



PLANNING COMMISSION WORK SESSION AGENDA
Monday, April 14, 2025 - 6:00 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 the City Recorder at 541.574.0613, or cityrecorder@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. 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. Call to Order**
Bill Branigan, Bob Berman, Jim Hanselman, Gary East, Braulio Escobar, John Updike, Robert Bare, and Dustin Capri.
- 2. Unfinished Business**
 - 2.A City Center Revitalization Plan -Tech Memos #6 and #7.**
[Memorandum](#)
[City Center Revitalization Plan -Public Investment \(Memo 6\)](#)
[City Center Revitalization Plan - Incentives & Public/Private Partnerships \(Memo 7\)](#)
 - 2.B Update on 2025 State Land Use Related Legislation (Round 2).**
[Memorandum](#)
 - 2.C Review and Adopt FY 25-26 Planning Commission Goals.**

Memorandum
Draft Commission- Council Integrated Goals for FY 25-26
Planning Commission Goals for FY 24-25


3. New Business

3.A Distribution of Municode Review Proof.
Memorandum

3.B Planning Commission Work Program Update.
PC Work Program 4-10-25

4. Adjournment

Memorandum

To: Planning Commission/Commission Advisory Committee
From: Derrick Tokos, Community Development Director 
Date: April 9, 2025
Re: City Center Revitalization Plan - Tech Memos #6 and #7

At your last work session, the Planning Commission didn't have a chance to get to its last agenda item, which was to review and provide comment on draft Memo #7, identifying strategies the City can pursue to facilitate reinvestment in core areas along US 101 and US 20. Attached is a draft of the memo, prepared by the consulting firm ECONorthwest.

Since the Commission's last meeting, the consulting team of David Evans and Associates, Urbsworks, and ECONorthwest, completed a draft of Memo #6, outlining public investments needed to support the city center revitalization planning effort. A copy of that memo is enclosed for your consideration.

Please take a moment to review both documents and come prepared to discuss whether or not you believe they are covering the relevant points or need further refinement.

Final drafts of the memos will be incorporated into the City Center Revitalization Plan, and the corresponding policies and code amendments that the Commission will consider in the coming months.

Attachment

City Center Revitalization Plan - Public Investment (Memo #6)

City Center Revitalization Plan - Incentives & Public/Private Partnerships (Memo #7)



CITY CENTER REVITALIZATION PLAN

PUBLIC INVESTMENT

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

PREPARED FOR:
CITY OF NEWPORT, OREGON
PREPARED BY:



u r b s w o r k s



CONTENTS

1 INTRODUCTION2

2 VISION AND GOALS3

3 RESIDENTIAL AND COMMERCIAL CONDITIONS.....5

 3.1 HOUSING.....5

 3.2 BUSINESSES.....5

4 PUBLIC INVESTMENTS6

 4.1 HIGHWAY 101 / SW 9TH STREET COUPLET6

 4.2 HIGHWAY 20 CORRIDOR8

 4.3 FESTIVAL STREETS 10

 4.4 SIDEWALKS AND STREET FURNISHINGS 12

 4.5 TRANSIT STOP RELOCATION..... 15

 4.6 BICYCLE FACILITIES..... 17

 4.7 INTERSECTION AND PEDESTRIAN CROSSING IMPROVEMENTS 18

 4.8 GATEWAY FEATURES, WAYFINDING AND DIRECTIONAL SIGNAGE 20

 4.9 PUBLIC PLAZAS, PARKS, AND RECREATION FACILITIES 22

 4.10 PARKING..... 23

 4.11 LANDSCAPING 25

 4.12 ARCHITECTURAL CHARACTER 27

 4.13 PUBLIC UTILITIES 28

5 IMPLEMENTATION 29

 5.1 ACTIONS..... 29

 5.2 TIMELINE..... 30

1 INTRODUCTION

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

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

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

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

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

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

2 VISION AND GOALS

VISION

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

GOALS

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

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

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



Figure 1. Iconic Yaquina Bay Bridge

Source: J. Hencke

CONCEPT & CONTEXT

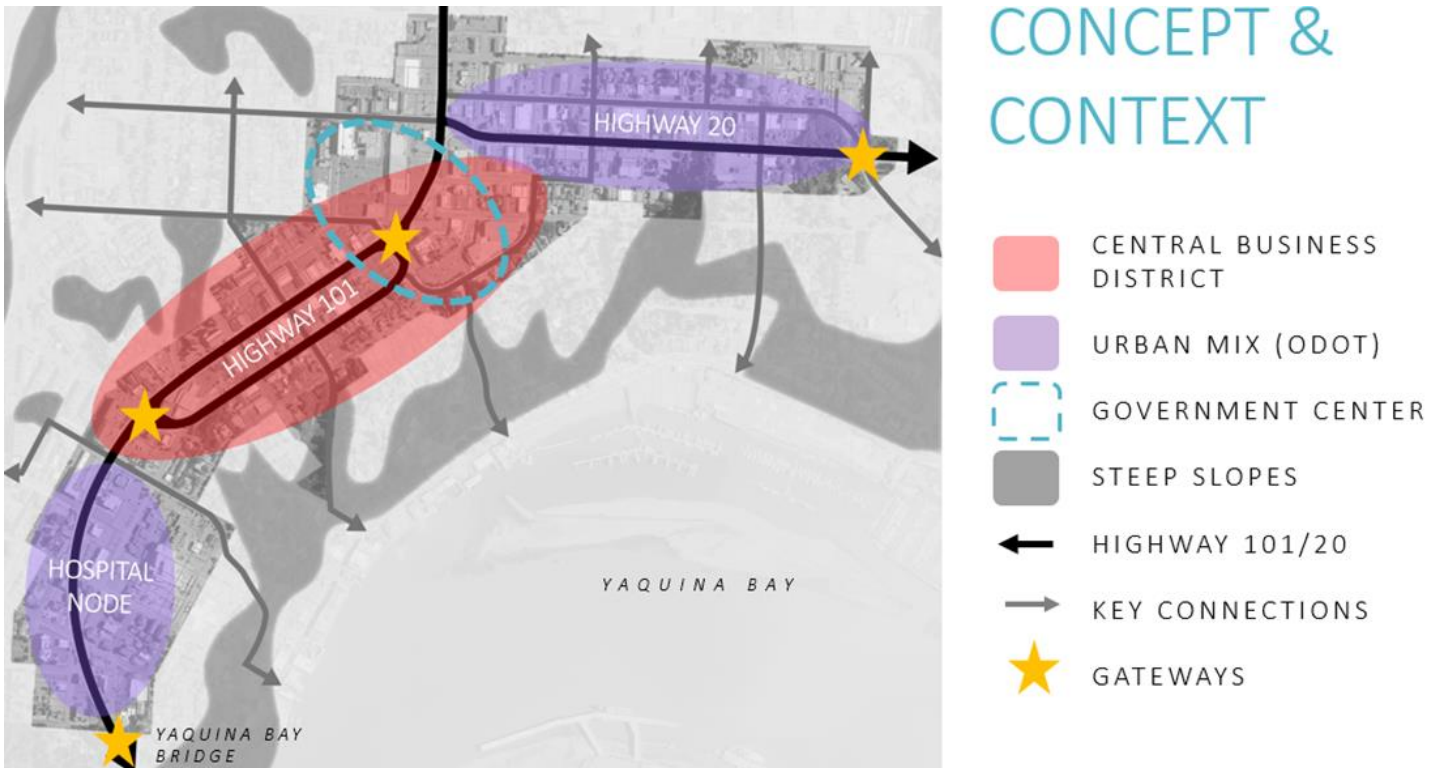


Figure 2. Overall Revitalization Concept - Diagram

Source: David Evans and Associates, Inc.

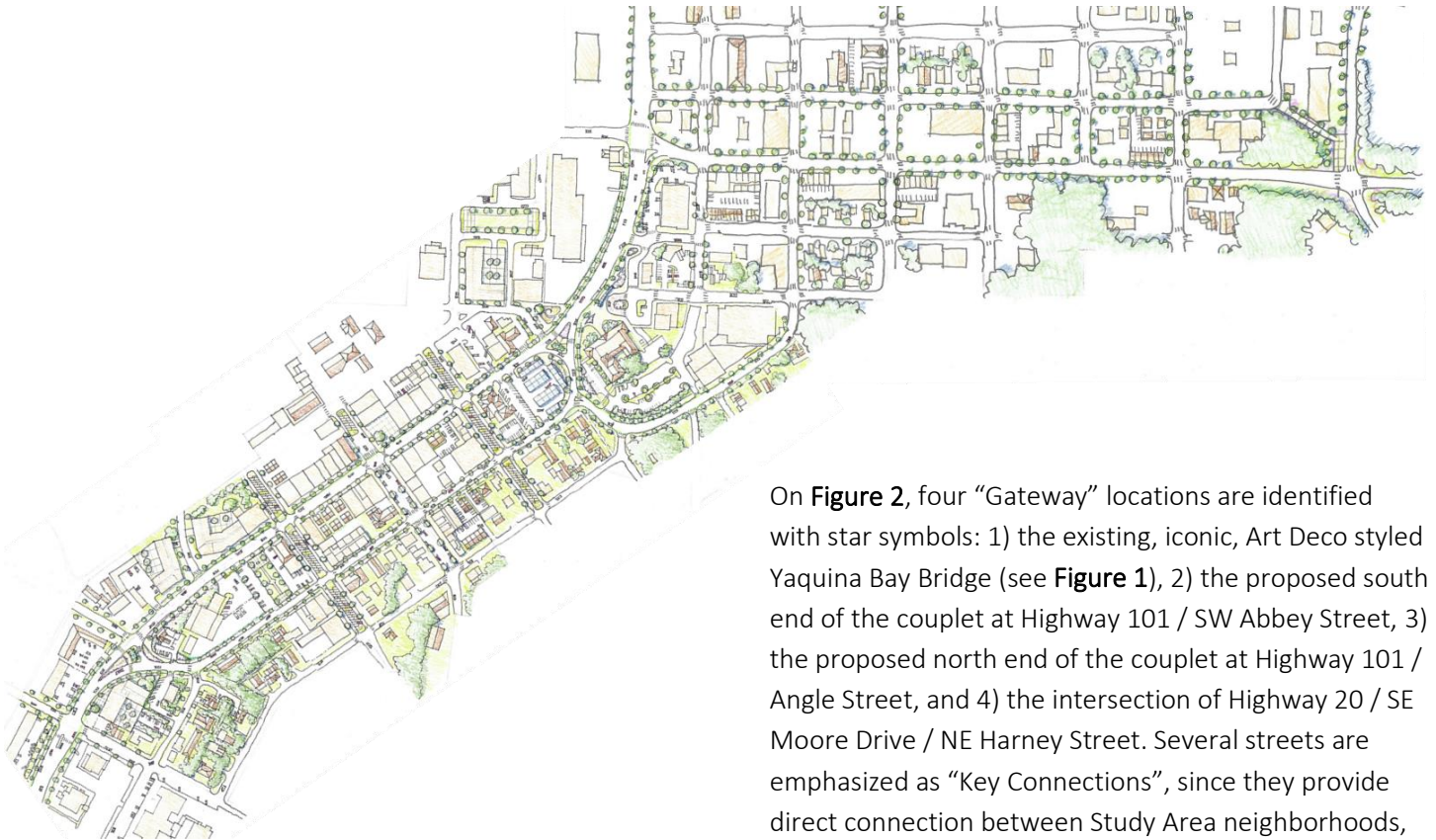


Figure 3. Overall Revitalization Concept - Illustration

Source: David Evans and Associates, Inc.

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

3 RESIDENTIAL AND COMMERCIAL CONDITIONS

3.1 HOUSING

Increasing average rent cost in the past ten years and a 4.7 % vacancy rate (2024) indicate a constrained supply of multifamily units in Newport. Strong regional housing price growth and the limited inventory of attainable units indicates demand for additional ownership units in the city. Publicly owned sites within the Central Business District have the highest potential for multifamily residential development. Agencies can catalyze development on public sites to attract near-term housing development. Total study area household growth could range from 100 to 500 housing units, depending on market strength and incentives to attract development to this area.

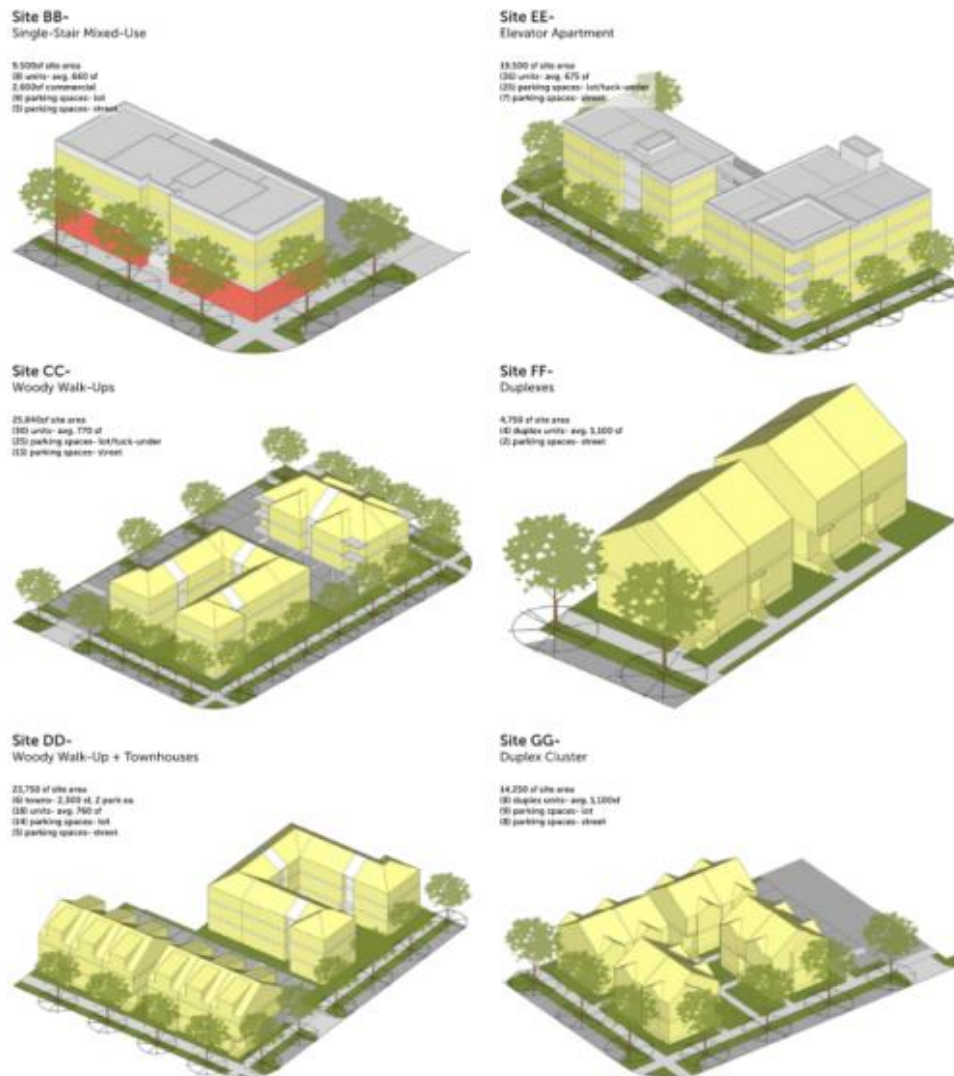


Figure 4. Housing Infill

Source: Urbsworks

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

3.2 BUSINESSES

Newport's very low commercial vacancy rate (0.6%) indicates that Newport has a very high unmet demand for commercial space, while lack of move-in ready buildings for businesses, high construction costs, and limited supply of vacant commercial land are constraining supply. **The short blocks and wide rights-of-way on side streets offer opportunities for cost-effective retrofits, such as tactical urbanism, to create active retail and pedestrian-friendly spaces.** Retail could concentrate on Alder and Hurbert Streets, which run perpendicular to the couplet and allow for diagonal parking and streetscape enhancements.

4 PUBLIC INVESTMENTS

4.1 HIGHWAY 101 / SW 9TH STREET COUPLET

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

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

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

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



Figure 5. Highway 101 Central Business District – Potential Features Illustration

Source: David Evans and Associates, Inc.

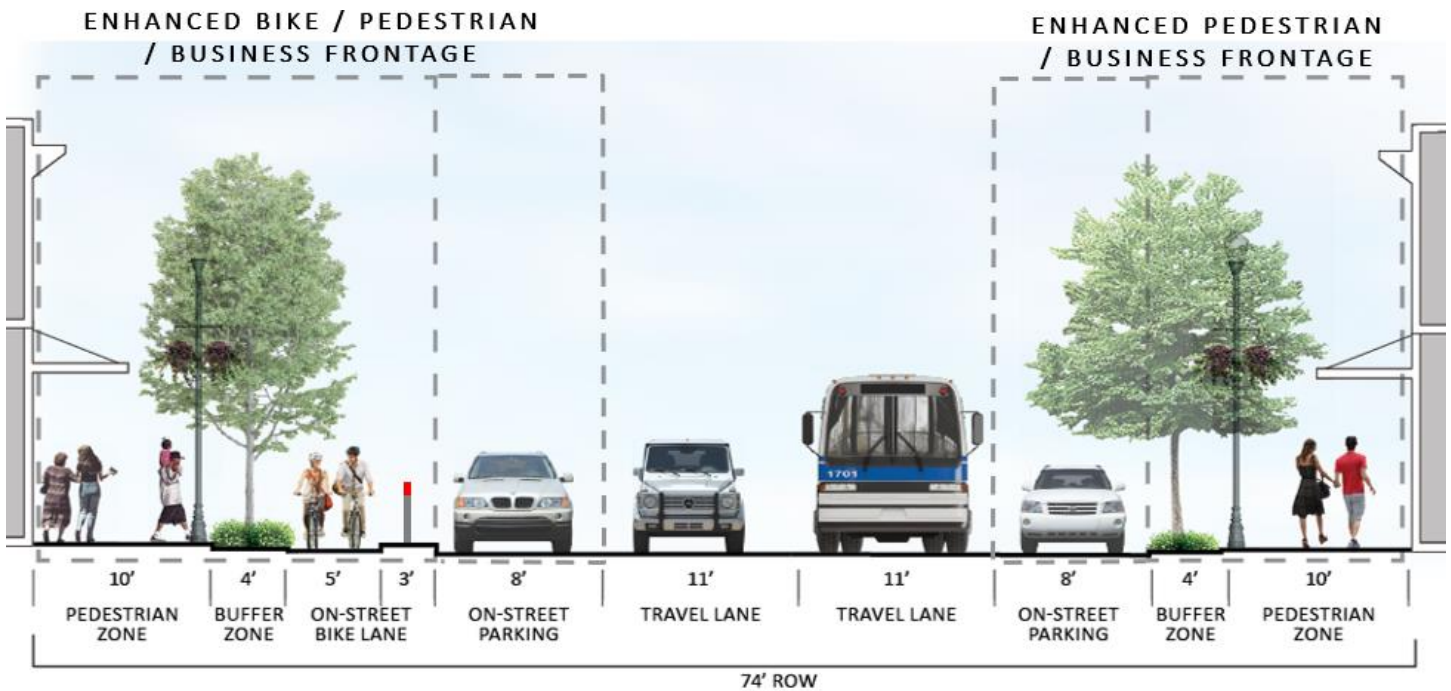


Figure 6. US 101 "Great Street" Southbound Couplet – Cross Section

Source: David Evans and Associates, Inc.

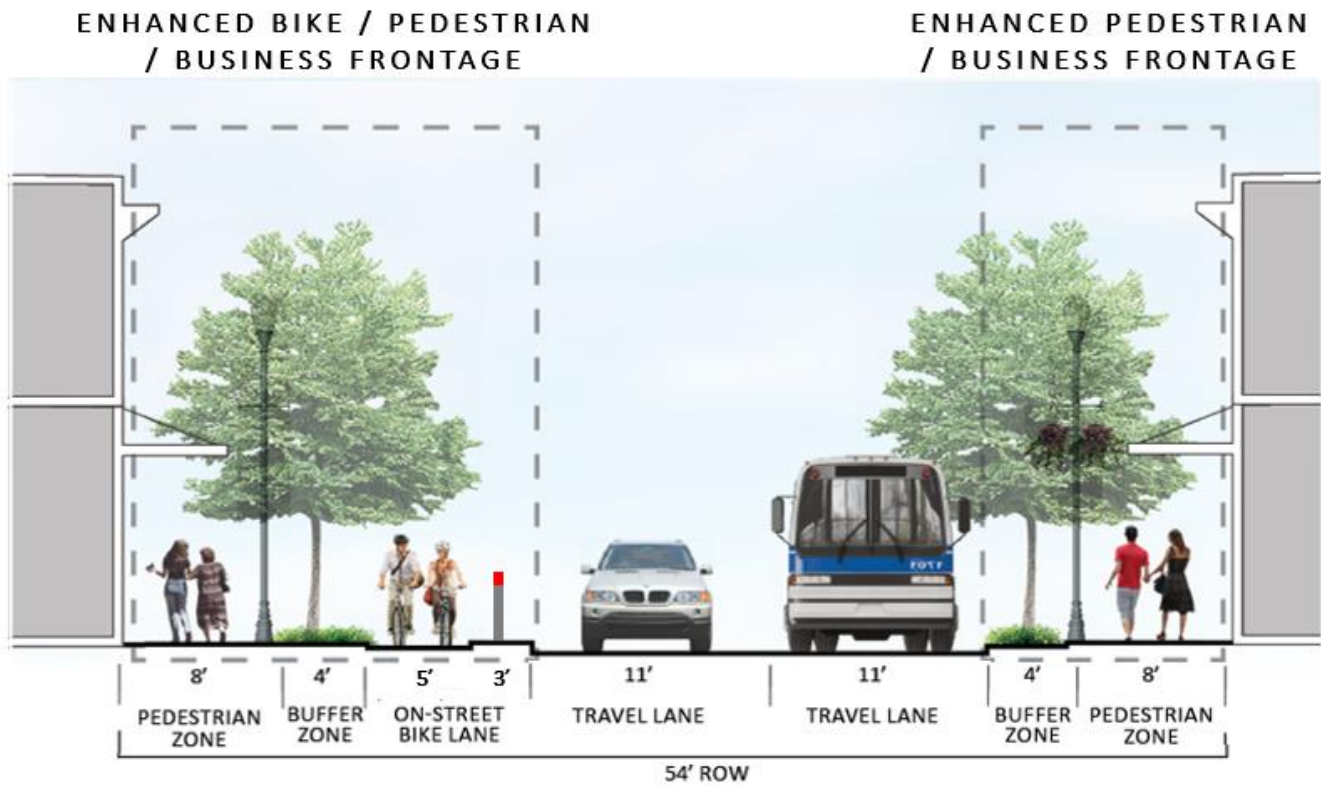


Figure 7. SW 9th Street "Great Street" Northbound Couplet – Cross Section

Source: David Evans and Associates, Inc.

4.2 HIGHWAY 20 CORRIDOR

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

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

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

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



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

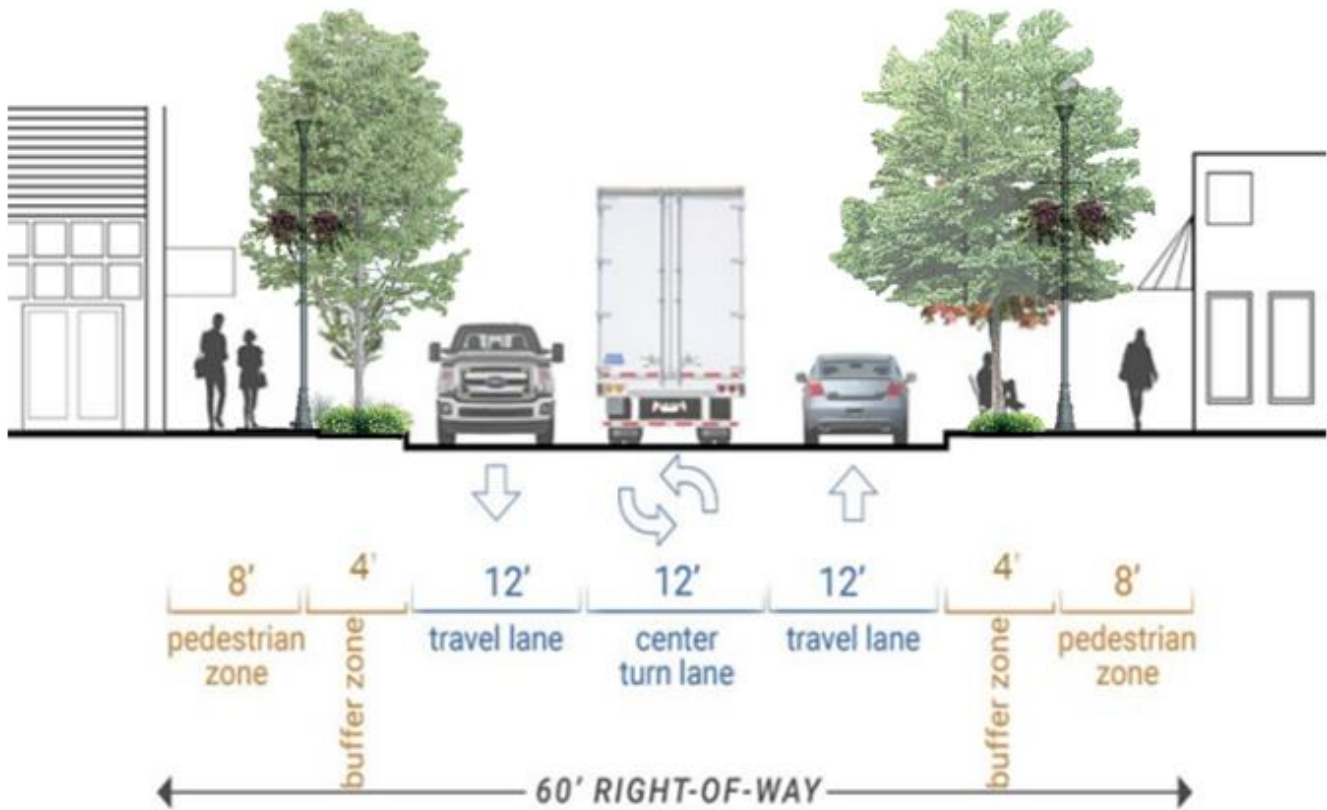


Figure 9. US 20 “Green Gateway” – Cross Section View

Source: Newport Transportation System Plan + David Evans and Associates, Inc.



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

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

Figure 10. Enhanced Pedestrian / Bicycle Crossings

Source: Google

4.3 FESTIVAL STREETS

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



Figure 11. Festival Streets (Alder and Lee) – Enlargement Illustration

Source: David Evans and Associates, Inc.



Design Option 1

Design Option 2

Figure 12. Festival Streets – Design Alternatives

Source: Urbsworks



Figure 13. Festival Street – Weekend Plaza Concept

Source: Portland Bureau of Transportation

4.4 SIDEWALKS AND STREET FURNISHINGS

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

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

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

The range of street furnishings envisioned includes:

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

11. Drinking fountains: Public drinking fountains offer convenience for pedestrians, especially in busy areas. They provide a sustainable, eco-friendly alternative to bottled water and promote hydration.

12. Kiosks and information stands: Kiosks or stands can provide information on local events, public services, or tourism details - acting as information hubs that contribute to the overall City Center.

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



Figure 14. Example Palette of Coordinated Sidewalk Furnishings

Source: Site Furnishing Manufacturers



KEY NOTES

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

Figure 15. Street Furnishings and Fixtures Example – Alberta Street Arts District, Portland, Oregon

Source: David Evans and Associates, Inc.

4.5 TRANSIT STOP RELOCATION

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

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

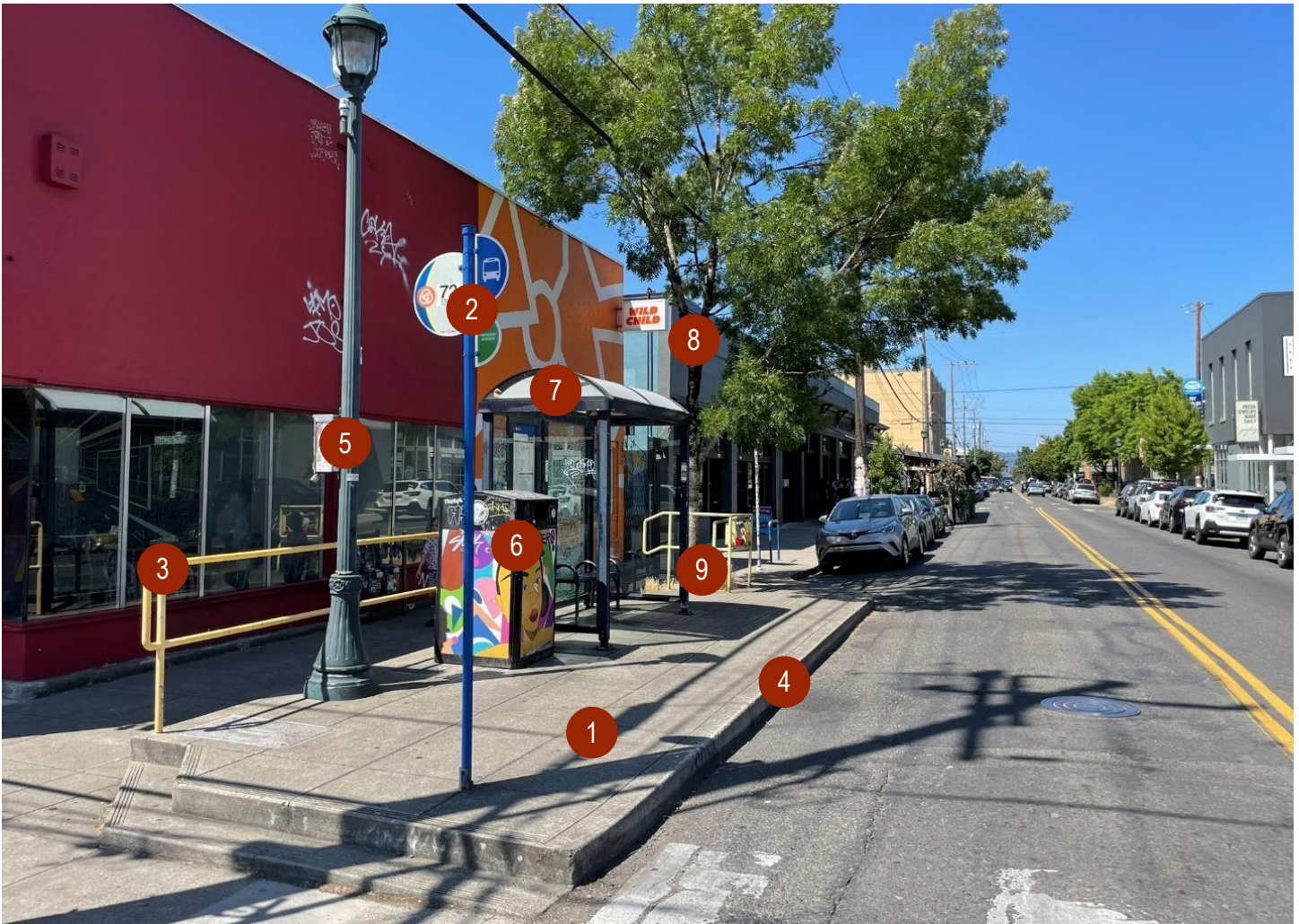


KEY NOTES

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

Figure 16. City Hall Transit Plaza

Source: David Evans and Associates, Inc.



KEY NOTES

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

Figure 17. Example of Enhanced Bus Transit Stop – Alberta Street Arts District, Portland, Oregon

Source: David Evans and Associates, Inc.

4.6 BICYCLE FACILITIES

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

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

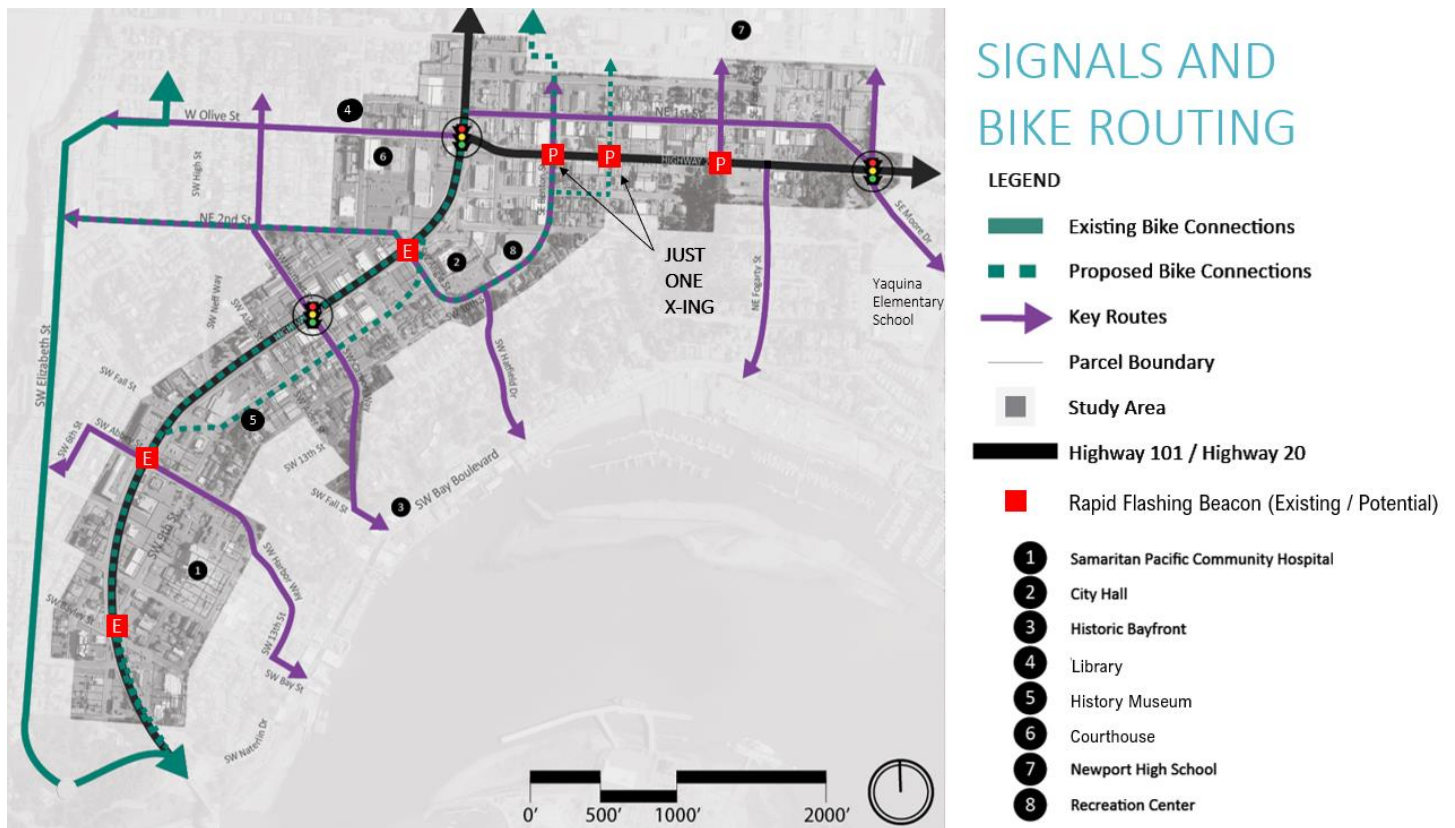


Figure 18. Existing / Proposed Bicycle Routes and Signals

Source: David Evans and Associates, Inc.

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

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

The BUD guidelines for CBDs call for bicycle and pedestrian facilities that are relatively wide and comfortable to serve anticipated users. The BUD guidelines for Urban Mix recommend bicycle and pedestrian facilities that are relatively wide and comfortable to serve anticipated users. Where low speeds cannot be achieved, practitioners must consider a buffer between travel lanes and bicycle and pedestrian facilities. The concept plan achieves BUD standards.

4.7 INTERSECTION AND PEDESTRIAN CROSSING IMPROVEMENTS

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

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

Extreme stress

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

High stress

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

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

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

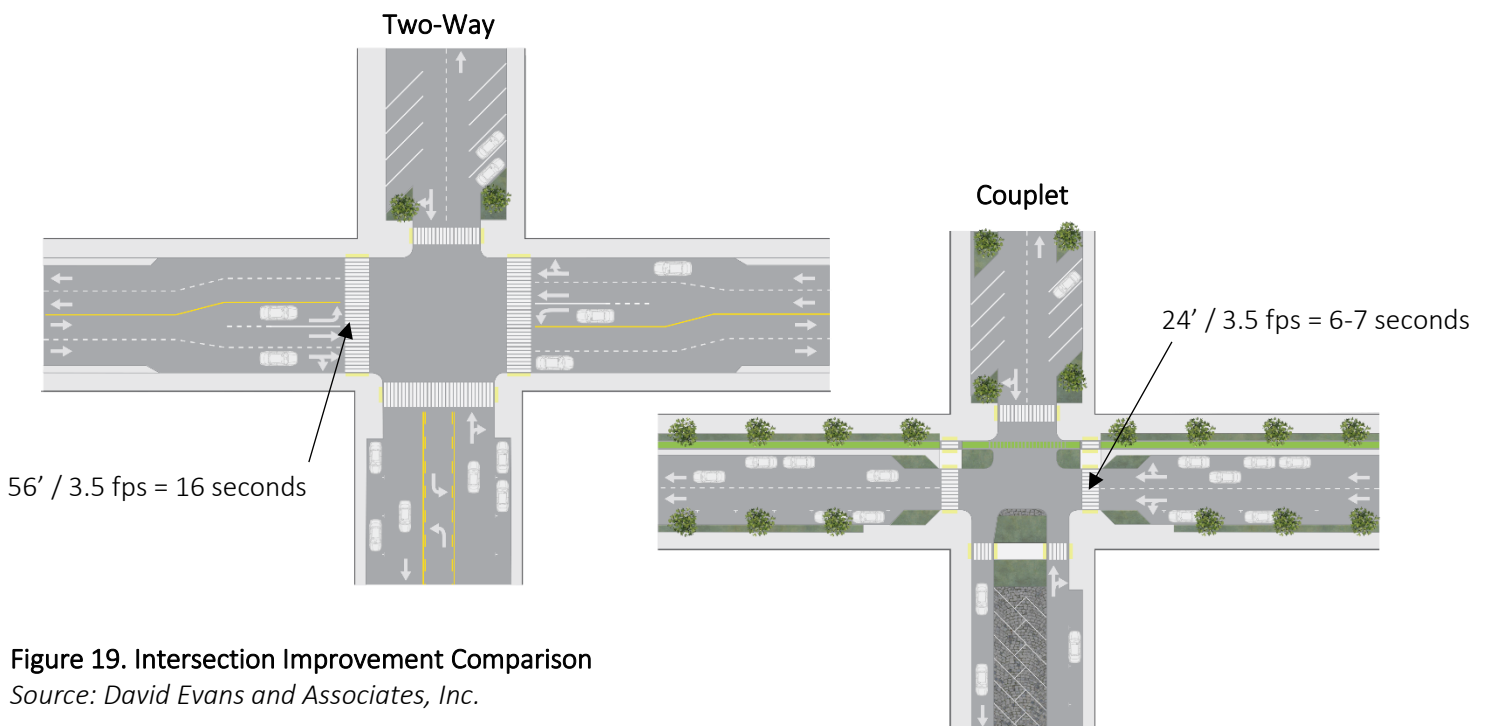


Figure 19. Intersection Improvement Comparison

Source: David Evans and Associates, Inc.

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

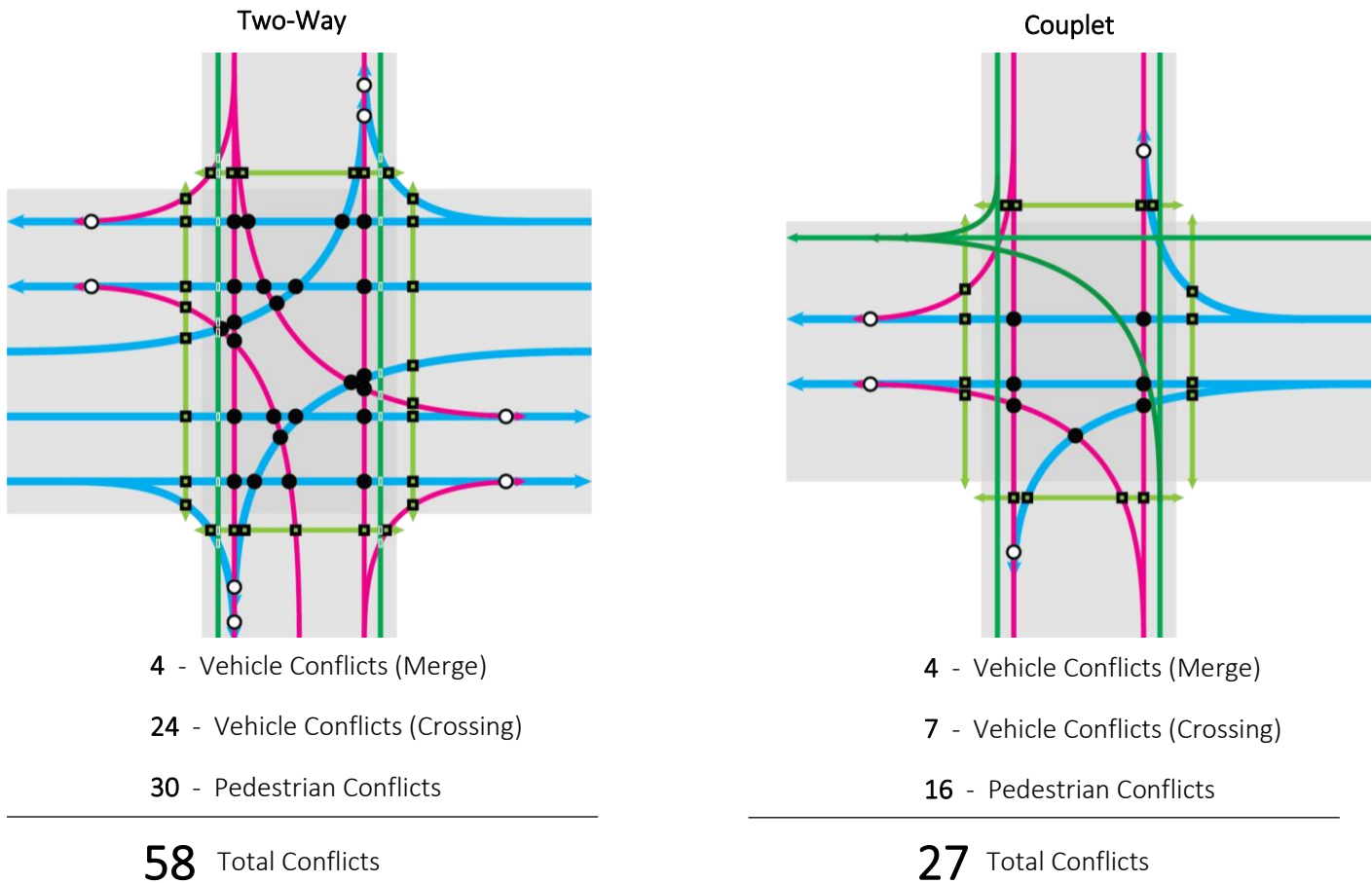


Figure 20. Pedestrian / Vehicle Conflicts

Source: David Evans and Associates, Inc.

4.8 GATEWAY FEATURES, WAYFINDING AND DIRECTIONAL SIGNAGE

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



Figure 21. Gateway Features, Wayfinding, and Directional Sign Locations

Source: David Evans and Associates, Inc.



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

Figure 22. Examples of Wayfinding Signs

Source: J. Hencke



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



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

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



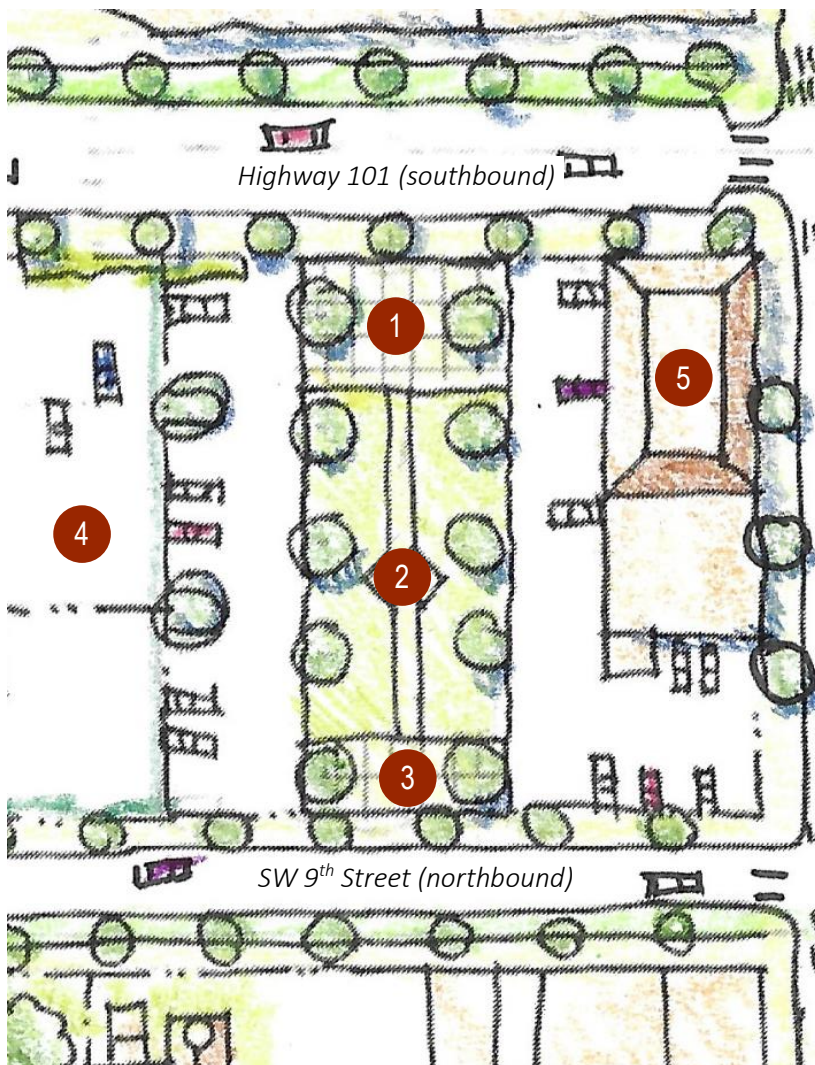
Figure 24. Existing Gateway Sign Feature
Source: Peter Reinold



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

4.9 PUBLIC PLAZAS, PARKS, AND RECREATION FACILITIES

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



KEY NOTES

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

Figure 26. Founding Rock Park - Expansion Concept

Source: David Evans and Associates, Inc.

4.10 PARKING

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



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



LEGEND

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

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

Figure 28. Cursory Public Parking Impact Assessment

Source: David Evans and Associates Inc.

4.11 LANDSCAPING

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



KEY NOTES

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

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



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



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



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



Figure 33. Redmond City Hall Landscape Improvements
Source: SZABO

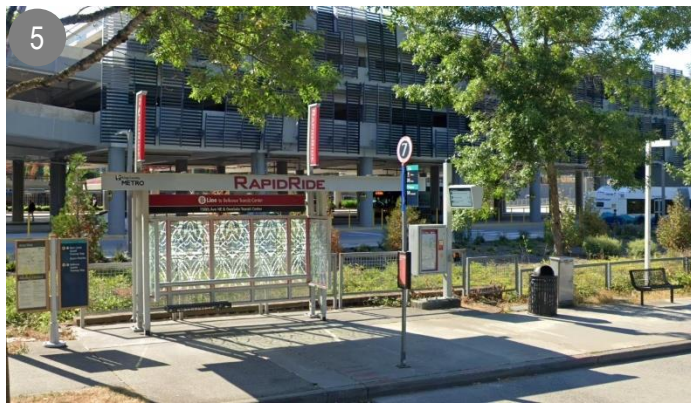


Figure 34. Enhanced Transit Stop
Source: Redmond Technology Station, Google Maps



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



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



Figure 37. Pedestrian-Scaled Lighting
Source: Dan Burden

4.12 ARCHITECTURAL CHARACTER

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



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



Figure 39. Bohn House
Source: Jake Holt

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



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

4.13 PUBLIC UTILITIES

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

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

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



Figure 41. Existing Overhead Utilities

Source: Alder Street, Newport OR, Google Maps



Figure 42. Streetscape Stormwater Infrastructure

Source: Philadelphia Water Department

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

5 IMPLEMENTATION

5.1 ACTIONS

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

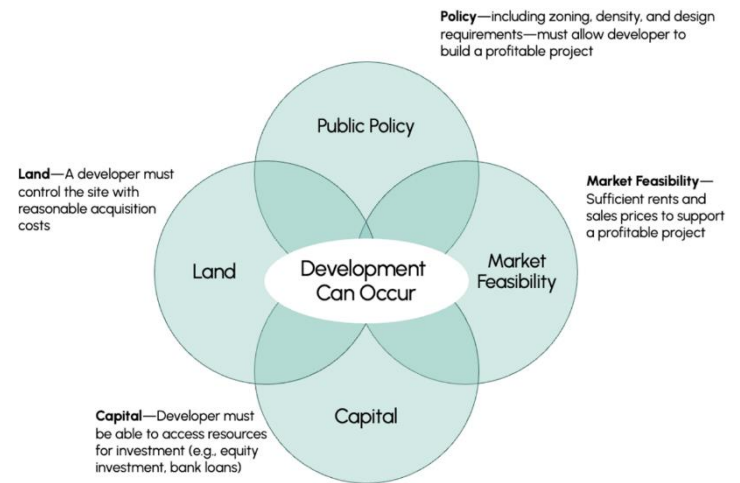


Figure 43. Implementation – Key Requirements Diagram

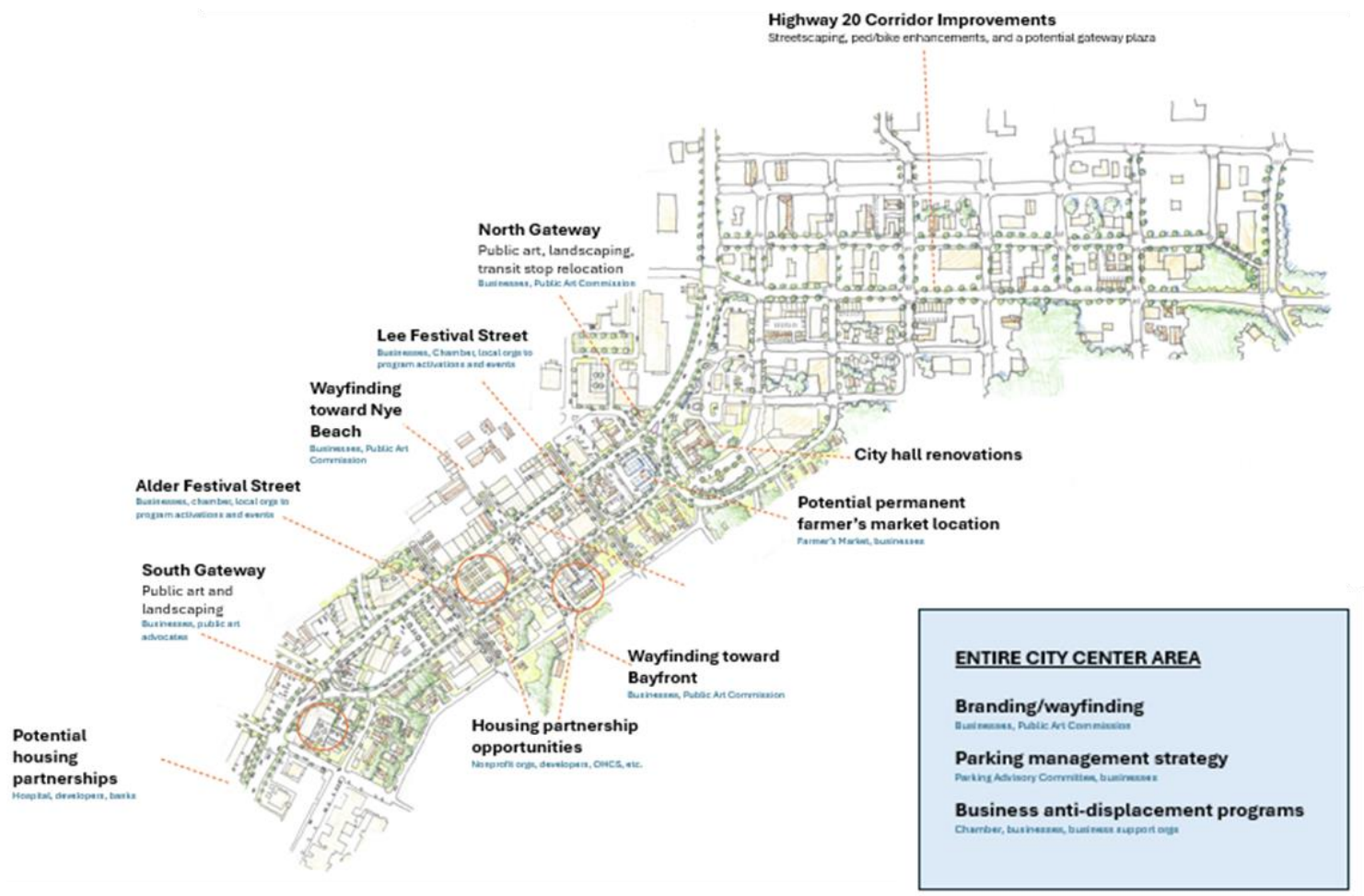


Figure 44. Study Area Projects and Programs

Source: DEA and ECONorthwest

5.2 TIMELINE

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

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

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

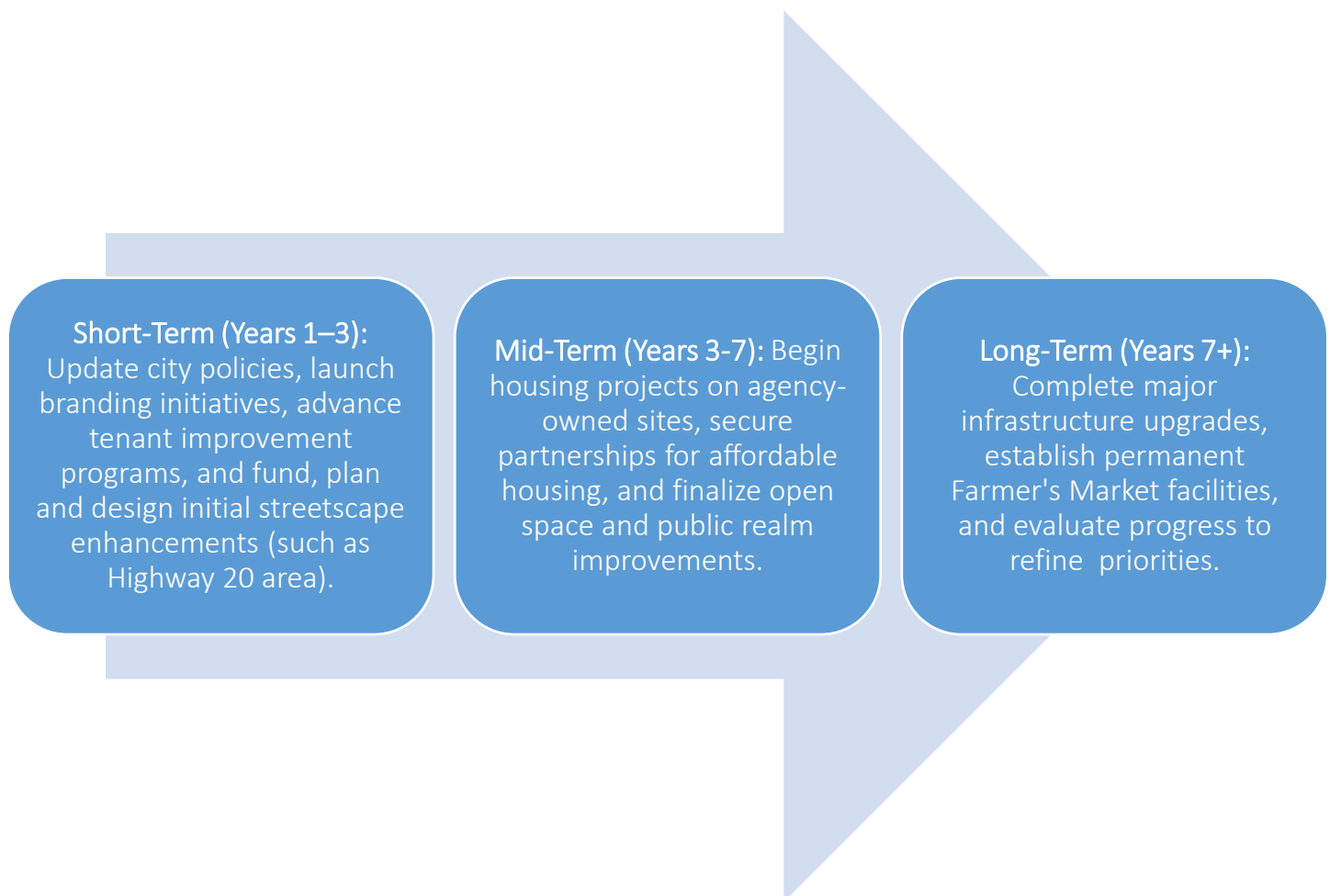


Figure 45. Implementation – Key Requirements Diagram

Source: DEA and EConorthwest

Funding

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

Wayfinding Sign Implementation

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

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

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

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

Parking Strategy

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

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

Partnering with ODOT

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

DATE: March 17th, 2025
TO: Jim Hencke, DEA and Derrick Tokos, City of Newport
FROM: Emily Picha and Nicole Underwood, ECONorthwest
SUBJECT: Memo #7: Incentives and Public-Private Partnerships – **DRAFT**

As the City advances the US 101 couplet realignment and revitalization of the City Center, this memorandum outlines potential partnerships, funding options, high-level cost estimates, and incentives that can enhance the corridor's functionality and character. This memorandum highlights a step-by-step process for the incentives and partnership needs to complement the transportation improvements.

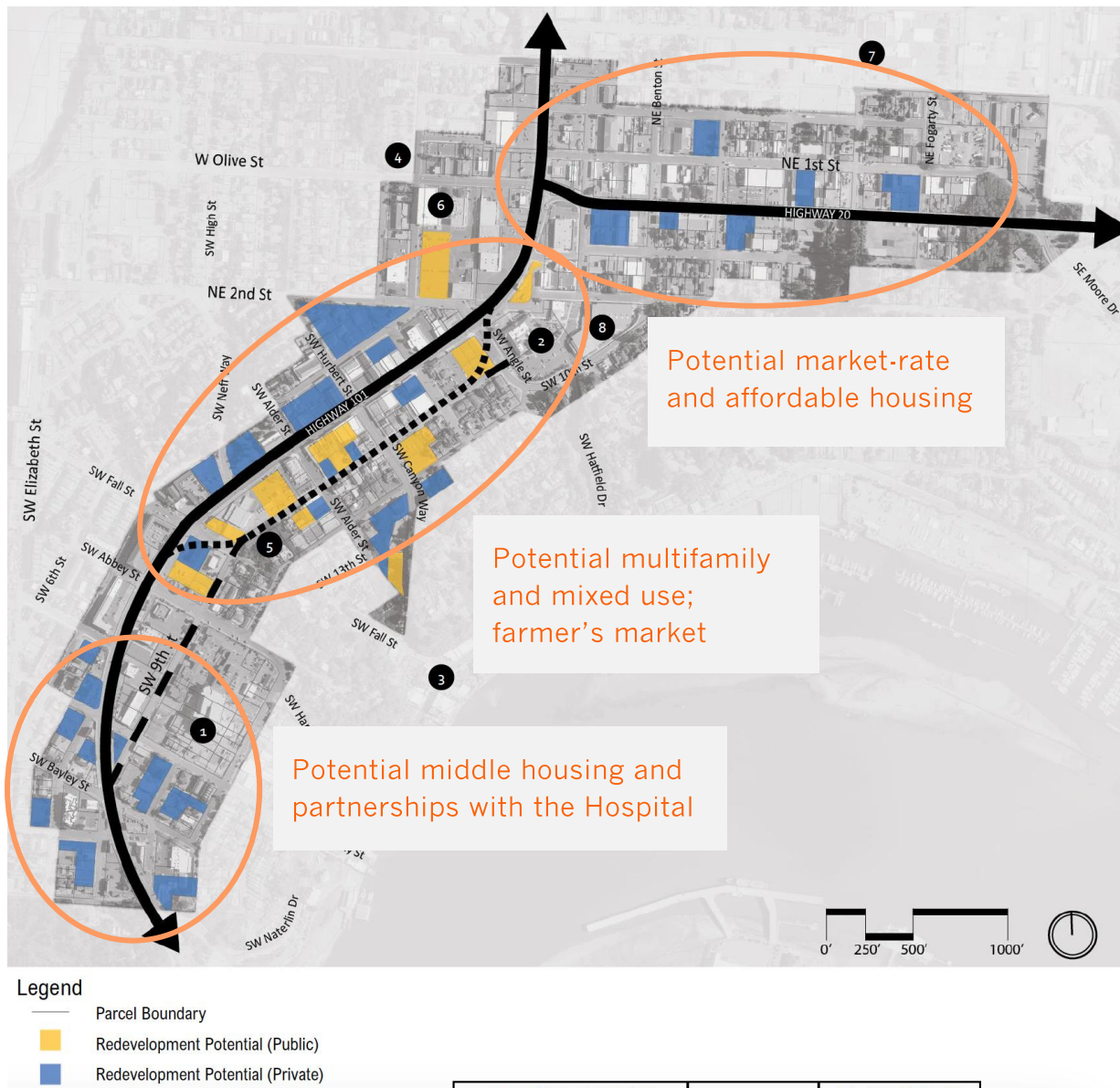
Step 1: Identify Catalyst Parcels for Prioritization

Newport's City Center consists of a range of development opportunities, each with unique characteristics and strategic importance. To optimize land use and economic impact, we have categorized the sites into four key areas. Each area has distinct development potential, aligned incentives, and partnership opportunities. The following breakdown outlines the best uses and strategies for each area to accelerate investment and revitalization

- **US 20 Corridor:** Best suited for affordable and market-rate housing.
- **City Center Business District:** Opportunity for multifamily residential projects, mixed-use residential and retail projects, and potentially a hotel.
- **Hospital Vicinity Middle Housing:** Potential for affordable and market-rate housing, potentially developed as employer-assisted housing in partnership with Samaritan Health Center to accommodate travelling medical staff and permanent employees.
- **Potential Permanent Farmer's Market Site:** Potential for permanent farmer's market & retail space.

With control over multiple sites along US 101 and 9th Street, the Urban Renewal Agency (URA), working with partners identified below, is well-positioned to demonstrate a successful proof of concept in the near term by leveraging the incentives outlined in the next steps of this memorandum. Exhibit 1 provides an overview of potential development opportunities, including an overview of publicly owned sites.

Exhibit 1. Potential City Center Development Sites

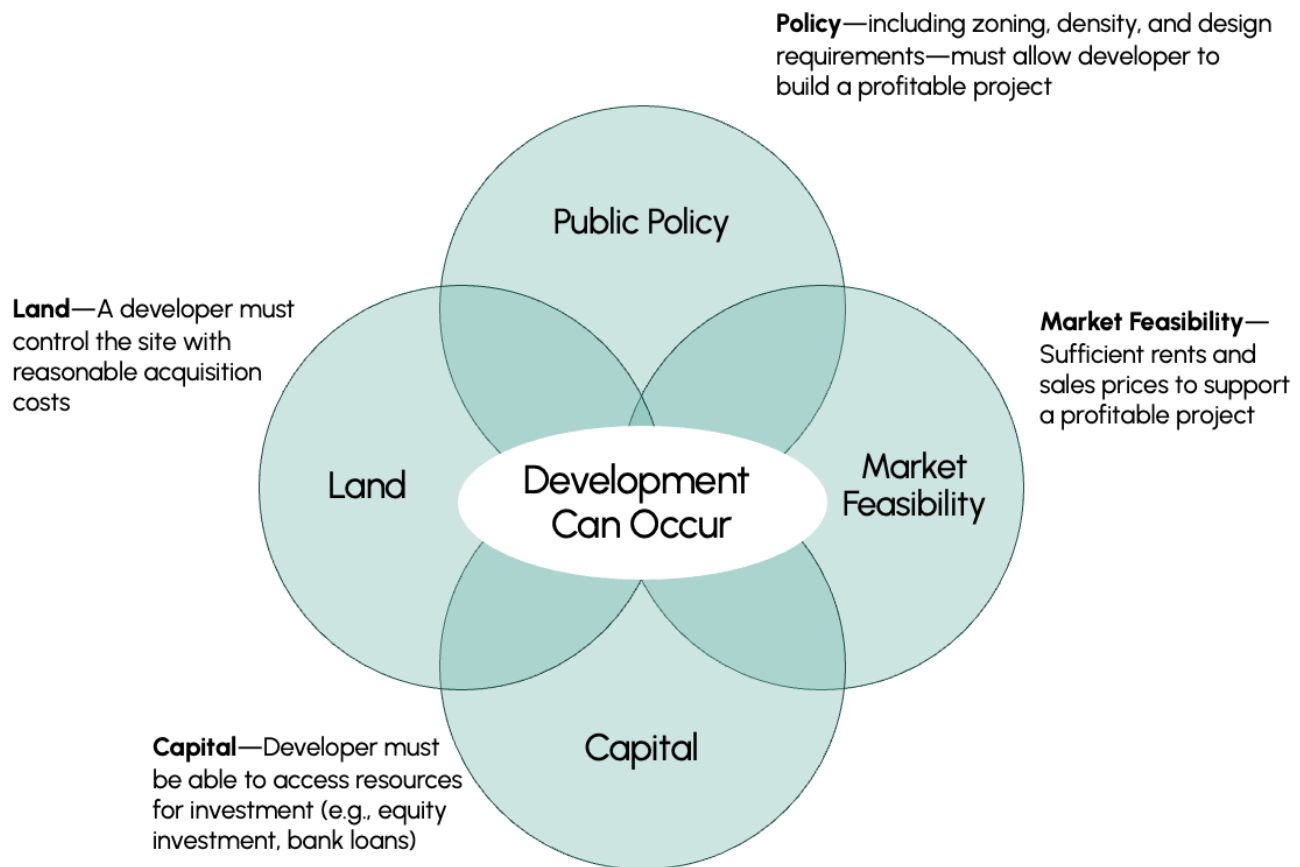


Step 2: Determine Potential Incentives to Advance Development

Successful market-rate development hinges on the alignment of four key factors:

1. **Public Policy:** Zoning, density, and design regulations must allow developers to create profitable projects.
2. **Market Feasibility:** Local rents and sales prices need to generate sufficient returns for developers.
3. **Capital Access:** Developers must secure funding through equity investment or loans.
4. **Land Availability:** Sites must be accessible, affordable, and have adequate public facilities to facilitate development.

This framework helps the City of Newport evaluate how policies and incentives can create a supportive environment for development. The following pages discuss potential incentives in each of the four categories.



Market Incentives

- **Provide predevelopment assistance** through the URA to support market analysis, helping developers determine competitive rental pricing for new residential projects. This analysis will ensure that rental rates are set strategically to attract tenants while maintaining financial feasibility. [\[Urban Renewal Agency\]](#)
- **On US 101, explore a Business Association and/or Main Street Program** to coordinate programming, pursue grants, and work with businesses to adopt more consistent and extended hours. Consider assisting appointment-only or other less active businesses to locate to second story spaces or outside the core retail district. Consider expanding downtown events to increase foot traffic and community engagement.
- **On US 101, market vacant retail spaces to a new generation of businesses that meet community needs.** Prioritize a mix of offerings that will attract a diverse group of residents and visitors, adding vitality to the downtown core. Encourage the recruitment of customer-facing businesses to enhance street activity and make downtown livelier. This provides proof-of-concept and a comparable for subsequent developments.
- **On US 20, promote small-scale industrial and commercial opportunities that complement surrounding uses.** This could include the rehabilitation of existing buildings to accommodate flexible industrial and manufacturing spaces. [\[Urban Renewal Agency\]](#)
- **Develop relationships with potential market rate and affordable housing developers.** This could include participating in professional networking with developers, discussing development projects with communities of a similar scale who have successfully attracted developers (e.g. Sherwood, Independence, Lincoln City). [\[Urban Renewal Agency\]](#)
- **Engage with the hospital, large employers, and anchor institutions on workforce housing partnerships:** Explore local interest and potential demand for employer-assisted housing programs, land donations, or public-private funding structures to provide workforce housing near employment centers. [\[Urban Renewal Agency\]](#)

Capital Access

Expand partnerships with affordable housing developers for family-friendly, affordable, and senior housing.

- **Develop a toolkit of potential incentives specifically for affordable or workforce housing,** which could include:
 - **Urban renewal grants/loans:** The use of urban renewal funds is a key recommendation from the City's Housing Production Strategy (HPS)



- **CET dollars:** The City designates all its Construction Excise Tax dollars for affordable housing.
- **Land write downs:** Sites along US 20 might be key target sites for affordable housing development.
- **SDC waivers:** The City's Housing Production Strategy (HPS) considers the option of using Construction Excise Tax (CET) funds to cover Systems Development Charges (SDCs) for workforce housing.¹ Implementing this approach would require further discussions with both the development community and City staff.
- **Partnership support:** The City can work with developers to match local dollars with funding from Low-Income Housing Tax Credits (LIHTC), state/federal housing grants, and philanthropic sources.
- **Establish a Housing Investment Fund:** Many communities develop funds with a combination of city funds, private capital, and philanthropic contributions to create flexible, low-interest loans or grants for developers committed to workforce and affordable housing.
- **Coordinate with developers on adaptive reuse for early wins:** Support the redevelopment of underutilized or vacant commercial properties into housing or other uses through gap financing, streamlined permitting, and technical assistance.
- **Consider developing a Storefront Improvement Grant Program to encourage visually appealing and inviting facades alongside a Tenant Improvement Grant Programs.** Consider adding a tenant improvement grant program under the TIF grant slate to help businesses with interior upgrades.
- **Explore implementation of the state's [Middle-income Revolving Loan Fund](#)** to support middle housing investments downtown.
- **Support financing mechanisms that enhance project feasibility:** Implement tax abatements, loan guarantees, or public infrastructure financing to lower development costs and attract investment.
- **Create a pre-development grant program:** Assist developers with early-stage costs such as feasibility studies, environmental remediation, and permitting to accelerate project timelines.

POTENTIAL PARTNERS:

- **Housing Authority of Lincoln County (HALC):** Established in 1944, HALC owns and manages 242 units of affordable housing across Lincoln County, including Newport. They also administer the Section 8 Housing Choice Voucher program, currently

¹ City of Newport Housing Production Strategy, page 46



supporting 560 vouchers. HALC is engaged in new affordable housing projects, with developments under construction and in pre-development phases.

- **Northwest Coastal Housing (NWCH):** Formerly known as the Community Development Corporation of Lincoln County, NWCH develops and manages affordable housing properties, offering rental units and supportive services to low-income individuals and families.
- **Habitat for Humanity of Lincoln County:** This nonprofit organization partners with local families to construct and renovate affordable homes, providing opportunities for homeownership to those in need.
- **Regional Rural Revitalization Strategies Consortium (R3):** Provides technical assistance and direct financial investment to build housing in rural communities in Oregon. R3 is currently collecting an inventory of sites in rural communities that could be developed with additional investment or technical assistance.²
- **Community Development Financial Institutions (CDFIs):** Provide innovative financing solutions for affordable housing. CDFIs that serve Oregon that may be able to extend into Lincoln County.

Land Control

One of the key roles of the urban renewal agency will be to catalyze development on land that it owns and supporting on-site infrastructure development.

- **Leverage URA-owned land to advance mixed-use and residential projects:** Work with developers to redevelop publicly owned parcels, utilizing land write-downs when viable. This should include developing clear guidelines for public land sales, prioritizing proposals that deliver a mix of affordability and density while aligning with economic development goals. In interviews that ECO conducted with urban renewal agencies across Oregon, combining public realm improvements with development incentives has generated significant developer interest. Pairing the two with an aggressive roll out helped attract development by improving site desirability and thus achievable rents.
- **Continue to acquire land in the US 20 and US 101 corridors:** Identify high-impact parcels that can be assembled for large-scale housing projects or catalytic mixed-use developments.
- **Invest in essential infrastructure upgrades to unlock housing opportunities:** Some projects might pencil, except for needed sewer, water, roads, and public amenities

² <https://isector.org/partnerships/rural-housing-production/>



improvements that enable higher-density development. The URA can support new development by helping pay for necessary infrastructure.

- **Work to understand the priorities and timelines for nearby private property owners:** As the couplet concept proceeds, some property owners may be interested in investing in underutilized community assets for housing development.
 - *Example: St. Stephen Episcopal Church:* Potential site for housing development in partnership with faith-based organizations or affordable housing providers.

Policy Incentives

These incentives could help to remove regulatory barriers to housing in the US 101 and US 20 Study Areas:

- **Adjust Newport Municipal Code (NMC) to balance feasibility and city priorities:**
 - Target residential at street grade in specific areas while maintaining retail presence in key commercial corridors.
 - Adopt form-based code and height/density bonuses, which support higher-yield projects.
 - Reduce parking minimums and provide off-street parking waivers to reduce unnecessary development costs (the City will need to ensure the parking is well-managed throughout the City Center)
 - Increase height and lot coverage allowances to incent multifamily and mixed-use developments.
 - Establish off-street parking waivers in alignment with state legislation to reduce barriers to infill development.
 - Engage key stakeholders in the regulatory reform process:
 - *City Center Property Owners:* Gather input on proposed changes to identify opportunities for accelerating redevelopment.
 - *Market-rate and affordable housing developers:* Solicit feedback to ensure that reforms effectively remove obstacles to feasible, desirable development.
- **Fast-track approvals for projects that align with workforce and affordable housing goals:** This could include an expedited review process for qualifying projects, reducing bureaucratic delays.



DRAFT



Step 3: Explore Partnership Initiatives that Can Set the Stage for Near-term Development

Strategic partnerships play a crucial role in advancing Newport's revitalization efforts along the US 101 corridor and City Center. By collaborating with local businesses, community organizations, and public agencies, the City can accelerate development, improve public spaces, and create a more vibrant, economically resilient district. This step focuses on key initiatives that leverage partnerships to enhance branding and wayfinding, secure a permanent home for the farmers market, improve parking management, and foster a thriving business environment. By aligning resources and shared goals, these initiatives will lay the groundwork for long-term investment, attracting both private development and public funding to strengthen Newport's economic and community landscape.

Develop branding and wayfinding for US 101 Corridor

The City should commission a branding study and host community workshops to gather input on branding themes. This will result in cohesive wayfinding signage to upgrade signage to better link the corridor with surrounding districts. It could also include the installation of public art at key gateways and along the corridor.

- **US 101 Southern Gateway:** Involve businesses and the community in public space design and culturally relevant placemaking. Secure early wins with URA funding and state grants for visible improvements.
- **US 101 Northern Gateway:** Initiate integrated landscape design near City Hall with new bus stop to the north, landscape treatments, and plaza/gateway (URA funded).
- **Potential for flexible festival streets on Alder and Lee:** Evaluate closing side streets temporarily or permanently for community space/events.

Potential costs: \$NEED TO DISCUSS

Potential partnerships:

- **Travel Oregon** may be able to provide partial funding for the branding/wayfinding given the importance of Newport to Central Coast tourism.
- **Newport Chamber of Commerce** and **local business owners** will be important participants in branding conversations and how the area relates to other key business districts.
- **The City's Public Arts Committee** can help to inform the strategy for branding, wayfinding, and public art.



Secure a permanent home for the Farmer's Market at the northern gateway to the business district.

The permanent location for the Newport Farmers Market will serve as a vibrant community hub, enhancing accessibility for both vendors and visitors while supporting local agriculture and small businesses.

Situated at the northern gateway to the central business district, this space will provide a year-round venue for farmers, artisans, and food producers to connect directly with customers. Designed to integrate with surrounding public spaces, the site will not only offer fresh, locally sourced products but also create opportunities for community gatherings, educational events, and cultural activities. By establishing a permanent market space, Newport strengthens its commitment to economic sustainability, local food security, and a downtown environment that welcomes residents and tourists.

Potential costs: The cost of a covered structure for a farmers market depends on several factors, including size, materials, location, and additional features like lighting, utilities, and stormwater management. The City and Farmer's Market will need to commission a design for the structure. A mid-range permanent structure could cost between \$X and X and include partial enclosures, improved drainage, lighting, electrical outlets for vendors, and storage areas.

Potential partners:

- **Newport Farmers Market** would work with City to identify preferred location and develop permanent structure for year-round use.

Initiate parking management study for the US 101 Corridor

In a later phase of the work, the City should coordinate with the Parking Advisory Committee on studies and parking management frameworks. A parking management study would include in-depth analysis of parking demand, turnover rates, future needs, and potential solutions such as paid parking, time limits, or shared parking agreements. The City could evaluate a permitting system for residents for on street parking (like Nye Beach and the Bayfront).

Potential costs: \$50,000 to \$75,000 for the parking demand study

Potential partners:

- **City Center Property Owners and Business Owners** should be at the table to provide information on their customer base and needs.
- **The Parking Advisory Committee** can help to drive the process and timing for potential studies and how they relate to similar work in other business districts.



Foster programs to enhance the business environment

Supporting a vibrant and resilient business community is essential for Newport's economic growth. By investing in storefront improvements, business partnerships, and streamlined regulations, the City can create a more attractive and accessible commercial environment. The following strategies aim to enhance business stability, increase foot traffic, and promote long-term success.

- **STREETSCAPE UPKEEP:** Consider a Business Improvement District (BID) to support enhanced cleaning and maintenance of the corridor, collaborative marketing programs, and programming.
 - **Key questions:**
 - **What is the appetite among business owners adjacent to the streetscape investments to participate in a BID?**
→ A survey or listening session could gauge interest; business owners may be open to a BID if they see clear benefits in upkeep and marketing.
 - **How big should the BID be?**
→ The BID boundary should reflect areas of concentrated businesses that would benefit from shared investments without overextending resources.
 - **When could these conversations be timed?**
→ Early conversations about a BID could occur soon, but the district may not be ready for this level of coordination yet.
 - **What investments and programs are most attractive to the potential BID members?**
→ Enhanced cleaning, lighting, safety measures, marketing campaigns, and seasonal decorations may be priorities to increase foot traffic. Some business districts fund programs like hanging planters and landscaping maintenance.
- **STOREFRONT & TENANT IMPROVEMENT GRANTS:** Establish grants to support façade upgrades and interior improvements, attracting diverse businesses.
 - *See Appendix C for considerations and questions.*
- **BUSINESS & EVENT PARTNERSHIPS:** Strengthen connections between local businesses and events to drive foot traffic and economic activity.
 - **Key questions:**
 - **What organizations would be interested in leading events?**
→ The Chamber of Commerce, local business associations, and cultural organizations could be key partners in programming.



- **How could those events best support the business community?**
→ Events should drive traffic to businesses through promotions, vendor partnerships, and cross-advertising between stores and event organizers.
- **How might those events function within the proposed festival streets?**
→ Streets should be designed to accommodate temporary closures, with designated vendor spaces and flexible infrastructure like removable bollards.
- **What role could the City play in supporting events?**
→ The City could reduce permit fees and processing times, provide logistical support, and create standardized infrastructure (e.g., power access, storage for event materials).
- **RETAIL ACTIVATION & POP-UP SUPPORT:** Encourage temporary retail and pop-up spaces in vacant storefronts to test business viability.
 - **Key questions:**
 - **Which organizations would be interested in leading efforts to activate vacant spaces in Newport, and what support would they need?**
→ Business associations or tourism agencies may expand their efforts with additional funding, dedicated staff, and access to marketing expertise.
- **MARKETING & BUSINESS SUPPORT:** Provide branding, marketing assistance, and business development resources to help local businesses thrive, including businesses transitioning to brick-and-mortar locations.
 - **Key questions:** Which organizations would be willing to increase their focus on the City Center, and what resources would they require?
- **STREAMLINED REGULATIONS & INCENTIVES:** Simplify permitting processes and explore tax incentives for businesses investing in property improvements.
 - **Key questions:**
 - **What permitting processes currently slow business investment, and how could they be improved?**
→ A review of the permitting system could identify inefficiencies; online applications, expedited approvals, and clearer guidelines could help.
 - **What types of tax incentives would be most effective in encouraging investment?**
→ Property tax abatements, sales tax incentives, or reduced fees for tenant improvements may encourage property owners to invest in upgrades.



- **How can zoning or code adjustments encourage business activity?**
→ Adjustments such as reducing parking requirements, allowing mixed-use flexibility, or expanding sidewalk dining permissions could increase viability.

Potential costs: \$XXXXX

Potential Partners:

- **Greater Newport Chamber of Commerce** would help coordinate economic development efforts with local businesses.
- **Newport Urban Renewal Agency** could provide funding.
- **Property Owners & Local Business Owners** would collaborate on storefront improvements and retail activation strategies.

Develop a business anti-displacement strategy

As the City of Newport advances revitalization efforts along the US 101 corridor, it is critical to implement strategies that mitigate the risk of business displacement. Small businesses, particularly those owned by long-term local entrepreneurs and minority business owners, are at heightened risk when commercial rents increase due to redevelopment. The following strategies aim to ensure that existing businesses can remain and thrive in the revitalized City Center.

- **Affordable Leasing & Financial Support:** Offer lease assistance programs, rental stability incentives, and micro-loans or grants to help businesses stay in the area.
- **Business Resilience & Ownership Models:** Support cooperative ownership, shared workspaces, and low-interest loan programs to help businesses build long-term stability.
- **Construction & Redevelopment Mitigation:** Implement grants, wayfinding support, and rent assistance for businesses impacted by infrastructure projects.
- **Small Business Representation & Partnerships:** Establish an advisory committee, engage property owners, and collaborate with financial institutions, chambers, and economic development organizations.

Potential costs: \$XXXXX

Potential Partners:

- **Add**



Step 4: In a parallel track, advance grant applications for ODOT funding for the transportation solution

Transportation Improvements on US 101 and US 20

Advancing the transportation projects on US 101 and US 20 from concept to construction will require a strong partnership between the City of Newport and the Oregon Department of Transportation (ODOT). The City and ODOT must collaborate on a series of essential activities to secure funding and move these projects forward:

- **Advocacy:** Given that US 101 and US 20 improvements are a priority for Newport, the City should lead advocacy efforts to secure funding. Funding could be available by inclusion of desired projects in Federal or State funding measures or by funding Federal and State programs that provide funding to these types of projects.
- **Scoping & Cost Estimation:** A more detailed design of proposed improvements is necessary to generate accurate cost estimates. These estimates are critical for securing grant funding and ensuring sufficient budget allocation. Given the complexity of the US 101 Couplet project, scoping efforts to develop these estimates could require **\$20,000 to \$30,000**. ODOT's current scoping resources are prioritized for high-priority projects under development for inclusion in the Statewide Transportation Improvement Program. **Development of more detailed project designs and cost estimates could be a key use of City funds to advance prospects for obtaining grant funding.**
- **Grant Applications & Funding Coordination:** Many funding sources require formal applications. Since these projects involve the State highway system, ODOT would typically take the lead in Federal and some State-level grant applications, while the City might apply for specific State-administered grants. Both entities would need to coordinate application efforts, including letters of support and possibly a pledge of funding for match on project elements not eligible for grant funding.
- **Construction & Implementation:** While ODOT would take the lead on delivering projects on the State highway system, the City must coordinate on local utility upgrades and integration with municipal infrastructure. A formal agreement between the City and ODOT will be required before construction begins, detailing roles, responsibilities, and operational commitments post-construction.

System-wide transportation projects like those proposed for US 101 and US 20 are typically financed through a combination of local, State, and Federal funding sources. While private contributions are possible, they generally pertain to site-specific elements adjacent to new developments. The City's financial commitment



will depend on grant match requirements and the availability of municipal and State funds.

Potential costs:

- US 101 Improvements \$XXXXX
- US 20 Improvements \$XXXXX

Partnerships:

- **Oregon Department of Transportation (ODOT)** will work with the City on the US 101 couplet and other transportation access and safety projects, including on US 20. This will include pursuing funding in partnership with the City and working together on construction and post construction operations.



Appendix A: Potential Partners

Achieving these goals will require collaboration between the City, local businesses, developers, community organizations, and government partners such as the Oregon Department of Transportation (ODOT). Leadership will primarily come from the Newport Community Development Department and the Newport Urban Renewal Agency (URA), with input from residents and business owners. Potential partners are listed below. This list is not exhaustive; other potential partnerships might emerge throughout the course of the City Center Revitalization Plan's (CCRP) implementation.

Exhibit 2. Lead Agencies or Departments

	URA	CDD	City Mng	Public Works	Arts Cmte	ODOT
Step 2						
Market Incentives						
Provide predevelopment assistance through the URA .	X					
US 101 Business Association / Main Street Program t.						
US 101, market vacant retail spaces.						
US 20, promote small-scale industrial and commercial opportunities.						
Develop relationships with housing developers						
Engage with the hospital, large employers						
Capital Access						
[6 actions]						
Land Control						
[4 actions]						
Policy Incentives						
Adjust Newport Municipal Code (NMC)		X				
Fast-track approvals for workforce and affordable housing		x				
Step 3						
Develop branding and wayfinding for US 101 Corridor					X	



Appendix B: Potential Funding Sources

To implement the strategies identified in this memorandum, the City will need to pursue several funding sources. This section includes a list of currently available revenue sources and funding tools that Newport could explore to fund City Center improvements.

ODOT Support for US 101 and US 20 Improvements

System-wide transportation projects, such as those proposed for US 101 and US 20, are typically funded through a mix of local, state, and federal sources. ODOT generally leads applications for federal and certain state-level grants, while the City may apply for state-administered grants. Both agencies must coordinate efforts, including letters of support and potential funding commitments for matching requirements or ineligible project components. Funding strategies vary by project, so the amount of ODOT support and contribution will be determined as the projects develop more detailed scoping and cost estimates and pursue other available funding sources.

Urban Renewal/Tax Increment Financing (TIF)

The City Center Revitalization Plan (CCRP) area falls within the Northside Urban Renewal District, which had approximately \$## million in remaining indebtedness as of 2025. The City may use Tax Increment Financing (TIF) from the district to fund City Center capital projects, if they align with the project categories in the Northside Urban Renewal Plan. TIF revenues are generated by the increase in total assessed value in an urban renewal district, from the time the district is first established. As investments are made, property values rise, and the resulting increase in property taxes is used to fund district projects or repay bonds issued for specific improvements.

Transportation enhancements along US 101 and US 20 are identified in the urban renewal plan and are eligible to receive TIF funding. The urban renewal plan also allocates funding to economic development projects such as site preparation, storefront façade improvements, strategic site acquisition, and placemaking and wayfinding enhancements which could be targeted in the City Center. Urban renewal can also be used to support development of off-site infrastructure necessary to support new housing development. TIF funds will be a key resource for securing matching funds from ODOT to complete the couplet. They may also be used to help jump-start improvements and attract further investment in the study area.

However, TIF revenue alone will not be sufficient to cover all projects outlined in the plan. Additional funding sources will be necessary to fully implement the proposed improvements.



Other Government Funds

The City could also explore the following existing local funding sources to support the CCRP:

- ♦ **Newport's Construction Excise Tax** can help fund both market rate and affordable housing through incentives such as backfilling SDCs or development fees as outlined in Newport's Housing Production Strategy
- ♦ **Tourism/Lodging Tax** proceeds could be used to support tourism related projects including branding, wayfinding, and business supports.
- ♦ **System Development Charges** are used to fund capital improvements for water, wastewater, storm drainage, transportation infrastructure, and parks.

Grants

Because currently available funding sources are limited, grants are likely to play an important role in project implementation. Grant funding is 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, the Urban Renewal District can use its funds as matching funding to leverage additional grant dollars.

After researching applicable state, federal, and foundation-based grant programs, ECONorthwest identified 21 grants that the City of Newport could consider pursuing given project eligibility and suitability. Since ODOT would typically lead applications for federal and certain state grants to support the redevelopment of US 101 and US 20, the grants listed here focus on transportation elements that may not be prioritized in traditional projects, such as bike and pedestrian facilities. Exhibit 3 provides a summary of these grants by category, with additional details in Exhibit 5. While federal grants are included in this list, grant funding remains uncertain in the near term due to budget reductions under the new administration.

Exhibit 3. Grant Programs to Explore

Note: Some of these grants fit into more than one project category

Program Category	Eligible Grants
Placemaking, Wayfinding, Public Art, and Preservation	<ul style="list-style-type: none">• Ford Family Foundation Capital Projects• Oregon Heritage Oregon Mainstreet Revitalization Grant• Oregon Arts Commission Arts Build Communities Grant• National Endowment for the Arts: Our Town Grant• T-Mobile hometown grant• Confederated Tribes of Siletz Indians: Tribal Charitable Trust• AARP Community Challenge Grant
Parks and Recreation	<ul style="list-style-type: none">• OPRD Recreation Grants: Local Government



Housing Development	<ul style="list-style-type: none"> • OHCS LIFT Homeownership Funds • OHCS Housing Development Grant Program • OHCS Land Acquisition Revolving Loan Fund • HUD PRO Housing: Pathway to Removing Obstacles
Economic Development and Tourism	<ul style="list-style-type: none"> • EDA Economic Adjustment Assistance Program • USDA Rural Business Development Grant • EDA Public Works Program • Travel Oregon Competitive Grant Program
Transportation	<ul style="list-style-type: none"> • Oregon Transportation Infrastructure Bank RLF • ODOT Carbon Reduction Program • ODOT All Roads Transportation Safety Program • USDOT Active Transportation Infrastructure investment • USODT Rural Surface Transportation Grant

OPRD: Oregon Parks and Recreation Department; OHCS: Oregon Housing and Community Services; EDA: U.S. Economic Development Administration.

Local Philanthropic Resources

Residents and organizations in Newport may be passionate about investing in the community and have the financial means to do so. To gauge the community's willingness to support projects in the CCRP area, the City should consider asking for financial support to implement key projects which resonate with the community.

Fundraising options include:

- ◆ Traditional capital fundraising campaign
- ◆ Crowdfunding campaign
- ◆ Business or corporate sponsorship program (limited – could support small visitor amenities)
- ◆ Naming rights and legacy gift program (limited – could support small visitor amenities)
- ◆ In-kind donations requests

Potential Funding Tool Evaluation

Exhibit 4 provides an overview of the potential funding tools and the project categories they are likely to fund.

Exhibit 4. Funding Tool Suitability for Project Categories

■ Most suitable □ Somewhat Suitable ? Need to discuss

	Applicability	Public Realm / Community Uses	Market Rate Housing	Affordable Housing	Business Support	Transportation Infrastructure	Parking Management
Locally Controlled Public Sector Funding Sources							



Urban Renewal	YES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Construction Excise Tax	YES		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Transient Lodging Tax	?	<input checked="" type="checkbox"/>			<input type="checkbox"/>		<input type="checkbox"/>
Development-Driven Sources							
System Development Charges	?						
Other Sources							
Advertising/ Naming Rights	YES	<input checked="" type="checkbox"/>					
Crowdfunding	YES	<input checked="" type="checkbox"/>					
State or other Grants/Loans	YES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Exhibit 5. Grants Research

ID	Grant	Category	Description	Funding & Cycle	Eligible Applicants
Community Organizations					
1	Ford Family Foundation Capital Projects	Economic Development, Placemaking	Capital grants from community, family and education impact area projects. Must be aligned with community impact areas and are limited to the following projects applicable to the City Center: community gathering spaces, small business incubators, community institutions (like libraries and museums).	\$25,000 - \$250,000 Can fund up to 1/3rd of project's total budget. Ongoing application.	City
2	Oregon Arts Commission Arts Build Communities Grant	Placemaking	Supports projects that address local community need through arts-based projects. Projects must support the integration of the arts and artists with community goals and may include new initiatives, new program development, cultural tourism and the expansion of existing arts and community development projects. Pre-development, design fees and community planning activities are eligible in this program.	\$5,000 1:1 match Annual application.	City
3	Confederated Tribes of Siletz Indians Tribal Charitable Trust	Placemaking	Funds 12 categories, including the arts, environment and natural resource preservation, and historical preservation	\$150 - 10,000 50% Match Quarterly application deadlines.	City
4	National Endowment for Arts Our Town Grant	Placemaking	Project based funding for creative placemaking that hat integrate arts, culture, and design into local efforts that strengthen communities over the long term. Competitive projects are responsive to unique local conditions, develop meaningful and substantive engagement in communities, center equity, advance artful lives, and lay the groundwork for long-term systems change.	\$25,000 - \$150,000 1:1 Match Annual application.	City
5	T-Mobile Hometown Grant Program	Placemaking	Grants are given every quarter to up to 25 small towns for community projects like revitalizing or repurposing a historic structure, creating a downtown asset or destination, or improving a space where friends and neighbors gather. Shovel ready projects that add to a sense of place or could lead to further investment are of particular interest.	Up to \$50,000 No match. Quarterly application.	City



6	AAPR Community Challenge Program	Placemaking, Transportation and Streetscape	Provides small grants to fund quick-action projects that can help communities become more livable for people of all ages. Public spaces, transportation and mobility options, and housing.	\$10,000 - 12,000 Match not required. Annual application.	City
State					
7	OHCS LIFT Homeownership Funds	Housing	LIFT Homeownership program to increase supply of affordable homeownership housing. Not-for-profit organizations and other Eligible Covenant Holders that utilize a shared equity homeownership model.	Max award: \$8 million Dependent on NOFA. Current NOFA due March 2025	Nonprofit
8	OHCS Housing Development Grant Program	Housing	Expands the supply for low- and very low-income families and individuals by providing funds for new construction or to acquire and/or rehabilitate existing structures. 75% of funds are reserved for projects affordable to 50% AMI. 15% of Funds are reserved for housing affordable to 80% AMI.	Max award: \$500,000 Funding refreshed biennially.	City
9	OHCS Land Acquisition Revolving Loan Fund	Housing	Assist eligible organizations purchase land suited for affordable housing development. This includes both affordable rental and homeownership developments. 40% of funds for home ownership for low-income households (80% or less of area median income). 60% of funds to organizations operating affordable rental housing for low-income Oregonians.	Max: 90% of the appraised land value Match: None (loan) \$500 application fee Temporarily paused	City
10	OPRD Recreation Grants: Local Government	Parks and Recreation	Large, small and planning grants for outdoor park and recreation areas and facilities, acquisition of property for park purposes, trails, bicycle recreation opportunities, and non-motorized water-based recreation. Land acquisition, development, and major rehabilitation projects consistent with Statewide Comprehensive Outdoor Recreation Plan (SCORP) goals.	Small Grants: Max \$100,000 Large Grants: Max \$1,000,000 Planning: Max \$50,000 40% Match Annual cycle. Open in 2025.	City
11	Oregon Heritage Oregon Mainstreet Revitalization Grant	Placemaking	The purpose of the program is to acquire, rehabilitate, and construct buildings on properties in designated downtown areas and facilitate community revitalization that will lead to private investment, job creation or retention, establishing or expanding viable businesses, or creating a stronger tax base. Organizations <i>must be in the Oregon Main Street Network</i>	Up to \$400,000 30% match Grant is funded every biennium. The 2025 cycle closes in March 2025.	Main Street Organization



12	Travel Oregon Competitive Grant Program	Tourism, Placemaking	Supports projects that contribute to the development and improvement of local economies and communities throughout Oregon by means of the enhancement, expansion and promotion of the visitor industry. Projects should support Travel Oregon's vision of "an Oregon that is a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures." Applicants must propose a project that focuses on either tourism infrastructure or tourism promotion that increases access and inclusion.	\$20,000 - \$150,000 No match required Biennial application process. 2024-2025 closes February 2025.	City
13	Oregon Transportation Infrastructure Bank RLF	Transportation and Streetscape	Statewide revolving loan fund designed to promote innovative financing solutions for transportation needs. Eligible projects include Transportation infrastructure projects such as roads, signals, intersection improvements, and bridges; Transit capital projects such as buses, equipment, and maintenance or passenger facilities; Bikeway or pedestrian access projects.	Can cover up to 100% of project costs Ongoing application	City
14	ODOT Carbon Reduction Program	Transportation and Streetscape	Projects that reduce greenhouse gas emissions in urban and rural areas. Can be used for a wide range of projects including alternative fuel vehicles and charging stations, bicycle and pedestrian projects, transit capital projects, intelligent transportation projects, and others.	\$80,000 - 2.7 million based on previous round. Match required. Annual cycle, Funded through 2026.	City
15	ODOT All Roads Transportation Safety Program	Transportation and Streetscape	Safety projects that reduce fatal and serious injury crashes on a public road in Oregon. Projects are evaluated by a data driven approach based on crash data. To qualify, the spot or area must be addressing a fatal or serious injury from the last 5 years.	10% match Funded through 2030.	City
Federal					
16	EDA Economic Adjustment Assistance Program	Economic Development	The program provides a wide range of technical, planning, public works, and infrastructure assistance in regions experiencing adverse economic changes. Can fund activities identified in the region's CEDS, such as infrastructure improvements, site acquisition, site preparation, construction, rehabilitation, and equipping of facilities.	\$600,000 - \$3 million Match not specified. Biennial application. Next round FY2025.	City, EDD



17	USDOT Active Transportation Infrastructure Investment	Transportation and Streetscape	Grant to construct projects to provide safe and connected active transportation facilities in active transportation networks or active transportation spines. Plan, design, and construct safe and connected active transportation networks such as sidewalks, bikeways, and trails that connect destinations such as schools, workplaces, residences, businesses, recreation areas, and medical facilities within a community or metropolitan region.	\$100,000 - \$15 million Next cycle TBD.	City
18	USDOT Rural Surface Transportation Grant	Transportation and Streetscape	Supports projects that improve and expand the surface transportation infrastructure in rural areas to increase connectivity, improve the safety and reliability of the movement of people and freight, and generate regional economic growth and improve quality of life. Highway, Bridge, or Tunnel projects.	\$20 million + Next cycle TBD.	City
19	USDA Rural Business Development Grants	Economic Development	Promote economic development and job creation projects. Two separate categories, business opportunity grants and business enterprise grants, for use in funding various business and community projects that serve rural areas.	\$10,000 - \$500,000 No match 2025 cycle currently open.	City, ODOT
20	EDA Public Works Program	Economic Development	Helps distressed communities revitalize, expand, and upgrade their physical infrastructure. This program enables communities to attract new industry, encourage business expansion, diversify local economies, generate local investment, and create or retain long-term jobs through land acquisition, development, and infrastructure improvement projects that establish or expand industrial or commercial enterprises. City or study area must meet the EDA definition of economic distress is defined as low per capita income (80% or less of the national average), unemployment rate above the national average, or other special economic needs - such as population loss or closure of major industry employer.	\$100,000 - \$30,000,000 Match required Biennial application. Next round FY2025.	City
21	HUD PRO Housing: Pathways to Removing Obstacles	Housing	Funding for the identification and removal of barriers to affordable housing production and preservation Activities that further develop, evaluate, and implement housing policy plans, improve housing strategies, and facilitate affordable housing production and preservation.	\$1 - 10 million Next Cycle TBD.	City



Appendix C: Storefront Improvement Program Considerations

As the City of Newport advances its revitalization efforts along the US 101 / US 20 corridor and City Center, business assistance programs and storefront improvement initiatives can play a key role in strengthening the economic vitality of the district. The following considerations, based on research from various cities with successful programs, provide a framework for developing an effective business support and façade improvement program tailored to Newport’s needs.

Key Considerations for Storefront and Business Assistance Programs

1. Program Approach: Proactive vs. Reactive

- **Proactive Approach:** Some cities, such as Sandy, have implemented programs where the city proactively identifies key buildings for improvement, engages design professionals, and approaches property owners with detailed renderings and recommendations. This approach allows for a cohesive, district-wide improvement strategy.
- **Reactive Approach:** A more traditional storefront improvement program invites property owners and businesses to apply for assistance, with funds distributed based on eligibility criteria.

2. Use of Design Guidelines

- Cities such as Albany and Sandy have implemented design guidelines to ensure that improvements align with community goals. Establishing clear guidelines can provide predictability for applicants and ensure a cohesive visual identity for Newport’s City Center along US 101.

3. Financial Contribution from Property Owners

- Some programs provide grants with minimal cost to the property owner (e.g., 2% of total cost), while others require matching investments. Newport must determine whether leveraging funds through private participation is a priority or if maximizing participation is the primary goal.

4. Providing Design Assistance

- Some communities contract design professionals to assist businesses in planning improvements. While this increases costs, it enhances the quality and impact of storefront upgrades.

5. Review and Approval Process



- Newport must determine whether project approvals will be managed by city staff, the URA, or a dedicated review committee.

6. Funding Allocation and Application Limits

- Cities vary in their approach to funding allocation. Some establish annual funding limits for the program, while others take a “one-time impact” approach, dedicating a large sum in a single fiscal year for transformative district-wide improvements.
- Grants can range from \$2,500 to \$75,000 per applicant, with larger grants often requiring a private match.

7. Awarding Funds: First-Come, First-Served vs. Competitive Process

- If demand exceeds available funding, Newport may need to establish a competitive application process based on factors such as project impact, location, and alignment with revitalization goals.

8. Eligible and Ineligible Improvements

- Typically, programs focus on façade improvements, including:
 - Windows, doors, awnings, signage, lighting, painting, masonry repair, cornices, and architectural details.
 - Some programs include exterior structural repairs or energy efficiency upgrades.
- Common exclusions include: interior work, operational expenses, inventory, and debt refinancing. The City could consider a tenant improvement program to fund internal improvements.⁴

9. Business vs. Property Owner Eligibility

- Most programs allow both property owners and business tenants (with owner approval) to apply for funds.

⁴ A **Tenant Improvement Program** provides financial assistance or incentives for businesses to upgrade or customize interior spaces in commercial or industrial buildings. Typically offered by cities, economic development agencies, or landlords, these programs support business retention, attract new tenants, and revitalize underutilized spaces. For example, the City of Milwaukie’s [Tenant Improvement Grant Program](#) focuses on ground-floor tenant spaces that generate foot traffic. Eligible improvements include new kitchen equipment for restaurants, code-required upgrades such as grease traps, and Americans with Disabilities Act (ADA) improvements, including restroom and exit modifications, as well as other renovations to accommodate desired business uses.



10. Prioritization of Certain Buildings or Areas

- Some cities prioritize funding for buildings in historic districts, along key corridors, or in targeted revitalization areas. Newport may choose to focus on specific priority areas within City Center.

11. Program Administration and Compliance

- Administrative considerations include application documentation, project timelines, grant disbursement procedures, and maintenance assurances from property owners.

Implications for Newport

A well-structured business assistance and storefront improvement program can help Newport's City Center create a cohesive identity, encourage private investment, and enhance the overall economic environment. By leveraging best practices from other communities, Newport can design a program that aligns with its City Center Plan to support a thriving business district.



Memorandum

To: Planning Commission/Commission Advisory Committee
From: Derrick Tokos, Community Development Director
Date: April 10, 2025
Re: Update on 2025 State Land Use Related Legislation (Round 2)

In January, the Planning Commission had an opportunity to discuss a number of land use related legislative concepts that would be introduced as bills during the 2025 Oregon Legislative Session. March 21st was the deadline for bills to have a work session scheduled and by April 9th they were required to be voted out of most committees, so it is timely to revisit the status of the legislation. Below is a brief summary of the bills with links to the bill language and relevant amendments.

[HB 2138](#) (Governor's Housing Bill) The measure expands where middle housing must be permitted and revises related definitions and approval procedures. The bill broadens applicability to include urban unincorporated areas, allows increased unit counts for affordable or accessible housing, and updates timelines and requirements for land use reviews/approvals. DLCD is also directed to initiate rule-making on eliminating design standards that serve as a barrier to needed housing. Voted out of committee on April 9th with a [-6 set of amendments](#).

[HB 2258](#) Allows the Land Conservation and Development Commission (LCDC) . Originally was a to adopt rules requiring require local governments to issue land use decisions approving specific types of residential development on qualifying lots. Bill originally called for Oregon Housing and Community Services to study certain housing issues, but was replaced in its entirety with a [-3 The amendments](#). Voted out of committee on April 7th.

[HB 2316](#) The bill establishes a program to designate certain state and local properties within the urban growth boundary as home start lands, specifically for affordable housing development. Additionally, it provides a framework for local governments to nominate and have designated real property as home start lands; and outlines how home start lands are to be planned, zoned, and developed. The state launched a [website](#) in March showing potentially eligible lands. The only property in Newport is at the far north end of town. It is owned by ODOT and is used as a quarry or for road maintenance. Voted out of committee on April 9th with a [-4 set of amendments](#).

[HB 2950 A](#) Requires the Land Conservation and Development Commission to form an advisory committee to update the statewide land use planning goal relating to "citizen involvement." The Committee must be appointed by June 30, 2027, with the expectation that LCDC will act on their recommendation by June 30, 2029. The bill also establishes the "Public Involvement Goal Update Fund" in the State Treasury, separate from the General Fund, to pay for the effort. Voted out of committee on March 31st.

[HB 2968](#) The measure establishes a program within the Housing and Community Services Department to recover unpaid system development charges from developers who fail to pay after an agreed-upon deferral period by transferring debt collection responsibility to the state. Voted out of committee on March 24th.

[HB 3031 A](#) The bill directs the Oregon Infrastructure Finance Authority (IFA), which is budgeted within the Oregon Business Development Department (OBDD), to establish a housing infrastructure financing program to provide financial assistance, in the form of grants, loans, or forgivable loans, to cities, counties, special districts, and the nine federally recognized Indian tribes. The measure requires financial assistance to be used for projects that will primarily support housing for households with very low to moderate incomes. Voted out of committee on March 19th.

[HB 3062](#) Bill requires local governments to map sensitive uses as part of a comprehensive plan. Requires, before allowing the development of industrial uses, study and mitigation of impacts on nearby sensitive uses and an additional public hearing. A -3 set of amendments would have limited its reach to jurisdictions within a metropolitan statistical area (not Newport). Failed to advance out of committee following an April 3rd hearing.

[HB 3136 A](#) Removes a requirement that a maximum of two real estate professionals may serve on a city or county planning commission, for commissions with more than five members. Voted out of committee on March 28th and approved by the House on April 3rd.

[HB 3170](#) Appropriates \$10 million General Fund, on a one-time basis, for the 2025-27 biennium to the Department of Human Services (DHS) for Resilience Hubs and Networks grants. The bill clarifies the purpose of these grants is to provide funds for equipment, technical assistance, contracted services, and any other type of support needed to create or sustain a Resilience Hub or Network that exist to help a community respond to, and recover from emergencies or disasters. Voted out of committee on March 4th.

[HB 3232](#) Removes the eligibility requirement for the low income rental housing property tax exemption that property of a limited equity cooperative be constructed or converted after the local governing body adopts the exemption program. Might be relevant to resident owned communities like Harbor Village. . Voted out of committee on April 1st and approved by the House on April 10th.

[HB 3649](#) Directs the Department of Administrative Services (DAS) to award a grant to a public benefit nonprofit corporation with expertise in public-private partnerships to provide regional housing coordination services to support the development of

market rate housing within the region. Voted out of committee on April 7th with a [-2 set of amendments](#).

[SB 6](#) Requires the Department of Consumer and Business Services (DCBS), cities, and counties, responsible for administering and enforcing the state building code to approve and issue, or disapprove and deny, any application for a building permit for middle housing or single-family housing residential housing with more than six lots no later than 45 business days after the date on which an applicant submits a complete application. Voted out of committee on April 7th with a [-3 set of amendments](#).


[SB 83](#) The bill modifies wildfire hazard mitigation building code standards to exempt new dwellings and accessory structures and removes requirements for the State Forestry Department and Department of the State Fire Marshal to establish baseline levels or higher of wildfire protection for lands outside of forest protection districts, It also modifies consultations that are required for a grant process that supports work conducted by the Oregon Conservation Corps Program and modifies a program that protects at-risk communities and infrastructure within the wildland-urban interface. Voted out of committee on April 8th with a [-9 set of amendments](#).

[SB 444](#) Requires the Director of the Department of Business and Consumer Services to adopt rules to conform the state building code to accessibility requirements under the National Fair Housing Act and to certain standards of the American National Standards Institute. Voted out of committee on April 9th with a [-5 set of amendments](#). Its scope was scaled back with the amendments.

[SB 974](#) Defines the timeline in which a local government or special district must return a decision on final engineering plans for residential development within urban growth boundaries. The amendment defines and adds "urban housing application" to actions constituting a limited land use decision. Requires that, for any urban housing application for a development of 20 or more residential lots or parcels, a local government waive requirements for any design review process related to aesthetics, landscaping, building orientation, parking, or building design. Voted out of committee on April 7th with a [-3 set of amendments](#).

Joint Transportation Committee "Oregon Transportation Reinvestment Package (TRIP)" funding proposal has been released. Here is a [link](#) with the details

Memorandum

To: Planning Commission/Commission Advisory Committee
From: Derrick Tokos, Community Development Director 
Date: April 9, 2025
Re: Review and Adopt FY 25-26 Planning Commission Goals

Each city committee is being asked to develop 1-3 goals that fit under the City Council goals for the upcoming fiscal year. At your last meeting, you had a chance to review the City Council goals for the upcoming year, and Commission goals for the current year. A number of you shared your thoughts on issues the Commission should focus on in the upcoming year, and I have tried to weave them into three draft committee goals. The concepts we discussed were principally housing related. On Monday, the City Council elected to postpone implementation of the parking study's Nye Beach recommendations to the upcoming fiscal year. Since implementation of those recommendations was a Commission goal for this year, I went ahead and put together a proposed goal on that point as well. That goal might also be something the Parking Advisory Committee pushes forward.

At this work session, I would like to work with you to fine tune the proposed goals, including adding or subtracting as needed, so that they can be adopted at your regular meeting. I'll have the document in MS Word format so we can wordsmith the language on the fly.

Attachment

Draft Commission- Council Integrated Goals for FY 25-26
Planning Commission Goals for FY 24-25

City of Newport City Council Committees - FY2025-2026 Goals

*Please identify 1-3 goals total; each goal needs to fit under one of these City of Newport City Council Committees

Focus Area 1: Ensure the City's long-term financial sustainability and make critical, needed investments in the City's infrastructure

Committee Goal: Complete the implementation of the Parking Study recommendations for Nye Beach such that, when paired with the Bayfront, the City is in a sustainable position to fund its parking management program and maintain parking infrastructure in these areas.

Focus Area 2: Build collaborative, interactive relationships with community members and stakeholders through robust and inclusive community engagement programs and communications

Focus Area 3: Broaden the City's technology infrastructure and online presence, providing transparent access to information and modern paths to community services provided by the City

Focus Area 4: Enhance beautification efforts in the City's streets, buildings, and green spaces with community partners through programs that add public arts and cleanliness to better support Newport as a tourist destination, increase community pride, and stimulate economic growth and development.

Focus Area 5: Strengthen recruitment and retention programs for City employees, City Council, and Committee members; creating a strong foundation for the future.

Focus Area 6: Enhance Newport's emergency preparedness programs to strengthen prevention methods and awareness for the community.

Focus Area 7: Improve livability through increasing the supply of affordable and workforce housing and addressing homelessness.


Committee Goal: Adopt the City Center Revitalization Plan, and begin to implement its priority policy recommendations including (a) initiating a 30% design of the transportation solution aimed at creating conditions conducive to housing development, (b) putting in place design and development standards to promote the construction of needed housing; and (c) providing financial incentives to facilitate the construction of housing.

Committee Goal: Implement the City's Housing Production Strategy, including (a) reviewing design standards to ensure that they sync with changes to state housing laws and are not a barrier to housing construction, (b) assessing the viability of allowing SDC payments to be deferred to occupancy; and (c) evaluating whether or not changes should be made to the City's short-term rental rules to reduce pressure on the City's limited supply of housing.

PLANNING COMMISSION FISCAL YEAR 2024-25 GOALS

- Substantially complete and initiate implementation of the City Center Revitalization Plan, which includes a decision on the couplet option.
- Implement recommendations of the Parking Study by engaging Nye Beach businesses and residents regarding appropriate permit and timed parking solutions for the Nye Beach area.
- Pursue annexation of unincorporated "island properties" to normalize the city limits, if found to be feasible.
- Leverage the recently adopted Housing Production Strategy and other opportunities to increase supplies of affordable and workforce housing, including rentals for the community.
- Secure funding from the State of Oregon to undertake an economic opportunity analysis that includes an update to the City's buildable lands inventory
- Implement recommendations from the Homelessness Taskforce that rely upon revisions to city land use regulations.
- Update the City's Erosion Control and Stormwater Management Standards for private development.
- Support City Council Dark Sky Lighting Initiatives
- Initiate any needed refinements to Historic Nye Beach Design Review Overlay
- Update Commercial/Multi-Family Code to include more bike racks and covered bike storage
- Review obsolete items in the Comprehensive Plan for historical resources, and other sections to determine whether these items should remain in the Plan or be managed separately

Memorandum

To: Planning Commission/Commission Advisory Committee
From: Derrick Tokos, Community Development Director 
Date: April 10, 2025
Re: Distribution of Municode Review Proof

As you may be aware, the City Manager's Office has contracted with a third-party to manage the City's municipal code. The product is commonly known as "municode" and the contractor has been working for several months to convert the City's draft of the code into a format that can be deployed on their online platform. Once everything is transferred over, then the City will provide links to the code on its website and will coordinate with the contractor on a quarterly basis to ensure it is revised to pick-up code updates.

The contractor has indicated that they intend to send us a review draft on Monday, in a .pdf format. If I receive it before the work session then I'll pass it along so that you can begin to familiarize yourselves with the new format. Our department, and the committee's it staffs, are amongst the heaviest users of the municipal code, and your feedback on its usability and accuracy would be much appreciated. There is a placeholder on the schedule for your next work session for that conversation to occur.

Tentative Planning Commission Work Program

(Scheduling and timing of agenda items is subject to change)



March 24, 2025 Work Session

- Review and Discuss FY 25-26 Council – Commission Goals
- Online Survey Questions for April 3rd City Center Revitalization Plan Public Event

March 24, 2025 Regular Session

- Public Hearing on File No. 1-CP-25/1-Z-25: Comprehensive Plan and Zone Change for 1.48 acres at 840 NE Iler Street

April 14, 2025 Work Session

- City Center Revitalization Plan – Public Investments, Incentives & Public-Private Partnerships Memos
- Update on State of Oregon Land Use Related Legislation
- Review Draft Planning Commission FY 25-26 Goals
- Distribute New “Municode” Municipal Code Review Proof

April 14, 2025 Regular Session

- Potential Adoption of Planning Commission FY 25-26 Goals

April 28, 2025 Work Session

- Discuss New “Municode” Framework
- Update on Comprehensive Plan Streamlining Project (Beth Young)
- Draft Amendments to Geologic Hazards Code Regarding Parties Qualified to Prepare Reports

April 28, 2025 Regular Session

- Initiate Amendments to Geologic Hazards Code Regarding Parties Qualified to Prepare Reports
- Placeholder for Wilder Phase 6 Multi-Family Final Development Plan (30+ units)

May 12, 2025 Work Session

- Review Draft Package of Housekeeping Code Amendments
- Review of City Center Revitalization Plan - Comprehensive Plan and Development Code Concepts

May 12, 2025 Regular Session

- Placeholder for File 1-UGB-24, Public Hearing on Warren UGB Minor Amendment Request

May 27, 2025 Work Session

- Continued Review and Provide Feedback on City Center Revitalization Plan - Comprehensive Plan and Development Code Concepts
- Placeholder to Discuss New Wastewater Treatment Plant Comprehensive Plan Policies

May 27, 2025 Regular Session

- Initiate City Center Revitalization Plan Comprehensive Plan and Development Code Amendments

June 9, 2025 Work Session

- Review Legal Description, Boundary Survey, and Framework for a Sewer Connection Rebate Program Related to the South Beach Island Annexation Project

June 9, 2025 Regular Session

- Hearing on Changes to Geologic Hazards Code Regarding Parties Qualified to Prepare Reports