



## **PLANNING COMMISSION WORK SESSION AGENDA**

**Tuesday, May 27, 2025 - 6:00 PM**

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

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

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

**1. Call to Order**

*Bill Branigan, Bob Berman, Jim Hanselman, Gary East, Braulio Escobar, John Updike, Robert Bare, and Dustin Capri.*

**2. New Business**

**2.A City Center Revitalization Plan Updates.**

[Memorandum](#)

[PowerPoint Presentation](#)

[City Center Form Based Code, Urbsworks \(Memo #9\)](#)

[Public-Private Partnerships, ECOnorthwest \(Memo #7\)](#)

[Public Investments \(Memo #6\)](#)

[Draft Minutes from CCRP Advisory Committee Meeting #6](#)

**3. Adjournment**

# Memorandum

To: Planning Commission/Commission Advisory Committee  
From: Derrick Tokos, Community Development Director   
Date: May 22, 2025  
Re: City Center Revitalization Plan Updates

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At your May 12, 2025 work session, staff distributed preliminary drafts of the City Center Revitalization Plan (CCRP) April public event summary from JLA Public Involvement, a draft of the form based Comprehensive Plan and Zoning Code amendments prepared by Urbsworks (Memo #9), and an outline of the adoption schedule.

Enclosed, for this work session, is a PowerPoint presentation by Jim Hencke, with David Evans and Associates, who will be attending the meeting to walk through the Comprehensive Plan and Zoning Code concepts contained in a refined version of Urbsworks Memo #9, a public-private partnership memo prepared by ECONorthwest (Memo #7), and components of a public investment memo that he prepared (Memo #6).

At the close of its final meeting on May 16<sup>th</sup>, the CCRP Advisory Committee recommended that the draft City Center Revitalization Plan and its various components be forwarded to the Planning Commission and City Council for consideration and potential adoption.

This work session is an opportunity for Planning Commission members to ask questions and request potential revisions to the draft plan before it is finalized by the consulting team. The City Council will hold a similar work session on June 2, 2025. The consultants will take feedback they received at the final Citizen Advisory Committee meeting and these two work sessions and prepare a final plan that will be brought back to the Commission at a June 23, 2025 work session.

#### Attachments

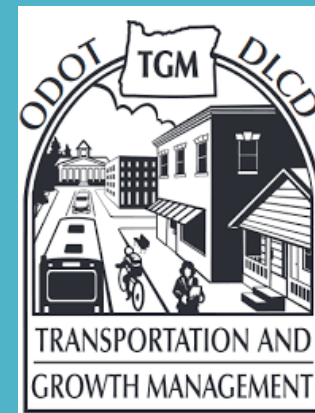
PowerPoint Presentation  
City Center Form Based Code, Urbsworks (Memo #9)  
Public-Private Partnerships, ECONorthwest (Memo #7)  
Public Investments (Memo #6)  
Draft Minutes from CCRP Advisory Committee Meeting #6



# Newport City Center Revitalization Plan

Planning Commission Work Session 3

May 27, 2025



WELCOME

# AGENDA



Welcome	5 min
Round 2 Outreach Results	10 min
Discussion	10 min
City Center Plan and Code Amendments	15 min
Discussion	15 min
Investments and Incentives	10 min
Discussion	20 min
Next Steps	5 min

# PURPOSE

*Develop land use policies, regulations, financial incentives, to support reinvestment in Newport's City Center.*

*Identify transportation solutions that compliment proposed land use policies to promote mixed use development to create a live-work environment where residents have convenient access to employment and essential services.*

# SCHEDULE



Citizen Advisory Committee (CAC)



Targeted Interviews / Events



Project Website



Site Visit / Walking Tour



Memos / Report



PMT Meetings



Public Events (2)



Planning Commission / City Council

# TASK

1. Project Management

2. Outreach

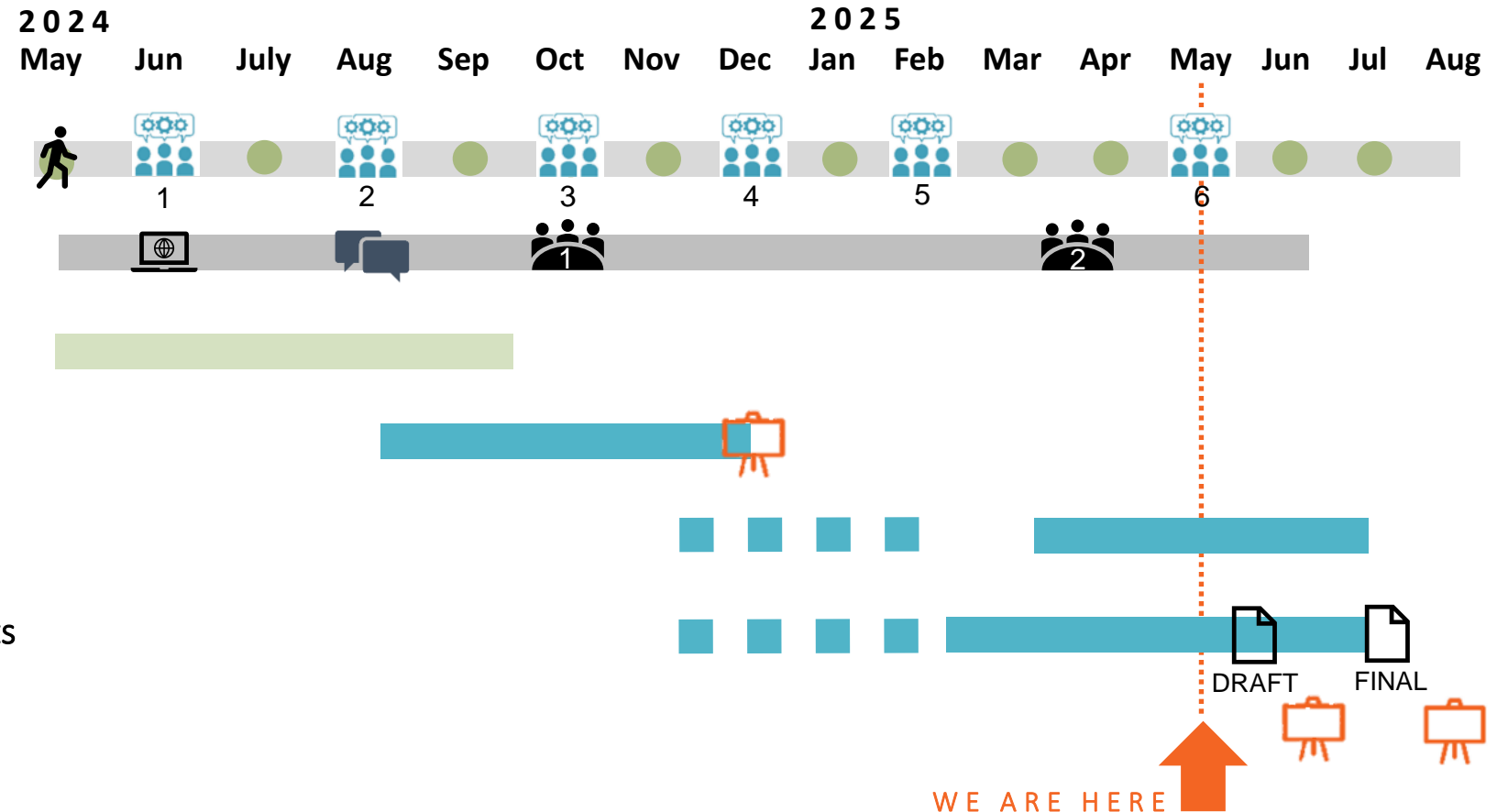
3. Policy Basis for Plan

4. Gap Analysis

5. Plan Implementation

6. Comprehensive Plan / Code Amendments

7. Adoption



WE ARE HERE

# ROUND 2 OUTREACH RESULTS



# PROJECT GOALS

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

# Outreach by the numbers

## In-Person Engagement

- 80 attendees at open house
- 40+ attendees at Spanish event
- 34 surveys in English
- 39 surveys in Spanish
- 7,808 postcards mailed to Newport homes and businesses

## Online Engagement

- 52 surveys in English
- 1 survey in Spanish
- 5 social media platforms used to advertise and announce survey and events (Facebook, Instagram, Facebook Messenger, WhatsApp, NextDoor)

# Feedback from In-Person Events

## Open House

- Impacts of couplets; increased traffic and impacts to roadway or houses near SW 9th Street
- Implementation; can project be funded
- Very little discussion about land use and development code beyond need for, and challenges to, redevelopment

## Spanish-Speaking Event

- Pedestrian accessibility in area
- Efforts to enhance visual appeal of the city center
- Potential for new business development
- Ongoing support and preservation of existing businesses

## Canvassing US 101 Businesses

- How will this impact foot traffic into our business?
- Will we lose our parking spaces and access?
- Will we have to close during construction?



# Supported by All Respondents



Support through **storefront improvements** and **during street construction** was important.



- Alleys for delivery access
- Breaking down big blocks with pedestrian connection
- Residential on top of businesses/offices
- Storefront/pedestrian-scaled signage



**Storefront improvements** and **trash receptacles** were popular across all respondents, online or in-person.



New **passive-use parks** were universally supported; online and in-person.

# Written Comments / Surveys



71% of Spanish respondents want **Highway 101 to look different than Highway 20**, compared to 38% of English respondents (47% English were unsure).



Spanish respondents highly favored **anti-displacement support** compared to English respondents.



New **passive- and active-use parks** were universally supported.

## Does the proposal meet the goals?

- Spanish respondents were much more supportive of goals being met than English respondents.
- There was strong agreement that “a clean, welcoming appearance” goal was met (84% Spanish; 40% English).
- “Active mix of uses” Spanish respondents strongly agree goal was met (89%; 39% English)
- “Safe and efficient traffic flow and managed parking” English respondents strongly agree the goal was met (44%; 69% Spanish was the lowest level of agreement).

# Written Comments / Surveys

## English respondents

- Alleys as delivery access (100%)
- Storefront/pedestrian-scaled signage (97%)
- Allowing a range of home types (90%)
- Breaking down big blocks with pedestrian connections (88%)
- Mixed home ownership and rental housing in the same block (79%)
- Residential on top of businesses/offices (67%)

## Spanish respondents

- Breaking down big blocks with pedestrian connections (100%)
- Residential on top of businesses/offices (86%)
- *The rest had too few responses to determine a preference.*



# Online Surveys

1/3

About a third of respondents want **highways to feel different** from each other and a third were unsure.



**Asbestos/hazardous material clean up** was more important to survey respondents.

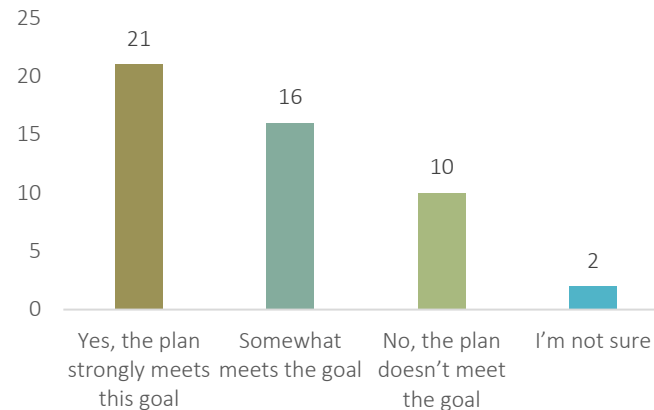


**Farmer's Market** was highest ranked for improvement for online and English respondents from in-person surveys.

# Online Surveys

## Does proposal meet goals?

- 41% do meet / 22% somewhat meet
- Most supported goal was “Active mix of uses in a walkable environment”
- Goals had an even mix of yes, somewhat, no, unsure:
  - Planned property development and acquisition through incentives and partnerships
  - Targeted investment in infrastructure through implementation actions and strategies.



## Building Features

- Alleys as delivery access rather than on the main streets (87%)
- Storefront/pedestrian-scaled signage (87%)
- Allowing a range of home types (84%)
- Preferred residential homes on top of businesses/offices (79%)
- Breaking down big blocks with pedestrian connections (71%)
- Require weather protection (like awnings or porches) (67%)
- Buildings that maximize views from living and working spaces (63%)
- Buildings that have similar façade designs (62%)

# PROPOSED CITY CENTER DESIGN DISTRICT

# PROJECT GOALS

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

# MET BY:

INFILL, WIDER / BUFFERED SIDEWALKS

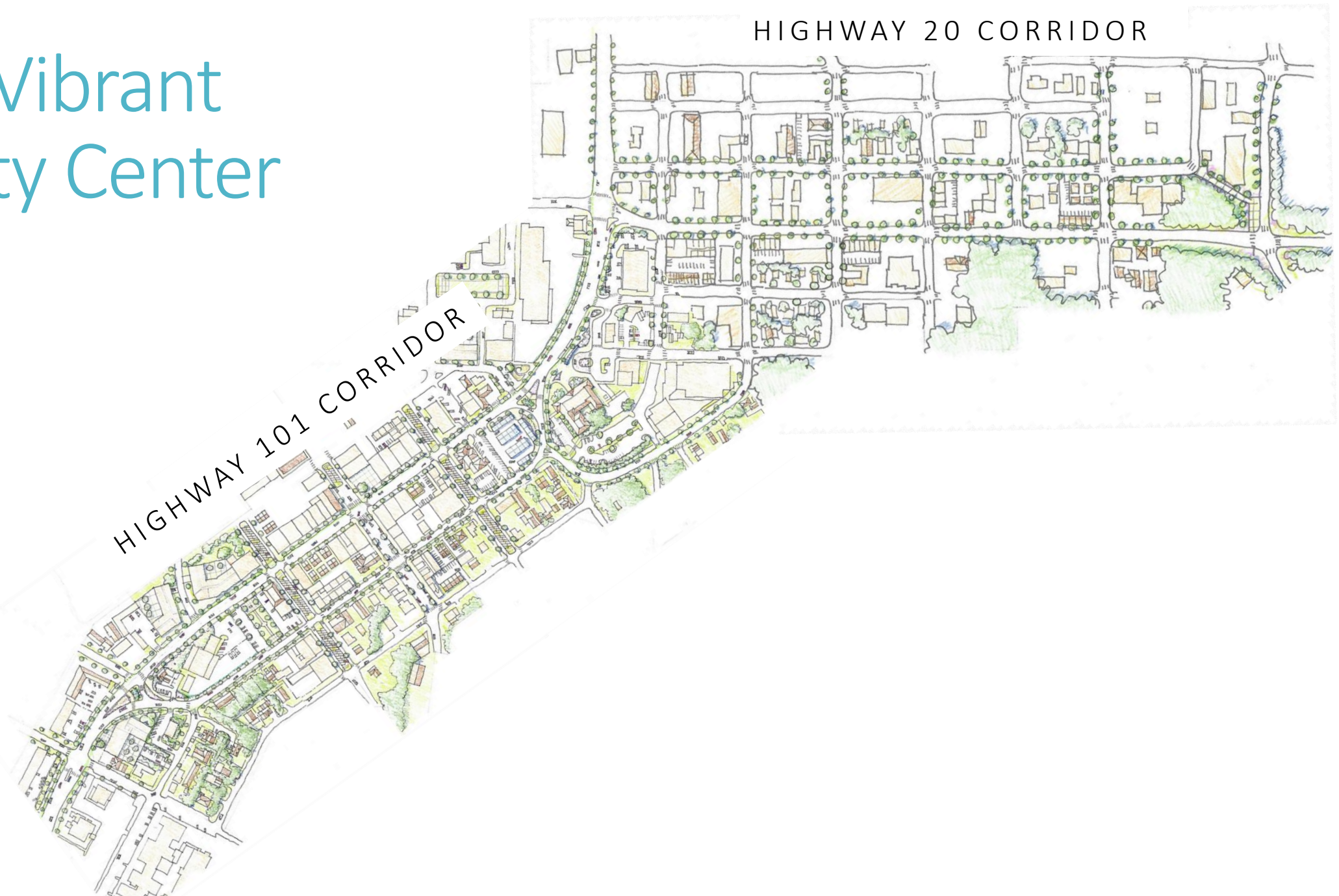
REDUCED VEHICLE / PEDESTRIAN CONFLICTS

GATEWAYS, STREETSCAPING, CODE UPDATES

INCENTIVES, PARTNERSHIPS

IMPLEMENTATION ACTIONS / STRATEGY

# A Vibrant City Center





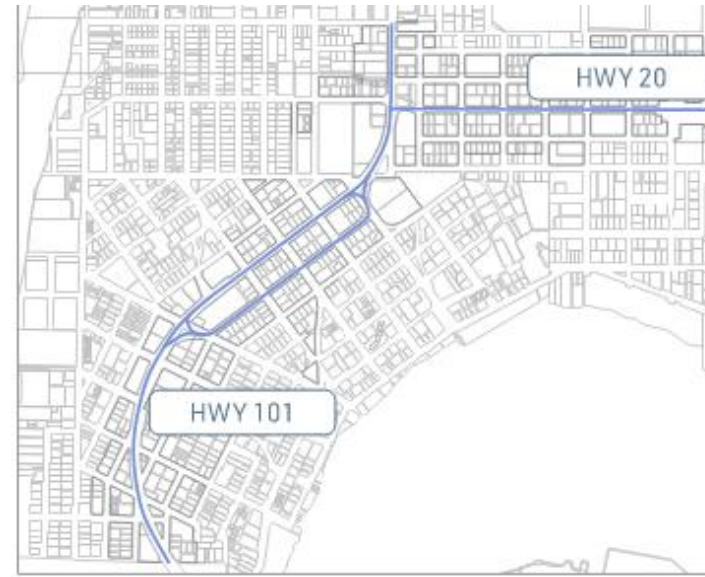
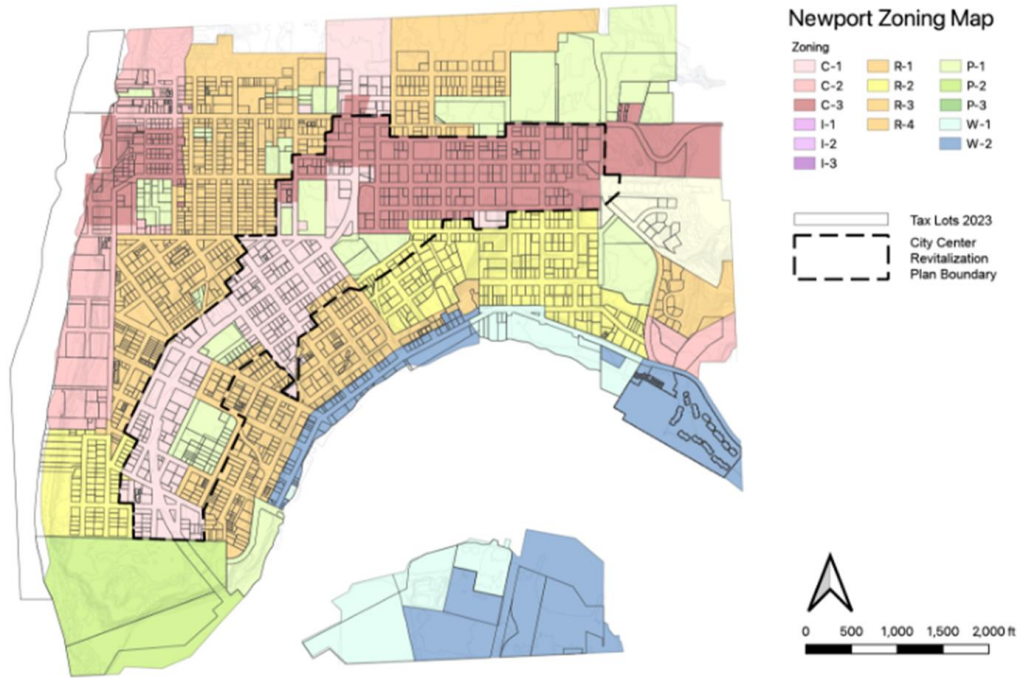
# CONCEPT & CONTEXT



- CENTRAL BUSINESS DISTRICT
- URBAN MIX (ODOT)
- GOVERNMENT CENTER
- STEEP SLOPES
- HIGHWAY 101/20
- KEY CONNECTIONS
- GATEWAYS



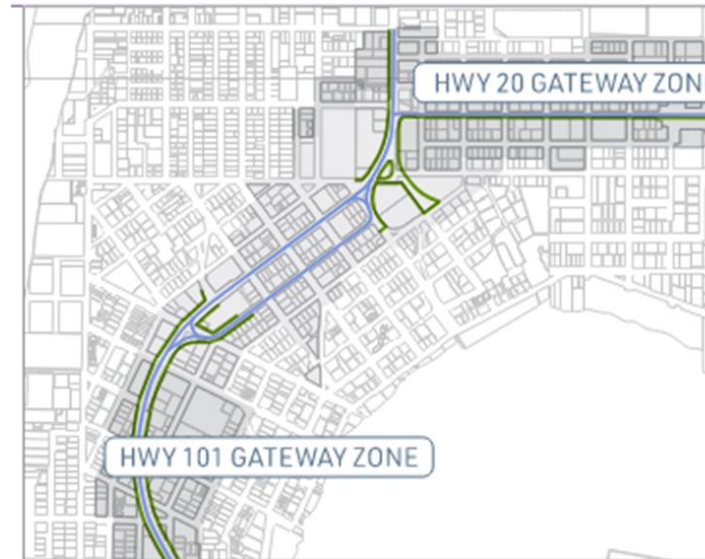
# Applicability



Public Realm Standards



General Standards



Gateway Frontage Types



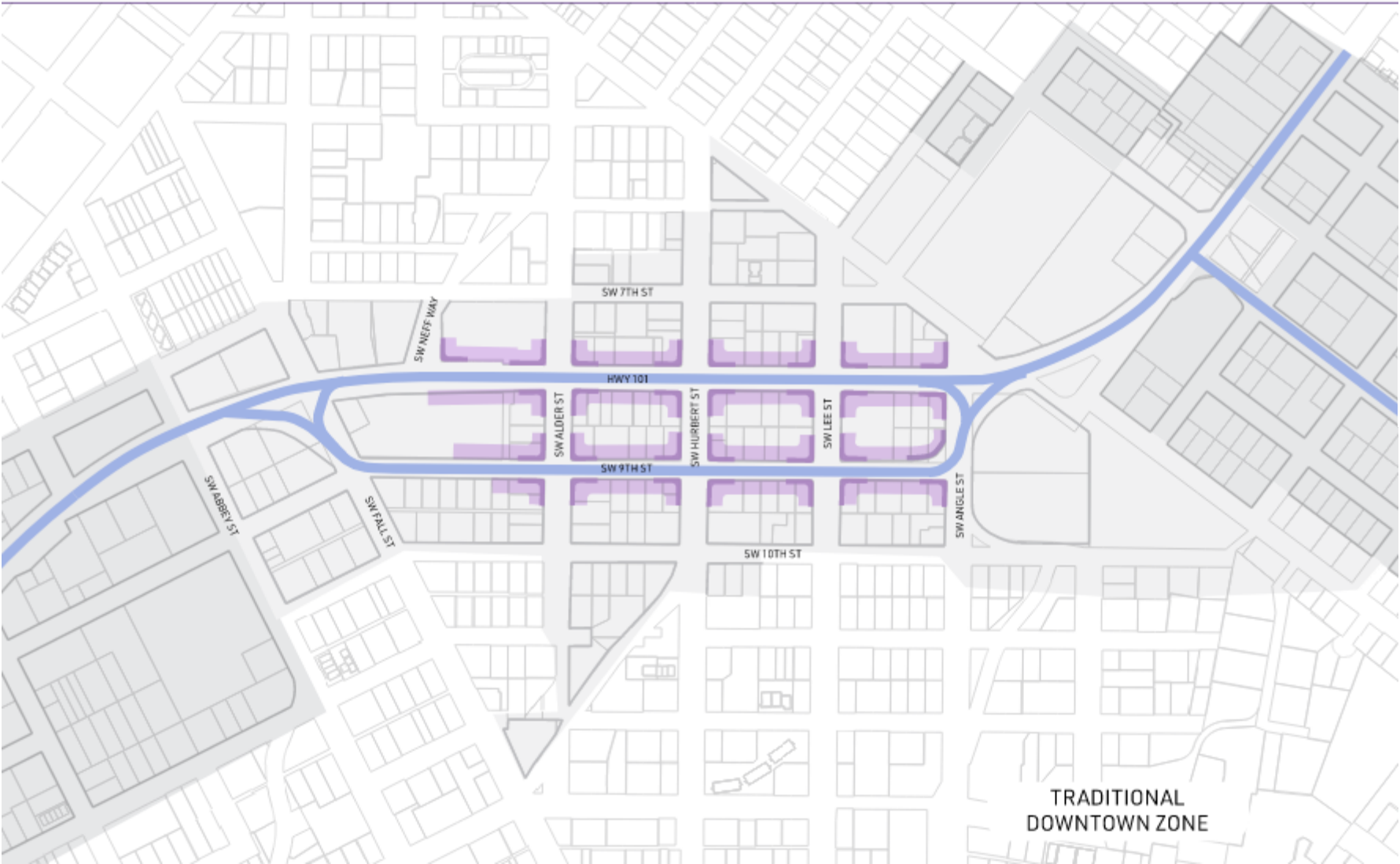
Traditional Downtown Frontage Types

## HWY 20 GATEWAY ZONE AND HWY 101 GATEWAY ZONE



Hwy 101 / US 20 Intersection improvement:  
Additional Southbound Turn Lane (from TSP)

TRADITIONAL DOWNTOWN ZONE



LEGEND

- URBAN FRONTAGE REQUIRED
- RETAIL OR RETAIL-READY FRONTAGE REQUIREMENT
- GENERAL STANDARDS APPLY
- PRIMARY STREET



## STREET CROSS SECTIONS

### Hwy 101 – Southbound couplet

Traditional Downtown Main Street

Supports residential and retail uses at the ground level.

Aligns with ODOT Blueprint for Urban Design Traditional Downtown / CBD Recommendations.



### SW 9th St. – Northbound couplet

Traditional Downtown Secondary Street

Generally supports residential and some retail uses at the ground level.

Generally aligns with ODOT Blueprint for Urban Design Traditional Downtown / CBD Recommendations.



## STREET CROSS SECTIONS

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### Hwy 20 –Olive St.

Improved pedestrian realm supports residential and retail uses at the ground level.

Street environment and function will be improved with the consolidation of driveways on Olive Street; business access is relocated to central location and side streets.



## STREET CROSS SECTIONS

SW Hurbert St.

Parklet Street





## STREET CROSS SECTIONS

### SW Alder and SW Lee Streets

Festival Street or Plaza Street



#### CAC comments:

- Provide power outlets.
- Accommodate deliveries.



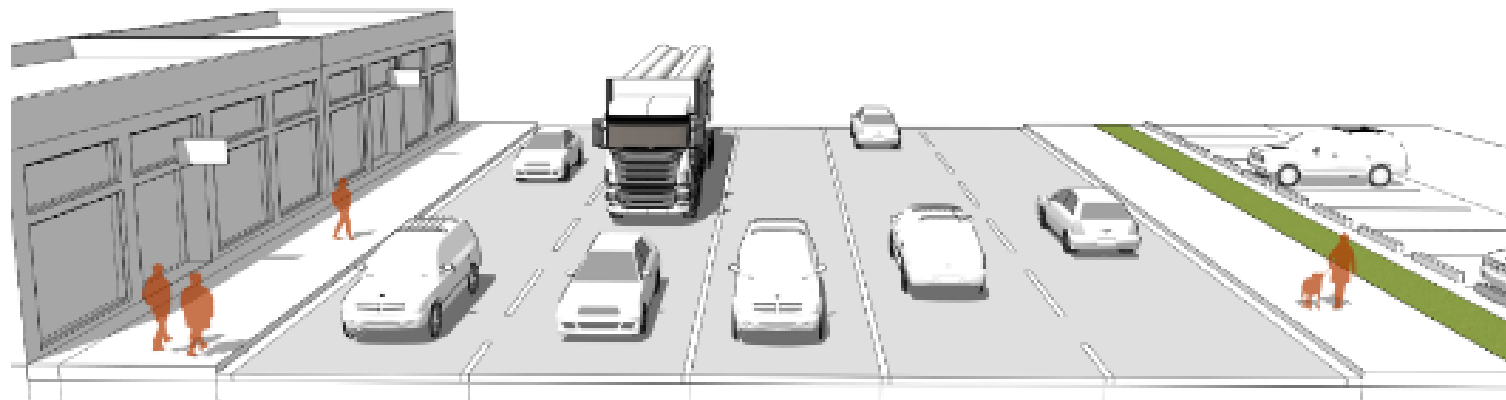
## STREET CROSS SECTIONS

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### Hwy 101 –South of the couplet

Does not align with ODOT Blueprint for Urban Design Urban Mix recommendations.

Unimproved pedestrian realm and lack of on-street parking does not support retail, however, public realm and development requirements (e.g., FBC frontage types, General Standards) represent significant enhancements to Hwy 101 S.



Cross Section showing existing conditions within existing right of way with Landscape Frontage Type applied (right) and General Design Standards applied (left).

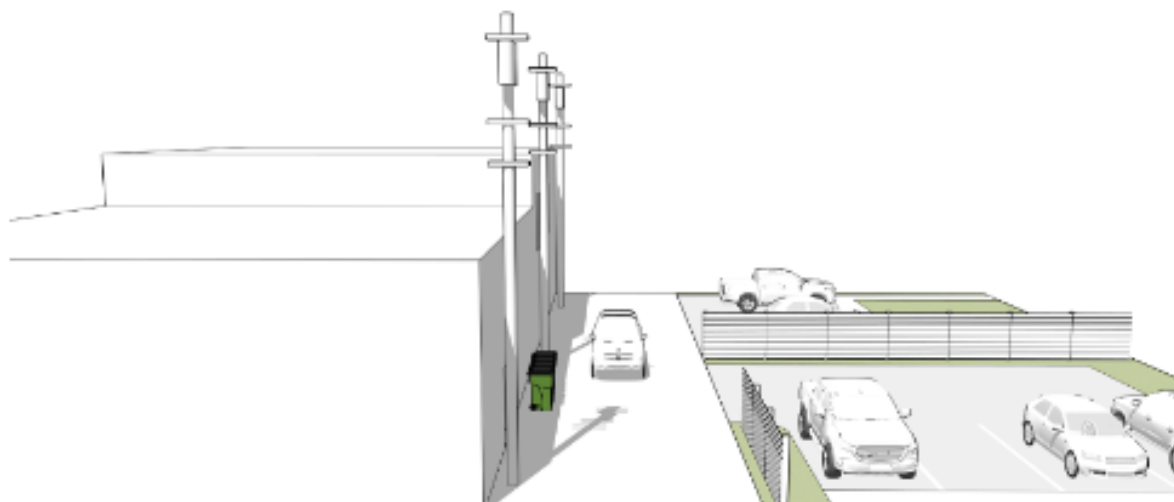
Cross section enhancements and FBC frontage zone requirements represent opportunities for Hwy 101 Gateway Zone and hospital-related redevelopment enhancements.

## STREET CROSS SECTIONS

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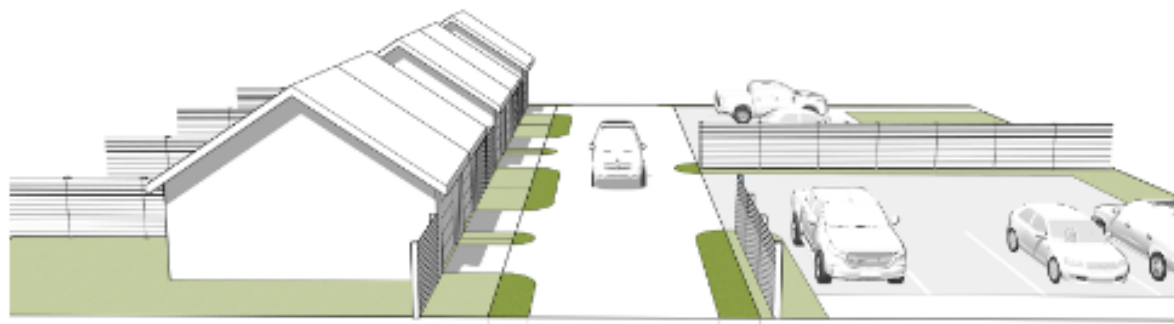
### Commercial Alley

Private or public



### Residential Alley

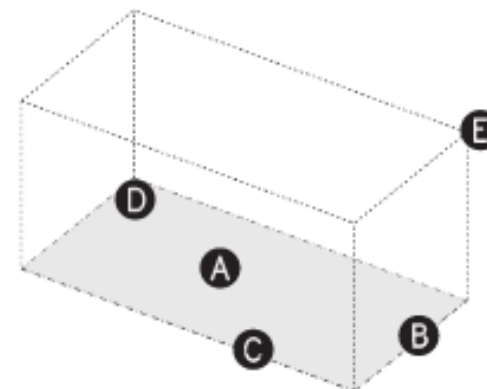
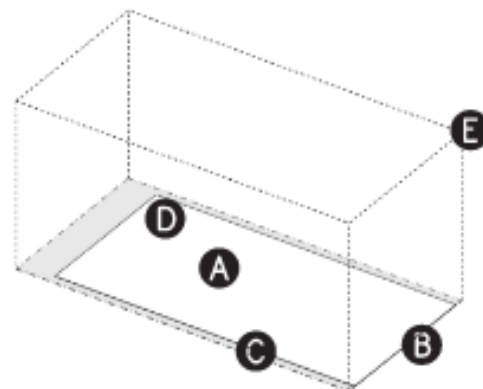
Private or public



## SUMMARY OF BASE ZONE DEVELOPMENT STANDARDS

The base zone development standards will apply to new development along with the new form based standards.

Most lots within the CCARP are zoned C-1, C-3, or P-1. The building envelope standards for these three zones are the same except for a minor difference in lot coverage.



14.13.010 DENSITY LIMITATIONS	C-1 AND C-3	P-1
<b>A</b> Minimum lot size (square feet)	5,000	5,000
<b>B</b> Minimum width (feet)	0	0
<b>C</b> Setbacks – Front and 2nd Front / Side / Rear (feet)	0 / 0 / 0	0 / 0 / 0
<b>D</b> Lot coverage (%)	85-90	100
<b>E</b> Maximum building height (feet)	50	50
Density – Land Area Required per Unit (sq. feet)	1,250 *	1,250 *
*Amend NMC 14.13.020 (Table "A") to permit townhouses on 1,250 sf lots in CCARP C-1, C-3, and P-1-zoned lots <u>except for along Hwy 101, SW 9th, and Hwy 20/Olive St.</u>		



FRONTAGE  
TYPES

BUILD-TO LINE

FRONTAGE  
CATEGORIES

SHOPFRONT



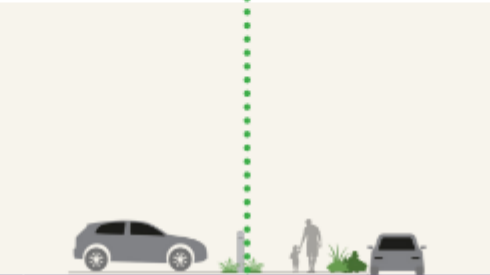
FORECOURT



PORCH-STOOP-  
TERRACE



LANDSCAPE  
FRONTAGE 2



URBAN Frontages

LANDSCAPE Frontages



Shopfront frontage is characterized by a façade that is aligned close to the frontage line with the building entrance at sidewalk grade.



Forecourt frontage is characterized by portions of the façade close to the frontage line alternated by portions of the façade which are set back.

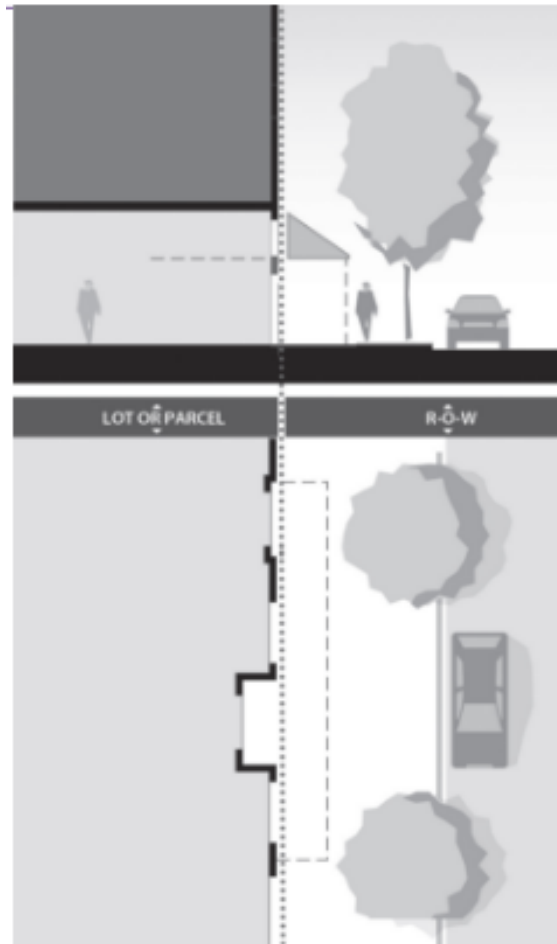


Porch-stoop-terrace frontage is characterized by a façade that is aligned close to the frontage line with the first story set back from the frontage line with a porch, a stoop, or a terrace.



Landscape frontage 2 is characterized by a low wall, fence, and/or vertical landscaping such as a hedge that is aligned with the frontage line.

## FRONTAGE TYPES



### URBAN FRONTAGE – SHOPFRONT

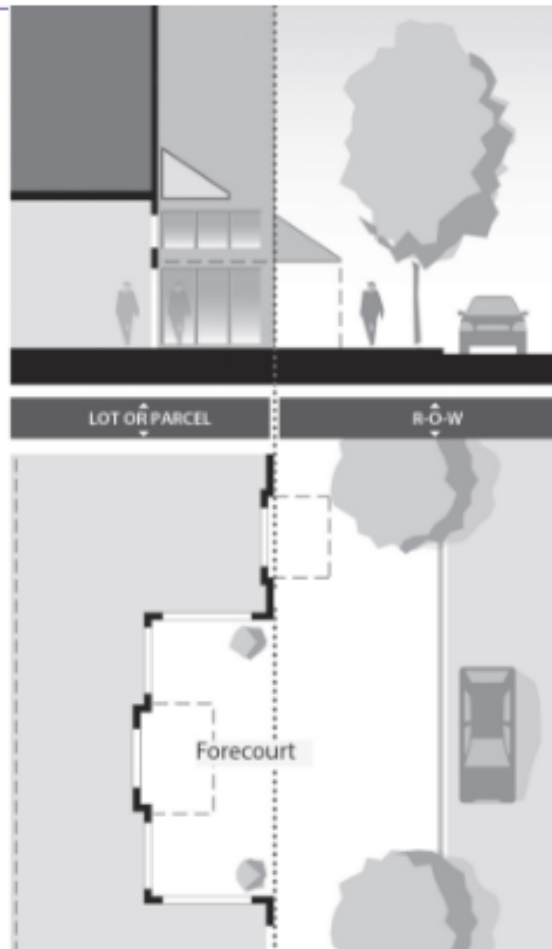
- |          |   |  |
|----------|---|--|
| <b>A</b> | Minimum ground floor height (feet)          | 18   |
| <b>B</b> | Minimum ground floor depth (feet)           | 40   |
| <b>C</b> | Separation of ground floor residential uses | Vertical separation – Distance from ground: Minimum 18 inches; maximum 3 feet;<br>Horizontal separation – Distance from Build To Line: Minimum 3 feet; maximum 15 feet |
| <b>D</b> | Building Setback from Build-to Line (feet)  | 0  |

Retail ready ground floor shall be constructed to meet commercial building standards.

Characterized by a façade that is built up to the Build To Line. The building entrance shall be at sidewalk grade, except where there are ground floor residential uses. Linear Building Frontages have substantial glazing on the ground floor, and, where required, provide awnings or canopies cantilevered over the sidewalk. Building entries must either provide a canopy or awning and/or be recessed behind the front building façade.



## FRONTAGE TYPES



### URBAN FRONTAGE – FORECOURT

- |   |   |   |
|---|---|---|
| A | Minimum ground floor height (feet)          | 18  |
| B | Minimum ground floor depth (feet)           | 40  |
| C | Separation of ground floor residential uses | <p>Vertical separation – Distance from ground: Minimum 18 inches; maximum 3 feet;</p> <p>Horizontal separation – Distance from Build To Line: Minimum 3 feet; maximum 15 feet</p> |
| D | Building Setback from Build-to Line (feet)  | 0   |

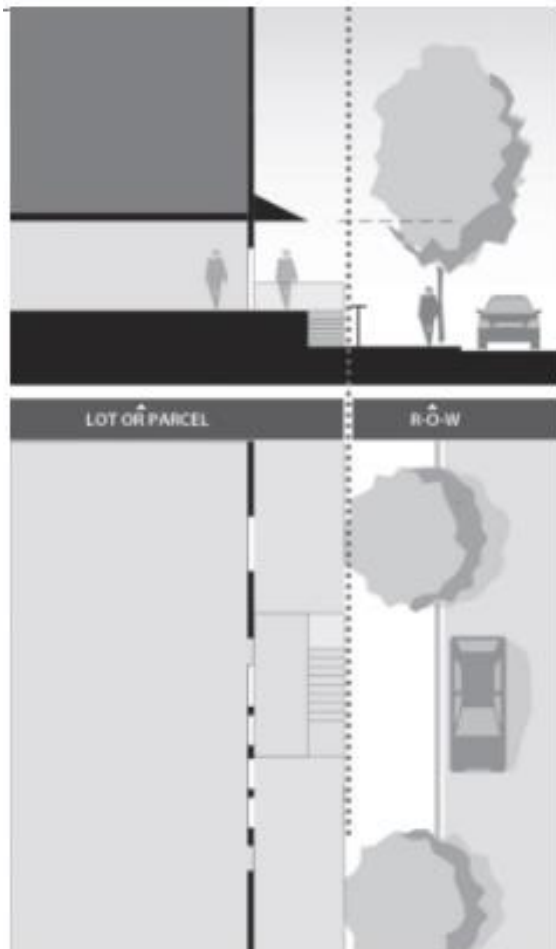
Retail ready ground floor shall be constructed to meet commercial building standards.

Created by recessing a portion of the façade behind the Build To Line. Urban Frontage 2 shall be used in conjunction with the Shopfront Building Frontage. Forecourt Building Frontage is appropriate for commercial or residential uses, outdoor seating, and hardscaped plaza and/or landscaped gardens.





## FRONTAGE TYPES



### URBAN FRONTAGE - RESIDENTIAL PORCH, STOOP, TERRACE

**A** Minimum ground floor height (feet)

9'-10'

Vertical separation - Distance from ground: Minimum 18 inches; maximum 3 feet;  
Horizontal separation - Distance from Build To Line: Minimum 3 feet; maximum 15 feet

**B** Separation of ground floor residential uses

**C** Building Setback from Build-to Line (feet)

0

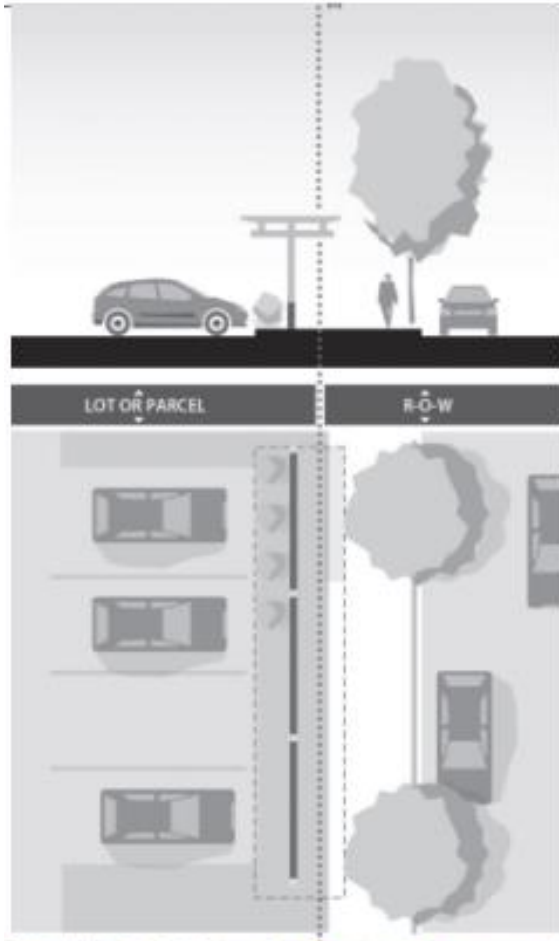
Retail ready ground floor shall be constructed to meet commercial building standards.

Urban Residential Building Frontage is characterized by a façade which is set behind the Build To Line and a building entry threshold, such as a porch or terrace, set between the building and the Build To Line. The threshold may be at the pedestrian sidewalk level, elevated above it, or sunken below it. The residential building entry is accessed from this threshold. Landscaping may be provided in the setback area between the building and the sidewalk. A Porch-Stoop-Terrace Frontage is appropriate for residential uses and service commercial or office uses.





## FRONTAGE TYPES



### LANDSCAPE FRONTAGE 1 - LOW WALL AND TRELLIS

- A** Vertical Landscaping or Structure Setback from Build-to Line, maximum feet

5

- B** Height of Structure or Planting, feet

The underside of the Trellis portion of a Low Wall and Trellis shall be a minimum of 8 feet above grade and a maximum of 14 feet above grade.

The Low Wall portion of a Low Wall and Trellis shall be a minimum of 1.5 feet and a maximum of 3 feet and have a minimum depth of 1.5 feet.

- C** Materials

The Trellis shall be heavy timber or steel (or a similar material) and shall consist of open structure with no decking or awning material.

The Trellis shall have masonry, heavy timber, or steel (or similar metal) supporting columns spaced no more than 30 feet on center.

The Low Wall shall be wood, masonry, and/or concrete.

- D** Openings

Openings in the Low Wall and Trellis are allowed for pedestrian pathways, sidewalks, plazas, and driveways.

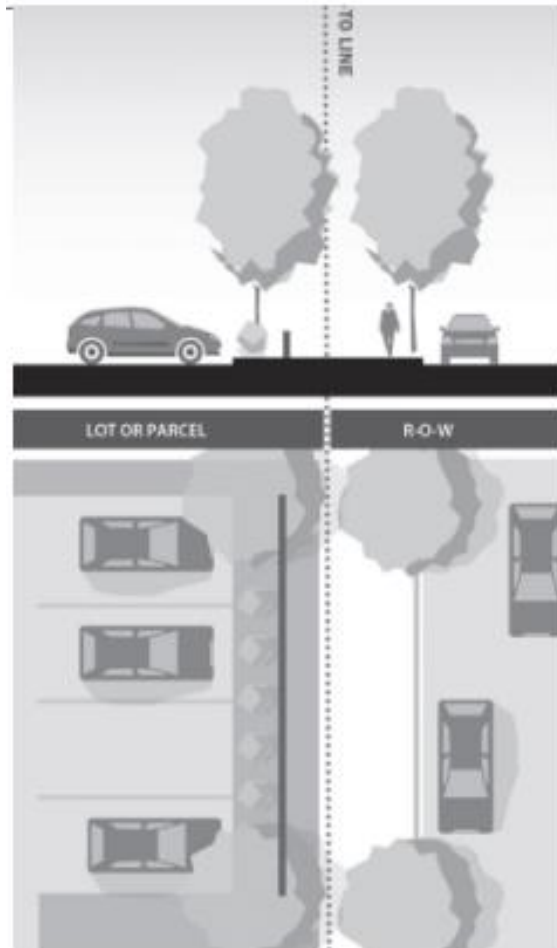
- E** Surface Parking Setback

Surface Parking shall be set back a minimum of 3 feet from the Low Wall and Trellis.

- F** Ground Cover and Planting

The area between the Build-to Line and the Trellis shall be hardscaped with either masonry pavers or stamped concrete. The setback between the Low Wall and surface parking shall be planted with low shrubs, groundcover, and climbing plants.

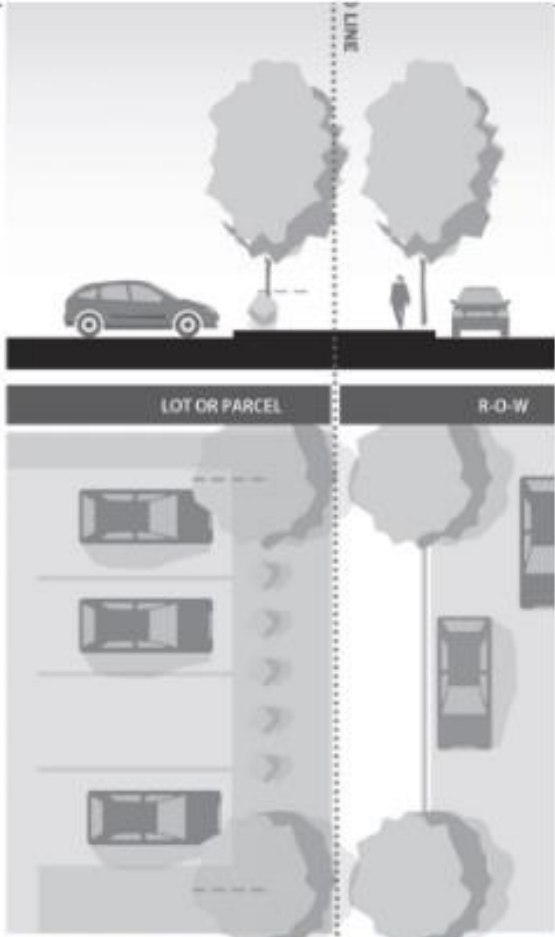
## FRONTAGE TYPES



### LANDSCAPE FRONTAGE 2 – URBAN FENCE OR WALL

- |   |   |
|---|---|
| <b>A</b> Vertical Landscaping or Structure Setback from Build-to Line, maximum feet | 5   |
| <b>B</b> Height of Structure or Planting, feet                                      | The fence or the wall shall be at least 2 feet high and no more than 3 feet high.<br><br>Walls shall be wood masonry, and/or concrete; fences shall be made of wrought iron, steel, or a similar material (but not chain-link) and must be dark in color. Fences may be no more than 50% sight obscuring. |
| <b>C</b> Materials  |   |
| <b>D</b> Openings   | Openings in the Urban Fence or Wall are allowed for pedestrian pathways, sidewalks, plazas, and driveways.  |
| <b>E</b> Surface Parking Setback  | The surface parking area shall be set back, at a minimum, an additional 5 feet to provide room for required landscaping and stormwater infiltration and/or retention.   |
| <b>F</b> Ground Cover and Planting  | In addition to the required fence or wall, trees and shrubs shall be provided. One large tree is required every 30 linear feet minimum. The shrubs shall be at least as high as the wall or fence, and shall be no more than 6 feet high.   |

FRONTAGE TYPES



LANDSCAPED FRONTAGE 3 - LOW HEDGE

- |   |   |
|---|---|
| <b>A</b> Vertical Landscaping or Structure Setback from Build-to Line, minimum feet | 5   |
| <b>B</b> Height of Structure or Planting, feet                                      | The shrubs shall be a minimum of 3 feet high. If a low wall is provided in place of shrubs it shall be a minimum of 3 feet high.<br><br>The surface parking area shall be screened with a continuous row of hedges or shrubs immediately adjacent to the parking area, except where there is a driveway. Shrubs must be mostly opaque year round. A low wall may be substituted for the shrubs but the trees and groundcover plants are still required. |
| <b>C</b> Materials  |   |
| <b>D</b> Openings   | Openings in the Landscape Frontage are allowed for pedestrian pathways, sidewalks, plazas, and driveways.   |
| <b>E</b> Surface Parking Setback  | 10 feet minimum   |
| <b>F</b> Ground Cover and Planting  | In addition to the required shrubs, one large tree is required every 30 linear feet. The shrubs/hedge shall be interrupted with a gap of up to 2 feet wide in order to accommodate trees.   |

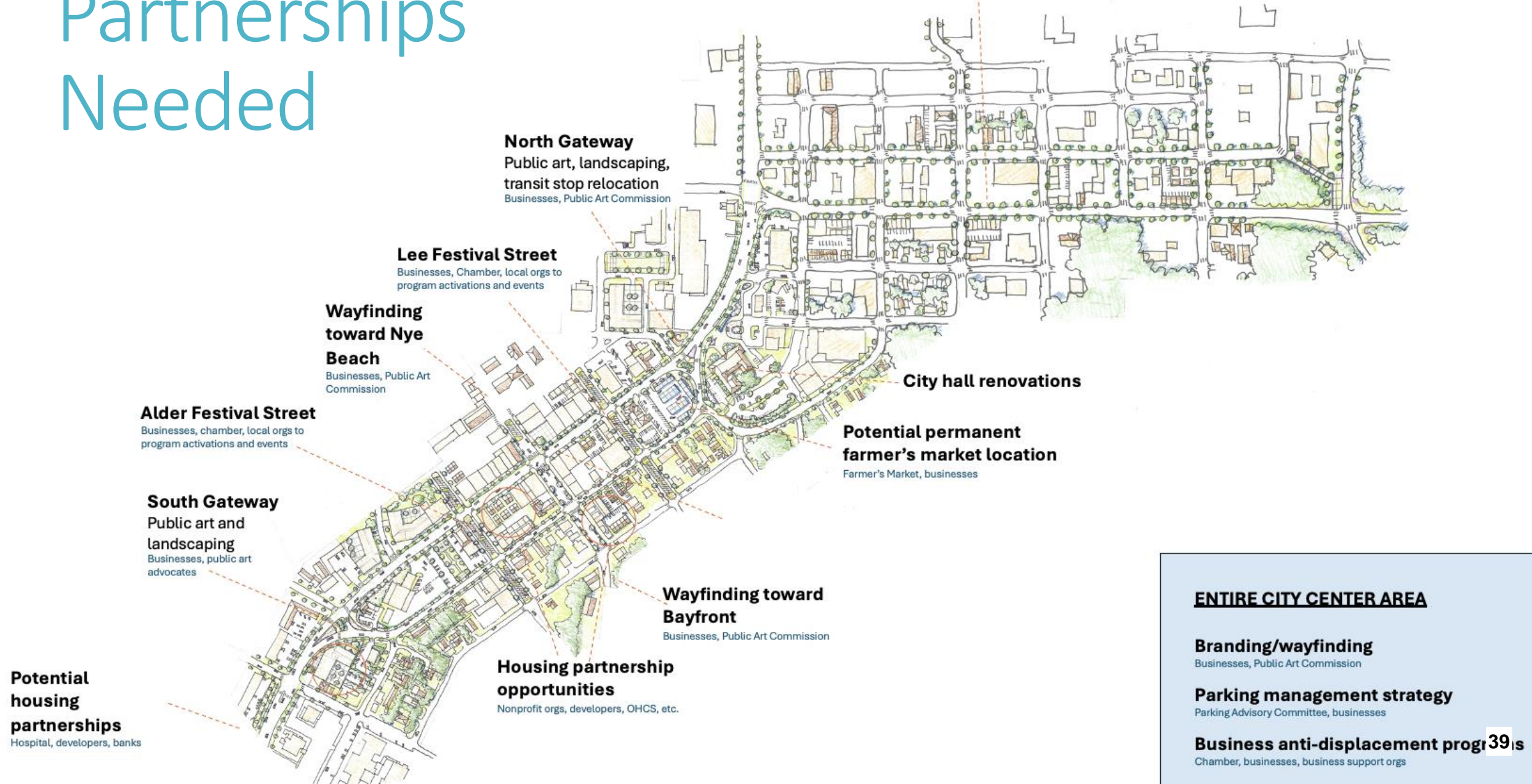
# INVESTMENTS / INCENTIVES PARTNERSHIPS



## Highway 20 Corridor Improvements

Streetscaping, ped/bike enhancements, and a potential gateway plaza

# Partnerships Needed






# TRANSPORTATION


## LEGEND


 Existing Bike Connections

 Proposed Bike Connections


 Key Routes

 Parcel Boundary


 Study Area

 Highway 101 / Highway 20

 Rapid Flashing Beacon (Existing / Potential)

 1 Hospital

 2 City Hall

 3 Bayfront

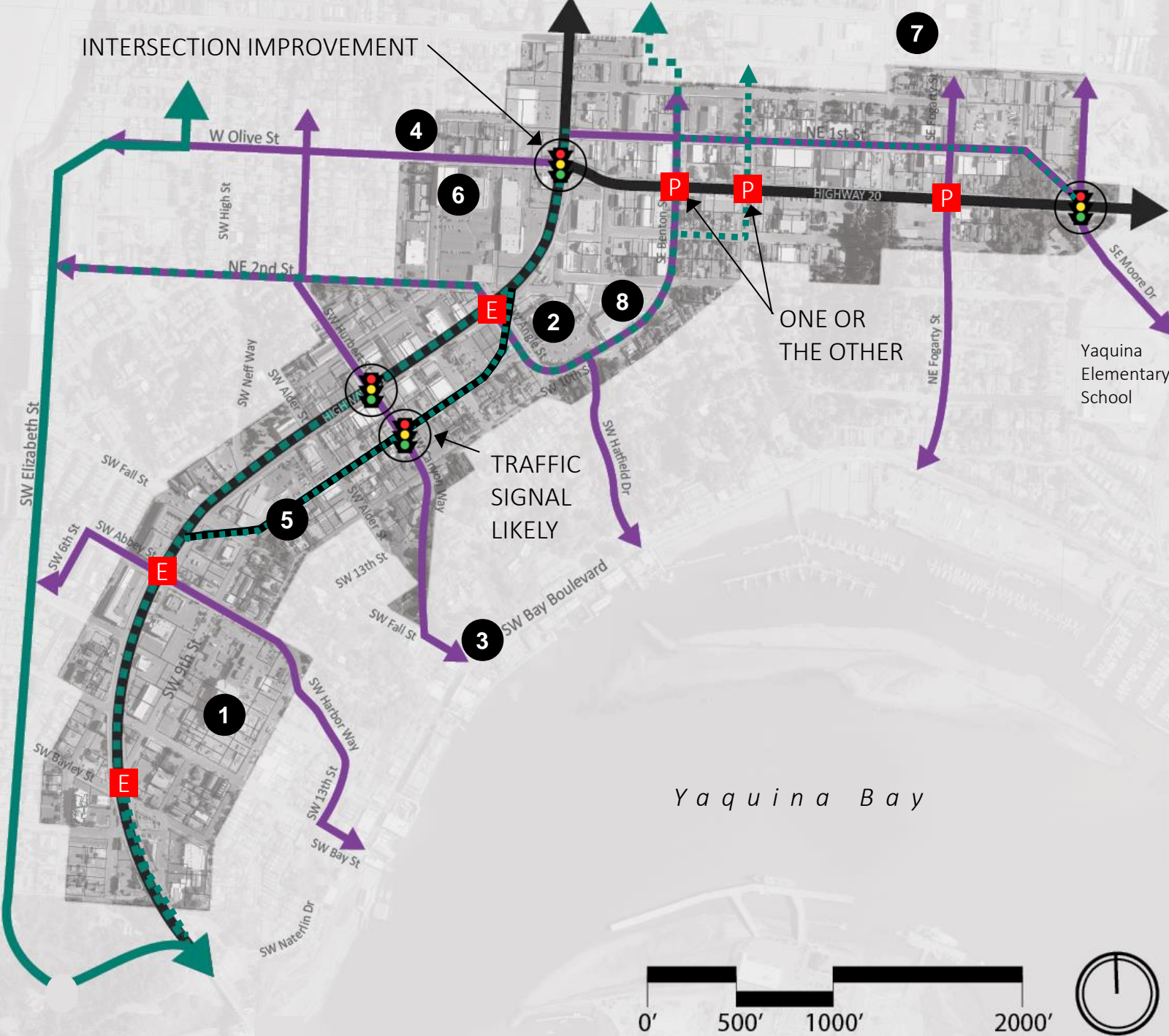
 4 Library

 5 History Museum

 6 Courthouse

 7 High School

 8 Recreation Center



# WAYFINDING



## LEGEND

- Wayfinding Sign
- Gateway Feature
- Directory Sign



# CITY HALL FRONTAGE



Example of Coordinated Street Furnishings



Example of Parking / Market Canopy



## KEY NOTES

- |   |  |   |                    |   |                           |
|---|--|---|--------------------|---|---------------------------|
| 1 | CLOSE SEGMENT OF SW 2 <sup>ND</sup> 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 |



# FOUNDING ROCK PARK EXPANSION



## KEY NOTES

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

# Near-Term Priorities (2026-2027)



## Housing Development & Site Readiness

- Developer contact list; convene roundtable
- Employer-assisted housing outreach
- Explore public-private partnerships & URA predevelopment grants



## Business Support & Activation

- Pilot pop-ups, events, tactical urbanism
- Host business meetups via Chamber
- Draft storefront/tenant improvement grant guidelines



## Farmers Market & Public Spaces

- Engage Farmers Market leadership
- Commission conceptual design & cost estimate



## Public Realm & Identity

- Pilot low-cost beautification
- Explore branding/wayfinding concepts (UO partnership)



## Codes & Parking Strategy

- Zoning for mixed-use/residential
- Form-based code & height/density bonuses
- Reduce parking minimums



## ODOT & Transportation Coordination

- Coordinate w/ODOT on advocacy, scoping, & cost estimates
- Advance grant applications (US 101/20)
- Secure letters of support & local match

# Mid-Term Priorities (2028-2032)



## Housing Development & Site Readiness

- Leverage URA land for mixed-use & housing
- Establish public land sales guidelines
- Prioritize development around hospital, business district, US 20 corridor



## Business Support & Activation

- Launch storefront and tenant grants
- Establish retail partnership network
- Pilot festival street closures/expand temporary activations
- Market vacant sites



## Farmers Market & Public Spaces

- Plan for future of the farmer's market
- Explore multi-use programming
- Integrate w/festival/public space planning



## Public Realm & Identity

- Commission branding and wayfinding plan
- Host community workshops
- Install permanent signage & gateways



## Codes & Parking Strategy

- Monitor code changes and their impact
- Scope parking management study
- Pilot shared or temporary parking strategies



## ODOT & Transportation Coordination

- Support ODOT w/design and funding effort
- Coordinate local infrastructure planning
- Finalize construction & implementation agreements

# NEXT STEPS

# Adoption Schedule

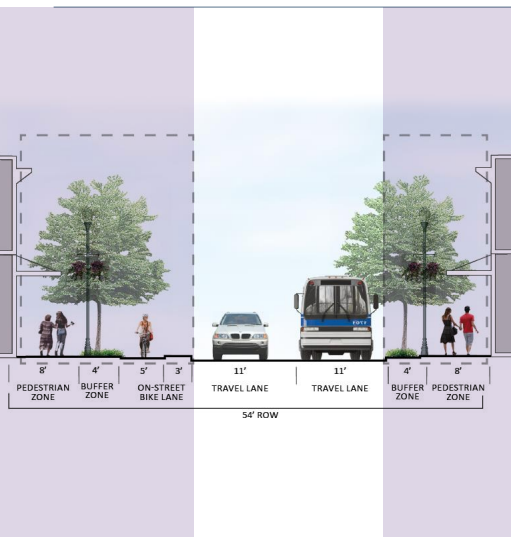




THANK YOU!

# 14.30.020 (B) – City Center Design Review District

## The Newport City Center Revitalization Plan Project: Memo #9 City Center Design District



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## Newport City Center Revitalization Plan Project

Memo #9 | 14.30.020 (B) City Center  
Design Review District Form Based Code

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### Consultant Team

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This Project is partially funded by a grant from the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Transportation and the Oregon Department of Land Conservation and Development. This TGM grant is financed, in part, by federal Fixing America's Surface Transportation Act (FAST Act), local government, and the State of Oregon funds.

The contents of this document do not necessarily reflect views or policies of the State of Oregon.

February 2025

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#### David Evans and Associates Inc.

#### ECOnorthwest

## Introduction

### Newport City Center Revitalization Plan: Memo #9 Objectives

Urbsworks' scope of work for Draft Memorandum #9: Comprehensive Plan and Development Code Amendments, reads:

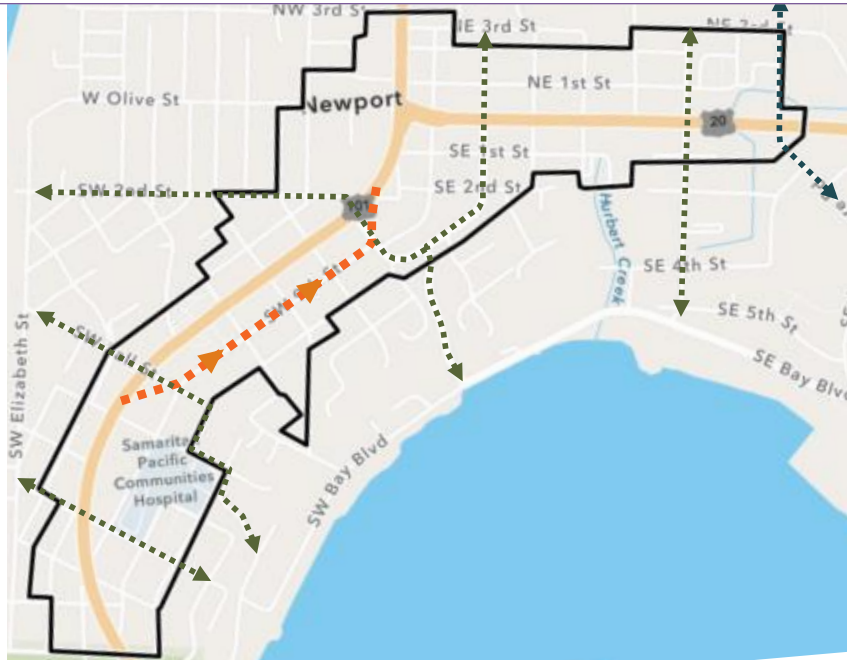
*Subconsultant shall lead the preparation of Draft Memorandum #9 with Comprehensive Plan and Development Code amendments that implement the preferred alternative in Revised Memorandum #4, the public investments in Revised Memorandum #7, and the public-private partnerships in Revised Memorandum #8. Subconsultant shall submit to DEA, and DEA shall provide to City and APM. Comprehensive Plan and Development Code amendments in Draft Memorandum #9 must reflect feedback on conceptual amendments in Memorandum #5 from Joint Planning Commission / City Council Work Session #2. Consultant team shall coordinate with Agency Region 2 Traffic on any aspects of Draft Memorandum #9 that may affect the State highway system.*

*Comprehensive Plan and Development Code amendments in Draft Memorandum #9 must be indicated by underlined text for additions and strikeout text for deletions to City's existing Development Code and related documents.*

## INTRODUCTION

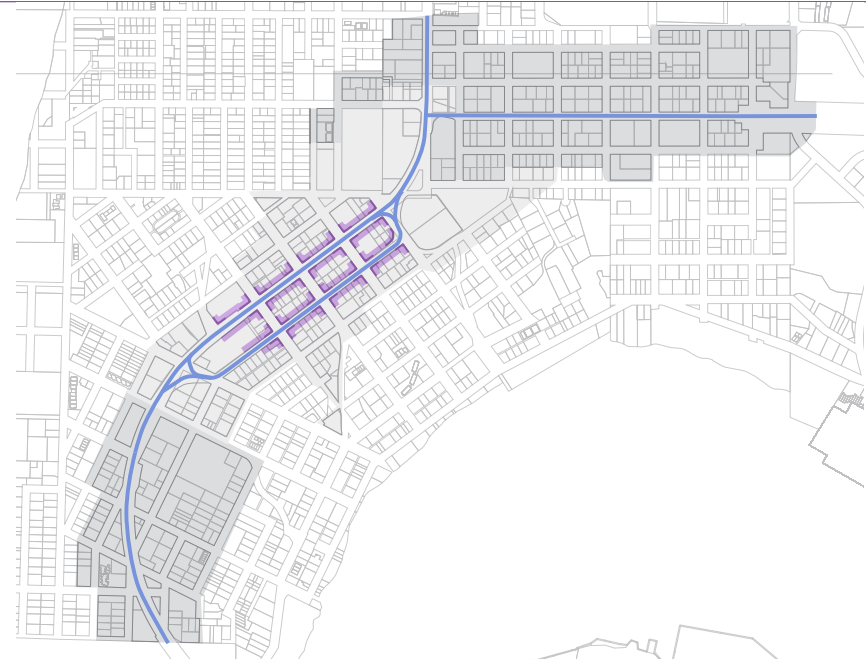






## City Center Design District

This document translates the vision created during the public involvement process into a series of land use, streetscape, and urban design strategies, using a form based approach.



Form based codes (FBCs) are development regulations used by local government agencies that emphasize the physical character of development and deemphasize the categorization of land uses and activities. They provide greater predictability about the look and feel of development and offer developers a clearer understanding of what the community seeks. In return, FBCs can make it easier for citizens to help create the physical development they want, which will more likely lead to their acceptance of development and street designs in their community.

## FORM BASED APPROACH



The new 14.30 City Center Design Review District and amendments to the municipal code, Engineering and Construction Standards Manual, and Comprehensive Plan will:

## FBC Approach

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Promote a “form based” approach that emphasizes building shape, size, and relationship to streets and open spaces and de-emphasizes land use.

---

Use a “Regulating Plan” to translate the CCARP vision into a plan and map of the project area. The regulating plan will show where different development and design standards apply.

---

Utilize clear and objective dimensional standards. An example of a dimensional standard is “front yard setback – 20 feet.”

---

In general, provide as much information in tables as possible to aid clarity of the provisions and use graphics to communicate the intent of the development standards and provisions..

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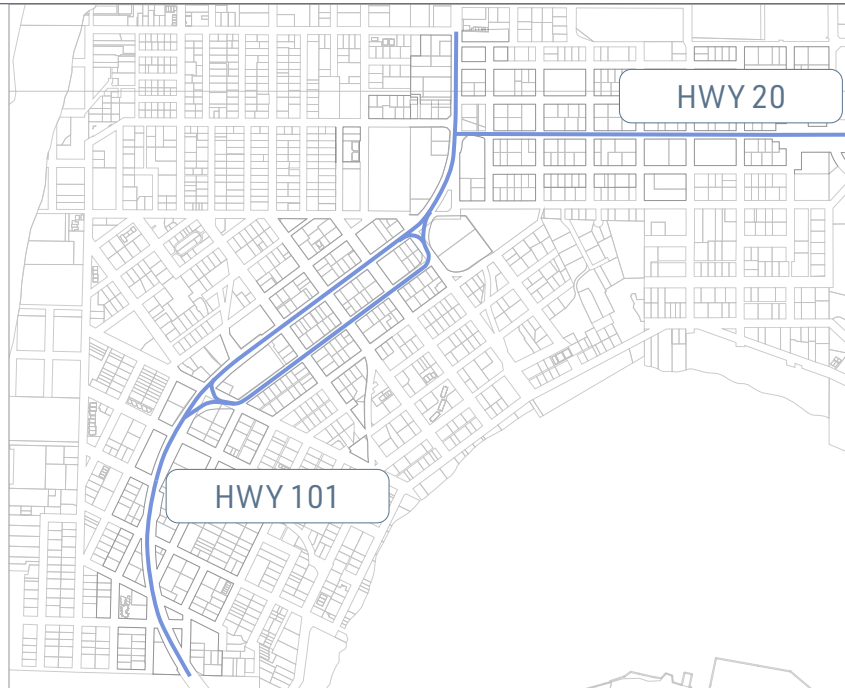
Display development and design standards in tables. The standards in the table will be keyed to the Regulating Plan, Frontage Types, or other diagrams.

---

Provide purpose or intent statements and visual examples to help explain the intended outcome.

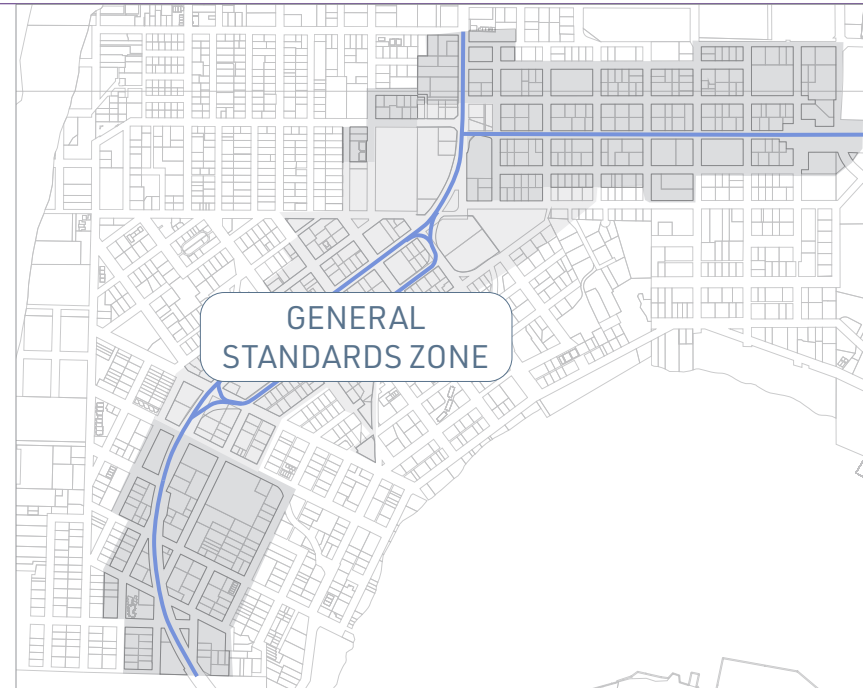
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## APPLICABILITY



Public Realm Standards

Street Cross Sections (Section 04)

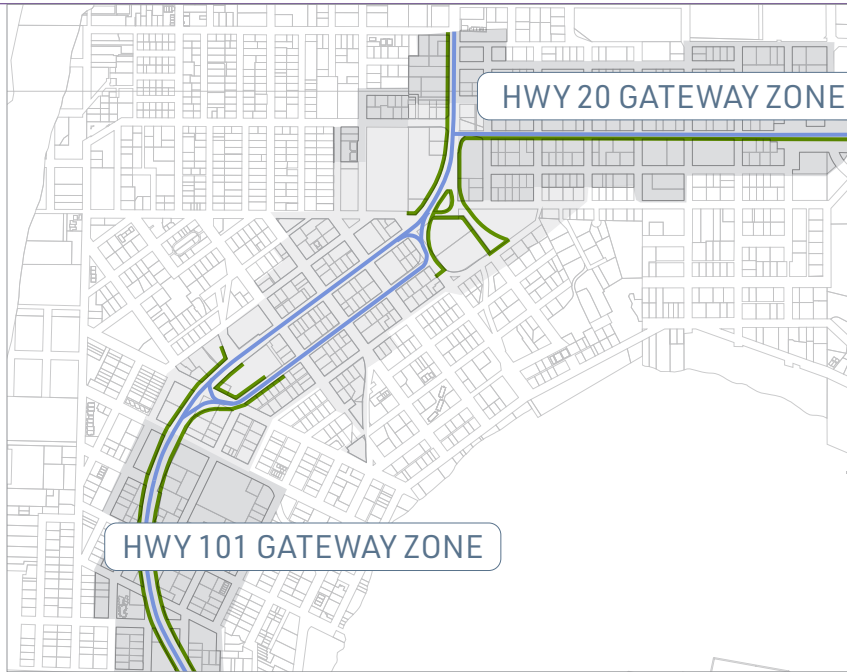


General Standards

Street Cross Sections (Section 04)

General Standards (Section 05)

## APPLICABILITY

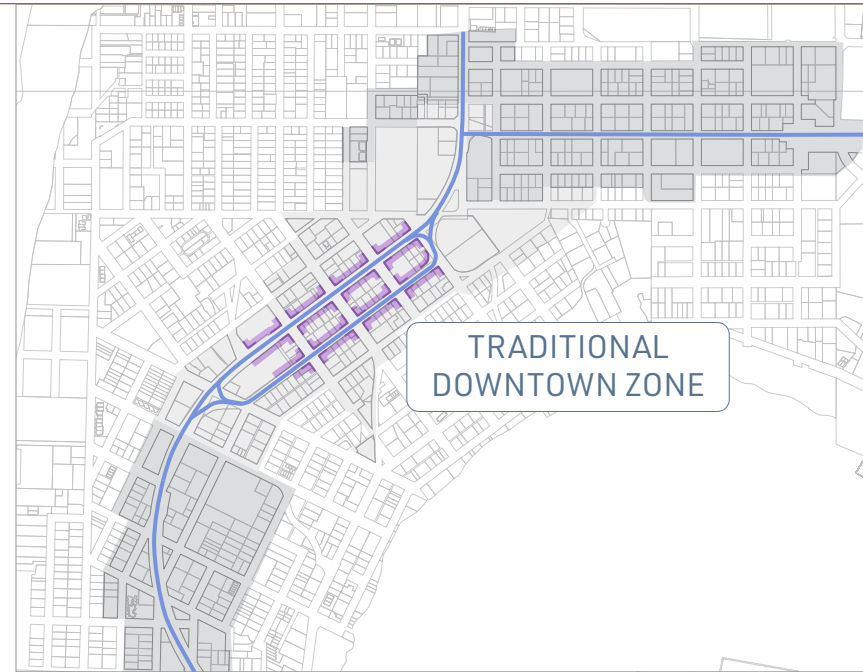


### Gateway Frontage Types

Street Cross Sections (Section 04)

General Standards (Section 05)

Gateway Frontage Types



### Traditional Downtown Frontage Types

Street Cross Sections (Section 04)

General Standards (Section 05)

Gateway Frontage Types (Section 5)

Traditional Downtown Frontage Types (Section 5)



## REGULATING PLAN



## Regulating Plan

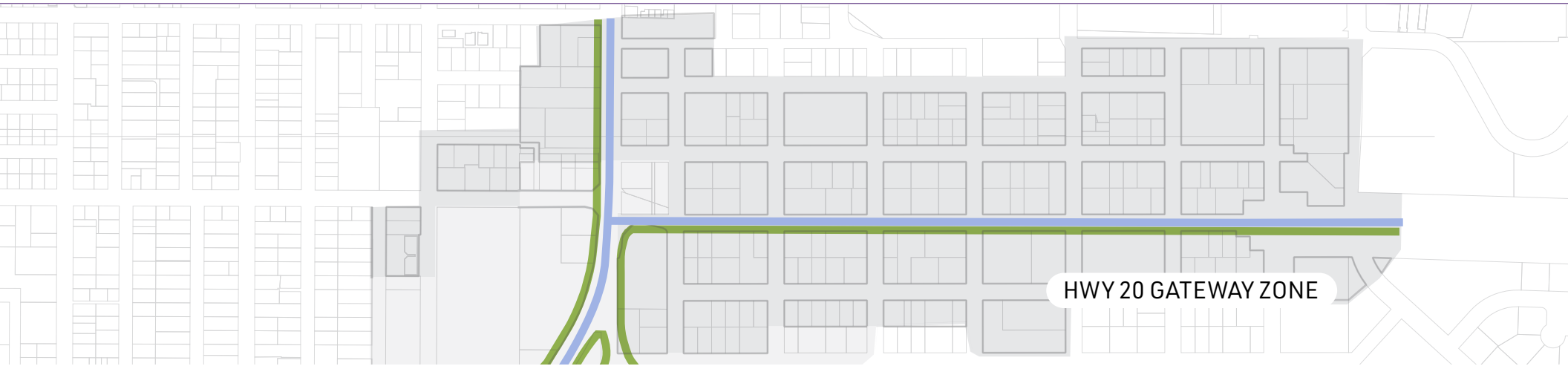
The purpose of the Regulating Plan is to translate the vision created during the public involvement process into an actionable plan and map. Each regulating plan component explains which areas are subject to specific regulations. The regulating plan is a critical tool to inform development of the Newport CCARP Design District and ensure the community vision is realized.

### Regulating Plan Components

The regulating plan identifies mandatory components to be implemented through a combination of private development and public capital improvement projects. It provides flexibility for the Newport CCARP Design District to support a wide range of land uses and development types while ensuring strong connectivity, a form and character that aligns with the surrounding context, and effective placemaking and economic development to complement public investments on Hwy 101, SW 9th Street, and Hwy 20.

The Regulating Plan identifies requirements that are geographically located and apply regardless of the proposed development approach. This plan is supplemented by development standards that vary based on proposed development and land uses.

## HWY 20 GATEWAY ZONE AND HWY 101 GATEWAY ZONE



## HWY 20 GATEWAY ZONE AND HWY 101 GATEWAY ZONE

### LEGEND



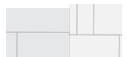
URBAN FRONTAGE REQUIRED



RETAIL OR RETAIL-READY FRONTAGE REQUIREMENT



LANDSCAPE FRONTAGE REQUIRED



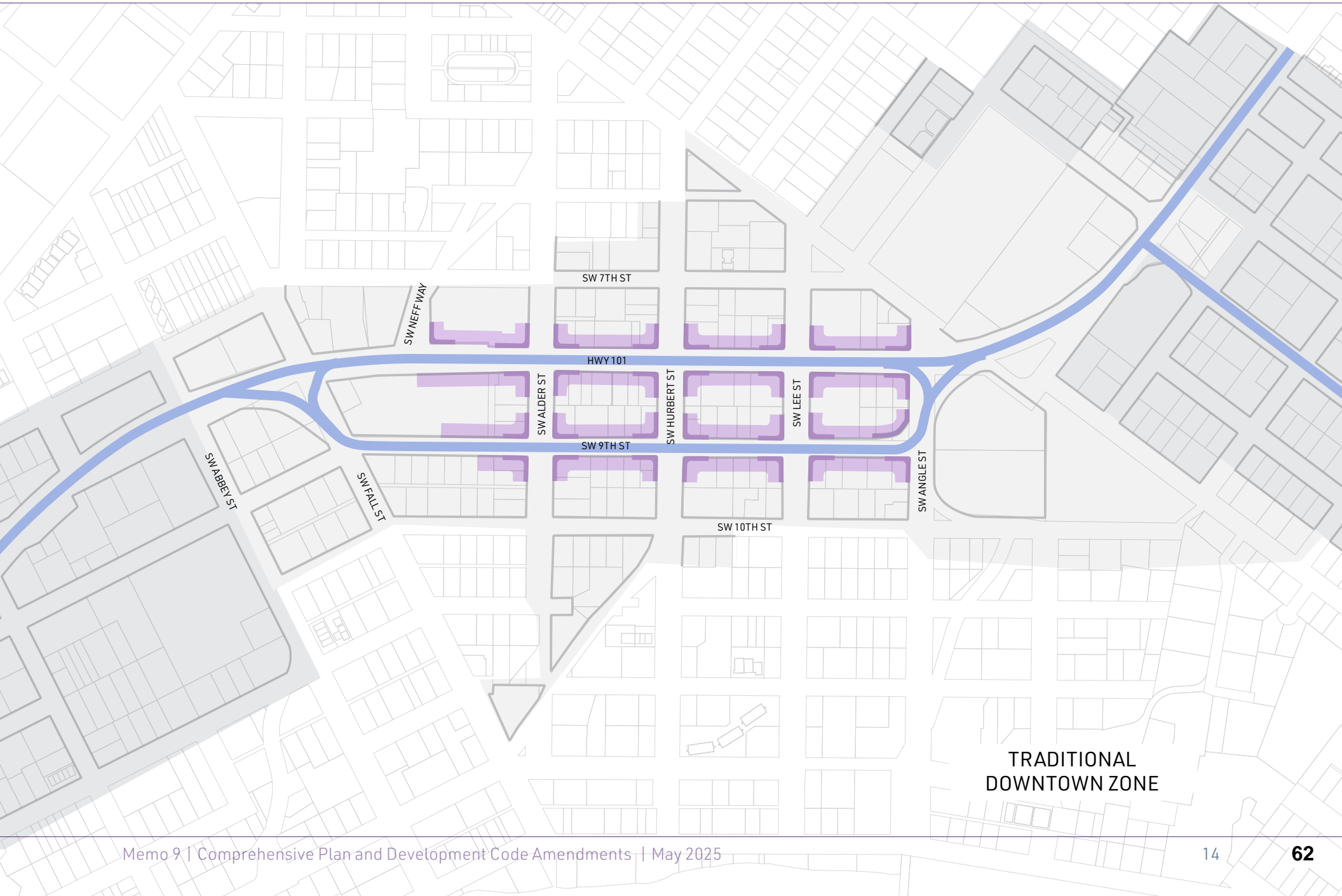
GENERAL STANDARDS APPLY



PRIMARY STREET



TRADITIONAL DOWNTOWN ZONE





## TRADITIONAL DOWNTOWN ZONE

### LEGEND



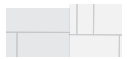
URBAN FRONTAGE REQUIRED



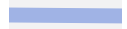
RETAIL OR RETAIL-READY FRONTAGE REQUIREMENT



LANDSCAPE FRONTAGE REQUIRED



GENERAL STANDARDS APPLY



PRIMARY STREET





# 04

## PUBLIC REALM

## APPLICABLE ODOT URBAN BLUEPRINT STANDARDS

## ALIGNMENT WITH ODOT URBAN BLUEPRINT RECOMMENDATIONS

Key | Fixed dimension

	CCARP Core - Traditional Downtown		CCARP Gateway – Urban Mix	
Public Realm Standards	Hwy 101	SW 9 <sup>th</sup> St	Hwy 20 / SW Olive St After development	Hwy 20 / SW Olive St Pre-development
Pedestrian realm (feet)	14 or greater	12 or greater	14 or greater*	12 or greater
Frontage / Pedestrian / Buffer / Curb-gutter (feet)	2 / 8 / 5 / .5	0 / 8 / 4 / 0	1 / 8 / 5 / .5	0 / 8 / 4
Transition realm (feet)	16 (one side) / 8 feet	8 (one side only)	8	none
Bike / Buffer / Parking (feet)	5 / 3 / 8	5 / 3 / 0	0 / 0 / 8	
Travelway realm (feet)	22	22	11 / 16 / 11	36 (w continuous left turn)
Travel lane / Left turn lane and/or Raised Median (feet)	11 / 11	11 / 11		12 / 12 / 12
Totals (feet)	74	54	82	60

## STREET CROSS SECTIONS

### Hwy 101 – Southbound couplet

Traditional Downtown Main Street

Supports residential and retail uses at the ground level.

Aligns with ODOT Blueprint for Urban Design Traditional Downtown / CBD Recommendations.



### SW 9th St. – Northbound couplet

Traditional Downtown Secondary Street

Generally supports residential and some retail uses at the ground level.

Generally aligns with ODOT Blueprint for Urban Design Traditional Downtown / CBD Recommendations.



## STREET CROSS SECTIONS

## Hwy 20 –Olive St.

Improved pedestrian realm supports residential and some retail uses at the ground level.

Street environment and function will be improved with the consolidation of driveways on Olive Street; business access will be relocated to a single, central location on each block face or lot, and on side streets.

Generally aligns with ODOT Blueprint for Urban Design Traditional Downtown / CBD Recommendations.





## STREET CROSS SECTIONS

SW Hurbert St.

Parklet Street





## STREET CROSS SECTIONS

### SW Alder and SW Lee Streets

Festival Street or Plaza Street



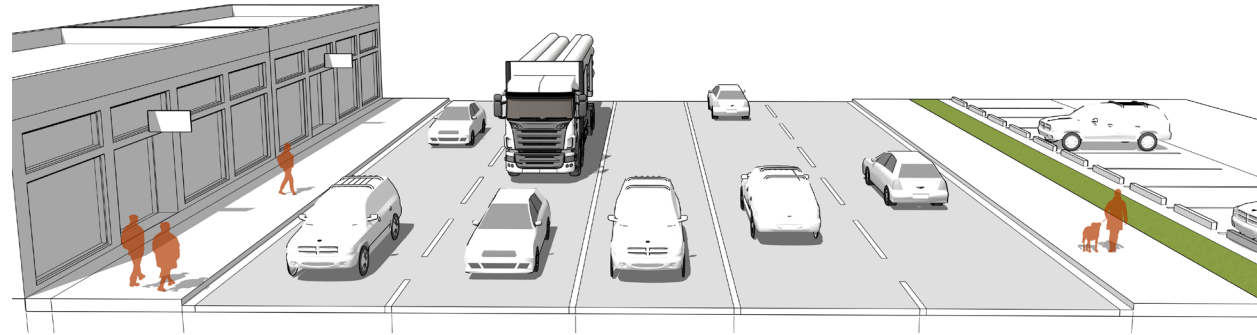
After

## STREET CROSS SECTIONS

### Hwy 101 –South of the couplet

Does not align with ODOT Blueprint for Urban Design Urban Mix recommendations.

Unimproved pedestrian realm and lack of on-street parking does not support retail, however, public realm and development requirements (e.g., FBC frontage types, General Standards) represent significant enhancements to Hwy 101 S.



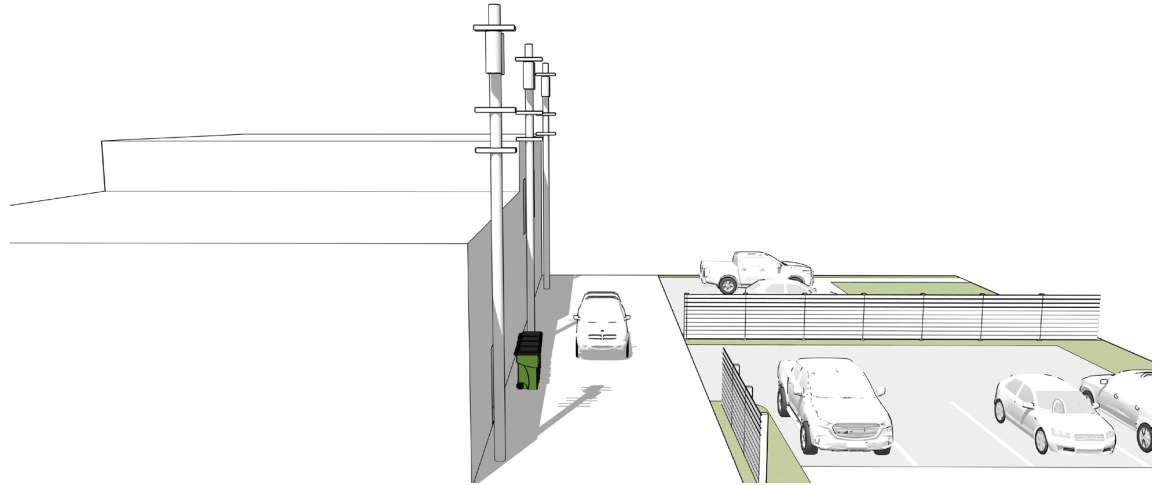
Cross Section showing existing conditions within existing right of way with Landscape Frontage Type applied (right) and General Design Standards applied (left).

Cross section enhancements and FBC frontage zone requirements represent opportunities for Hwy 101 Gateway Zone and hospital-related redevelopment enhancements.

## STREET CROSS SECTIONS

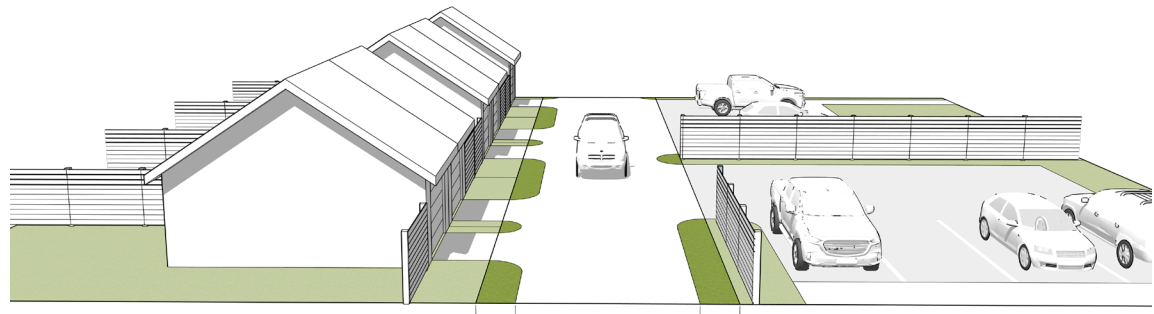
### Commercial Alley

Private or public



### Residential Alley

Private or public





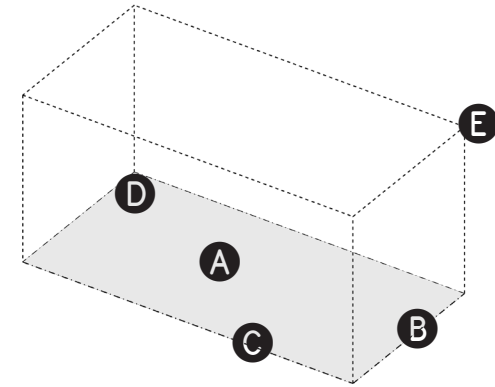
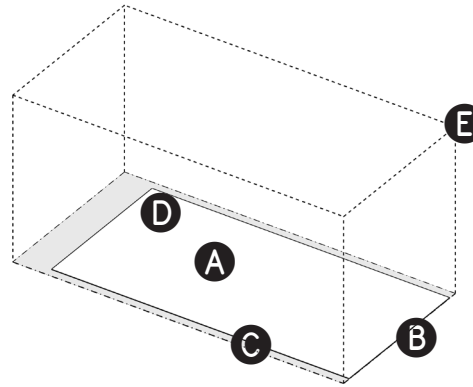
## DEVELOPMENT AND DESIGN STANDARDS



## SUMMARY OF BASE ZONE DEVELOPMENT STANDARDS

The base zone development standards will apply to new development along with the new form based standards.

Most lots within the CCARP are zoned C-1, C-3, or P-1. The building envelope standards for these three zones are the same except for a minor difference in lot coverage.



14.13.010 DENSITY LIMITATIONS	C-1 AND C-3	P-1
<b>A</b> Minimum lot size (square feet)	5,000	5,000
<b>B</b> Minimum width (feet)	0	0
<b>C</b> Setbacks – Front and 2nd Front / Side / Rear (feet)	0 / 0 / 0	0 / 0 / 0
<b>D</b> Lot coverage (%)	85-90	100
<b>E</b> Maximum building height (feet)	50	50
Density – Land Area Required per Unit (sq. feet)	1,250 *	1,250 *
*Amend NMC 14.13.020 (Table "A") to permit townhouses on 1,250 sf lots in CCARP C-1, C-3, and P-1-zoned lots <u>except for along Hwy 101, SW 9th, and Hwy 20/Olive St.</u>		

## GENERAL STANDARDS

## 14.30 City Center Design Review District General Standards

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### 14.30(B) General Standards

#### Section 14.30(B) Purpose

The design standards for the City Center Design Review District require a minimum level of design on every building. These standards are intended to promote district character, attention to detail, human-scale and pedestrian-oriented design, while affording flexibility to use a variety of architectural styles.

City Center development is intended to implement the CCARP community vision and must address the following design objectives:

- Articulation – All street-facing buildings must incorporate design elements that break up façades into smaller planes.
- Eyes on the street – A certain percentage of the area of each street-facing façade must be windows.
- Main entrance – On street-facing façades, at least 1 main entrance must meet standards for location, orientation, and visibility.
- Detailed design – All street-facing buildings must include several features selected from a menu.

## Section 14.30(B) Applicability

Table. Applicability by building type

Design Standard	Applicability				
	Plexes (1-4 units)	Cottage clusters and courtyard apartments	Townhouses	Apartments	Mixed-Use Building or Development
1. Articulation	[2]	[2]	[2]		
2. Windows	[2] [3]	[2] [3]	[2] [3]	[2] [3]	
3. Main entrance	[2] [3]	[2] [3]	[2] [3]		
4. Detailed design	[2]	[2] [3]	[2] [3]		
5. Transitional space	DRAFT				
6. Pedestrian circulation					
7. Off-street parking		[1] [4]	[1] [4]		

[1] Applicable to the entire site



- [2] Applicable to dwellings facing the street
- [3] Applicable to dwellings in a cluster or grouping, either facing a shared open space (e.g. a common courtyard) or a pedestrian path.
- [4] Applicable to clustered parking where parking spaces exceed 4
- [5] Applicable only for additions or new buildings
- [6] Applicable only for new buildings
- [7] Applicable to ground floor dwellings with access from the street or shared open space (e.g. a common courtyard), and access entry door is:
  - (a) Within 10 feet of the street-facing property line, or
  - (b) Within the front yard setback, or
  - (c) Within 10 feet of a shared open space common tract or easement.

---

The design standards in this subsection apply to the types of development listed below when the closest wall of the street-facing façade is within 50 feet of a front or street side lot line.

1. New dwellings.
2. Expansions of structures in that add area to any street-facing façade. The design standards for such expansions are applicable as follows:
  - a. Expansions that add 75 square feet or less of street-facing façade area are exempt from all design standards.
  - b. Expansions that add more than 75 square feet and less than 200 square feet of street-facing façade area are subject to Subsection Section 14.30(B)(1), Eyes on the Street. The expanded façade area must meet the standards of Section 14.30(B)(1), Eyes on the Street, without consideration of the original street-facing façade area.

- c. Expansions that add 200 square feet or more of street-facing façade area are subject to the following design standards:
    - 3. The entire street-facing façade shall comply with Section 14.30(B) P (2) Windows.
    - 4. Section 14.30(B)(3) Main Entrance is applicable if an expansion would create a new main entrance. No expansion shall bring the street-facing façade out of conformance, or further out of conformance if already nonconforming, with the design standard.
    - 5. Section 14.30(B)(1) Articulation is applicable for expansions that add 20 lineal feet or more to the length of the street-facing façade.
    - 6. Section 14.30(B)(4) Detailed Design is not applicable for expansions. However, no expansion shall bring the street-facing façade out of conformance, or further out of conformance if already nonconforming, with the Detailed Design standards.
    - 7. Multiple expansions are allowed within a 5-year period if the street-facing façade will comply with the design standards that would have been applicable if the expansions occurred at the same time.
    - 8. Remodels that convert an attached garage to a habitable residential space. When applicable, the design standards apply only to the street-facing façade of the garage being converted. The following design standards are applicable:
      - a. Section 14.30(B)(3) Main Entrance is applicable if the garage conversion would create a new main entrance. No conversion shall bring the street-facing façade out of conformance, or further out of conformance if already nonconforming, with the design standard.
      - b. Section 14.30(B)(4) Detailed Design is not applicable. However, no conversion shall bring the street-facing façade out of conformance, or further out of conformance if already nonconforming, with the design standard.

### Section 14.30(B) Standards

All buildings that meet the applicability provisions in Section 14.30(B) Applicability shall meet the following design standards. The graphics provided are intended to illustrate how development could comply with these standards and should not be

interpreted as requiring a specific architectural style. An architectural feature may be used to comply with more than one standard.

1. Articulation. All buildings shall incorporate design elements that break up all street-facing façades into smaller planes as follows.
  - a. For buildings with 25 to 50 feet of street frontage, a minimum of 1 of the following elements shall be provided along the street-facing façades.
    - i. A porch at least 5 feet deep.
    - ii. A balcony that is at least 2 feet deep and is accessible from an interior room.
    - iii. A bay window that extends at least 2 feet wide.
    - iv. A section of the façade that is recessed by at least 2 feet deep and 6 feet long.
    - v. A gabled dormer.
  - b. For buildings with over 50 feet of street frontage, at least 1 element in Subsection 4.161(1) i.-v. above shall be provided for every 25 ft of street frontage.
  - c. Elements shall be distributed along the length of the façade so that there are no more than 25 feet between 2 elements.
  - d. For buildings with less than 25 feet of street frontage, the building articulation standard is not applicable.
2. Windows. At least 15% of the area of each street-facing façade must be windows.
  - a. Windows used to meet this standard must be transparent and allow views from the building to the street. Glass blocks and privacy windows in bathrooms do not meet this standard.
  - b. Window area is considered the entire area within the outer window frame, including any interior window grid. Glazed portions of entrance doors count as window area.
  - c. Doors used to meet this standard must face the street or be at an angle of no greater than 45 degrees from the street.

- d. Door area is considered the portion of the door that moves. Door frames do not count toward this standard.
- 3. Main entrance. At least 1 main entrance must meet both of the following standards.
  - a. Be no further than 8 ft behind the longest street-facing wall of the building.
  - b. Face the street, be at an angle of up to 45 degrees from the street, or open onto a porch. If the entrance opens up onto a porch, the porch must meet all of these additional standards.
    - i. Be at least 25 sq ft in area with a minimum 4-ft depth.
    - ii. Have at least 1 porch entry facing the street.
    - iii. Have a roof that is no more than 12 ft above the floor of the porch.
    - iv. Have a roof that covers at least 30% of the porch area.
- 4. Detailed design. All buildings shall include at least 5 of the following features on any street-facing façade.
  - a. Covered porch at least 5 ft deep, as measured horizontally from the face of the main building façade to the edge of the deck, and at least 5 ft wide.
  - b. Recessed entry area at least 2 ft deep, as measured horizontally from the face of the main building façade, and at least 5 ft wide.
  - c. Offset on the building face of at least 16 in from 1 exterior wall surface to the other.
  - d. Dormer that is at least 4 ft wide and integrated into the roof form.
  - e. Roof eaves with a minimum projection of 12 in from the intersection of the roof and the exterior walls.
  - f. Roof line offsets of at least 2 ft from the top surface of 1 roof to the top surface of the other.
  - g. Tile or wood shingle roofs.
  - h. Horizontal lap siding between 3 to 7 in wide (the visible portion once installed). The siding material may be wood, fiber-cement, or vinyl.



- i. Brick, cedar shingles, stucco, or other similar decorative materials covering at least 40% of the street-facing façade.
  - j. Gable roof, hip roof, or gambrel roof design.
  - k. Window trim around all windows at least 3 in wide and 5/8 in deep.
  - l. Window recesses, in all windows, of at least 3 in as measured horizontally from the face of the building façade.
  - m. Balcony that is at least 3 ft deep, 5 ft wide, and accessible from an interior room. For Townhouses this standard is 2 ft deep and 4 ft wide.
  - n. One roof pitch of at least 500 sq ft in area that is sloped to face the southern sky and has its eave line oriented within 30 degrees of the true north/south axis.
  - o. Bay window at least 2 ft deep and 5 ft long. For Townhouses this standard is 2 ft deep by 4 ft wide.
  - p. Attached garage width, as measured between the inside of the garage door frame, of 35% or less of the length of the street-facing façade.
  - q. For Townhouses, balconies and bay windows may encroach into a required setback area.
5. Transitional space. Ground floor dwellings which have their entry access from the street or a shared open space (e.g. a common courtyard) must include an area of transition between the public realm of the right-of-way (or tract or easement). The standards below apply when the private dwelling entry access door is within 10 feet of the street-facing property line; within the front yard setback, or within 10 feet of a shared open space common tract. The transitional space between the public realm and the entry door may be either vertical or horizontal, as described below.
- a. A vertical transition must be an uncovered flight of stairs that leads to the front door or front porch of the dwelling. The stairs must rise at least 3 ft, and not more than 8 ft, from grade. The flight of stairs may encroach into the required front yard, and the bottom step must be at least 4 ft from the front lot line.

- b. A horizontal transition shall be a covered porch with a depth of at least 6 ft. The porch may encroach into the required front yard, but it must be at least 4 ft from the front lot line.
- 6. Pedestrian circulation. The on-site pedestrian circulation system must include the following:
  - a. Continuous connections between the primary buildings, streets abutting the site, ground level entrances, common buildings, common open space, and vehicle and bicycle parking areas.
  - b. At least 1 pedestrian connection to an abutting street frontage for each 200 linear ft of street frontage.
  - c. Pedestrian walkways must be separated from vehicle parking and maneuvering areas by physical barriers such as planter strips, raised curbs, or bollards.
  - d. Walkways must be constructed with a hard surface material, must be permeable for stormwater, and must be no less than 3 ft wide. If adjacent to a parking area where vehicles will overhang the walkway, a 7-ft-wide walkway must be provided. The walkways must be separated from parking areas and internal driveways using curbing, landscaping, or distinctive paving materials.
- 7. Off-street parking.
  - a. Off-street parking may be arranged in clusters, subject to the following standards:
    - i. Cottage cluster projects with fewer than 16 cottages are permitted parking clusters of not more than five (5) contiguous spaces.
    - ii. Cottage cluster projects with 16 cottages or more are permitted parking clusters of not more than eight (8) contiguous spaces.
    - iii. Parking clusters must be separated from other spaces by at least four (4) feet of landscaping.
  - b. Clustered parking areas may be covered.
  - c. Off-street parking spaces and vehicle maneuvering areas must not be located:
    - i. Within of 20 feet from any street property line, except alley property lines;

- ii. Between a street property line and the front façade of cottages located closest to the street property line. This standard does not apply to alleys.
- d. Off-street parking spaces must not be located within 10 feet of any other property line, except alley property lines. Driveways and drive aisles are permitted within 10 feet of other property lines.
- e. Landscaping, fencing, or walls at least three feet tall must separate clustered parking areas and parking structures from common courtyards and public streets.
- f. Garages and carports (whether shared or individual) must not abut common courtyards.
- g. Individual attached garages up to 200 square feet must be exempted from the calculation of maximum building footprint for cottages.
- h. Individual detached garages must not exceed 400 square feet in floor area.
- i. Garage doors for attached and detached individual garages must not exceed 20 feet in width.

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FRONTAGE  
TYPES

FRONTAGE  
CATEGORIES

SHOPFRONT



FORECOURT



PORCH-STOOP-  
TERRACE



LANDSCAPE  
FRONTAGE 2



URBAN Frontages

LANDSCAPE Frontages



## EXAMPLES



Shopfront frontage is characterized by a façade that is aligned close to the frontage line with the building entrance at sidewalk grade.



Forecourt frontage is characterized by portions of the façade close to the frontage line alternated by portions of the façade which are set back.

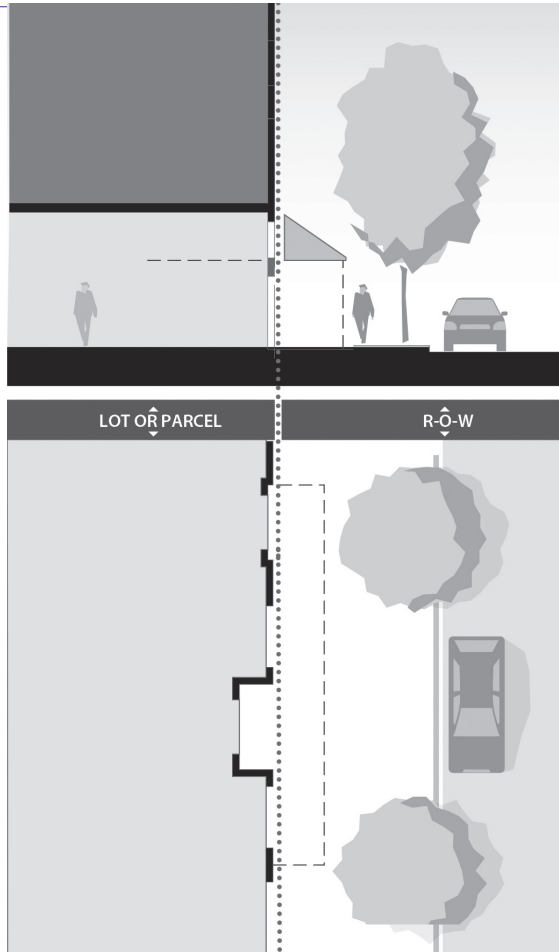


Porch-stoop-terrace frontage is characterized by a façade that is aligned close to the frontage line with the first story set back from the frontage line with a porch, a stoop, or a terrace.



Landscape frontage 2 is characterized by a low wall, fence, and/or vertical landscaping such as a hedge that is aligned with the frontage line.

## FRONTAGE TYPES



### URBAN FRONTAGE – SHOPFRONT

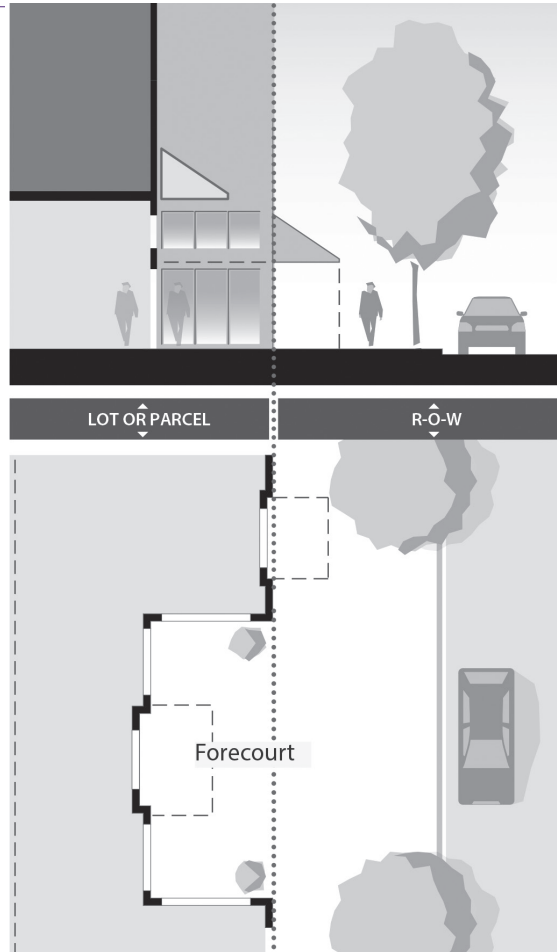
- |          |   |  |
|----------|---|--|
| <b>A</b> | Minimum ground floor height (feet)          | 18   |
| <b>B</b> | Minimum ground floor depth (feet)           | 40   |
| <b>C</b> | Separation of ground floor residential uses | Vertical separation – Distance from ground: Minimum 18 inches; maximum 3 feet;<br>Horizontal separation – Distance from Build To Line: Minimum 3 feet; maximum 15 feet |
| <b>D</b> | Building Setback from Build-to Line (feet)  | 0  |

Retail ready ground floor shall be constructed to meet commercial building standards.

Characterized by a façade that is built up to the Build To Line. The building entrance shall be at sidewalk grade, except where there are ground floor residential uses. Linear Building Frontages have substantial glazing on the ground floor, and, where required, provide awnings or canopies cantilevered over the sidewalk. Building entries must either provide a canopy or awning and/or be recessed behind the front building façade.



## FRONTAGE TYPES



### URBAN FRONTAGE - FORECOURT

<b>A</b>	Minimum ground floor height (feet)	18
<b>B</b>	Minimum ground floor depth (feet)	40
<b>C</b>	Separation of ground floor residential uses	Vertical separation – Distance from ground: Minimum 18 inches; maximum 3 feet; Horizontal separation – Distance from Build To Line: Minimum 3 feet; maximum 15 feet
<b>D</b>	Building Setback from Build-to Line (feet)	0

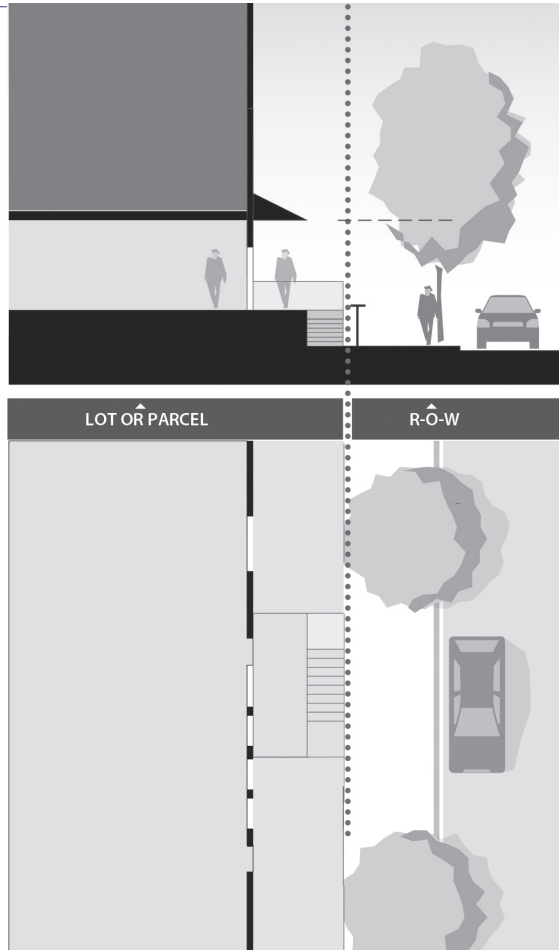
Retail ready ground floor shall be constructed to meet commercial building standards.

Created by recessing a portion of the façade behind the Build To Line. Urban Frontage 2 shall be used in conjunction with the Shopfront Building Frontage. Forecourt Building Frontage is appropriate for commercial or residential uses, outdoor seating, and hardscaped plaza and/or landscaped gardens.





## FRONTAGE TYPES



### URBAN FRONTAGE – RESIDENTIAL PORCH, STOOP, TERRACE

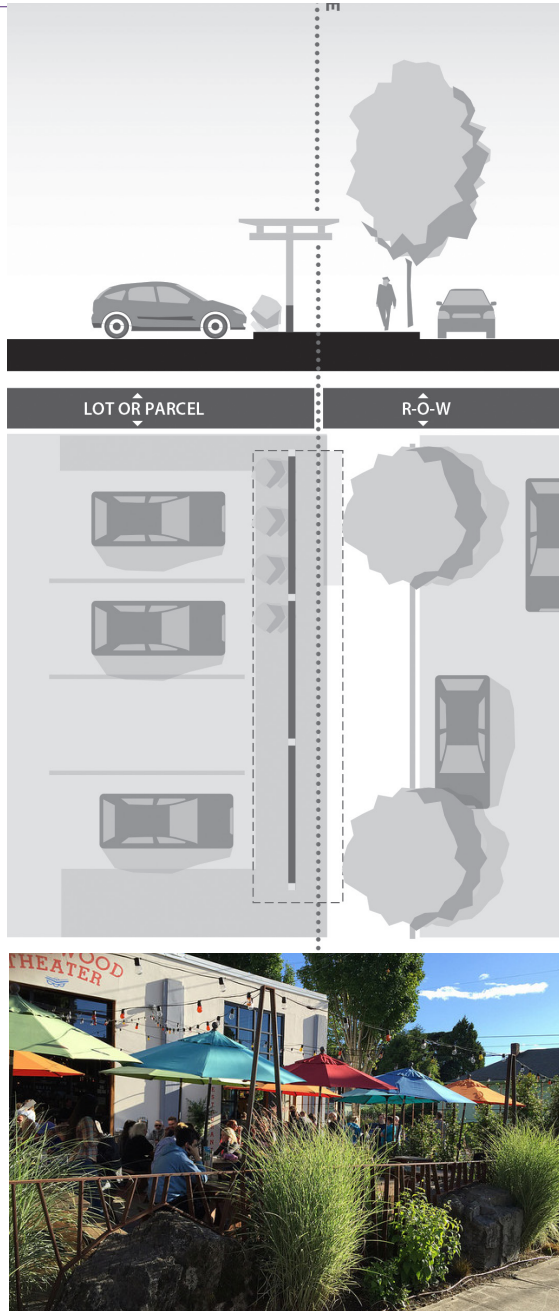
<b>A</b>	Minimum ground floor height (feet)	18
<b>B</b>	Separation of ground floor residential uses	Vertical separation – Distance from ground: Minimum 18 inches; maximum 3 feet; Horizontal separation – Distance from Build To Line: Minimum 3 feet; maximum 15 feet
<b>C</b>	Building Setback from Build-to Line (feet)	0

Retail ready ground floor shall be constructed to meet commercial building standards.

Urban Residential Building Frontage is characterized by a façade which is set behind the Build To Line and a building entry threshold, such as a porch or terrace, set between the building and the Build To Line. The threshold may be at the pedestrian sidewalk level, elevated above it, or sunken below it. The residential building entry is accessed from this threshold. Landscaping may be provided in the setback area between the building and the sidewalk. A Porch-Stoop-Terrace Frontage is appropriate for residential uses and service commercial or office uses.



## FRONTAGE TYPES



### LANDSCAPE FRONTAGE 1 – LOW WALL AND TRELLIS

**A** Vertical Landscaping or Structure Setback from Build-to Line, maximum feet

5

**B** Height of Structure or Planting, feet

The underside of the Trellis portion of a Low Wall and Trellis shall be a minimum of 8 feet above grade and a maximum of 14 feet above grade. The Low Wall portion of a Low Wall and Trellis shall be a minimum of 1.5 feet and a maximum of 3 feet and have a minimum depth of 1.5 feet.

**C** Materials

The Trellis shall be heavy timber or steel (or a similar material) and shall consist of open structure with no decking or awning material. The Trellis shall have masonry, heavy timber, or steel (or similar metal) supporting columns spaced no more than 30 feet on center. The Low Wall shall be wood, masonry, and/or concrete.

**D** Openings

Openings in the Low Wall and Trellis are allowed for pedestrian pathways, sidewalks, plazas, and driveways.

**E** Surface Parking Setback

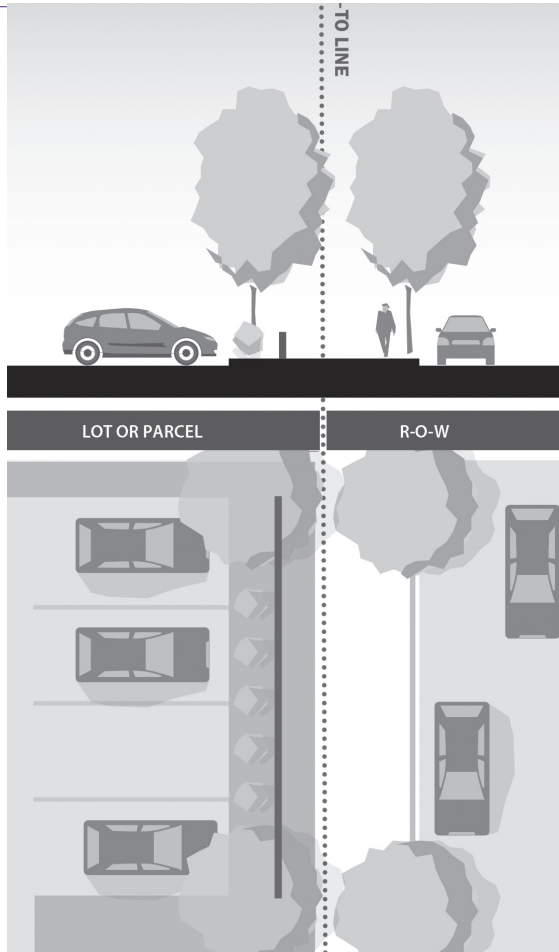
Surface Parking shall be set back a minimum of 3 feet from the Low Wall and Trellis.

**F** Ground Cover and Planting

The area between the Build-to Line and the Trellis shall be hardscaped with either masonry pavers or stamped concrete. The setback between the Low Wall and surface parking shall be planted with low shrubs, groundcover, and climbing plants.



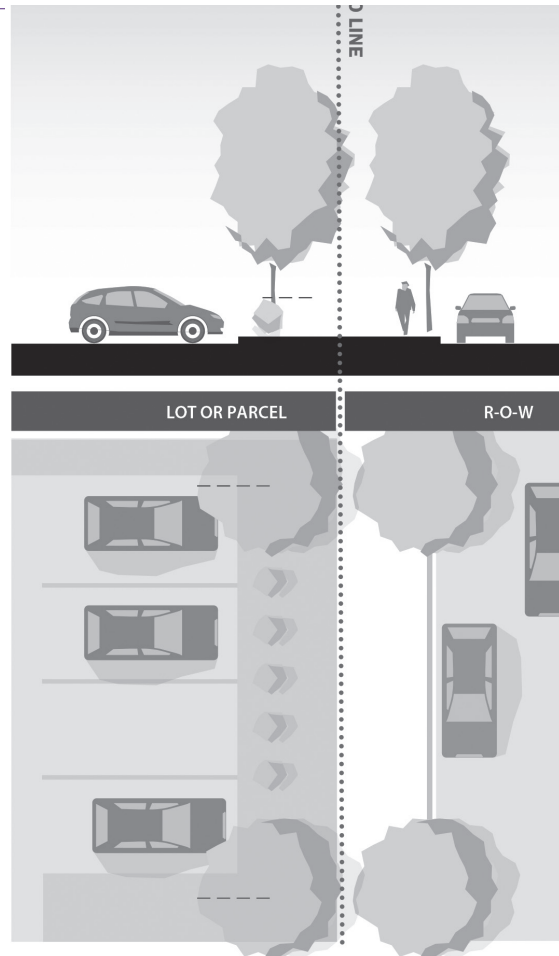
## FRONTAGE TYPES



### LANDSCAPE FRONTAGE 2 – URBAN FENCE OR WALL

- |   |   |
|---|---|
| <b>A</b> Vertical Landscaping or Structure Setback from Build-to Line, maximum feet | 5   |
| <b>B</b> Height of Structure or Planting, feet                                      | The fence or the wall shall be at least 2 feet high and no more than 3 feet high.   |
| <b>C</b> Materials  | Walls shall be wood masonry, and/or concrete; fences shall be made of wrought iron, steel, or a similar material (but not chain-link) and must be dark in color. Fences may be no more than 50% sight obscuring.                          |
| <b>D</b> Openings   | Openings in the Urban Fence or Wall are allowed for pedestrian pathways, sidewalks, plazas, and driveways.  |
| <b>E</b> Surface Parking Setback  | The surface parking area shall be set back, at a minimum, an additional 5 feet to provide room for required landscaping and stormwater infiltration and/or retention.   |
| <b>F</b> Ground Cover and Planting  | In addition to the required fence or wall, trees and shrubs shall be provided. One large tree is required every 30 linear feet minimum. The shrubs shall be at least as high as the wall or fence, and shall be no more than 6 feet high. |

## FRONTAGE TYPES



### LANDSCAPED FRONTAGE 3 - LOW HEDGE

- |   |  |
|---|--|
| <b>A</b> Vertical Landscaping or Structure Setback from Build-to Line, minimum feet | 5  |
| <b>B</b> Height of Structure or Planting, feet                                      | <p>The shrubs shall be a minimum of 3 feet high. If a low wall is provided in place of shrubs it shall be a minimum of 3 feet high.</p> <p>The surface parking area shall be screened with a continuous row of hedges or shrubs immediately adjacent to the parking area, except where there is a driveway. Shrubs must be mostly opaque year round. A low wall may be substituted for the shrubs but the trees and groundcover plants are still required.</p> |
| <b>C</b> Materials  |  |
| <b>D</b> Openings   | <p>Openings in the Landscape Frontage are allowed for pedestrian pathways, sidewalks, plazas, and driveways.</p>   |
| <b>E</b> Surface Parking Setback  | 10 feet minimum  |
| <b>F</b> Ground Cover and Planting  | <p>In addition to the required shrubs, one large tree is required every 30 linear feet. The shrubs/hedge shall be interrupted with a gap of up to 2 feet wide in order to accommodate trees.</p>   |



# 07

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## References





### Traditional Downtown/CBD

Table 3-11 provides design guidance for the respective design elements for ODOT roadways through the Traditional Downtown/CBD context. With this design approach, the goal is to design roadways in the Traditional Downtown/CBD context for a target speed of 20-25 mph. Figure 3-8 illustrates various cross section scenarios for how the design elements within this type of context may be arranged.

Table 3-11: Design Element Recommendations for Traditional Downtown/CBD

	Design Element	Guidance
Pedestrian Realm	Frontage Zone	4' to 2'
	Pedestrian Zone	10' to 8'
	Buffer Zone	6' to 0'
	Curb/Gutter <sup>1</sup>	2' to 0.5'
Transition Realm <sup>6</sup>	Separated Bicycle Lane (Curb Constrained Facility) <sup>2</sup>	8' to 7'
	On-Street Bicycle Lane (not including Buffer) <sup>2</sup>	6' to 5'
	Bicycle/Street Buffer <sup>2</sup>	3' to 2'
	Right Side Shoulder (if travel lane directly adjacent to curb) <sup>3,5</sup>	2' to 0'
Travelway Realm <sup>5</sup>	On-Street Parking	7' to 8'
	Travel Lane <sup>4,5</sup>	11'
	Right Turn Lane (including Shy Distances)	11' to 12'
	Left Turn Lane <sup>4</sup>	11'
	Left Side / Right Side Shy Distance	1' to 0'
	Two-Way-Left-Turn Lane	11' to 12'
	Raised Median – No Turn Lane (including Shy Distances)	8' to 11'
	Left-Turn Lane with Raised Curb Median/separator (includes 16" separator & Shy Distances)	12' to 14'

<sup>1</sup> Where curb and gutter is used and on-street parking is provided or travel lane is directly adjacent to curb, gutter pan should be included in shoulder/shy or on-street parking measurement. Gutter pan should be included in travel lane, bicycle lane or turn lane measurements only where a smooth transition from gutter pan to roadway surface is provided.

<sup>2</sup> Refer to Bicycle Facility Selection process (Section 3.2.2) to determine appropriate bicycle facility type. Consider raised bicycle lanes where appropriate. 5-foot on-street bicycle lane is allowed only with a street buffer. When a raised buffer is used to protect the bicycle lane, the width should be 6' if parking is adjacent or if signs or other features are anticipated.

<sup>3</sup> Overall shoulder width depends on other section elements. Elimination of shoulder width/lateral offsets should only be considered in constrained locations and needs to be balanced with all cross-section and drainage needs. If the travel lane is next to a curb with a gutter (e.g., a 2-foot curb zone), the gutter typically serves as the right-side shoulder. A wider shoulder may be needed to accommodate drainage based on hydrological analysis or other specific needs.

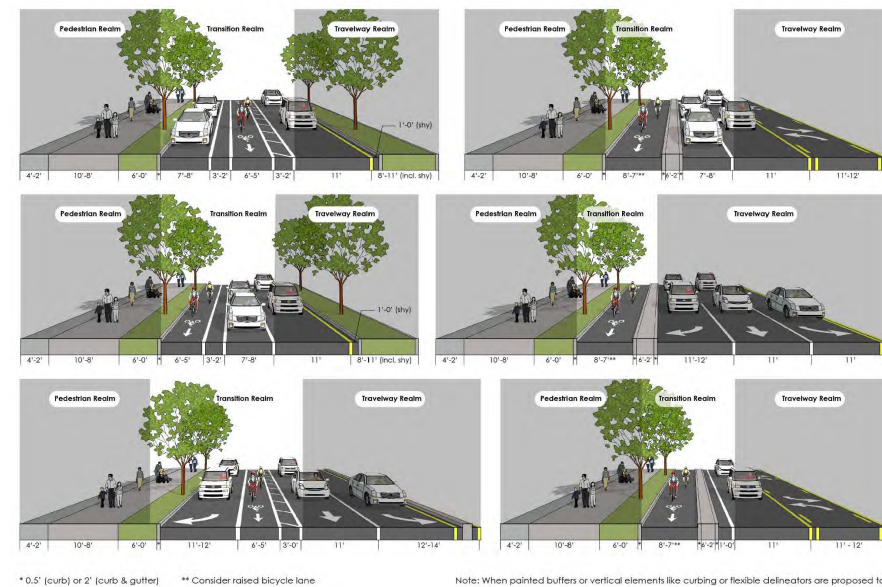
<sup>4</sup> 11-foot lane width preferred to 12-foot lane; 10-foot lane width requires design approval from the State Roadway Engineer. On freight or transit-oriented streets, a 10-foot travel lane is generally not appropriate without a buffer zone or shoulder.

<sup>5</sup> On Reduction Review Routes, comply with ODOT Freight Mobility Policies, ORS 366.215 and OAR 731-012. Element dimensions may need to be modified.

<sup>6</sup> When painted buffers or vertical elements like curbing or flexible delineators are proposed to provide separation in a bicycle facility design, evaluate long-term maintenance needs and provide a solution to identified problems.

# ODOT Urban Blueprint

Figure 3-8: Example Cross Section Options for Traditional Downtown/CBD. See Table 3-11 for additional information.





## Urban Mix

Table 3-12 provides design guidance for the respective design elements for ODOT roadways through the Urban Mix context. With this design approach, the goal is to design roadways for a target speed of 25-30 mph. Figure 3-9 illustrates various cross section scenarios for how the design elements within this type of context may be arranged.

Table 3-12: Design Element Recommendations for Urban Mix

Design Element		Guidance
Pedestrian Realm	Frontage Zone	1'
	Pedestrian Zone <sup>7</sup>	8' to 5'
	Buffer Zone	6' to 0'
	Curb/Gutter <sup>1</sup>	2' to 0.5'
Transition Realm <sup>6</sup>	Separated Bicycle Lane (Curb Constrained Facility) <sup>2</sup>	8' to 7'
	On-Street Bicycle Lane (not including Buffer) <sup>2</sup>	6' to 5'
	Bicycle/Street Buffer (preferred for On-Street Lane) <sup>2</sup>	4' to 2'
	Right-Side Shoulder (if travel lane directly adjacent to curb) <sup>3,5</sup>	2' to 0'
	On-Street Parking	8'
Travelway Realm <sup>5</sup>	Travel Lane <sup>4,5</sup>	11' to 12'
	Right Turn Lane (including Shy Distances)	11' to 12'
	Left Turn Lane <sup>4</sup>	11' to 12'
	Left Side / Right-Side Shy Distance	1' to 0'
	Two-Way-Left-Turn Lane	11' to 12'
	Raised Median – No Turn Lane (including Shy Distances)	8' to 11'
	Left-Turn Lane with Raised Curb Median/Separator (including 16" separator & Shy Distances)	12' to 14'

<sup>1</sup> Where curb and gutter is used and on-street parking is provided or travel lane is directly adjacent to curb, gutter pan should be included in shoulder/shy or on-street parking measurement. Gutter pan should be included in travel lane, bicycle lane or turn lane measurements only where a smooth transition from gutter pan to roadway surface is provided.

<sup>2</sup> Refer to Bicycle Facility Selection process (Section 3.2.2) to determine appropriate bicycle facility type. Consider raised bicycle lanes where appropriate. 5-foot on-street bicycle lane is allowed only with a street buffer. When a raised buffer is used to protect the bicycle lane, the width should be 6' if parking is adjacent or if signs or other features are anticipated.

<sup>3</sup> Overall shoulder width depends on other section elements. Elimination of shoulder width/lateral offset should only be considered in constrained locations and needs to be balanced with all cross-section and drainage needs. If the travel lane is next to a curb with a gutter (e.g., a 2-foot curb zone), the gutter typically serves as the right-side shoulder. A wider shoulder may be needed to accommodate drainage based on hydrological analysis or other specific needs.

<sup>4</sup> 11-foot lane width preferred; 10-foot lane width requires design approval from the State Roadway Engineer. On right- or transition-oriented streets, a 10-foot travel lane is generally not appropriate without a buffer zone or shoulder.

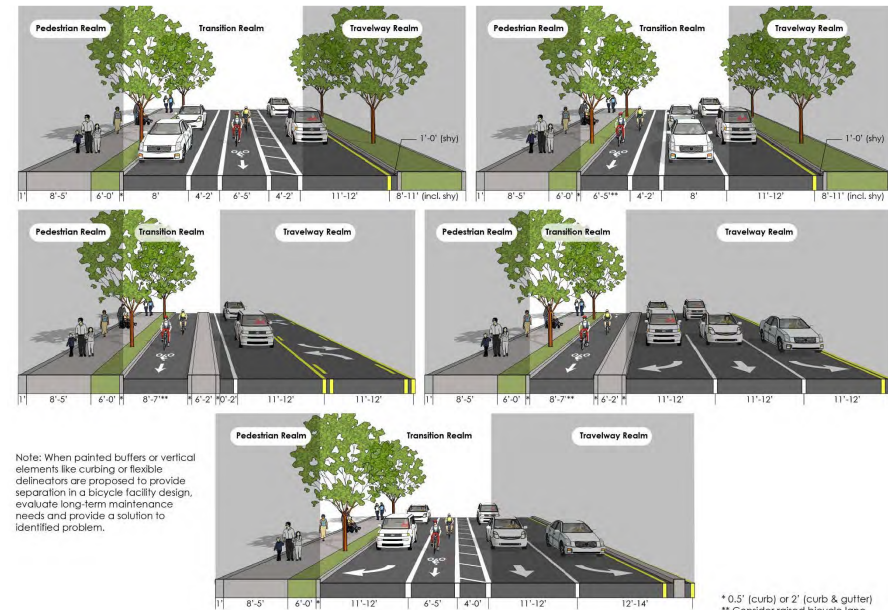
<sup>5</sup> On Reduction Review Routes, comply with ODOT Freight Mobility Policies, ORS 366.215 and OAR 731-012. Element dimensions may need to be modified.

<sup>6</sup> When painted buffers or vertical elements like curbing or flexible delineators are proposed to provide separation in a bicycle facility design, evaluate long-term maintenance needs and provide a solution to identified problems.

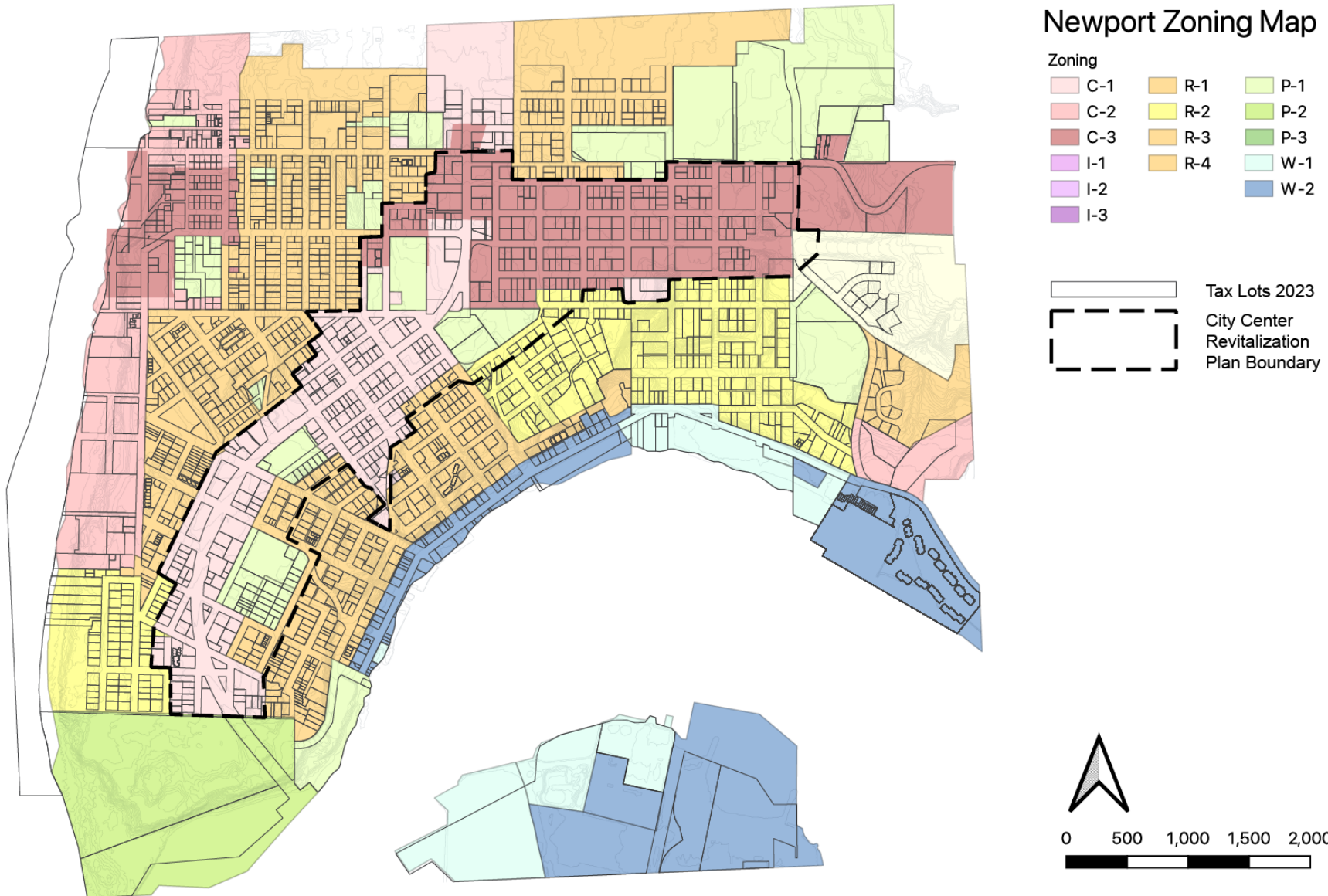
<sup>7</sup> 5-foot pedestrian zone requires a paved frontage zone and/or a paved buffer zone. Minimum "sidewalk" width is 6-feet.

# ODOT Urban Blueprint

Figure 3-9: Example Cross Section Options for Urban Mix. See Table 3-12 for additional information.



# Base Zones



## Land Uses

### ZONING DESIGNATIONS THAT OCCUR IN THE CCARP AND LAND USES

Applicable regulations	C-1	C-3	P-1	R-1	R-4
Uses					
Office/Professional Offices	P	P			C
Retail sales and service					
Sales-oriented, general retail	P	P			
Sales-oriented, general retail	C	P			
Personal services / Beauty and Barber Shops	P	P			C
Entertainment	P	P			
Repair-oriented	P	P			
Major Event Entertainment	C	P			
Vehicle Repair	C	P			
Self-Service Storage	X	P			
Parking Facility	P	P			
Contractors and Industrial Service	X	P			
Manufacturing and Production					

DRAFT

Applicable regulations	C-1	C-3	P-1	R-1	R-4
Custom Creative Work	P	P			
Light Manufacturing	X	C			
Warehouse, Freight Movement, & Distribution	X	P			
Wholesale Sales	X	P			
Waste and Recycling Related	C	C			
Basic Utilities	P	P			
Utility Corridors	C	C			
Community Service	P	P			
Family Child Care Home	P	P			P
Child Care Center	P	P			P
Educational Institutions					
Elementary & Secondary Schools / Public Schools	C	C	P		
College and Universities / Public Colleges or Universities	P	P	P		C
Trade/Vocational Schools/Other	P	P			
Hospitals	C	C			P

Applicable regulations	C-1	C-3	P-1	R-1	R-4
Courts, Jails and Detention Facilities	X	P	P		
Communication Facilities	P	P			
Residences on Floors Other than Street Grade	P	P			
Affordable Housing	P	P			
Transportation Facilities	P	P	P		P
Residential					
Single-Family					P
Two-Family					P
Townhouse					P
Single Room Occupancy					P
Cottage Cluster					P
Multi-family					P
Manufactured Homes					P
Manufactured Dwelling ark					P
Accessory Dwelling Units					P
Accessory Uses					P



Applicable regulations	C-1	C-3	P-1	R-1	R-4
Home Occupations					P
Community Services / Community Buildings			P		
Parks					P
Publicly Owned Recreation Facilities					C
Libraries					C
Utility Substations					C
Public or Private Schools					P
Religious Institutions / Places of Worship					C
Emergency Shelter					P
Residential Care Homes					P
Nursing Homes					P
Motels and Hotels					C
Rooming and Boarding Houses					P
Membership Organizations					P
Museums					P
Condominiums					P

Applicable regulations	C-1	C-3	P-1	R-1	R-4
Hostels					C
Recreational Vehicle Parks					C
Necessary Public Utilities and Public Service Uses or Structures					C
Residential Facility					P
Movies Theaters					C
Assisted Living Facilities					P
Bicycle Shop					C
Short-Term Rentals					P
Public Open Space			P		
Any Building Erected by a Governmental Entity			P		
Fairgrounds			P		
Public Cemeteries			P		
Water & Wastewater Treatment Plants			P		
Performing Arts Centers			P		
Visual Arts Centers			P		

Applicable regulations	C-1	C-3	P-1	R-1	R-4
Senior Centers			P		
Airport and Accessory Structures			P		
Public Golf Courses			P		
City Halls			P		
County Courthouses			P		
City of County Maintenance Facilities			P		
Publicly Owned Recreational Vehicle Parks			C		
Public Museums			P		
Public Restrooms			P		
Recreation Equipment			P		
Post Office			P		
Parking Lots			P		
Public Hospitals			P		
Water Storage Facilities			P		
Public Libraries					
Fire Stations					

Applicable regulations	C-1	C-3	P-1	R-1	R-4
Police Stations					
Accessory Structures for Any of the Above [Public Uses]					





**ASDATE:** May 12, 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*

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This memorandum provides a phased roadmap for advancing incentives and public-private partnerships to support revitalization of the Newport City Center, aligned with the US 101 couplet realignment and broader housing and economic development goals. Designed for Derrick Tokos at the Urban Renewal Agency (URA), the guide outlines actionable steps across near-term, mid-term, and long-term horizons. It provides context, recommended actions, and implementation details to ensure the City can move from planning to execution, while supporting compliance with grant deliverables (including ODOT-funded efforts).

### How to Use This Roadmap

- ◆ **Exhibit 1** summarizes the playbook actions at a high level, including implementation timeline, potential partners, and planning-level cost estimates.
- ◆ **Exhibit 2** summarizes the specific steps the City can take in the near- and mid-term to move key revitalization objectives forward.
- ◆ The **Playbook** includes detailed descriptions of each action, organized by recommended timing: near-term, mid-term, and long-term.
- ◆ **Appendix A** provides a list of potential funding sources to support implementation.
- ◆ **Appendix B** provides additional details on how a Storefront Improvement Program could be structured—one of the potential actions the City may choose to pursue.

## Exhibit 1. Playbook Summary: Do Now, Do Later

**Cost Key:**    \$    >\$100,000    \$\$    \$100,000-\$500,000    \$\$\$    >\$500,000

#	ACTION TITLE	COST EST*	PARTNERS	NOTES
<b>Near-Term Playbook</b>				
1.1	Explore partnerships to set the stage for near-term development	\$	Developers, Employers, Faith Institutions	Outreach to developers, large employers, property owners
1.2	Set up a toolkit for URA grants and financial support	\$-\$	ODOT, Developers	Establish predevelopment grants, storefront and tenant improvement grants, URA loans
1.3	Advance near-term activation through tactical urbanism, pop-ups, and low-cost improvements	\$	Chamber, UO, Local Businesses	Pilot pop-ups, art installations, planters, lighting; identify priority sites; potential UO partnership for design ideas
1.4	Adjust Newport Municipal Code (NMC) to balance feasibility and city priorities	\$	Developers, Property Owners	Adjust zoning, height/density bonuses, parking minimums; engage with developers and property owners
1.5	Advance grant applications for ODOT transportation improvements	\$	ODOT	Advocacy, scoping, cost estimation, coordination on grant applications, letters of support
<b>Mid-Term Playbook</b>				
2.1	Leverage URA-owned land for mixed-use and residential projects	\$\$	Developers	Prioritize redevelopment of public parcels; land write-downs; develop sale guidelines; categorize sites by use
2.2	Invest in permanent infrastructure for farmers market	\$\$-\$	Farmers Market Organization	Define site/program needs; commission design and cost estimate; explore multi-use model; seek funding
2.3	Develop branding and wayfinding for US 101 corridor	\$\$\$	Travel Oregon, Chamber, Public Arts	Commission branding study; host workshops; install gateway art; improve signage; explore festival streets
2.4	Foster programs to enhance business environment	\$\$	URA, Chamber, Businesses	Launch storefront/tenant grants; market vacant sites, organize business meetups; retail partnership network; pop-ups; tactical activation
2.5	Support existing businesses and prevent displacement	\$\$	Chamber, Local Business Orgs	Lease assistance, rent stabilization, connect to loans/TA; construction mitigation; business role in activations
2.6	Build development momentum through land & infrastructure investment	\$\$\$	City	Continue land acquisition; invest in infrastructure; promote small-scale industrial uses along US 20
<b>Considerations for a Revitalized District</b>				
3.1	Explore Business Improvement District (BID) to provide enhanced programming and upkeep	TBD	Chamber, Business Owners	Gauge interest; convene discussions; define boundaries; assess desired services (cleaning, marketing, lighting); evaluate readiness
3.2	Conduct parking management study for US 101 Corridor	\$	Parking Advisory, Property Owners	Develop scope; build on Bayfront/Nye Beach lessons; establish parking policy (time limits, paid parking, shared parking, permits)

\*These cost estimates are for planning purposes only. They are high-level estimates based on prior experience and observed costs for similar work.



## Exhibit 2. Action Approach Over Time

TOPIC	NEAR-TERM (2026–2027)	MID-TERM (2028–2032)
<b>Housing Development &amp; Site Readiness</b>	<ul style="list-style-type: none"> <li>• Build developer contact list</li> <li>• Convene developer roundtable</li> <li>• Conduct employer-assisted housing outreach (hospital, school district)</li> <li>• Explore partnerships with affordable and market-rate developers</li> <li>• Offer predevelopment grants through URA</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage URA-owned land for mixed-use and housing projects</li> <li>• Establish guidelines for public land sales</li> <li>• Prioritize development around hospital, business district, US 20 corridor</li> </ul>
<b>Business Support &amp; Activation</b>	<ul style="list-style-type: none"> <li>• Pilot pop-ups, vendor markets, art installations</li> <li>• Convene business meetup (via Chamber)</li> <li>• Explore tactical urbanism</li> <li>• Prepare approval process for pop-ups</li> <li>• Draft storefront and tenant improvement grant program guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Launch storefront and tenant improvement grants</li> <li>• Establish retail partnership network</li> <li>• Host regular business meetups</li> <li>• Pilot festival street closures</li> <li>• Expand temporary retail and activation opportunities</li> <li>• Market vacant sites</li> </ul>
<b>Farmers Market &amp; Public Gathering Spaces</b>	<ul style="list-style-type: none"> <li>• Engage Farmers Market leadership</li> <li>• Commission conceptual design and cost estimate</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in permanent market structure</li> <li>• Explore multi-use programming for site</li> <li>• Integrate structure into festival streets/public space planning</li> </ul>
<b>Public Realm Identity: Branding, Wayfinding, Beautification</b>	<ul style="list-style-type: none"> <li>• Pilot low-cost beautification efforts such as planters, lighting, and murals.</li> <li>• Explore branding/wayfinding partnership with UO students</li> <li>• Test interim signage/art interventions</li> </ul>	<ul style="list-style-type: none"> <li>• Commission branding and wayfinding plan</li> <li>• Host community workshops for branding input</li> <li>• Install permanent wayfinding signs and gateway art</li> <li>• Secure early wins with URA/state funding</li> </ul>
<b>Development-Enabling Codes &amp; Parking Strategy</b>	<ul style="list-style-type: none"> <li>• Adjust zoning/code (residential at grade in targeted areas)</li> <li>• Adopt form-based code and height/density bonuses</li> <li>• Reduce parking minimums; offer off-street waivers</li> <li>• Engage developers/property owners in code reform</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor effectiveness of code changes</li> <li>• Begin scoping parking management study</li> <li>• Pilot shared parking strategies or temporary solutions</li> </ul>
<b>ODOT Partnership &amp; Transportation Project Advancement</b>	<ul style="list-style-type: none"> <li>• Coordinate with ODOT on advocacy, scoping, cost estimation</li> <li>• Advance grant applications for US 101/US 20 improvements</li> <li>• Secure letters of support &amp; match commitments</li> </ul>	<ul style="list-style-type: none"> <li>• Support ODOT in detailed design &amp; funding efforts</li> <li>• Coordinate on local infrastructure tied to project</li> <li>• Finalize agreements for construction/implementation roles</li> </ul>



# The Playbook

## Near-term (2026-2027)

The Near-Term Playbook outlines priority actions the Urban Renewal Agency (URA) and the City can take between 2026 and 2027 to build momentum, attract investment, and lay the groundwork for long-term revitalization. These steps focus on forging key partnerships, activating early incentives, advancing critical infrastructure and policy updates, and piloting visible improvements to signal progress in the City Center.

1.1 Explore Partnerships that Can Set the Stage for Near-term Development		
Lead: URA	Partners: Developers	Cost: \$ (staff time)

Advancing near-term development in the City Center will require coordinated partnerships, targeted outreach, and tailored incentives that address four foundational factors for successful development:

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.

By aligning these factors, the URA can reduce barriers to investment and create a more inviting environment for new housing and mixed-use development downtown.

The strategies outlined below offer concrete actions the URA can take to build partnerships, deploy incentives, and help developers navigate key feasibility challenges.

### ENGAGE WITH THE HOSPITAL, LARGE EMPLOYERS, PROPERTY OWNERS, AND ANCHOR INSTITUTIONS ON WORKFORCE HOUSING PARTNERSHIPS

Newport’s hospital and other major employers are key potential partners in addressing the community’s workforce housing needs. The URA should explore employer-assisted housing strategies that could include direct financial contributions, land donations, lease guarantees, or participation in public-private funding structures. The City should initiate conversations with Samaritan Health Center and other large employers to gauge their interest in co-investment opportunities and to better understand the specific housing challenges their employees face.



This outreach should also explore possible sites where workforce housing could be developed in partnership with affordable or market-rate housing providers. Early wins may come from leveraging existing employer-owned land or identifying shared goals around housing needs for hospital staff, school employees, or other essential workers.

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* has a potential site for housing development in partnership with faith-based organizations or affordable housing providers.

## **EXPAND PARTNERSHIPS WITH HOUSING DEVELOPERS TO CATALYZE FAMILY-FRIENDLY, AFFORDABLE, AND MIXED-INCOME HOUSING**

The URA should actively build partnerships with developers—both nonprofit and for-profit, affordable and market-rate—to catalyze family-friendly, affordable, and mixed-income housing in the City Center. Newport has several existing partners with affordable housing experience, including:

- ◆ **Housing Authority of Lincoln County:** Develops and manages affordable housing, administers rental assistance programs, and is engaged in new projects.
- ◆ **Northwest Coastal Housing:** Develops and manages affordable rental housing with supportive services.
- ◆ **Habitat for Humanity of Lincoln County:** Focuses on affordable homeownership and small-scale infill housing.

In addition to local organizations, the URA can explore partnerships with:

- ◆ **Regional Rural Revitalization Strategies Consortium (R3)<sup>1</sup>:** Provides technical assistance and financial investment for rural housing development; connecting with R3 early could position Newport to access future site development resources.
- ◆ **Community Development Financial Institutions (CDFIs):** May offer flexible financing solutions for affordable and workforce housing projects.

In addition to existing partners, cultivating relationships with developers who have experience in small-city, mixed-use, and multifamily projects will be essential to attracting new investment in the City Center. The URA should:

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<sup>1</sup> R3 is currently collecting an inventory of sites in rural communities that could be developed with additional investment or technical assistance. <https://isector.org/partnerships/rural-housing-production/>





- ◆ **Develop a targeted outreach list** by consulting peer city staff (e.g., Sherwood, Independence, Lincoln City), reviewing rosters from recent projects, and strengthening connections with developers active in coastal or comparable markets.
- ◆ **Convent an initial developer roundtable or individual meetings** to showcase City Center development opportunities, planned public investments, and available incentives.
- ◆ **Use these conversations to gather insights** on developer interest and perceived barriers; test messaging around the City Center’s value proposition; and gather input on which incentives might help bridge financial feasibility gaps.
- ◆ **Prepare supporting materials** for future outreach—such as one-page site summaries, opportunity maps, and overviews of available tools like predevelopment grants or storefront improvement programs—to clearly communicate the City Center’s potential.

## 1.2 Set up a Toolkit for URA Grants and Financial Support in the City Center

Lead: URA	Partners: ODOT	Cost: \$ (if just staff time) - \$\$ (if some grants given in the near term)
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To attract developer interest in City Center sites, the URA should establish a framework for how it will partner with developers to support new development in the City Center. This funding toolkit can reduce the upfront financial risk for developers—particularly in less-tested markets like Newport—and help leverage outside funding sources.

The URA should review successful models from other urban renewal agencies to shape grant criteria and application processes.

**Eligible Projects:** The program could prioritize projects that deliver affordable or middle-income housing, mixed-use development, or catalytic uses aligned with City Center revitalization goals.

### Assistance Types:

- ◆ **Predevelopment assistance:** Provide early-stage support to help developers assess project viability. Eligible costs could include market analysis, feasibility studies, site assessments, and early-stage architectural or engineering work.
- ◆ **Urban renewal grants/loans:** The use of urban renewal funds to support housing development is a key recommendation from the City’s Housing Production Strategy (HPS). 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. The City has previously used these funds for land acquisition



in the urban renewal area to support housing development. Moving forward, the City intends to make funds available for strategic redevelopment and property improvement and enhancement.

- ◆ **A Storefront Improvement Grant program:** Support exterior façade improvements to encourage inviting, visually appealing streetscapes. This program could be finalized once new design standards are adopted.
- ◆ **A Tenant Improvement Grant program:** Offer funding for interior upgrades to help businesses align with updated design standards. The City may also consider commissioning an analysis of abatement and structural issues in the area to understand the greatest needs.
- ◆ **Identification of how the URA can leverage other sources:** The URA can also explore complementary funding mechanisms to enhance project feasibility.
  - **Construction Excise Tax:** The City dedicates all CET revenue to support affordable housing development. Funds could be used for System Development Charge (SDC) offsets or permit fee reductions or other incentives.
  - **SDC waivers:** The HPS identifies the potential to use CET funds to cover SDCs for workforce housing.<sup>2</sup> This strategy would require additional discussion with the development community and City staff.
  - **State and other partner resources** support such as low-cost financing (e.g. the state's [Middle-income Revolving Loan Fund](#) or social impact investment.)

## 1.3 Advance Near-term Activation through Tactical Urbanism, Pop-ups, and Low-cost Improvements

Lead: City	Partners: Universities, Chamber, local businesses	Cost: \$ (Can range from \$10K-\$100K+ depending on priorities)
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The City can take immediate steps to activate the City Center through low-cost, temporary interventions that build visibility and momentum while larger revitalization efforts take shape. Near-term actions could include activating vacant lots or storefronts with seasonal vendor booths, temporary art installations, or small-scale events; piloting beautification projects such as planters, murals, and lighting on high-visibility parcels; and testing festival street concepts through partial or temporary closures for community gatherings.

The City can accelerate progress by identifying priority sites for activation based on visibility and ease of implementation and begin outreach local organizations like the

<sup>2</sup> City of Newport Housing Production Strategy, page 46



Chamber or cultural groups to gauge their interest in leading or sponsoring activities. Establishing a simple approval process for pop-ups and short-term activations will help reduce barriers and encourage participation. A partnership with the University of Oregon’s Sustainable Cities Initiative could also help explore activation strategies, branding ideas, and lessons from other small-town models, providing additional capacity and design support. These early actions can help attract visitors, support existing businesses, and test ideas for long-term investments, while signaling visible progress on revitalization goals.

## 1.4 Adjust Newport Municipal Code to Balance Feasibility and City Priorities

Lead: City	Partners: Local businesses	Cost: \$ (Mostly staff time, may need limited contractor support)
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To support redevelopment while preserving key commercial activity, the City should update the Newport Municipal Code to strike a balance between development feasibility and community priorities. This could include allowing residential uses at street level in targeted areas, while preserving a retail presence along priority commercial corridors.

Adopting form-based code, along with height and density bonuses, would enable higher-yield projects and provide greater design flexibility. Reducing parking minimums and offering waivers for off-street parking—paired with a district-wide parking management strategy—could help lower development costs and streamline implementation. Additional zoning changes, such as increasing allowable building heights and lot coverage, would further attract mixed-use and multifamily investment. To ensure these changes are effective and market-responsive, the City should actively engage property owners and developers to gather feedback and identify opportunities to accelerate redevelopment.

## 1.5 Advance Grant Applications for ODOT Funding for Transportation Improvements on US 101 and US 20

Lead: City	Partners: ODOT	Cost: \$ (\$20-30K for refined cost estimates)
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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 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. 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.
  - **Potential costs:** Given the complexity of the US 101 Couplet project, scoping efforts to develop 30% design estimates could require **\$20,000 to \$30,000**.
- ◆ **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.
 

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.
- ◆ **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.

## Mid-Term (2028-2032)

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.

## 2.1 Leverage URA-owned Land to Advance Mixed-use and Residential Projects

Lead: URA	Partners: developers	Cost: \$ (if using existing URA parcels) to \$\$\$ (if buying more land)
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One of the key roles of the URA will be to catalyze development on land that it owns and support on-site infrastructure development. The URA should work with developers to redevelop land it already owns, using land write-downs where feasible. To guide this process, the City should adopt clear guidelines for public land sales, prioritizing proposals that balance housing affordability, density, and alignment with broader economic development goals.

Insights from interviews conducted by ECONorthwest with urban renewal agencies across Oregon highlight that combining public realm improvements with targeted development incentives can significantly increase developer interest. When paired with a proactive rollout strategy, these tools can improve site appeal and support stronger project financials through enhanced rent potential.

Newport’s City Center offers a variety of development opportunities, each with unique characteristics and strategic potential. 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

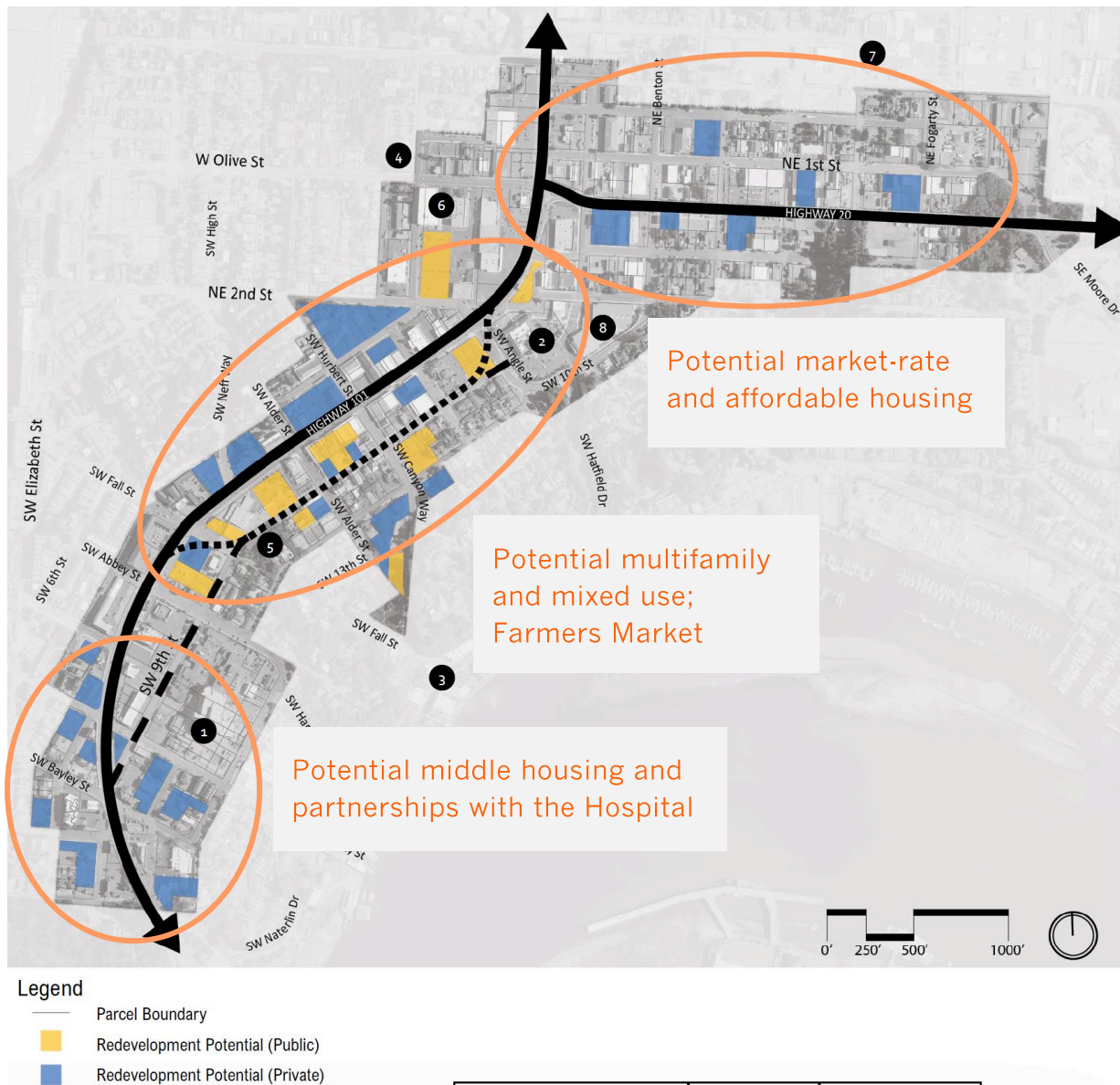
- ◆ **US 20 Corridor:** Best suited for affordable and market-rate housing.
- ◆ **City Center Business District:** Opportunity for multifamily residential projects, mixed-use residential and retail projects, and potentially a hotel.
- ◆ **Hospital Vicinity Middle Housing:** Potential for affordable and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

With control over multiple properties along US 101 and 9th Street, the URA—together with its partners—is well-positioned to demonstrate a compelling proof of concept. By deploying the tools outlined in this memorandum, the City can activate priority sites and accelerate investment. Exhibit 3 provides an overview of potential development opportunities, including an overview of publicly owned sites.





### Exhibit 3. Potential City Center Development Sites



## 2.2 Invest in Permanent Infrastructure to Support the Farmers Market at the Northern Gateway to the Business District.

Lead: City | Partners: Farmers Market | Cost: \$\$ - \$\$\$ (see cost notes)

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. Strategically located at the northern gateway to the central business



district, the site will provide a year-round venue where farmers, artisans, and food producers can 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. In addition, the energy from events at this space could expand to other festival streets.

To maximize the structure’s value, the City should partner with the Farmers Market to develop a shared-use business model. This could include opportunities to rent the facility to other community groups or event organizers, helping to offset costs and broaden its impact.

**Next Steps:**

- ◆ Meet with Farmers Market leadership to define site and program needs
- ◆ Commission a conceptual design and preliminary cost estimate
- ◆ Identify potential funding sources including urban renewal and tourism grants
- ◆ Explore multi-use programming models to leverage the structure beyond market days

**Cost Notes:** 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 Farmers Market will need to commission a design for the structure. A basic permanent structure could cost between \$500K and \$750K and include partial enclosures, improved drainage, lighting, a limited number of electrical outlets for vendors, and storage areas. These costs would increase if the design included full enclosures to allow for year-round use, upgraded materials suited to withstand coastal weather, and additional infrastructure like water and sewer connections. Other cost drivers may include integrated restrooms or a commercial kitchen, increased vendor capacity, and enhancements such as public art, sustainable energy systems, or a performance stage to support community events.

**2.3 Develop Branding and Wayfinding for US 101 Corridor**

Lead: City	Partners: Travel Oregon, Chamber, Public Arts Committee	Cost: \$\$\$ (see cost notes)
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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 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 (City- or URA-funded)

**Cost notes:**

Branding study and conceptual designs: \$100,000-\$200,000 (estimate)

Implementation of wayfinding, branding, festival streets, and gateways (\$1,000,000+)

**Partnership notes:**

- ◆ **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.

## 2.4 Foster Programs to Enhance the Business Environment

Lead: City

Partners: URA, Chamber, Local Business Owners

Cost: \$\$ (*tenant and storefront grants, sponsorships, staff time*)

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.

- ◆ **Market Vacant Retail Spaces:** Along US 101, the City should actively market vacant retail spaces to a new generation of businesses that meet community needs. Prioritize a diverse mix of customer-facing businesses that attract both residents and visitors and activate the street. This approach helps build a more dynamic downtown core and provides proof-of-concept for future development.



- ◆ **Implement Storefront and Tenant Improvement Grants:** The City will initiate grant programs to help create a more attractive and cohesive visual identity in the City Center by supporting façade improvements such as paint, signage, awnings, and lighting. Pairing this with a tenant improvement grant program to support interior upgrades can help new or existing businesses enhance spaces to meet updated design standards. The URA should assess whether to launch these grant programs before or after design standards are finalized, balancing the desire for early improvements with the need for consistency. The program can prioritize key corridors or blocks and may choose between a matching or non-matching grant structure depending on participation goals.
  - Review storefront improvement programs in peer cities for funding levels and design guidelines.
  - Meet with Chamber and local business owners to gauge interest and gather input
  - Determine timing of launch relative to finalization of design standards
  - Draft program guidelines and identify annual funding capacity

*See Appendix C for considerations and questions*
- ◆ **Business, Retail Activation, and Event Partnerships:** Building stronger connections between local businesses and community events will be key to creating an active, vibrant City Center that supports economic growth and draws both residents and visitors. Near-term exploration of activation strategies such as tactical urbanism, branding, and pop-up retail can inform a set of mid-term implementation actions focused on strengthening partnerships and delivering visible results. Building on early recommendations and ideas, the City could:
  - Organize regular business meetups to foster collaboration, share information, and coordinate around revitalization goals (the Chamber of Commerce could play a convening role)
  - Establish a retail partnership network to encourage cooperative marketing, shared promotions, and participation in district-wide events
  - Launch pop-up events, temporary vendor markets, and pilot festival street closures to test flexible public spaces that draw foot traffic and create energy in the district
  - Encourage temporary retail and pop-up spaces in vacant storefronts to test business viability.

Key considerations for implementation include:

- Identifying organizations—such as the Chamber, local business groups, or cultural organizations—that could lead or sponsor event programming



- Designing events to directly benefit businesses through promotions, vendor partnerships, and cross-advertising
- Ensuring festival streets and activation areas have necessary infrastructure for temporary closures and vendor setups (e.g., removable bollards, electrical access)
- Exploring ways the City can reduce barriers by streamlining permits, lowering fees, and offering logistical support such as shared storage or event equipment
- ◆ **Marketing and Business Support:** Determine which organizations have capacity to provide branding, marketing assistance, and business development resources to help local businesses thrive, including businesses transitioning to brick-and-mortar locations. Determine potential scale of resources needed and how much these organizations could focus on the City Center.

## 2.5 Support Existing Businesses and Prevent Displacement in the City Center

Lead: City	Partners: Local businesses, chamber	Cost: \$ (City staff time to connect businesses with resources)
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As the City advances revitalization along the US 101 corridor, it is critical to balance investment with strategies that help existing businesses stay, adapt, and thrive. Many of the City Center’s long-standing businesses (including Mexican and Asian restaurants, the Mexican market, and other small retailers) contribute to the district’s cultural identity and provide valued services to the community. However, many of these small business owners are facing uncertainty and must make important decisions about leases, staffing, and reinvestment without a clear understanding of how redevelopment will affect their operations, visibility, or long-term viability.

To avoid displacing successful businesses that anchor this highly visible commercial area, the City should adopt a proactive business support and anti-displacement strategy. This strategy should combine financial assistance, technical support, and direct outreach to ensure local businesses remain part of the City Center’s future. Key components could include:

- ◆ **Affordable Leasing and Financial Support:** Offer lease assistance programs, rent stabilization incentives, and microgrants to help businesses manage rising costs or reinvest in their spaces.
- ◆ **Connections to Resources:** Link businesses to local organizations already providing low-interest loan programs, marketing support, and technical assistance—such as





the Small Business Development Center at Oregon Coast Community College, the Chamber of Commerce, and Northwest Oregon Works.

- ◆ **Construction Mitigation:** Provide grants, rent assistance, or wayfinding support for businesses affected by construction disruptions or infrastructure upgrades tied to revitalization projects.
- ◆ **Collaborate on Activations:** Explore opportunities for existing businesses to participate in pop-ups, vendor markets, or temporary activations that build visibility and customer traffic during redevelopment phases.

Together, these strategies can help retain the businesses that make the City Center distinct, support entrepreneurs facing uncertain conditions, and ensure revitalization strengthens rather than displaces the existing commercial community.

## 2.6 Build Development Momentum Through Land and Infrastructure Investment

Lead: URA/City

Partners:

Cost: \$\$\$ (*land acquisition, infrastructure grants, etc.*)

With early partnerships, incentives, and outreach efforts underway, the next phase of work focuses on translating that groundwork into tangible development progress. The URA can build development momentum in the City Center by targeting strategic land acquisitions, investing in enabling infrastructure, and positioning underutilized sites for redevelopment. These mid-term actions aim to move key sites closer to construction readiness and attract private investment aligned with revitalization goals.

Key strategies include:

- ◆ **Continue acquiring land in the US 20 and US 101 corridors:** Identify high-impact parcels that could support catalytic mixed-use or housing projects, focusing on locations where public control could unlock site assembly, reduce holding costs, or facilitate developer partnerships.
- ◆ **Invest in site-specific or localized off-site infrastructure upgrades to enable higher-density development:** Some sites may be financially viable only with improvements to sewer, water, streets, or other public amenities. The URA can play a critical role by contributing to infrastructure investments that remove feasibility barriers and increase development readiness.
- ◆ **Promote small-scale industrial and commercial opportunities on US 20:** Support the rehabilitation of existing buildings or infill sites to accommodate flexible industrial, maker, or light manufacturing spaces that complement nearby uses and contribute to economic diversity in the district.



# Long-Term: Considerations for a Revitalized District

The long-term playbook for Newport’s City Center will focus on sustaining revitalization progress, managing growth, and ensuring that investments made over the next decade continue delivering benefits for the community.

As the district evolves, the City and URA will need to proactively plan for ongoing maintenance, respond to changing business needs, reinvest in infrastructure, and adaptively manage public spaces. Ideally, by this stage, foundational infrastructure improvements—such as upgrades to water, sewer, streets, and public amenities—will already be funded and in progress, allowing the focus to shift toward refinement, reinvestment, and long-term stewardship.<sup>3</sup>

This section outlines key considerations to guide future decision-making and help preserve the gains made during the initial phases of revitalization.

### 3.1 Explore a Business Improvement District to Provide Enhanced Programming and Streetscape Upkeep

Lead: City	Partners: Business Owners, Chamber	Cost: TBD
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Forming a business association or exploring a Business Improvement District (BID) structure can provide a long-term mechanism to support coordinated marketing, events, maintenance, and other shared investments in the City Center. Early groundwork can be laid through informal business convenings, surveys, or small working groups to assess interest and build leadership.

Part of this work could be 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.

The city should collaborate with the Chamber to gauge business owner interest, identify potential boundaries, and explore funding/organizational models. Conversations about formalizing a BID can evolve over time as revitalization efforts mature.

<sup>3</sup> While near-term funding for large-scale transportation projects may be limited due to shifting federal priorities, the City is likely to gain greater access to state and federal transportation resources over time. As a result, major improvements including the couplet realignment may proceed on a longer-term timeline. However, the goal is that by this stage, these projects will be funded and have a clear path forward.



**Key Considerations:**

- ◆ **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 in the City Center?** 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.

## 3.2 Conduct Updated Parking Management Study for the US 101 Corridor

Lead: City	Partners: Parking Advisory Committee, Property Owners, Business Owners	Cost: \$ (\$50-75k in 2025 dollars)
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As redevelopment progresses, effective parking management will be essential to balancing accessibility, encouraging turnover, and supporting continued investment. A formal parking study will provide the data and policy recommendations needed to evaluate options such as time limits, paid parking, shared parking strategies, and residential permit systems.

The URA should work closely with the Parking Advisory Committee to define the study’s scope and timing. The study should build on lessons learned from other Newport districts (e.g., Nye Beach, Bayfront) and be designed with input from local businesses and visitors to ensure it reflects real-world needs and priorities.

## Conclusion

This guide provides a roadmap of actionable steps across near-, mid-, and long-term horizons to align incentives, partnerships, and revitalization efforts in the City Center. While actions are sequenced by timeline, several near-term steps—particularly developer outreach, predevelopment support, and grant program setup—are critical to unlocking future investment and should be prioritized in the first 1–2 years.

Continued collaboration with developers, employers, business owners, and regional partners will be key to sustaining momentum. The Urban Renewal Agency’s leadership in coordinating these efforts will position Newport to successfully leverage public investment, attract private development, and create a vibrant, inclusive City Center.



# Appendix A: 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 \$35.2 million in remaining indebtedness as of the end of fiscal year 2023/24. 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:

- ◆ **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 23 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 2 provides a summary of these grants by category, with additional details in Exhibit 4. 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 4. 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"><li>• Ford Family Foundation Capital Projects</li><li>• Oregon Heritage Oregon Mainstreet Revitalization Grant</li><li>• Oregon Arts Commission Arts Build Communities Grant</li><li>• National Endowment for the Arts: Our Town Grant</li><li>• T-Mobile hometown grant</li><li>• Confederated Tribes of Siletz Indians: Tribal Charitable Trust</li><li>• AARP Community Challenge Grant</li></ul>
Parks and Recreation	<ul style="list-style-type: none"><li>• OPRD Recreation Grants: Local Government</li></ul>





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

*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



## Exhibit 5. Grants Research

ID	Grant	Category	Description	Funding & Cycle	Eligible Applicants
<b>Community Organizations</b>					
1	<a href="#">Ford Family Foundation Capital Projects</a>	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	<a href="#">Oregon Arts Commission Arts Build Communities Grant</a>	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	<a href="#">Confederated Tribes of Siletz Indians Tribal Charitable Trust</a>	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	<a href="#">National Endowment for Arts Our Town Grant</a>	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	<a href="#">T-Mobile Hometown Grant Program</a>	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	<a href="#">AAPR Community Challenge Program</a>	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	<a href="#">OHCS LIFT Homeownership Funds</a>	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	<a href="#">OHCS Housing Development Grant Program</a>	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	<a href="#">OHCS Land Acquisition Revolving Loan Fund</a>	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	<a href="#">OPRD Recreation Grants: Local Government</a>	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	<a href="#">Oregon Heritage Oregon Mainstreet Revitalization Grant</a>	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	<a href="#">Travel Oregon Competitive Grant Program</a>	Tourism, Placemaking	<p>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.</p> <p>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.</p>	<p>\$20,000 - \$150,000 No match required</p> <p>Biennial application process. 2024-2025 closes February 2025.</p>	City
13	<a href="#">Oregon Transportation Infrastructure Bank RLF</a>	Transportation and Streetscape	<p>Statewide revolving loan fund designed to promote innovative financing solutions for transportation needs.</p> <p>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.</p>	<p>Can cover up to 100% of project costs</p> <p>Ongoing application</p>	City
14	<a href="#">ODOT Carbon Reduction Program</a>	Transportation and Streetscape	<p>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.</p>	<p>\$80,000 - 2.7 million based on previous round.</p> <p>Match required.</p> <p>Annual cycle, Funded through 2026.</p>	City
15	<a href="#">ODOT All Roads Transportation Safety Program</a>	Transportation and Streetscape	<p>Safety projects that reduce fatal and serious injury crashes on a public road in Oregon.</p> <p>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.</p>	<p>10% match</p> <p>Funded through 2030.</p>	City



16	<a href="#">Great Streets Program</a>	Transportation and Streetscape	<p>Great Streets is a funding program that addresses multiple needs within a single project to create more complete streets. It is accountable for improving outcomes including safety, equity, climate and more. The program focuses on state highways that operate as main streets and other state highway corridors where the top priority multimodal transportation needs intersect.</p> <p>An individual project may fill a sidewalk gap, make intersection improvements, add a drainage to better withstand extreme weather, and address critical safety needs.</p>	Funding depends on future legislation. However, these programs have been funded for several cycles in the past and are likely to be funded again given the need and popular support for these projects.	City / ODOT
<b>Federal</b>					
17	<a href="#">EDA Economic Adjustment Assistance Program</a>	Economic Development	<p>The program provides a wide range of technical, planning, public works, and infrastructure assistance in regions experiencing adverse economic changes.</p> <p>Can fund activities identified in the region's CEDS, such as infrastructure improvements, site acquisition, site preparation, construction, rehabilitation, and equipping of facilities.</p>	<p>\$600,000 - \$3 million</p> <p>Match not specified.</p> <p>Biennial application. Next round FY2025.</p>	City, EDD
18	<a href="#">USDOT Active Transportation Infrastructure Investment</a>	Transportation and Streetscape	<p>Grant to construct projects to provide safe and connected active facilities in active transportation networks or active transportation spines.</p> <p>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.</p>	<p>\$100,000 - \$15 million</p> <p>Next cycle TBD.</p>	City
19	<a href="#">USDOT Rural Surface Transportation Grant</a>	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.	<p>\$20 million +</p> <p>Next cycle TBD.</p>	City
20	<a href="#">USDA Rural Business Development Grants</a>	Economic Development	<p>Promote economic development and job creation projects.</p> <p>Two separate categories, business opportunity grants and business enterprise grants, for use in funding various business and community projects that serve rural areas.</p>	<p>\$10,000 - \$500,000</p> <p>No match</p> <p>2025 cycle currently open.</p>	City, ODOT





21	<a href="#">EDA Public Works Program</a>	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
22	<a href="#">HUD PRO Housing: Pathways to Removing Obstacles</a>	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
23	<a href="#">FHWA TIGER/RAISE/ BUILD Grants</a>	Transportation and Streetscape	Provides grants for surface transportation infrastructure projects with significant local or regional impact. The eligibility requirements of BUILD allow project sponsors, including state and local governments, counties, Tribal governments, transit agencies, and port authorities, to pursue multi-modal and multi-jurisdictional projects that are more difficult to fund through other grant programs.	Funding depends on future legislation. However, these programs have been funded for several cycles in the past and are likely to be funded again given the need and popular support for these projects.	City / ODOT



# Appendix B: 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.<sup>4</sup>

## **9. Business vs. Property Owner Eligibility**

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

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<sup>4</sup> 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.





# CITY CENTER REVITALIZATION PLAN

# PUBLIC INVESTMENT

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

PREPARED FOR:  
CITY OF NEWPORT, OREGON  
PREPARED BY:





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## 1 INTRODUCTION

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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 9<sup>th</sup> 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 9<sup>th</sup> 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 9<sup>th</sup> 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.

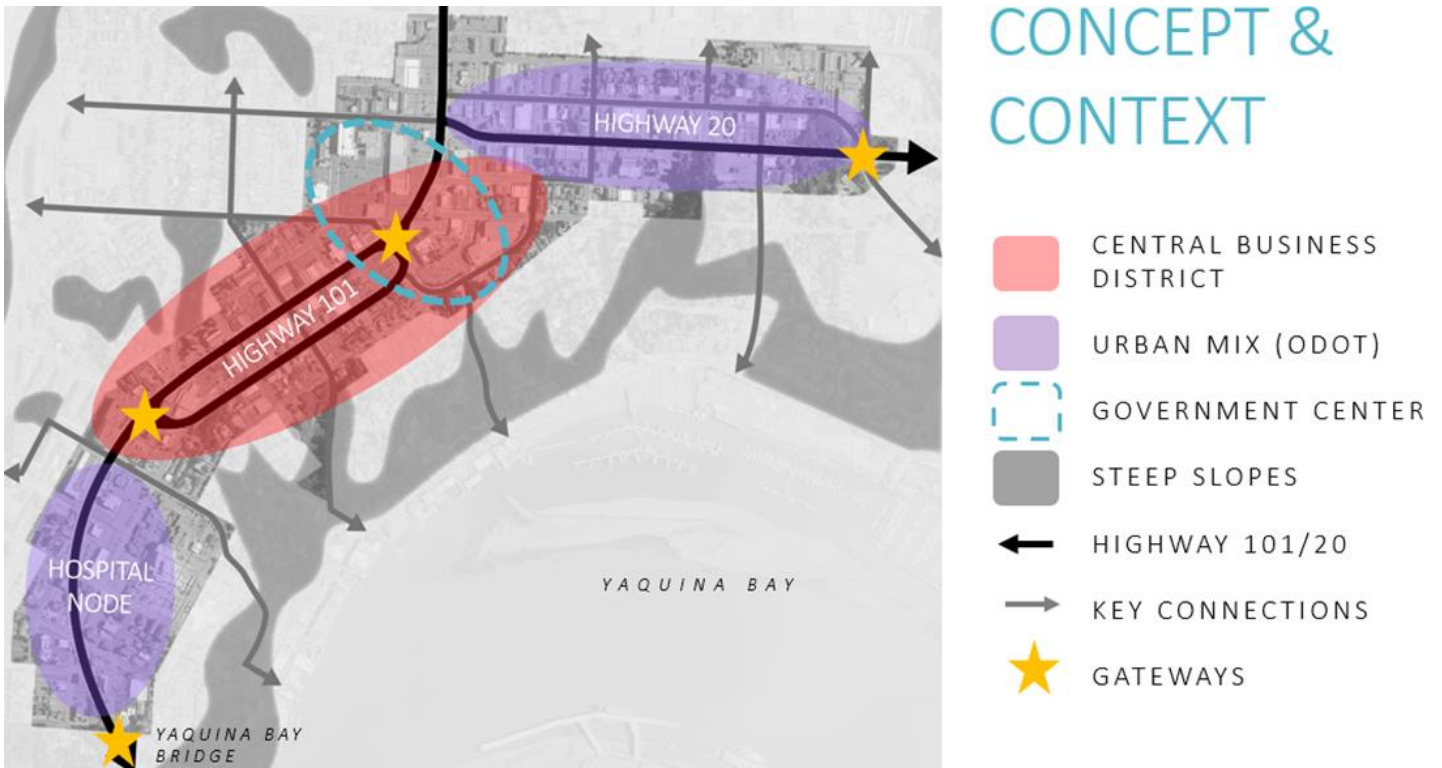
**Figure 3** provides an artistic illustration of how the study area may appear a decade or more in the future.



**Figure 1. Iconic Yaquina Bay Bridge**

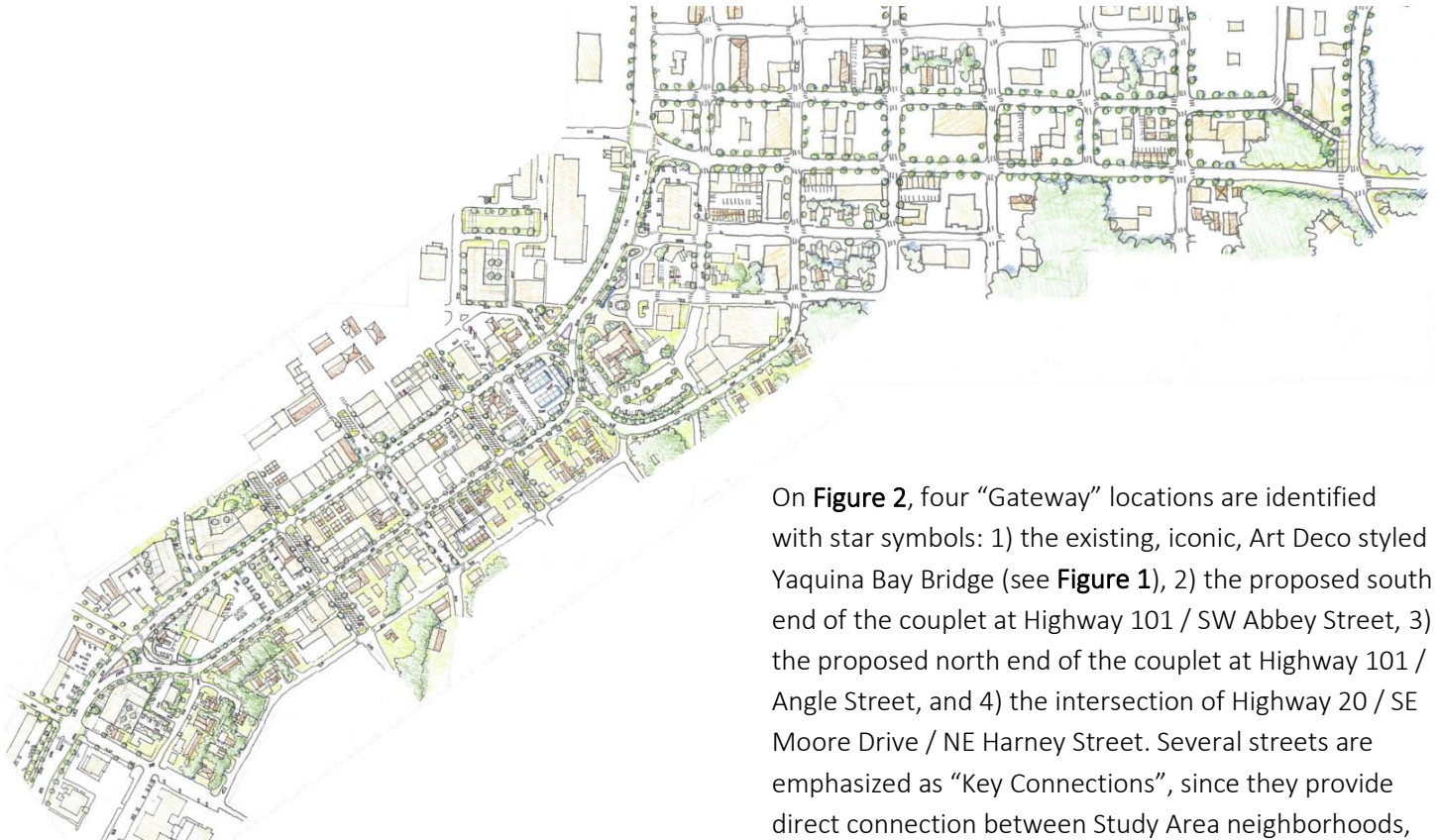
Source: J. Hencke

## 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.

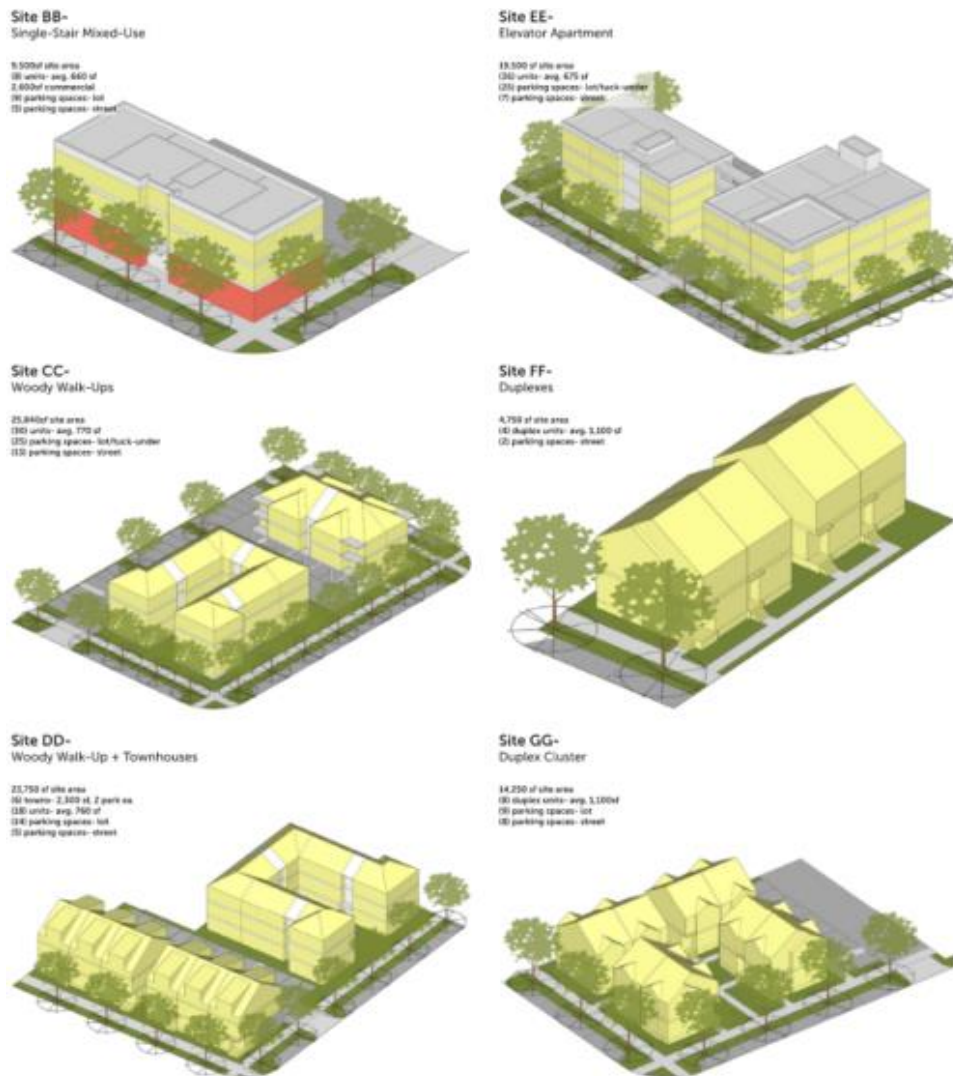
On **Figure 2**, four “Gateway” locations are identified with star symbols: 1) the existing, iconic, Art Deco styled Yaquina Bay Bridge (see **Figure 1**), 2) the proposed south end of the couplet at Highway 101 / SW Abbey Street, 3) the proposed north end of the couplet at Highway 101 / Angle Street, 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 9<sup>TH</sup> STREET COUPLET

US 101/SW 9<sup>th</sup> 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 9<sup>th</sup> Street to become northbound one-way on an alignment that is modified near Fall Street (on the south end) and Angle Street (on the north end), and
- Upgrading Highway 101 and SW 9<sup>th</sup> 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 9<sup>th</sup> 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 9<sup>th</sup> 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 9<sup>th</sup> Street.



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

Source: David Evans and Associates, Inc.

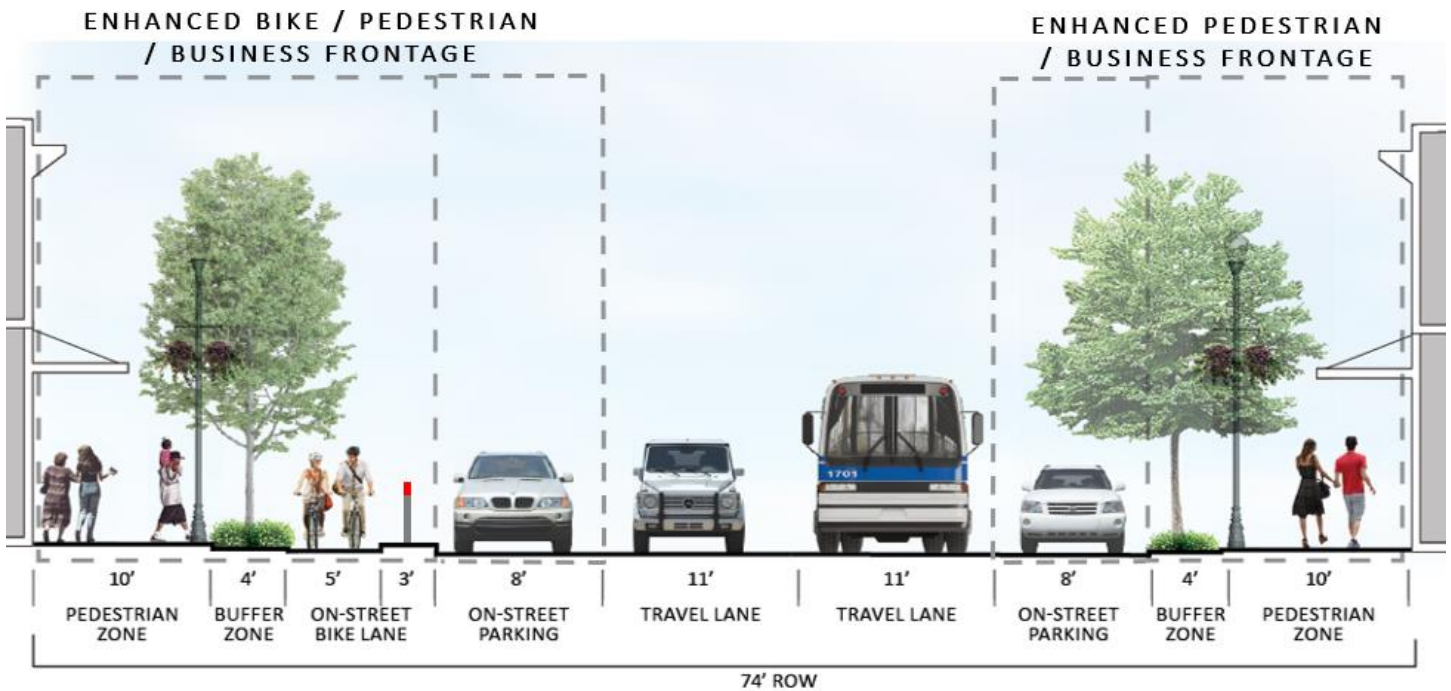


Figure 6. US 101 "Great Street" Southbound Couplet – Cross Section

Source: David Evans and Associates, Inc.

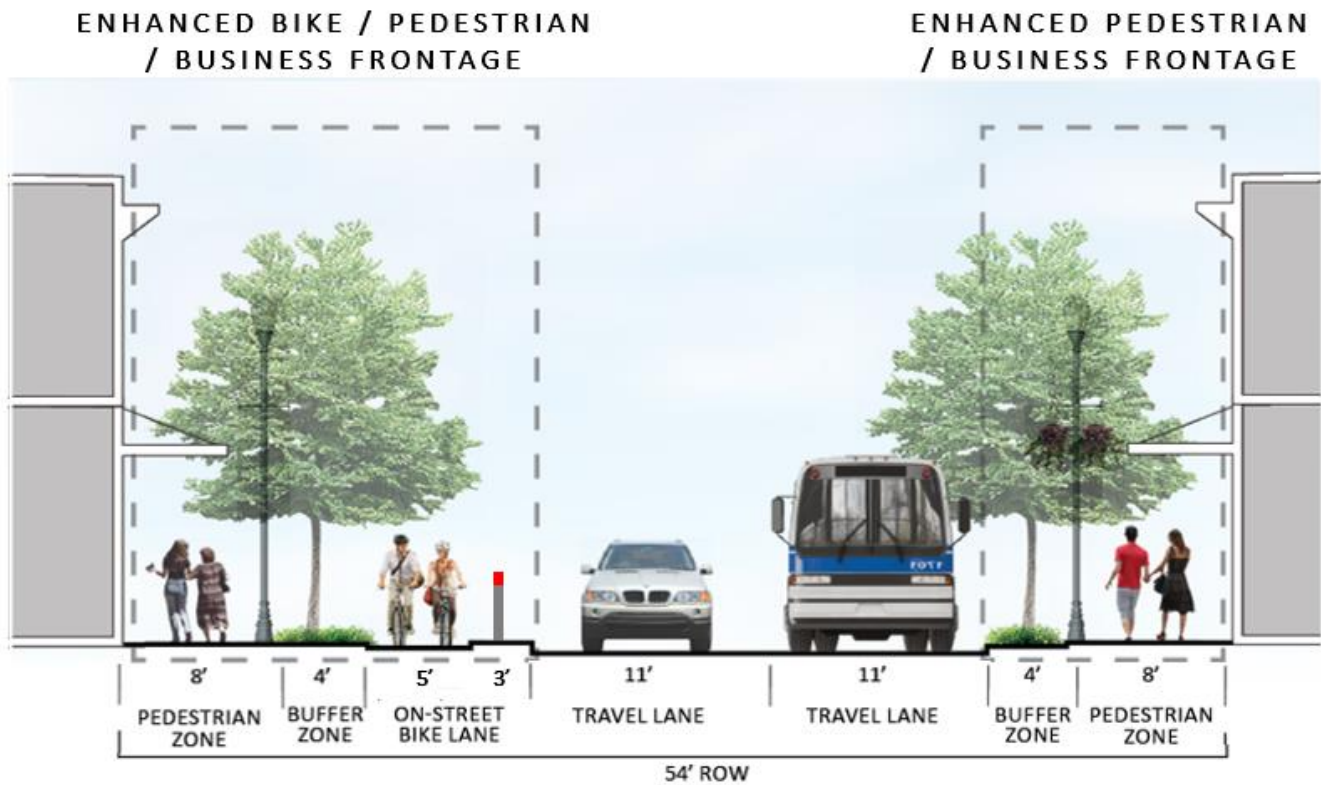


Figure 7. SW 9<sup>th</sup> Street "Great Street" Northbound Couplet – Cross Section

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:

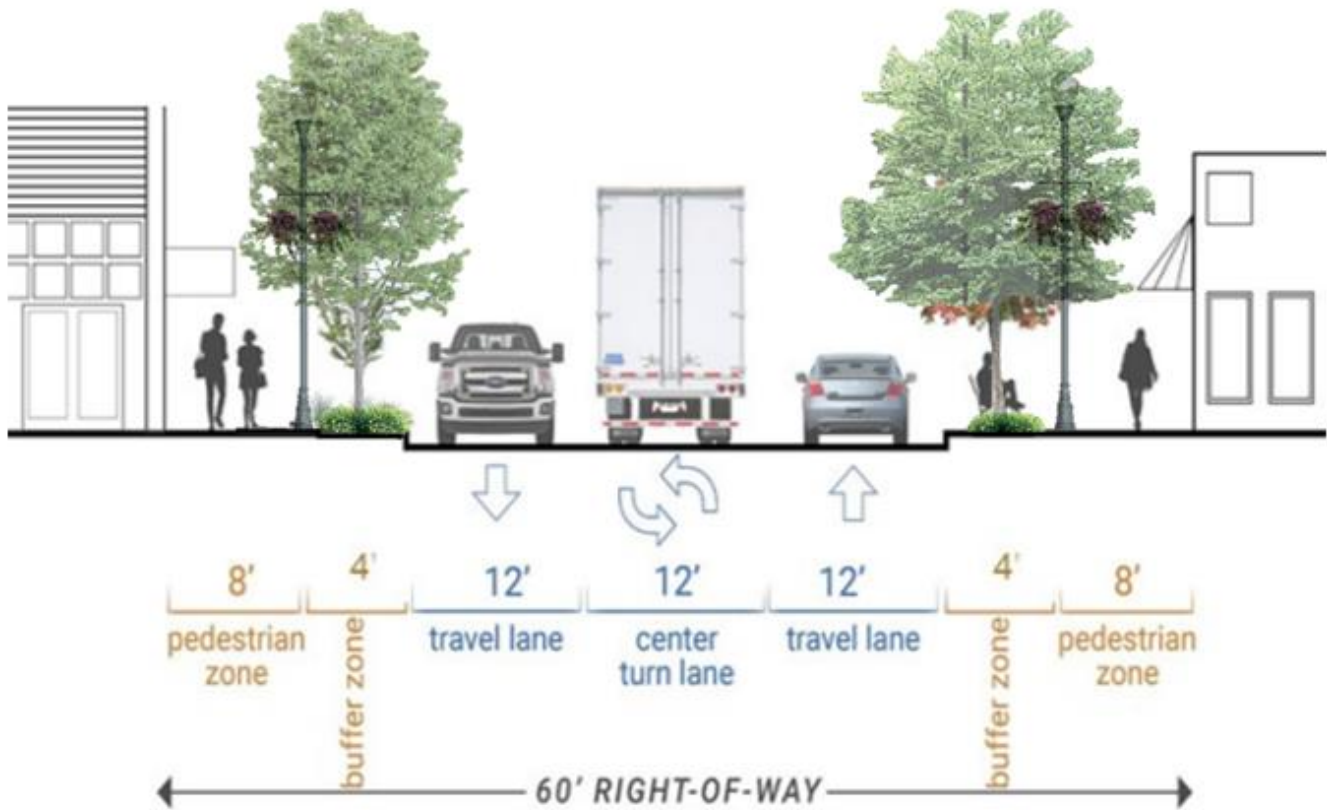
- Retain two-way US 20 along its present alignment; enhance with targeted streetscaping/landscaping,
- Support existing businesses while promoting targeted infill and redevelopment – especially housing,
- Provide enhanced US 20 pedestrian/bicycle crossings at Coos and Eads Streets,
- Improve the pedestrian 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 9<sup>th</sup> 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 1<sup>st</sup> 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 /<br>BULB OUTS PROMOTE<br>PEDESTRIAN SAFETY | 4 FLEXIBLE SPACE FOR SIGNS<br>AND UTILITIES   | 7 GROUND FLOOR<br>BUSINESSES WITH<br>WINDOWS ON THE STREET               |
| 2 PERMITTED “A” BOARD<br>PEDESTRIAN SIGN                     | 5 BIKE RACK ON STREET<br>REPLACES ONE<br>AUTOMOBILE SPACE                                   | 8 SIDEWALK CLEAR ZONE<br>ALLOWS UNIMPEDED<br>PEDESTRIAN CIRCULATION      |
| 3 ORNAMENTAL STREET<br>LIGHT                                 | 6 OFFICES/FLATS OVER<br>GROUND FLOOR RETAIL<br>USES PROMOTES ACTIVITY<br>THROUGHOUT THE DAY | 9 COVERED DINING AREA<br>PERMITTED IN PARKING<br>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.



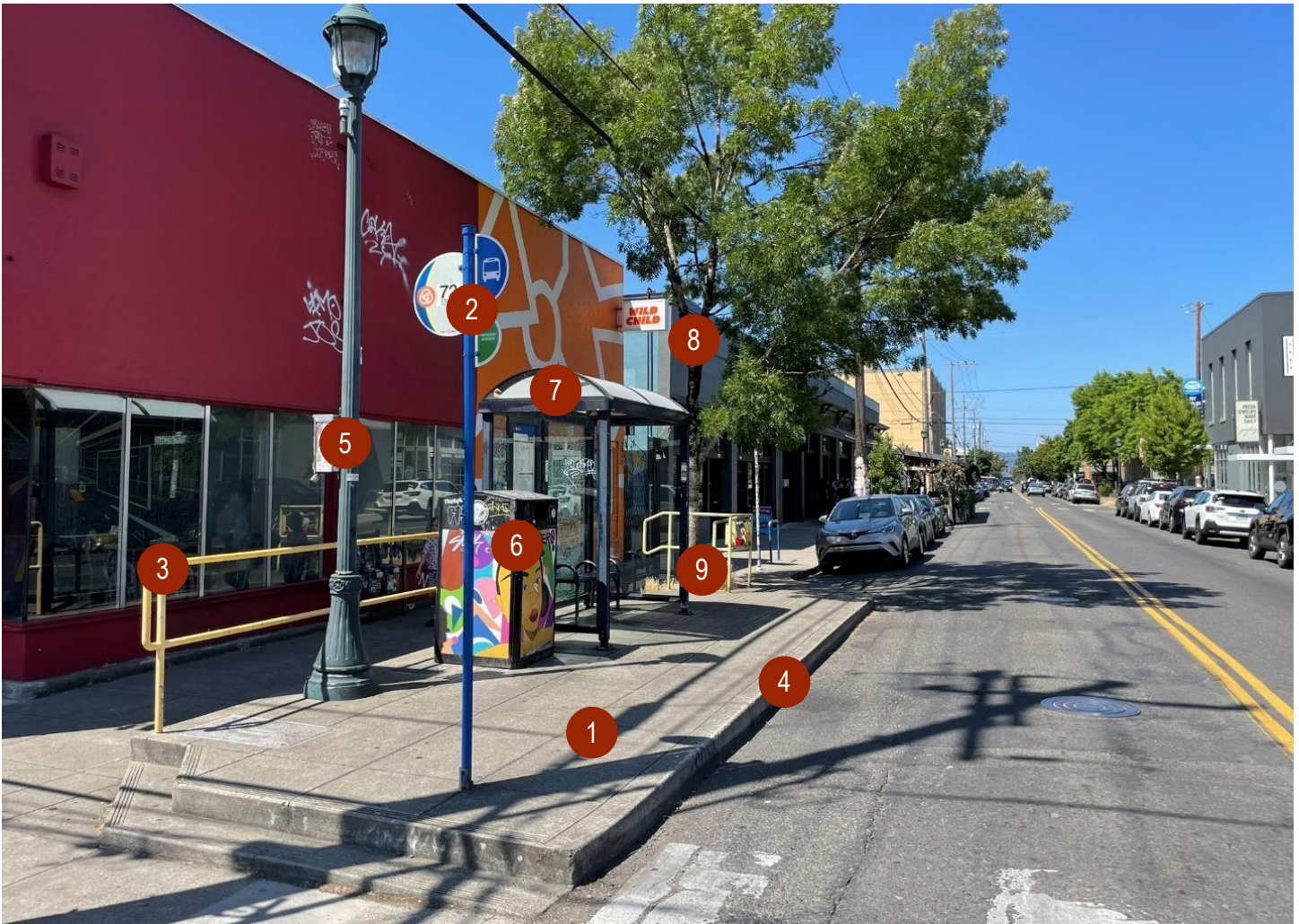
### KEY NOTES

- |  |                      |                             |
|--|----------------------|-----------------------------|
| 1 CLOSE SEGMENT OF SW 2 <sup>ND</sup> 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 9<sup>th</sup> Street between SW Fall Street and SW Angle Street. Third, a new E/W route on NE 2<sup>nd</sup> Street between SW Elizabeth Street and US 101 will continue north on SW 10<sup>th</sup> 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.

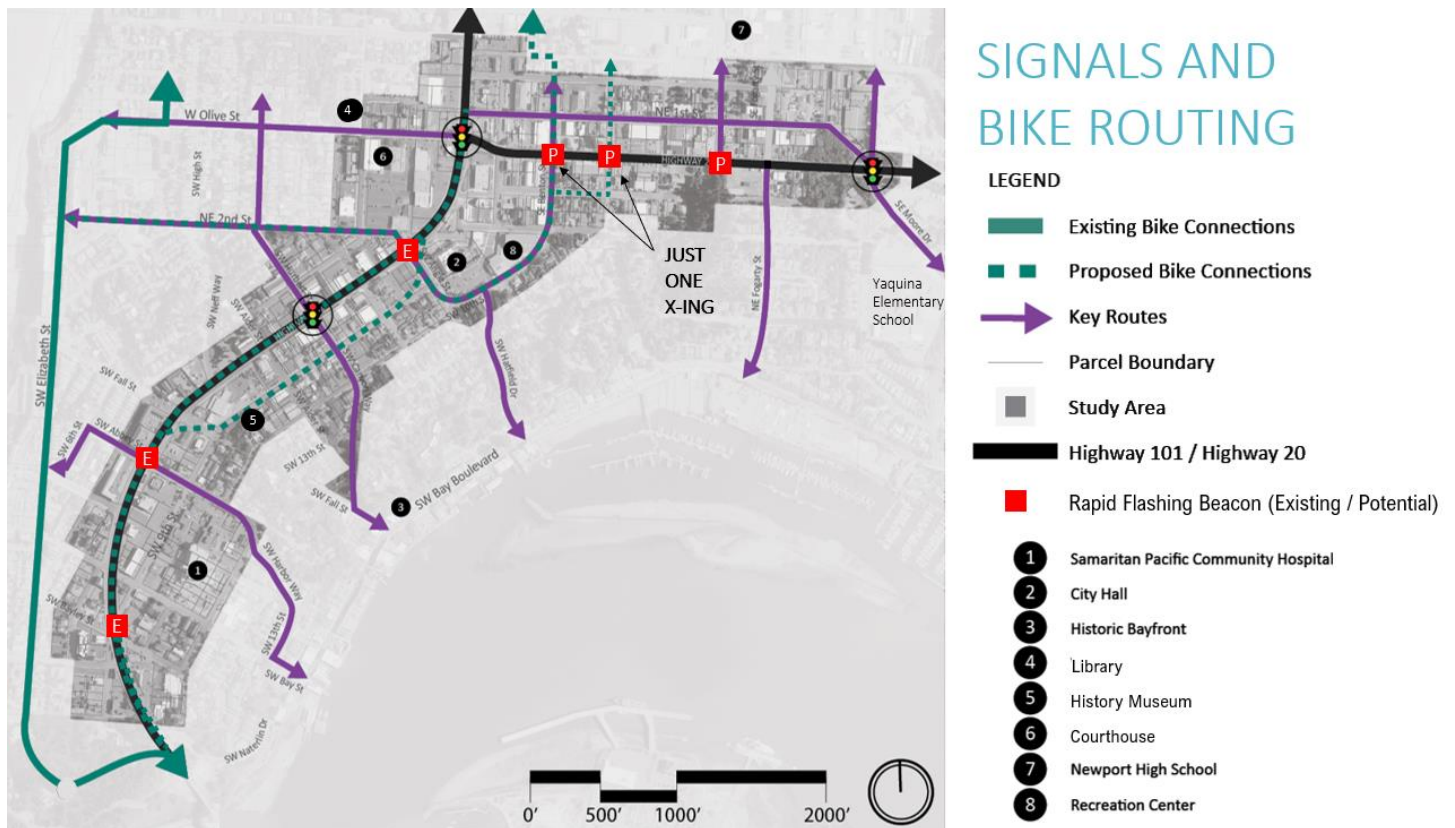


Figure 18. Existing / Proposed Bicycle Routes and Signals

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

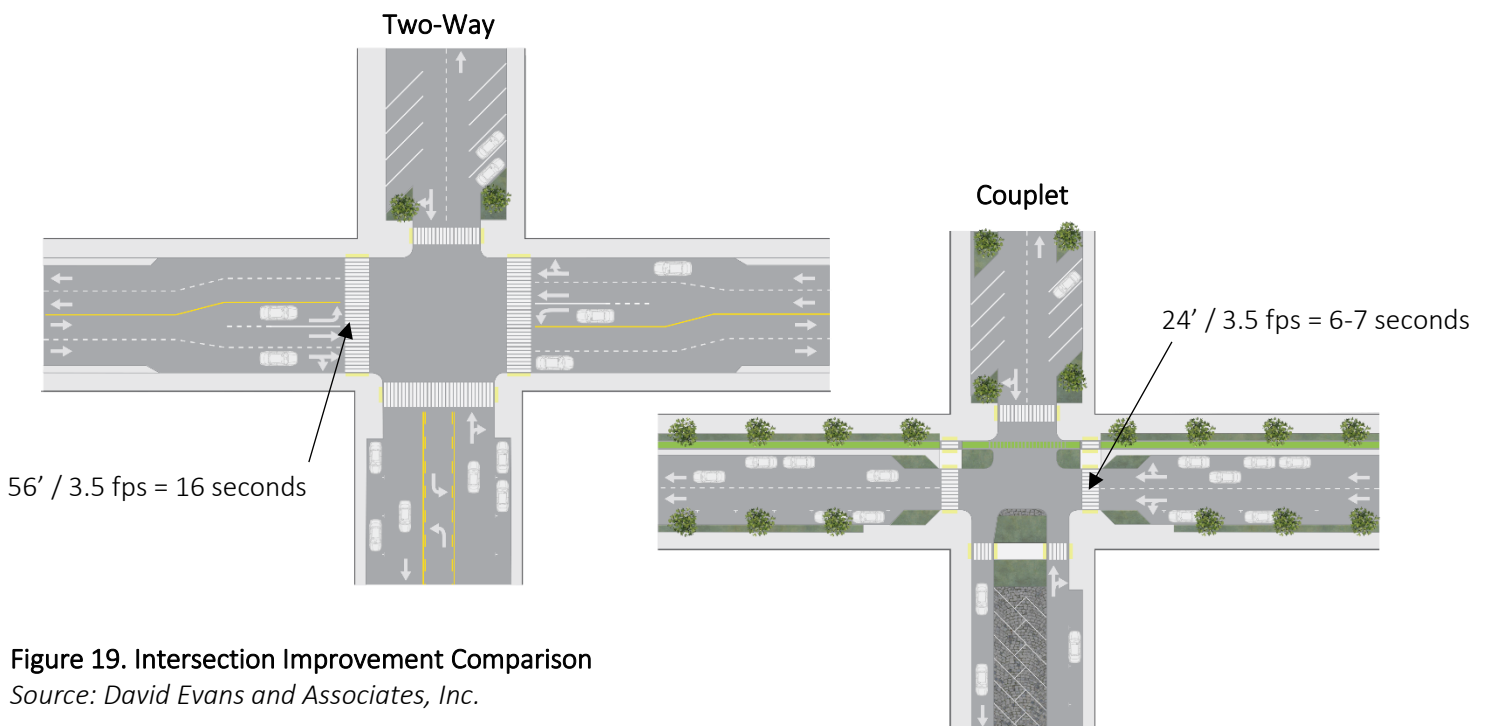
- US 20 and NE Benton Street
- US 20 and NE Iler Street

### 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.

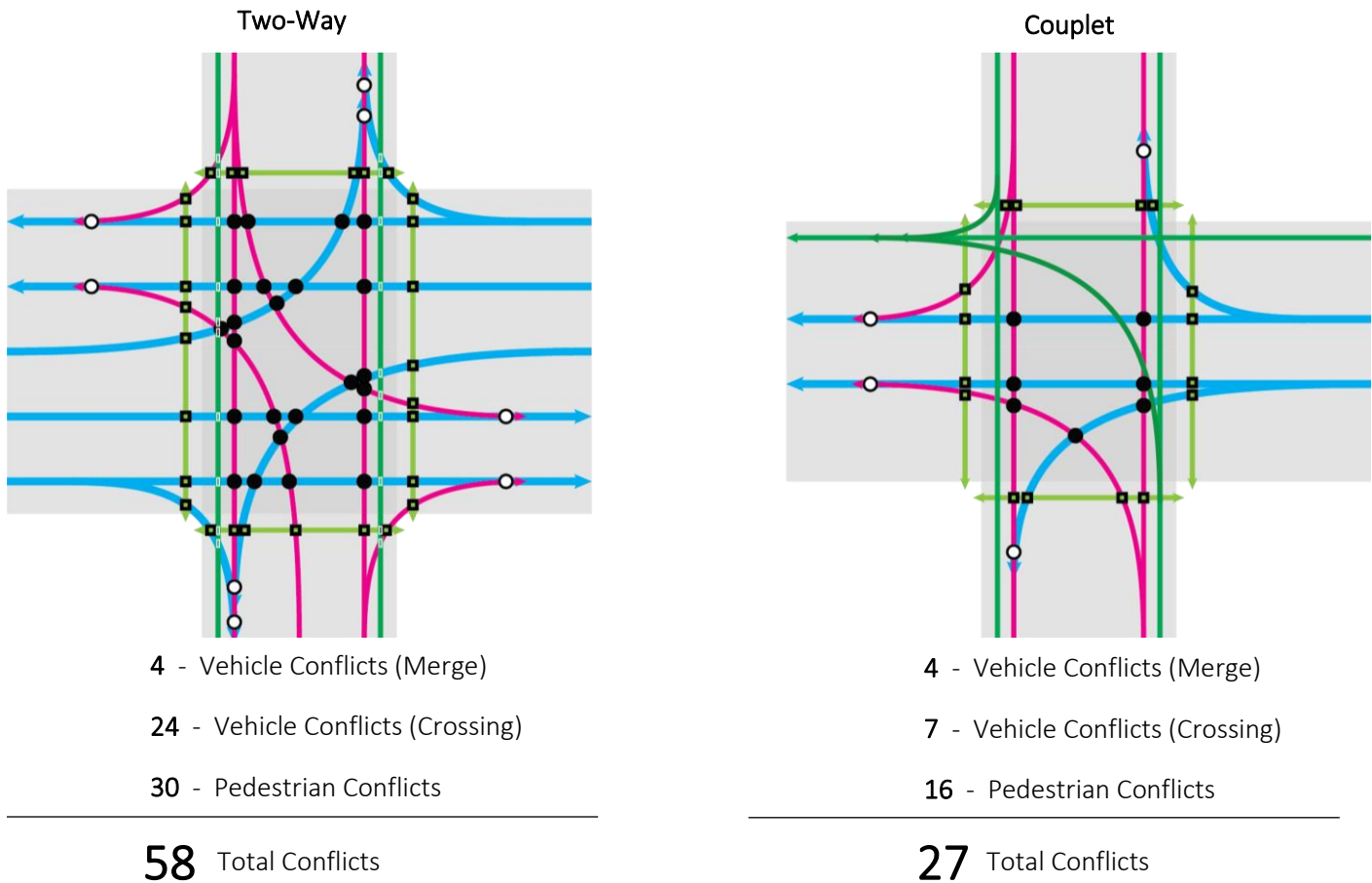


**Figure 19. Intersection Improvement Comparison**

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*

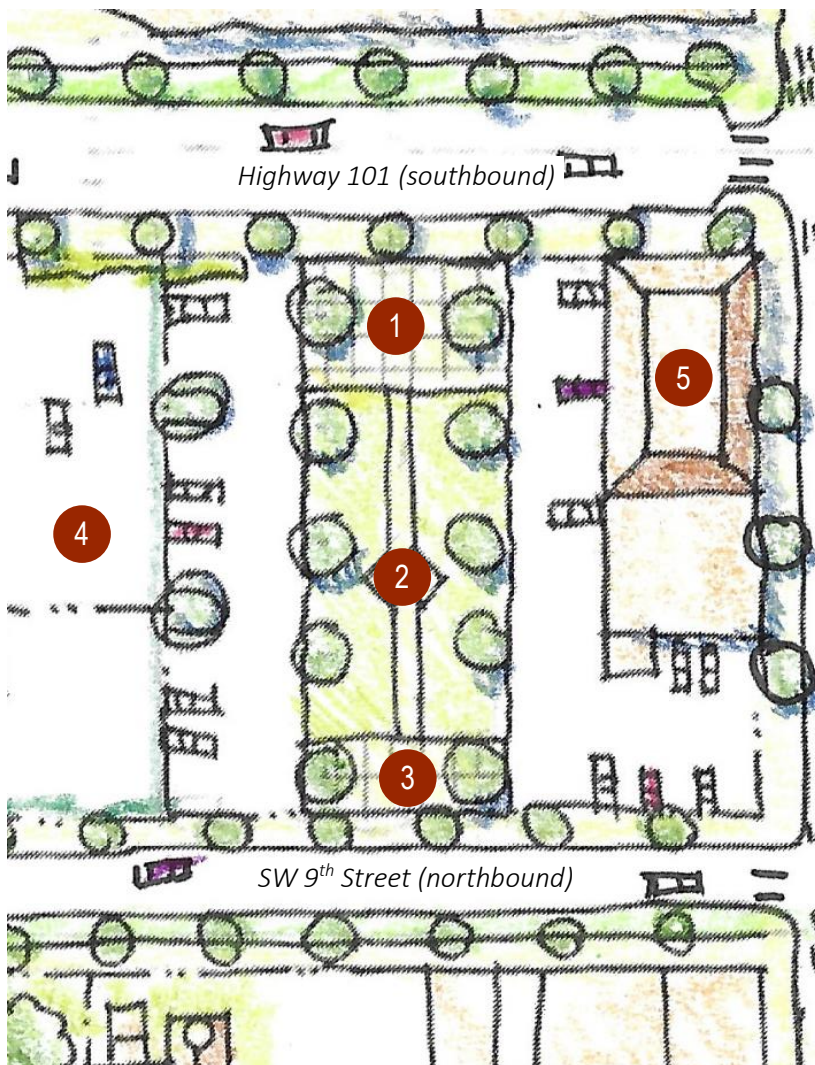


**Figure 25. Example Gateway Sign and Sculpture - Meridian, Ohio**

*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 <sup>th</sup> 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



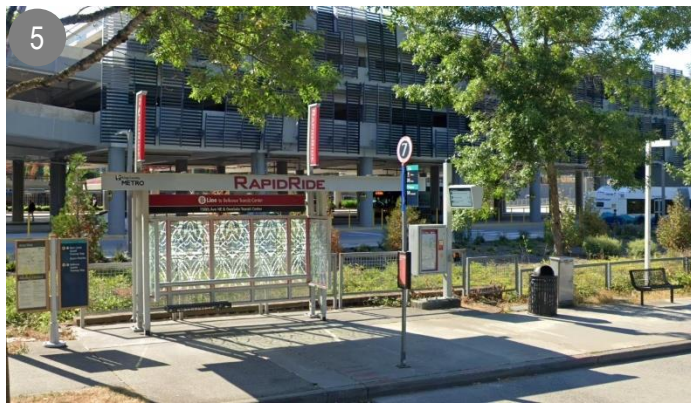
**Figure 31. Crossing Island in Asheville, North Carolina**  
Source: The Walc Institute



**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/](http://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 9<sup>th</sup> 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.

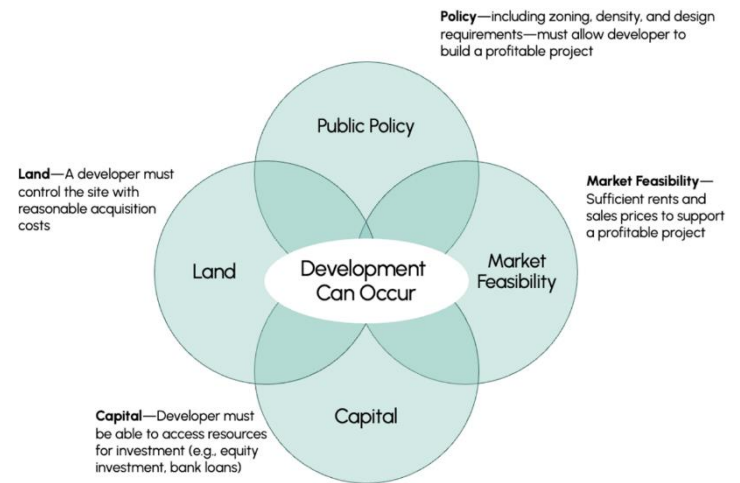


Figure 43. Implementation – Key Requirements Diagram

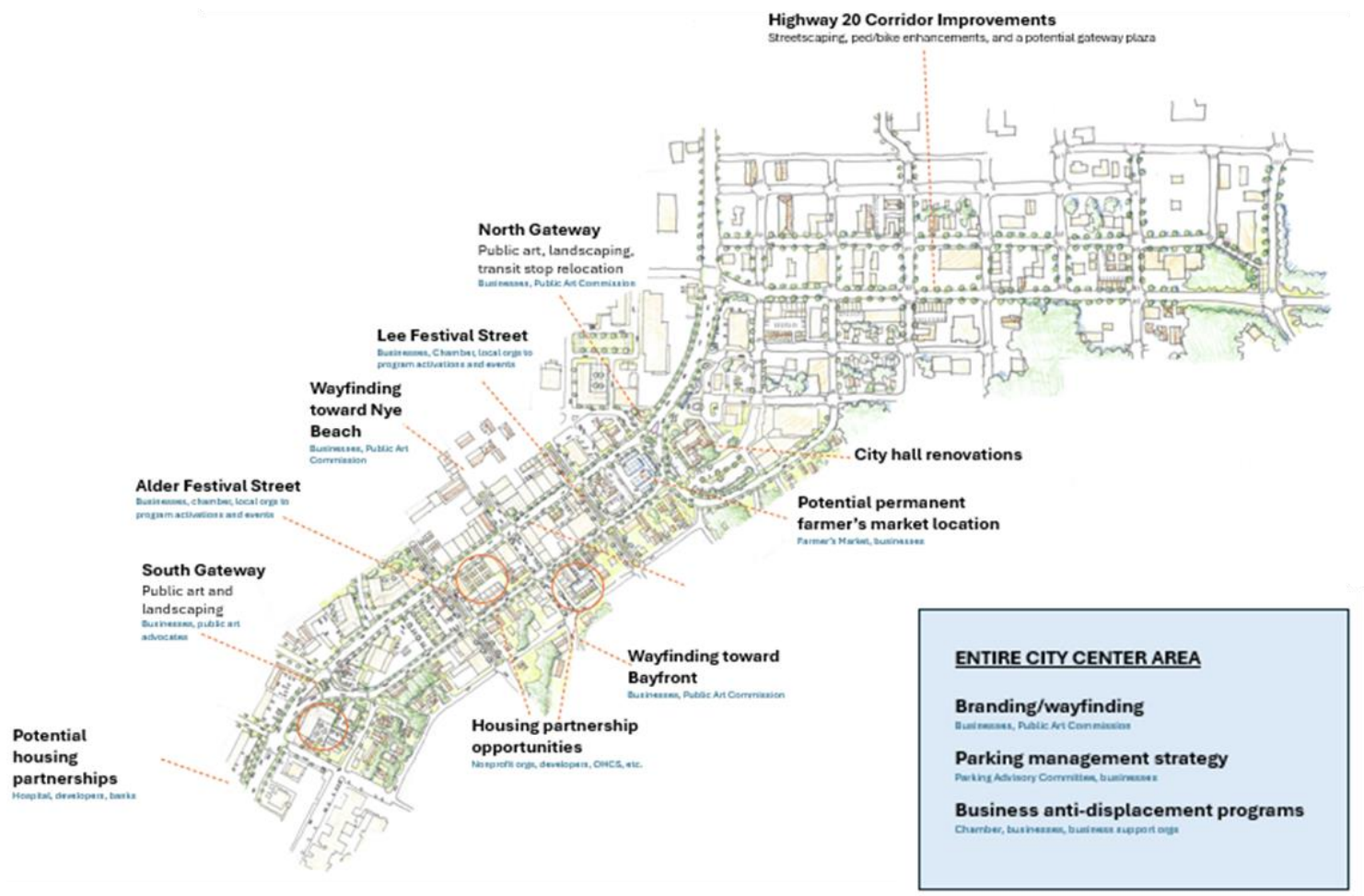


Figure 44. Study Area Projects and Programs

Source: DEA and ECONorthwest

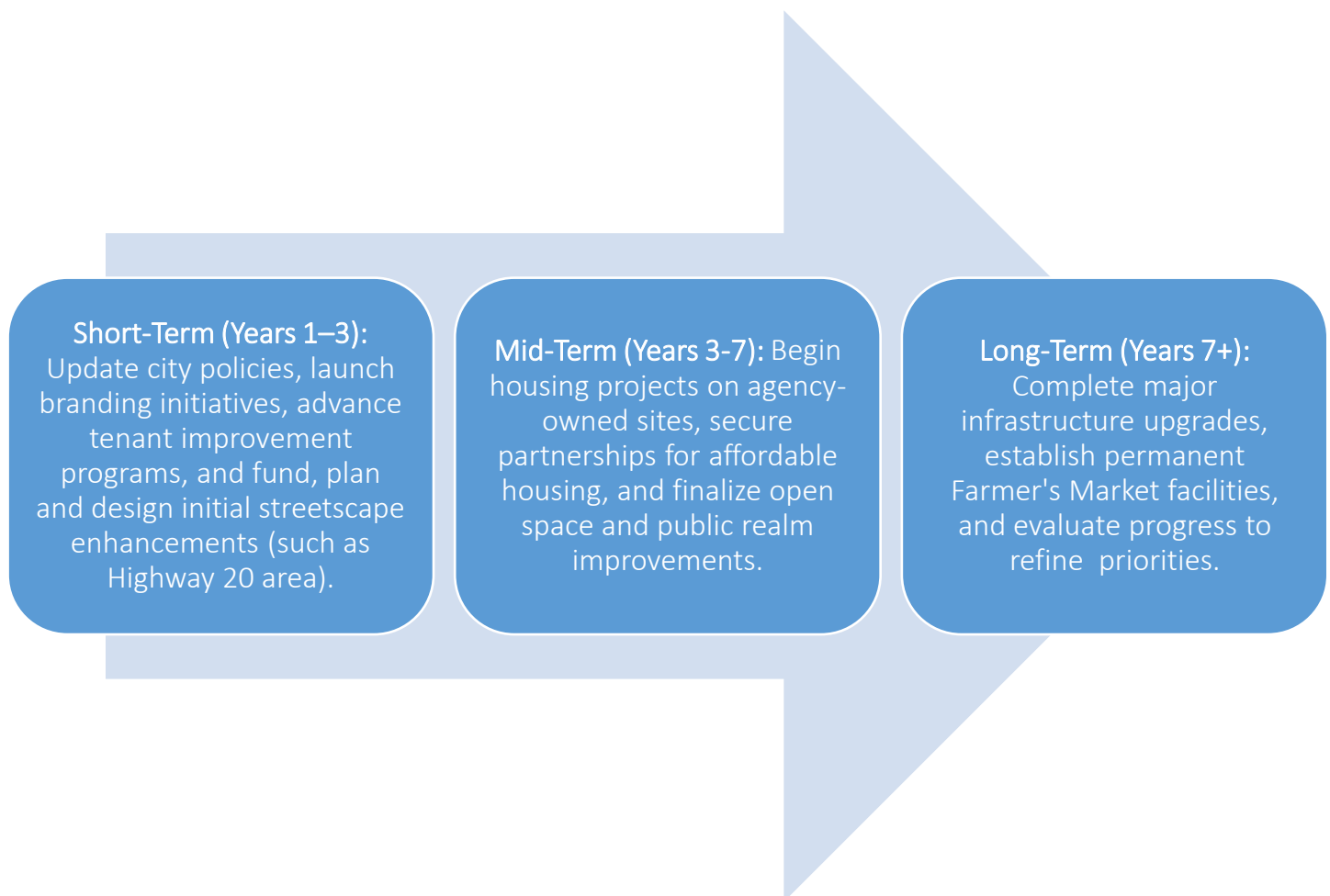


## 5.2 TIMELINE

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 9<sup>th</sup> 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 9<sup>th</sup> Street), and responsibility for roadway and sidewalk maintenance.

**City of Newport**  
**Draft City Center Revitalization Planning Committee Minutes**  
**May 16, 2025**

<b>LOCATION:</b> CITY COUNCIL CHAMBERS, NEWPORT CITY HALL, 169 SW COAST HIGHWAY, NEWPORT	
<b>Time Start:</b> 2:00 P.M.	<b>Time End:</b> 4:09 P.M.

**ATTENDANCE LOG/ROLLCALL**

COMMITTEE MEMBER	STAFF
Jack Weber	Derrick Tokos, Community Development Director
Wayne Patterson (absent, excused)	Sherri Marineau, Community Development Dept.
Jim Patrick	Rob Murphy, Fire Chief (absent)
Luke Simonsen	Tom Sakaris, Fire Marshall (absent)
Christina Simonsen	Cathey Rigby, Grant Manager
Laurie Sanders	Anna Iaukea, Urban Renewal Project Mgr. (by video)
Dustin Capri (absent, excused)	City Manager, Nina Vetter
Dan Butler for Karen Rockwell (by video)	John Fuller, Communication Specialist
Brett Estes (by video)	Jim Hencke, DEA
Rich Belloni	Brandy Steffen, JLA
Melony Heim	Marcy McInelly, UrbsWorks (by video)
Eric Hanneman	Emily Picha, ECONorthwest (by video)
Rev. Judith Jones (by video)	David Helton, ODOT (by video)
Dr. Ralph Breitenstein	James Feldmann, ODOT
Timothy Johnson (absent)	
Bob Berman	<b>PUBLIC</b>
Deb Jones (absent)	
Cynthia Jacobi	
Robert Emond	

AGENDA ITEM	ACTIONS
<b>COMMITTEE MEMBER INTRODUCTIONS</b>  a. Roll Call	None.
<b>APPROVAL OF MINUTES</b>  a. Meeting minutes of City Center Revitalization Planning Committee Meeting on February 28, 2025	Motion by Breitenstein, seconded by Weber, to approve the City Center Revitalization Planning Committee Meeting on February 28, 2025 with minor edit. Motion carried unanimously with Weber, Patrick, L. Simonsen, C. Simonsen, Sanders, Estes, Belloni, Heim, Hanneman, Jones, Breitenstein, Butler, Berman, Emond and Jacobi all voting in favor.
<b>ROUND 2 OUTREACH RESULTS</b>	Ms. Steffen gave an overview of the Round 2 outreach results.  The Committee asked question concerning the definition of passive parks, the number of respondents of the surveys; and the practicality of doing alleys.

<b>CITY CENTER PLAN AND CODE AMENDMENTS</b>	<p>Mr. Hencke covered the project goals. Ms. McInelly reviewed the City Center Revitalization Plan and code amendments.</p> <p>The Committee asked questions concerning the landscape diagrams; left turn lane widths; how the middle left turn lane on the Hwy 101 south of the couplet would work; redesign of US 101 to have two left lanes going southbound onto Hwy 20; whether diagonal parking was allowed in Newport on public roads; length of ADA parking spaces; considerations to allow townhouses and condos on US 101; ideas to locate retail on the corners in the City Center; having a range of heights for urban frontage minimum ground floor for retail; who was responsible for the upkeep of landscaping on streets; and how landscaping requirements should be implemented.</p>
<b>INVESTMENTS AND INCENTIVES</b>	<p>Ms. Picha reviewed the investments and incentives.</p> <p>The Committee asked questions concerning how long it will take to get the City Center updates implemented; if the Urban Renewal Agency had plans to acquire property to help the plan be implemented; and timing for the start of the branding for wayfinding.</p> <p>Tokos reviewed the adoption schedule with the Committee. Rigby invited the Committee take the opportunity to be a part of funding in the future and stay involved with the implementation.</p>
<b>PUBLIC COMMENT</b>	<p>None.</p>
<b>NEXT STEPS</b>	<p>Steffen asked the Committee to get their thoughts on how they felt about the plan.</p> <p>Luke and Christina Simonsen shared their thoughts on wanting to have electricity brought to the Farmers Market, closing the streets during the market times; keeping deliveries in mind if closing Lee Street, and considerations to have delivery zones.</p> <p>Hanneman also wanted electricity for the Farmers Market vendors.</p> <p>Sanders thought they needed to find a few spots for community gathering areas, to get a clear definition on how the lights at 9th and Hurbert Streets would be timed, and to get a clear idea of with the costs and amount of work a couplet would be.</p> <p>Berman didn't like that there wasn't any final documents in the plan.</p> <p>Emond thought they needed to future proof the Farmers Market and make sure the space for them was big enough to grow. He also loved that there would be two left turns from US 101 to Hwy 20 going south.</p>



	<p>Breitenstein thought they did a good job with the plan.</p> <p>Jacobi liked the public comments about enlarging the Founding Rock Park and questioned if there were enough restrooms in the area. She had concerns on signage clutter, thought that overhangs would be for weather protection at best, wanted to see the parklets expanded for outdoor seating, thought landscaping and public art was important, and wanted to see general points on trash collection.</p> <p>Weber had concerns on infrastructure and thought they needed to renew it before the street paving was finished. He was also concerned bike lanes would be blocked and thought they needed to be more accessible. Weber wanted festivals streets to help the Saturday Market. He was concerned about the bus mall space and thought rights-of-ways should be utilized for bikes and loading. Weber was concerned about access to driveways as well.</p> <p>Estes appreciated the comments from the public participation.</p> <p>Patrick thought landscaping would be tough and wanted to see parking and density figured out for the residential mixed with commercial.</p> <p>Jones liked the big picture of the concept. She noted that 9th and Hurbert Streets would affect their parish during construction. She cautioned about adding awnings because they would become a place for people to shelter.</p> <p>Helton thanked the team for their work and input. He thought the need for a better cost estimate was challenging at that time because they would need to do work to get samples and understand the conditions before they could determine this.</p> <p>Motion by Patrick, seconded by Berman, for the City Center Revitalization Plan Advisory Committee to recommend that the draft plan and its various components be forwarded to the Planning Commission and City Council for consideration and potential adoption. Motion carried unanimously with Weber, Patrick, L. Simonsen, C. Simonsen, Sanders, Estes, Belloni, Heim, Hanneman, Jones, Breitenstein, Butler, Berman, Emond and Jacobi all voting in favor.</p>
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Submitted by: \_\_\_\_\_

Sherri Marineau, Executive Assistant