing services and amenities to locals</li> <li>12. Providing access to social services for vulnerable populations</li> </ol>
3	What could redevelopment of this area mean for Newport? (check all that apply) for both US 101 and 20	<ol style="list-style-type: none"> <li>1. Create a focal downtown core - like other Cities - with different "flavors" (Nye Beach, Bayfront, South Beach, Agate Beach).</li> <li>2. Potentially develop housing along parallel streets near high school.</li> <li>3. Enhance US 20 as first ocean view gateway corridor.</li> <li>4. Pursue development w a range of partners</li> <li>5. Catalytic / set tone with new housing projects</li> <li>6. Public space – Farmers Market (tailored), other gathering places/spaces</li> <li>7. Locally serving amenities (for 101 and US 20)</li> <li>8. Avoid displacement of existing businesses / consider social services relationships</li> <li>9. Overall population growth and desirability of Newport</li> <li>10. Public funding and stewardship to support catalytic affordable housing and commercial development</li> <li>11. High visibility sites that with the potential to attract significant attention</li> <li>12. Location outside of tsunami zone</li> <li>13. Potential for community spaces including the Farmer's Market</li> <li>14. Other (please explain)</li> </ol>
4	What are the barriers for development in the Focus Areas? (check all that apply) for both US 101 and 20	<ol style="list-style-type: none"> <li>1. Development feasibility challenges (high interest rates and construction costs, coastal challenges)</li> <li>2. Market challenges (inability to pay higher rents/sales prices/decreased employment)</li> <li>3. Aging buildings</li> <li>4. Proximity to services for people experiencing homelessness</li> <li>5. Aging infrastructure</li> <li>6. Potential displacement risks</li> <li>7. Highway safety concerns</li> <li>8. Government coordination</li> </ol>

		9. Lack of vacant land 10. Difficult retail environment 11. Uncertain market appetite 12. Incomplete pedestrian infrastructure
5	Are there specific opportunities or barriers that you'd like to share?	map or post it note tool
6	What else should we know?	[open-ended question]

	DEMOGRAPHIC QUESTIONS	ANSWER OPTIONS/TYPE
1	Do you live, work, visit, or shop in Newport? (check all that apply)	1. Live 2. Work 3. Visit friends, family, places of worship and/or cultural events in Newport 4. Visit shops, events in Newport 5. Visit parks, natural areas, other locations 6. Other (please explain)
2	What is your primary source of transportation? (check all that apply)	1. Car (personal vehicle, ride-shares, etc) 2. Bus/transit 3. Bicycle/E-bike 4. Walking 5. Mobility device/wheelchair 6. Other (short answer)
3	What is your age range? (choose one)	1. Under 18 2. 18-24 3. 25-44 4. 45-64 5. 65-74 6. 75 and over
4	What is your race/ethnicity? (check all that apply)	1. African American/Black 2. Asian American 3. Alaska Native/Native American 4. Hispanic/Latine 5. Native Hawaiian/Other Pacific Islander 6. White
5	What is your home ZIP?*	*required
6	Would you like to get updates on this project? Please provide your name and email address to get email updates.	Name Email Address

## FOCUS GROUPS

**Date:** Friday, November 15, 2024

Drop in to learn about the project noon to 1:00 pm; we will have Spanish interpreter

Service providers focus group: 2:00 to 3:00 pm

Spanish focus group: 5:30-6:30 pm; in Spanish

**Location:** Newport Library (35 NW Nye St., Newport, OR 97365)

150 people or 60 people with chairs

JLA and other project team members will facilitate two focus group discussions, answer questions, listen to input and ideas and document the conversation on Friday, November 15. One meeting will be in Spanish. The objective of these meetings is to hear and document participant's lived experiences with Newport, what they would like to see in the city center as it's developed, selection preference between the two highway improvement options.

## Meeting Format and Room Setup

TIME	WHO	DETAILS
11:00 am	JLA	Start setting up
11:30 am / 4:30 pm	City ODOT	Arrival of additional staff for final set up and getting in place
Welcome Table	JLA DEA	Welcome table <ul style="list-style-type: none"> <li>• Sign in sheet (JLA)</li> <li>• Map with dots to show where you live (DEA)</li> <li>• Printed survey/comment cards (JLA)</li> </ul>
Static Information	DEA develop/ print	Display Boards (DEA): <ul style="list-style-type: none"> <li>• Timeline</li> <li>• Project area map</li> <li>• 101: Short Couplet and Two-Way proposal map</li> <li>• 101/20: Current conditions (photo, TSP cross section)</li> <li>• 20: Proposed conditions</li> <li>• Blueprint for Urban Design examples and pros/cons</li> <li>• Easels (JLA)</li> </ul>
Noon / 5:00 pm	--	Meeting begins
12:00-12:05 5:00-5:05	All	Introductions <ul style="list-style-type: none"> <li>• Names and affiliation (if applicable)</li> </ul>
12:05-12:10 5:05 – 5:10	Brandy / Interpreter	Meeting goals Share ground rules <ul style="list-style-type: none"> <li>• Treat everyone with respect and refrain from personal attacks.</li> <li>• Give everyone a fair chance to express their thoughts - speaking one at a time helps us document everyone's experiences accurately.</li> <li>• We have limited time here so we want to stay focused on the subject and avoid distractions like side conversations and phone notifications.</li> <li>• No decisions will be made; we are not attempting to agree or</li> </ul>

		reach consensus. The goal is to hear individual ideas.
12:10-12:50 5:10-5:50	All	Conversation Questions <ul style="list-style-type: none"> <li>• What improvements and changes would you like to see? How important are each of these to you?</li> <li>• What could redevelopment of this area mean for Newport?</li> <li>• Are there specific opportunities or barriers that you'd like to share?</li> </ul>
12:50-1:00 5:50-6:00	Brandy	Next steps Review key themes
	Laura or JLA	Snacks/refreshments

Interviews will take place as needed following the focus groups and will take via phone or video conference.

# Newport City Center Revitalization Plan

CAC Meeting #3

October 25, 2024

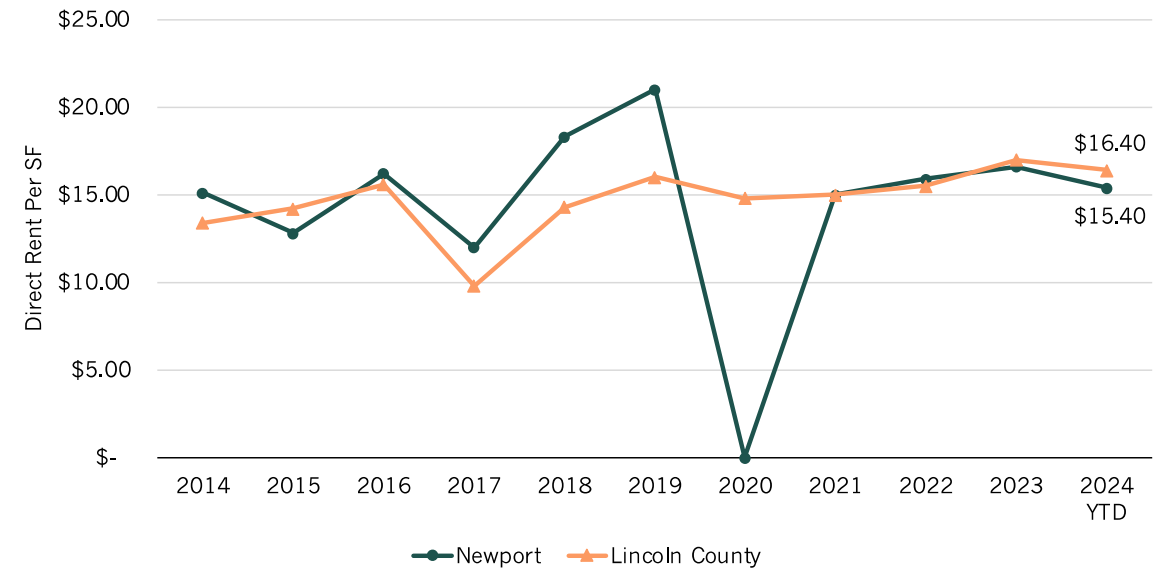


# MARKET TRENDS (from CAC#2)

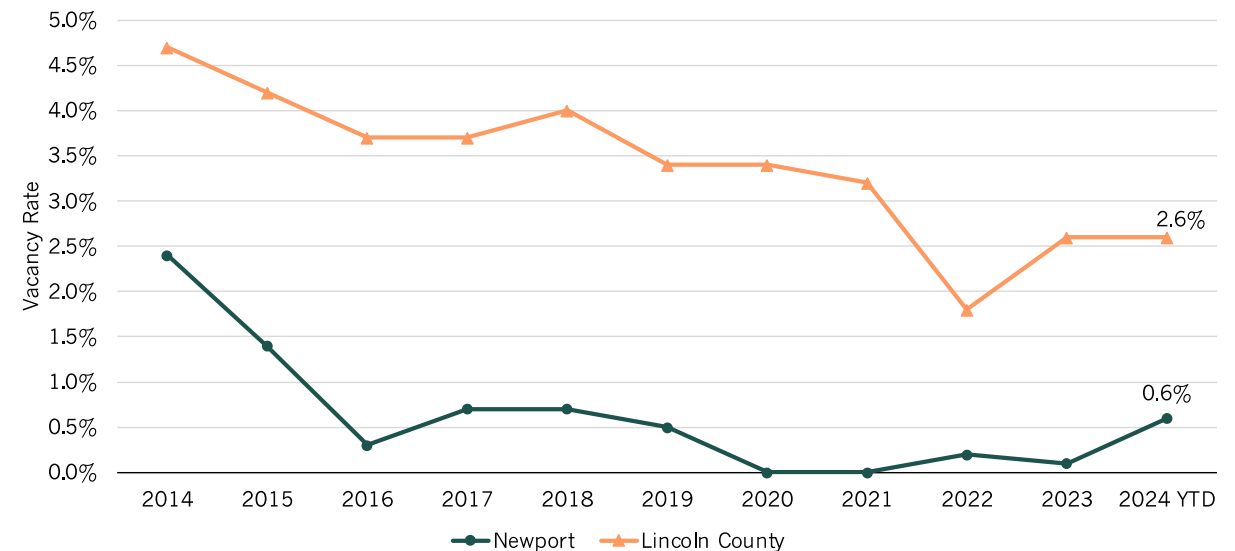
# KEY OFFICE AND RETAIL MARKET TRENDS IN NEWPORT

- 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

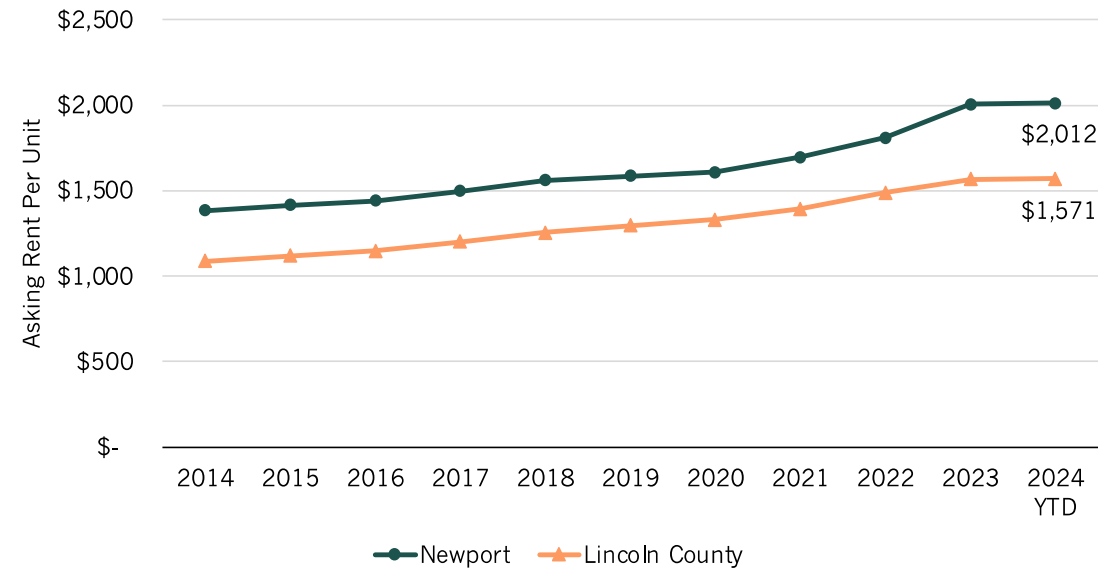


Source: CoStar, pulled July 2024

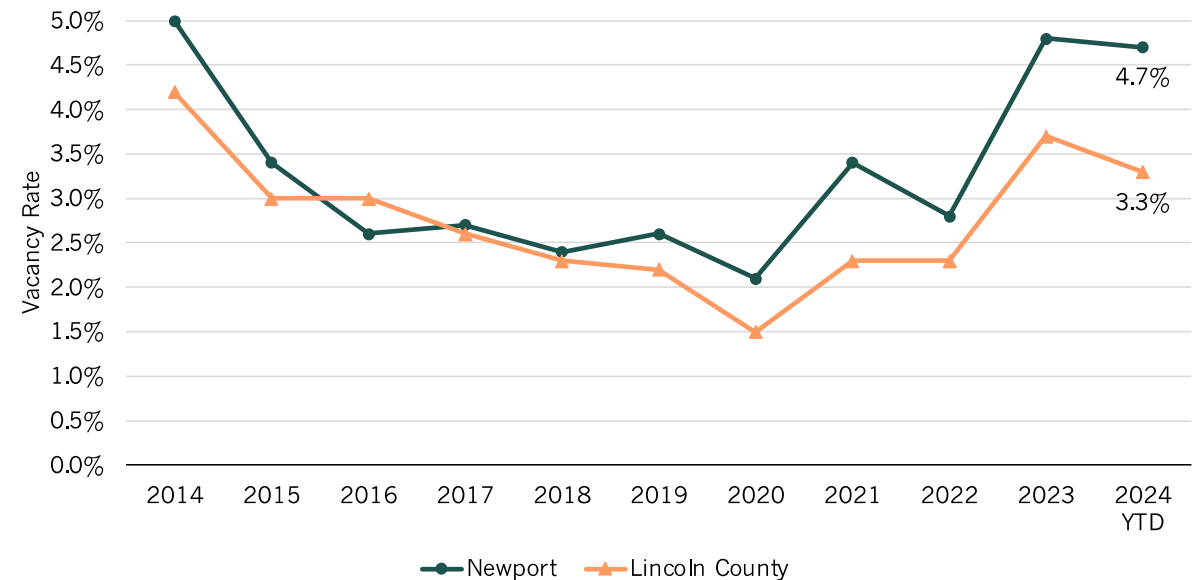
# KEY HOUSING MARKET TRENDS IN NEWPORT

- Increasing rents and low vacancy rates suggest a constrained supply of multifamily units in Newport.
- The limited inventory of 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

# What are the barriers for development in the Focus Areas?

---

## **Both Focus Areas**

- Development feasibility challenges (high interest rates and construction costs, coastal challenges)
- Market challenges (inability to pay higher rents/sales prices/decreased employment)
- Aging buildings
- Proximity to services for people experiencing homelessness
- Aging infrastructure
- Potential displacement risks

## **Highway 101**

- Highway safety concerns
- Government coordination
- Lack of vacant land
- Difficult retail environment

## **Highway 20**

- Uncertain market appetite
- Incomplete pedestrian infrastructure

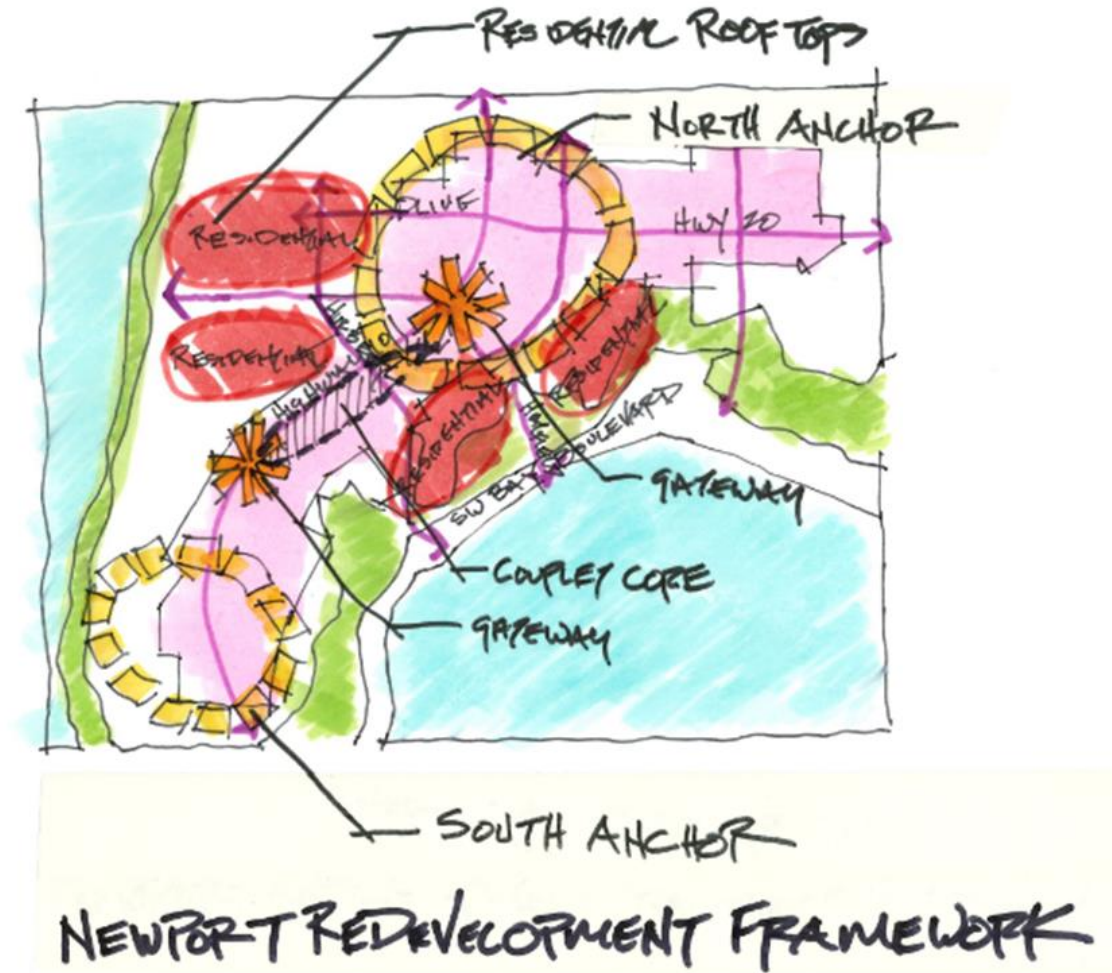
What could redevelopment of  
City Center mean for Newport?

# 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. Redevelopment 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 managed parking.
- 3: A clean, welcoming appearance.
- 4: Planned property development and acquisition.
- 5: Targeted investment in infrastructure.



# ODOT STANDARDS AND URBAN DESIGN BEST PRACTICES

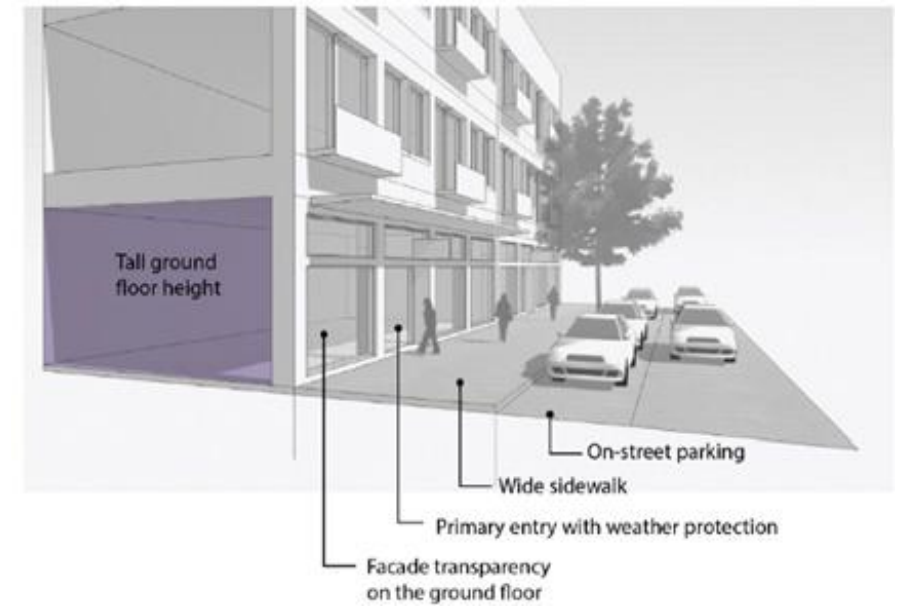


Land Use Pedestrian Transition

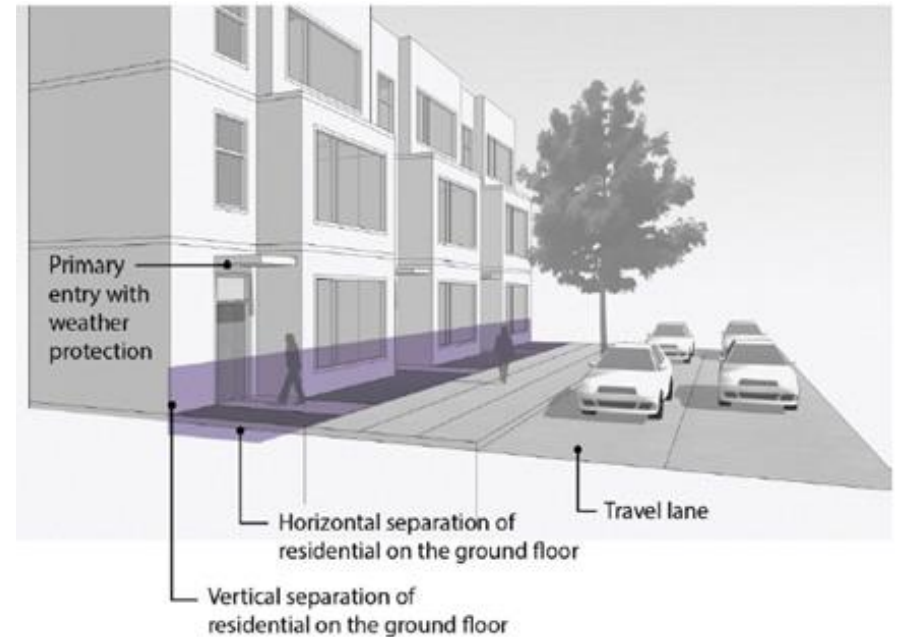
Travelway

## BLUEPRINT FOR URBAN DESIGN (BUD)

### MIXED USE FRONTAGES



### MULTI-FAMILY FRONTAGES



This map illustrates the Central Business District (CBD) and the Urban Mix area in Seattle. The CBD is highlighted in red, and the Urban Mix area is highlighted in purple. The map shows a network of streets, including major thoroughfares like Highway 101 and Highway 20. Key landmarks such as Yaquina Elementary School and the waterfront are also depicted. Eight numbered locations (1-8) are marked on the map, indicating specific points of interest or study. The map includes a scale bar (0' to 1000') and a north arrow.

**Streets and Landmarks:**

- Streets:** W Olive St, NE 2nd St, NE 1st St, NE Benton St, NE Fogarty St, NE Harney St, SE Moore Dr, SE Fogarty St, SW Elizabeth St, SW High St, SW Neff Way, SW Hubert St, SW Lee St, SW Angle St, SW 10th St, SW Hatfield Dr, SW Bay Boulevard, SW Harbor Way, SW 13th St, SW Bay St, SW Minnie St, SW Waterlin Dr, SW 9th St, SW 6th Ave, SW Abbey St, SW Fall St, SW Alder St, SW Canyon Way.
- Highways:** HIGHWAY 101, HIGHWAY 20.
- Landmarks:** Yaquina Elementary School.

**Numbered Locations:**

- 1: Located near SW Bay St and SW Minnie St.
- 2: Located near SW Angle St and SW 10th St.
- 3: Located near SW Bay Boulevard and SW Harbor Way.
- 4: Located near W Olive St and SW High St.
- 5: Located near SW 9th St and SW Abbey St.
- 6: Located near SW Hubert St and SW Lee St.
- 7: Located near NE 1st St and NE Benton St.
- 8: Located near NE Benton St and NE Fogarty St.








-  Key Routes
-  Steep Slopes
-  Parcel Boundary
-  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

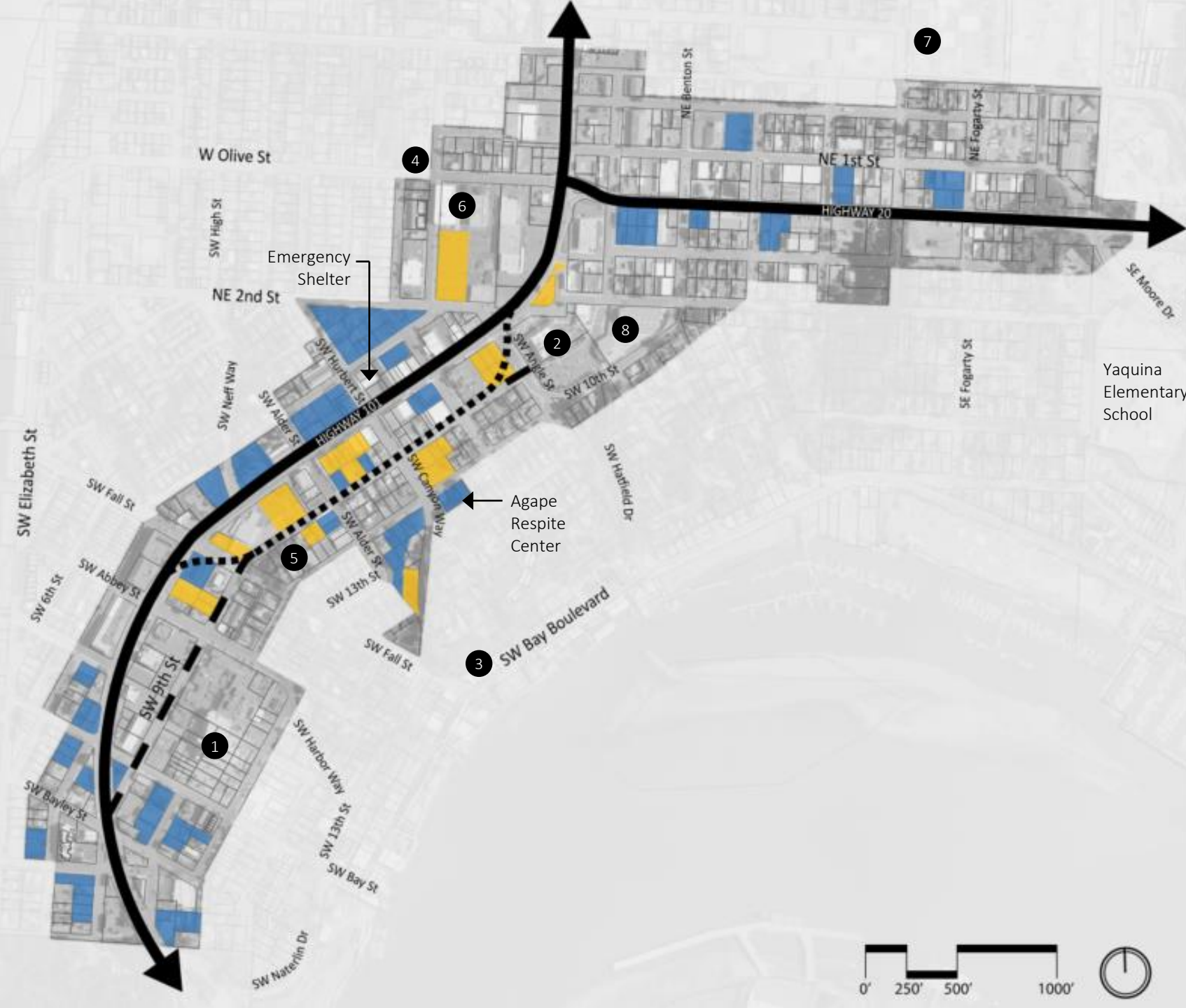
# REDEVELOPMENT OPPORTUNITIES

# OVERALL REDEVELOPMENT POTENTIAL

## 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



# ALTERNATIVE 1



## ALTERNATIVE 1 TWO-WAY HIGHWAY 101 BIKES ON SW 9<sup>TH</sup> STREET

### LEGEND

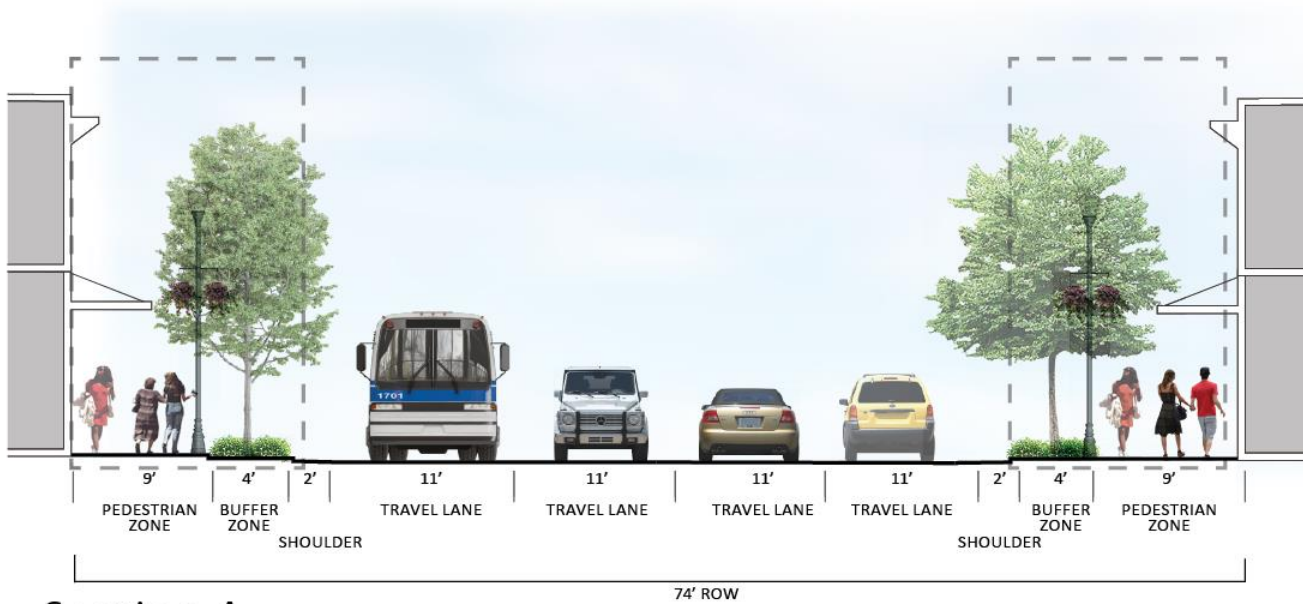
- Parcel Boundary
- Redevelopment Potential (Public)
- Redevelopment Potential (Private)
- Bike Lanes on SW 9<sup>th</sup> Street
- Highway 101 / Highway 20
- Key Routes
- Potential Retail Frontage

# ALTERNATIVE 1 TWO-WAY HIGHWAY 101 BIKES ON SW 9<sup>TH</sup> STREET



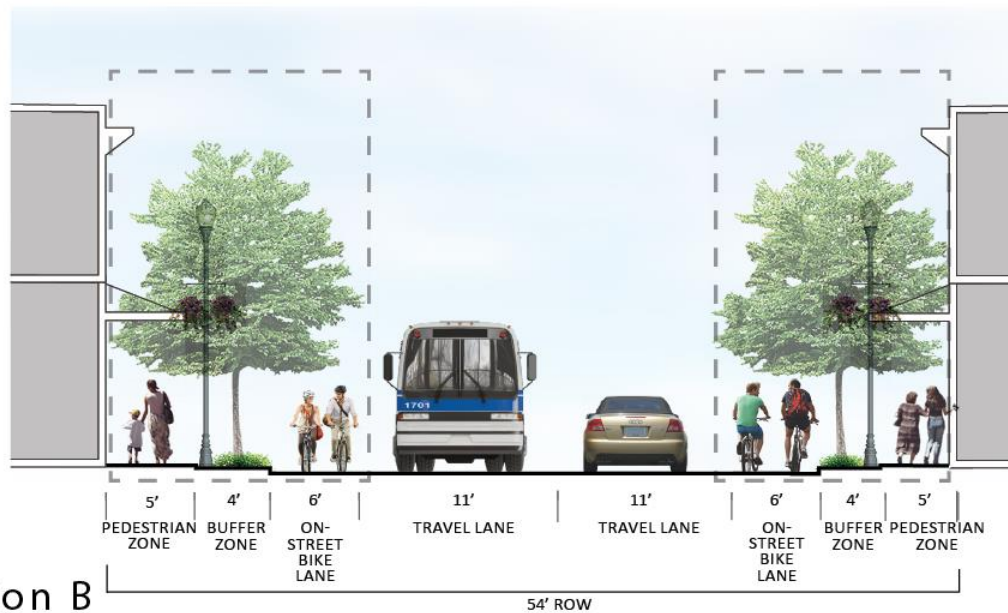
## LEGEND

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



Section A  
101

## ALTERNATIVE 1 TWO-WAY HIGHWAY 101 BIKES ON SW 9<sup>TH</sup> STREET


















Section B  
SW 9th Street

# BIKE ROUTING

## TWO-WAY HIGHWAY 101

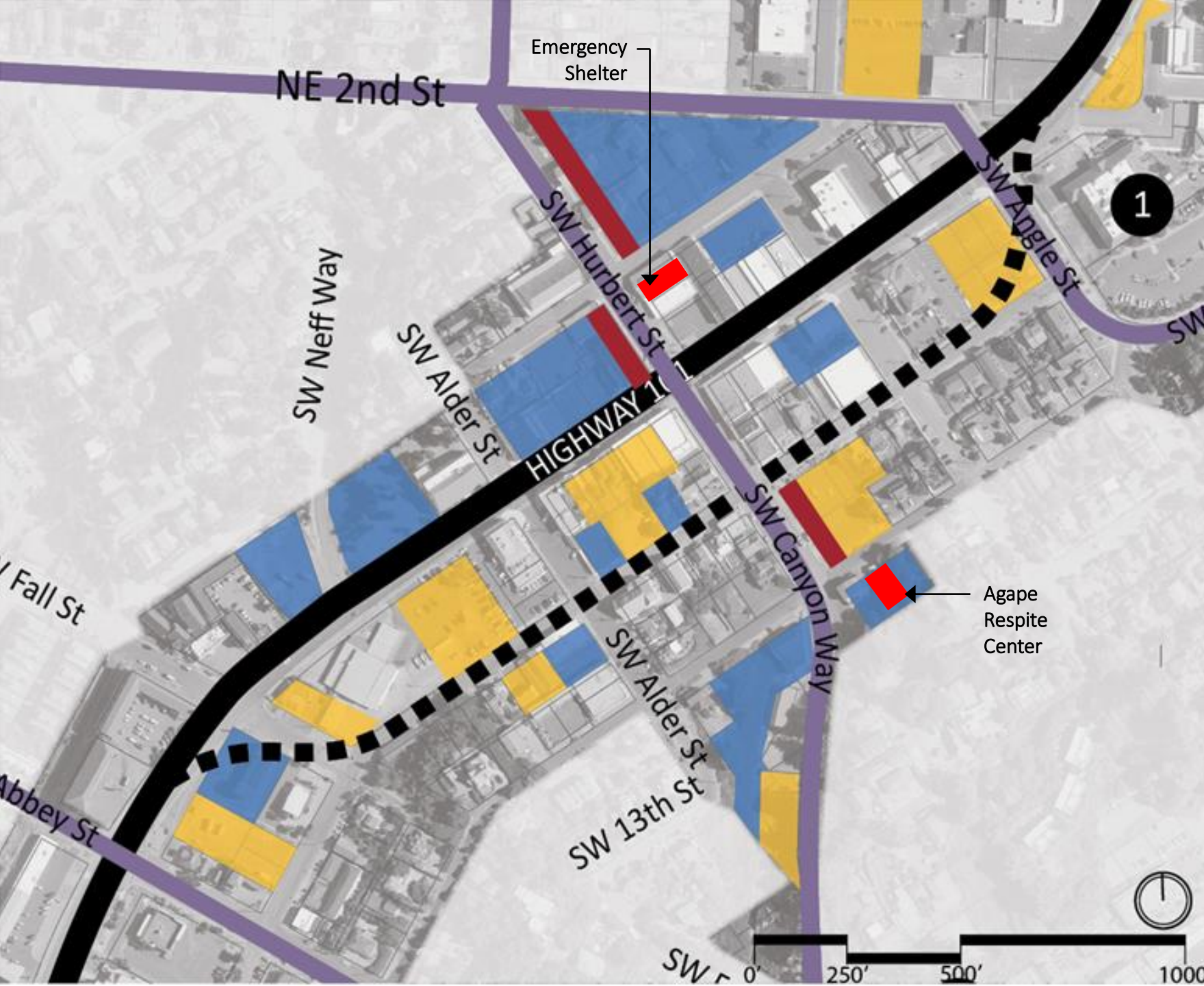
### BIKE LANES ON SW 9<sup>TH</sup> STREET

#### LEGEND

-  Existing Bike Connections
  -  Proposed Bike Connections
  -  Key Routes
  -  Parcel Boundary
  -  Study Area
  -  Highway 101 / Highway 20
  -  Rapid Flashing Beacon (Existing / Potential)
- 
-  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



# ALTERNATIVE 2



## ALTERNATIVE 2 HIGHWAY 101 / SW 9<sup>TH</sup> STREET COUPLET

### LEGEND

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

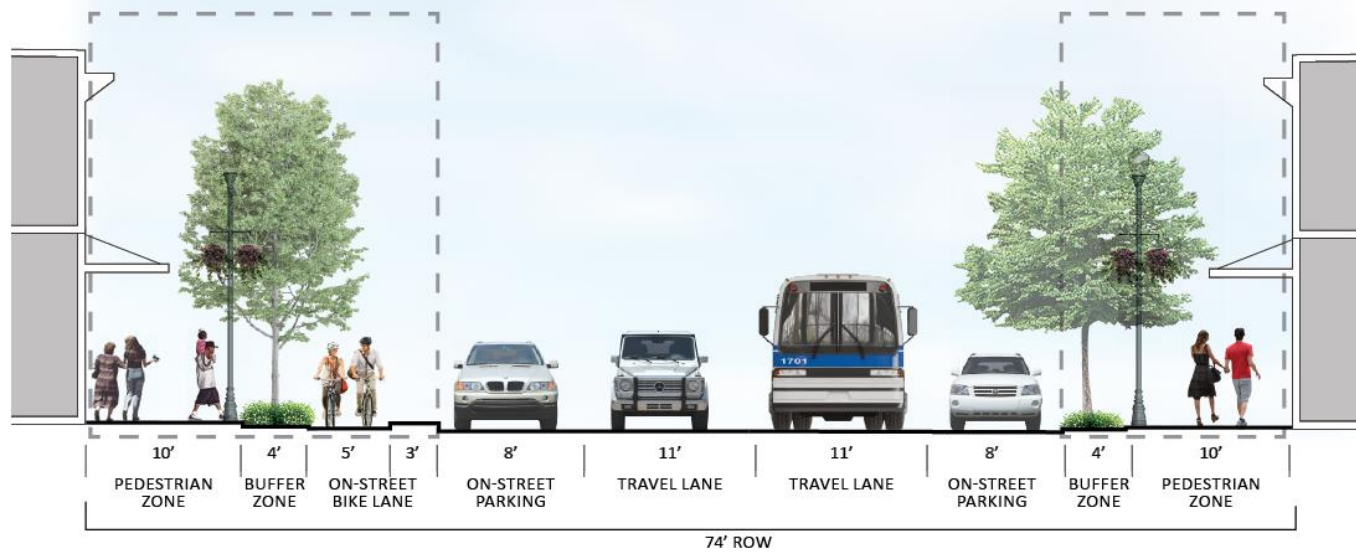
## ALTERNATIVE 2 HIGHWAY 101 / SW 9<sup>TH</sup> STREET COUPLET



### LEGEND

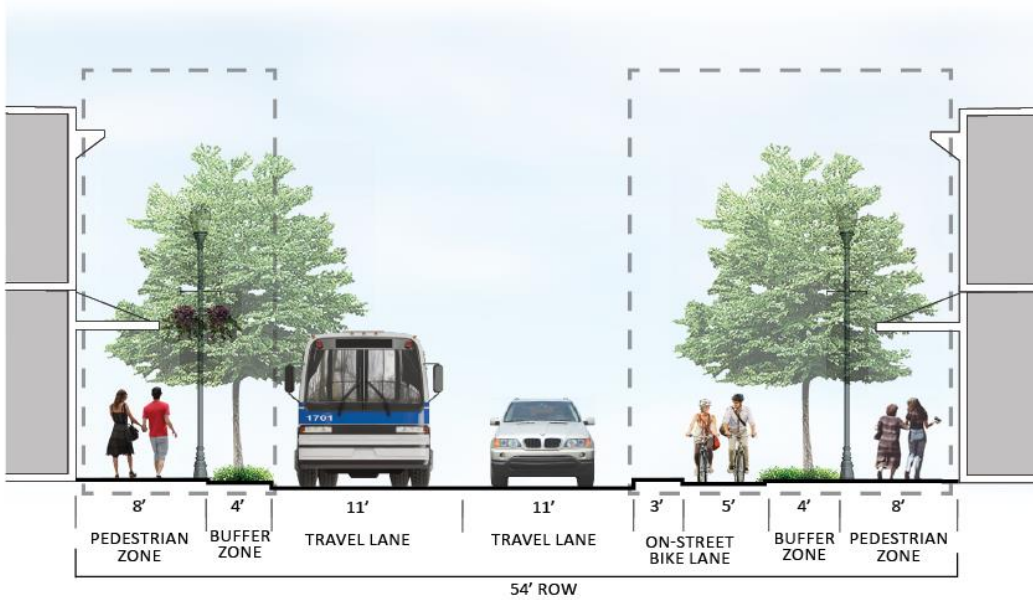
- Parcel Boundary
- Redevelopment Potential
- Key Cross Streets
- Farmers Market

Bikes



Section A  
101 South

## ALTERNATIVE 2 HIGHWAY 101 / SW 9<sup>TH</sup> STREET COUPLET



Section B  
SW 9th Street North



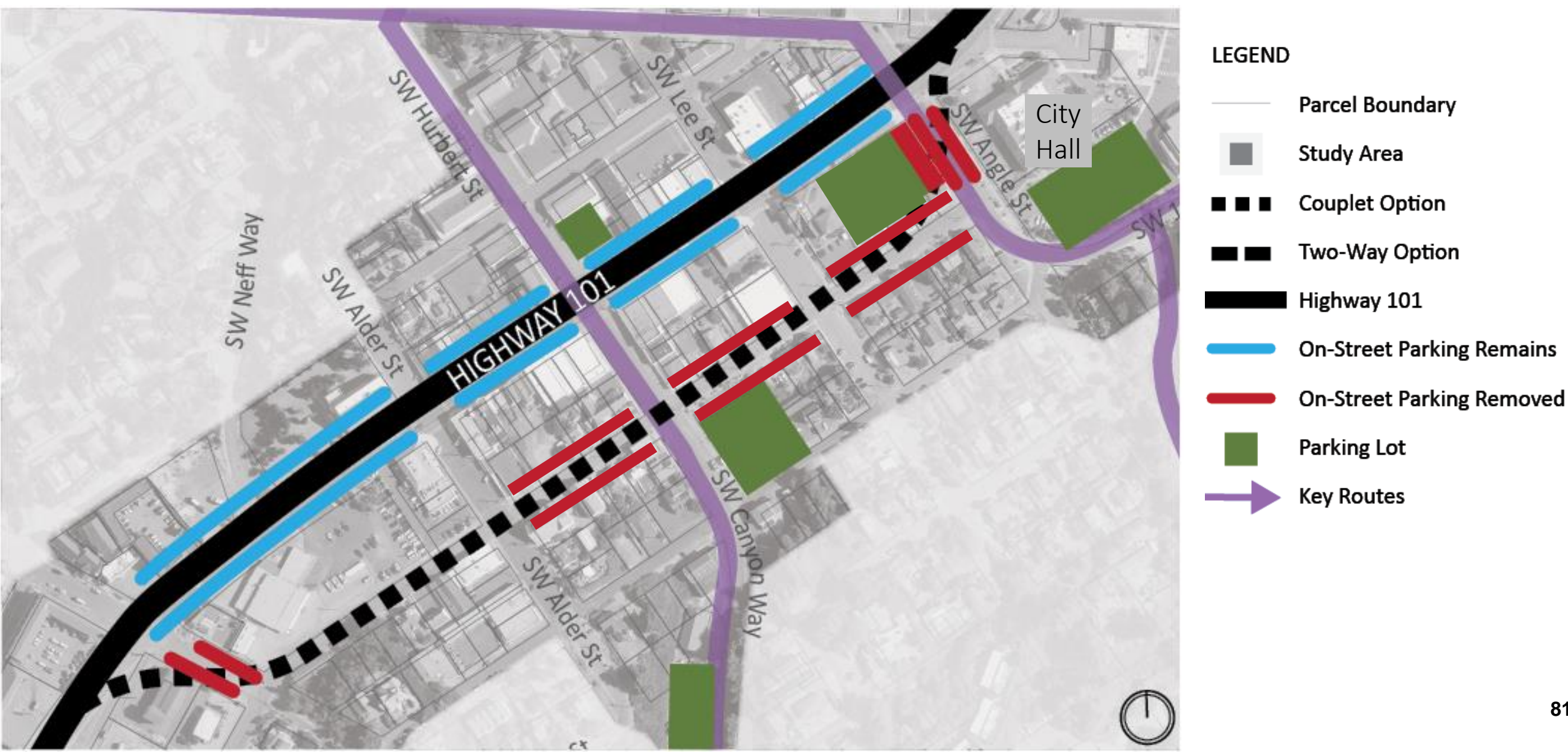
# PARKING



# TWO-WAY HWY 101 and PARKING



# COUPLET and PARKING



# PARKING IMPACT COMPARISON

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

\* BETWEEN ALDER ST TO SW ANGLE ST

# IMPLEMENTATION

# Highway 101 Corridor

*Goal: Create a focal downtown - like other Cities - with unique “flavors” (Nye Beach, Bayfront, South Beach, Agate Beach).*

## **Support / expand local business district along US 101**

- Develop branding / identity focused on attracting local visitors
- Develop serving amenities (playgrounds, plazas, public art, wayfinding, etc.)
- Explore tenant / storefront improvement programs for existing buildings
- Identify permanent home for Farmer’s Market (size / covered area)
- Avoid displacement of existing businesses / consider social services relationships

## **Pursue housing development in City Center**

- Evaluate partnerships to attract affordable, workforce, senior, and family-friendly housing

## **Implement streetscape enhancements**

- Early wins with URA money / state grants / federal
- ROW acquisition / design (will take time)
- Phasing UR improvements
- Coordination with ODOT
- Funding for road improvements
- Phasing

# Highway 20 Corridor

*Enhance US 20 as 'first ocean view' gateway corridor.*

**Improve safety for pedestrians/cyclists**

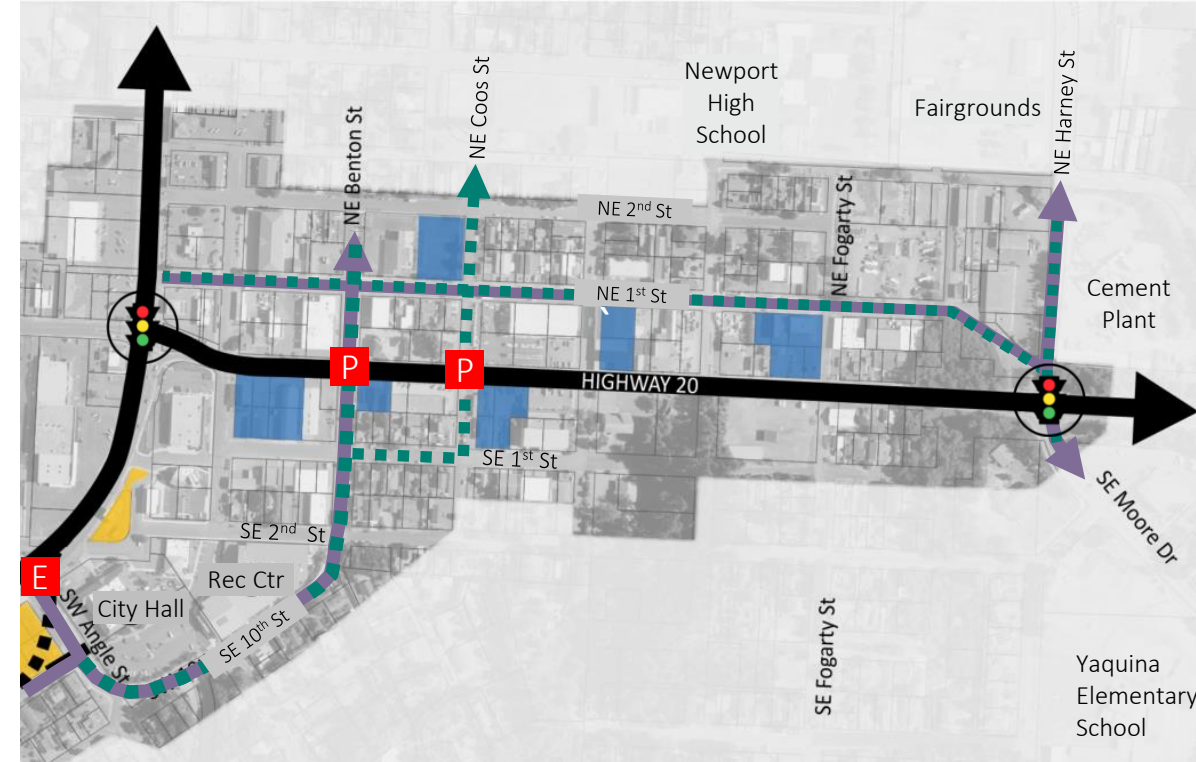
- Safe routes to schools connections

**Support flex industrial / manufacturing that meshes with other land uses**

- Rehab buildings for small scale commercial/industrial

**Remove Barriers to housing along US 20 Corridor**

- Conduct additional site due diligence
- Evaluate rezoning
- Explore partnerships to develop housing along parallel streets near high school.
- Pursue development w a range of partners



# EVALUATION

Criterion		Alternative 1: 2-Way US 101 (Bike Lanes on SW 9 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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

The Couplet’s extra pedestrian space & safety, traffic flow, distributed on-street parking stands out positively to the consultant team.

Criterion		Alternative 1: 2-Way US 101 (Bike Lanes on SW 9 <sup>th</sup> 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 <sup>th</sup> Street
10	ENHANCES VISIBILITY AND ACCESS TO BUSINESSES	● Less multimodal	● More traffic / additional focus on SW 9 <sup>th</sup> Street
11	MANAGES PARKING	○ On-street parking removed from both US 101 and 9 <sup>th</sup> Street; likely necessitates purchase of property for surface lot(s)	● On-street parking retained on US 101 but removed on 9 <sup>th</sup> 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 <sup>th</sup> Street would be disrupted	○ Both US 101 and 9 <sup>th</sup> Street would be disrupted
14	AVOIDS DISRUPTION OF EXISTING BUSINESSES	● Both US 101 and 9 <sup>th</sup> Street would be disrupted	● Both US 101 and 9 <sup>th</sup> Street would be disrupted

# DISCUSSION