

PLANNING COMMISSION WORK SESSION AGENDA Monday, March 24, 2025 - 6:00 PM City Hall, Council Chambers, 169 SW Coast Hwy, Newport, OR 97365

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

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

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

1. Call to Order

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

- 2. New Business
- 2.A Review and Discuss FY 25-26 Council -Commission Goals. Memorandum Council Goals for FY 25-26 Planning Commission Goals for FY 24-25
- 2.B Online Survey Questions for City Center Revitalization Plan Public Event #2. Memorandum Open House Postcard Draft Open House Online Survey Content

- 2.C City Center Revitalization Plan Incentives & Public/Private Partnerships. Memorandum ECONorthwest -City Center Incentives & Public/Private Partnerships (Memo #7)
- 3. Unfinished Business
- 3.A Planning Commission Work Program Update. PC Work Program 3-19-25
- 4. Adjournment

City of Newport

Memorandum

To: Planning Commission/Commission Advisory Committee

From: Derrick Tokos, Community Development Director

Date: March 20, 2025

Re: Review and Discuss FY 25-26 Council - Commission Goals

Attached is a copy of the City Council's adopted FY 25-26 Goals. Please take a moment to review them and consider how the Planning Commission can assist the Council in achieving its goals (or actions the Commission can take that are complimentary). For your reference, attached is a copy of the Planning Commission's goals for the current fiscal year. I am hoping to use this time with you to outline a set of goals for the Commission that I can bring back for review and potential adoption at an upcoming meeting.

<u>Attachment</u> Council Goals for FY 25-26 Planning Commission Goals for FY 24-25 က

City of Newport

City Council 2025-2026 Goals

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

2025/2026 Fiscal Year Goals:

- 1) Finalize a 10-year Capital Improvement Plan
- 2) Complete the 7-Year Financial Strategy, incorporating new potential revenue streams, and begin implementing recommendations to:
 - a. make improvements to water and wastewater infrastructure
 - b. increase funding for road repair, striping, and ADA compliance
 - c. conduct preventative maintenance, and
 - d. complete upgrades to City facilities
 - e. conduct robust community engagement with stakeholders and community members on the results
- 3) Implement the Gravel Roads Paving Plan
- 4) Secure a financial strategist to assist with a funding plan for the Big Creek Dam Replacement Project

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

2025/2026 Fiscal Year Goals:

- 5) Develop strategies to strengthen transparency from City leadership, departments, and programs to the community through engagements and inperson interactions
- 6) Review, revise, and adapt the City's volunteer program across all departments to increase community participation
- 7) Partner with Newport school leadership programs to engage youth in local government, programs, and processes
- 8) Launch a bi-lingual community e-newsletter to keep the public informed on project updates, events, and meetings
- 9) Increase participation with minority groups through proactive outreach with community leaders and tailoring communications to specific cultural needs

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

2025/2026 Fiscal Year Goals:

- 10) Complete the transition to a new informative City website
- 11) Integrate coordinated technology to improve accessibility to information and ease-of-use for City services for staff and community
- 12) Implement a budget visualization tool on the City's website for transparency of how tax dollars are spent

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

2025/2026 Fiscal Year Goals:

- 13) Create and finalize a Destination Management & Marketing Strategic Plan, and begin implementation in coordination with stakeholders
- 14) Identify beautification opportunities to strengthen the City's appeal for community members and visitors
- 15) Support the launch of the Public Arts Advisory Committee in partnership and engagement with the OCCA
- 16) Partner with the OCCA on opportunities to embed arts in the City's infrastructure
- 17) Complete the City Center Revitalization plan and begin implementing key recommendations, in partnership with stakeholders
- 18) Complete all pending South Beach Urban Renewal projects to include development and potential addition of community services and goods to the South Beach area
- 19) Identify, prioritize, and fund improvements to City streets, sidewalks, and rightsof-way that are rated below standard to enhance accessibility and usability of City infrastructure for motorists, cyclists, and pedestrians
- 20) Enforce the adopted updates to the City's Nuisance Code to improve property maintenance standards
- 21) Initiate research and feasibility of a tourism-focused trolley
- 22) Partner with local organizations to introduce and support more multicultural education and events to support the diverse populations of the community

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

- 23) Identify and implement City employee incentives to strengthen and improve recruitment and retention programs
- 24) Enhance professional development opportunities for all City employees through training
- 25) Present final recommendations from the City Council Compensation Workgroup and implement City Council-approved recommendations
- 26) Increase community interest in City Council, committee, and workgroup roles through community engagement and communications

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

2025/2026 Fiscal Year Goals:

- 27) Strengthen wildfire mitigation methods and awareness through potential code changes, community outreach, social media channels and e-newsletters
- 28) Continue emergency preparedness education through City-coordinated events, school appearances, and representation at community events

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

2025/2026 Fiscal Year Goals:

- 29) Research and implement pathways to help increase supplies of affordable and workforce housing, including rentals for the community
- 30) Actively participate in the County's coordinated efforts regarding homelessness

PLANNING COMMISSION FISCAL YEAR 2024-25 GOALS

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

City of Newport

Memorandum

To: Planning Commission/Commission Advisory Committee From: Derrick Tokos, Community Development Director

Date: March 20, 2025

Re: Online Survey Questions for City Center Revitalization Plan Public Event #2

Attached is a memo from JLA Public Involvement outlining content for the online open house that we will be holding from April 1st through April 13th. It covers the flow of the survey and topics we are looking for feedback on from the participants. Please take a moment to review the memo and come prepared to discuss whether or not the content is on point, or if adjustments are needed. JLA is working on a draft that includes the graphics. I'll tee that version up for you at the work session if I receive it by the time we meet. We are looking to finalize the survey by the middle of next week.

Also, attached is a postcard that Newport residents and businesses should receive around the middle of next week advertising the April 3rd open house and online survey. Please don't hesitate to share it with anyone who might be interested.

<u>Attachment</u> Open House Postcard Draft Open House Online Survey Content ∞



Newport City Hall 169 SW Coast Hwy Newport, OR 97365 PRSRT STD US POSTAGE **PAID** PORTLAND OR PERMIT NO.994

Join us in person Únase a nosotros en persona

Thursday, April 3 Jueves, April 3

or online // o en línea publicproject.net/nccrp



Questions? // ¿Preguntas?

Derrick Tokos 541-574-0626 | d.tokos@newportoregon.gov ********ECRWSS POSTAL CUSTOMER

City Center Revitalization Plan Project Plan de Proyecto de Centro de Rehabilitación de la Ciudad

The City of Newport is working to create a vibrant, welcoming city center—home to successful businesses, housing options, and community gathering space, that is attractive to residents and visitors.

In the fall, we asked for community input on how we can reimagine City Center. Please join us at City Hall on April 3 for an open house to learn more about the solutions we have created based on your feedback, ensure that we are meeting the future needs of the community, and to discuss potential next steps. La ciudad de Newport está trabajando para crear un centro urbano vibrante y acogedor, hogar de negocios exitosos, opciones de vivienda y espacio comunitario que sea atractivo para residentes y visitantes.

En el otoño, le pedimos a la comunidad sugerencias sobre cómo podemos reimaginar nuestro centro urbano. Por favor únase a nosotros en City Hall el 3 de abril en una jornada de puertas abiertas para aprender mas sobre las soluciones que hemos creado a partir de sus sugerencias, asegurarse de que estamos cumpliendo con las necesidades futuras de la comunidad y para charlar sobre los próximos pasos potenciales.



Oregon Department of Transportation Join us at an open house Unase a nosotros en una jornada de puertas abiertas Thursday, April 3, 2025 Jueves, 3 de abril, 2025 4:00–7:00 p.m. | City Hall *169 SW Coast Hwy*

Join us online between **April 1–13**: // Únase a nosotros en línea entre **abril 1–13**: **publicproject.net/nccrp**



NEWPORT CITY CENTER REVITALIZATION PLAN PROJECT

ROUND 2 CONTENT

Prepared for

Oregon Department of Transportation

City of Newport

Prepared by

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

Date

March 19, 2025

ADVERTISING

MEDIUM	SEND	WHO	CONTENT
Email CAC and other stakeholders	3/21 or 3/24	City of Newport	Hello CAC Members, We're excited to share our second public event for the project and we'd like you to help spread the word to your friends, neighbors or groups that you represent. The City will also be sharing via social media, so please like and reshare!
			The City of Newport is working to create a vibrant, welcoming city center — home to successful businesses, housing options, and community gathering space, that is attractive to residents and visitors.
			In the fall, we asked for community input on how we can reimagine City Center. Please join us at City Hall on April 3 for an open house to learn more about the solutions we have created based on your feedback,
			ensure that we are meeting the future needs of the community, and to discuss potential next steps.
			Join us at an open house Thursday, April 3, 2025 Drop by between 4:00 and 7:00 pm City Hall (169 SW Coast Hwy, Newport, OR 97365)
			Or join us online between April 1 and April 13 at <u>https://publicproject.net/nccrp</u> to review the same information and submit your ideas to the team.
Canvasing	3/21-4/2	City of Newport	Walk around and invite businesses along 101.
Press Release	3/24	City of Newport	Include quotes from City Council about the importance of the project and WHY this project will help the city.
Postcard	Print on 3/21 Arriving week of 3/31	City of Newport	
Website	3/18	JLA	Post workshop dates and details
	4/1-4/13	JLA	Update to include link to the online open house.
	4/14	JLA	Remove the "invite" and open house/survey text and replace with:

MEDIUM	SEND	WHO	CONTENT
			Thank you to everyone who attended the event or took the online survey. We are working hard to summarize your thoughts, questions and concerns. The event and comment summary will be posted here when it is completed. If you have additional questions or concerns, please contact us here [LINK].
Social Media	3/24 3/31 4/7	City of Newport	City shall manage and conduct outreach on City social media accounts. Recommend using images of Newport and Central City (could get while canvasing).
	4/14		 Week of 3/24 1. The City of Newport is working to create a vibrant, welcoming city center — home to successful businesses, housing options, and community gathering space, that is attractive to residents and visitors. Learn more at <u>https://publicproject.net/nccrp</u>. 2. Join us next Thursday for an Open House to learn more about the solutions for city center. We want to make it home to successful businesses, housing, and community gathering spaces. Tell us what you think! Thursday, April 3, 2025 Drop by between 4:00 and 7:00 pm City Hall (169 SW Coast Hwy, Newport, OR 97365) Week of 3/31 3. Join us at City Hall on April 3 from 4-7 pm for an open house to learn more about the
			solutions we have created for city center revitalization. Help us to ensure that we are meeting the future needs of the community and to discuss the next steps. See you there!
			 Can't join us at city hall tonight to learn about our ideas for revitalizing city center? You can learn more and share your thoughts before April 13 at <u>https://publicproject.net/nccrp</u>
			Week of 4/7
			5. Did you miss last week's open house at city
			hall? You still have time to learn about our
			ideas for revitalizing city center and share your
			thoughts with us! Take our survey before April
			13 at <u>https://publicproject.net/nccrp</u>
			 Join us online before April 13 at <u>https://publicproject.net/nccrp</u> to review the information and submit your ideas to the team.

MEDIUM	SEND	WHO	CONTENT
			 Week of 4/14 7. Thank you to everyone who attended the open house or took the online survey that closed 4/13. We had XXX people tell us what they want to see most in the city center! We are working hard to summarize your thoughts, questions and concerns. Learn more at https://publicproject.net/nccrp.

ONLINE OPEN HOUSE

Open from Tuesday, 4/1 through Sunday 4/13.

PAGES

- Welcome
- What we've heard
- Future Walkable City Center
- Future Green Gateway
- Housing and Building Changes
- Survey and Next Steps
- Frequently Asked Questions

Welcome Page

Subheading:

The City of Newport is working to create a vibrant, welcoming city center — home to successful businesses, housing options, and community gathering space, that is attractive to residents and visitors.

Content:

In the fall, we asked for community input on how we can reimagine City Center. Learn more about the solutions we have created based on your feedback, ensure that we are meeting the future needs of the community, and review the potential next steps.

Join us at this "online open house" to give us your feedback on how the city center should look in the future, including public spaces and art, as well as what is most important to you!

Remember, this is a long-term vision for the future of central city. So we need to create a plan (we are doing that now) and then in the future developers, the city, and private landowners will

know what we're working toward – our big vision for a vibrant city center! You won't see major changes in the next few years, but we have a plan for the short-term and long-term. Did we get the vision right? Tell us what you think.

What is the City Center?

Our focus is within 2-3 blocks of US 20 and US 101 – from the east entrance to the City, west to the US 20/US 101 intersection, and then south to the Yaquina Bay Bridge.

[Project area/zone graphic]

Learn more on the following pages and tell us what you think.

What We've Heard Page

Subheading:

We've taken your comments, values and goals for the city center and added those to the plan.

Content:

In the fall 2025, we held a community workshop and several focus groups to understand the community's values and goals for revitalizing the city center.

[photo from workshop]

What was important to workshop and focus group attendees:

- Small business prioritization (77%)
- Improved traffic safety (68%)
- Support local services/businesses (grocery store, banks, etc.) (66%)
- Improved walkability (63%)
- Housing near schools and services (55%)

What was important to survey respondents:

- Create enough affordable housing units to support Newport's needs (84%)
- Small business prioritization (83%)
- Improved walkability (81%)
- Support local services/businesses (grocery store, banks, etc.) (79%)
- Improved traffic safety (79%)

[timeline graphic??]

The goals for this project were built off conversations and plans developed by the community; most recently the 2022-2042 Housing Capacity Analysis (2022), Transportation System Plan (2022) and the Park System Master Plan (2019). The project goals are:

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

Learn more about how these values and goals led to the proposed plans on the next page.

Future Walkable City Center (US 101) Page

Subheading:

A possible future for US 101 in the city center is safe and welcoming for people living and working in Newport.

Content:

Based on the community values and goals, we have created this draft plan to create a safe, walkable environment for the city center; this aligns with the project goals. To allow for more housing choices and parking flexibility, we are creating a plan that will eventually rebuild Highway 101 as a paired-street or couplet.

[map graphics – Overview first]

Today it's difficult to think about living or walking around US 101. The sidewalks are narrow and during the summer there can be so many cars that it doesn't create an inviting experience. But we think that a well laid out plan, that refers to our shared goals and values will help us create a city center that is safe for everyone to get around.

The paired-street or couplet design is where the travelers that are traveling north or south on US 101 today would instead go north on 9th Street and south on US 101. This design allows for:

- Greater flexibility as we redevelop the city center.
- Bigger sidewalks, bike lanes and parking on both streets which helps businesses thrive.
- Narrower streets that take less time to walk across, which is safer for seniors, children and everyone else!

[map graphics – tied to the goals]

[9th Street cross-section graphic]

[US 101 cross-section graphic]

[consider formatting to reduce the impact of this text, maybe accordion view or right column]

Learn more about the proposed plans for US 20 on the next page.

Future Green Gateway (US 20) Page

Subheading:

A future welcoming gateway into our city center on US 20.

Content:

Based on the community values and goals, we have created this draft plan to create a more welcoming gateway into the city center on US 20.

[map graphic]

Today it's difficult to think about US 20 the way that the plan describes it. We'd like to make the future of this part of the city center more welcoming for everyone by:

- Creating safer sidewalks and crossings for school kids (and everyone else) who need to travel across US 20.
- Adding trees and landscaping, plus a gateway sign to announce that travelers are entering our city.
- Changing the development code to allow and encourage "maker's spaces" in the industrial areas along US 20.
- [OTHER REASONS?]

[US 20 cross-section graphic]

[map with red travel arrows graphic]

Learn more about the proposed plans for housing and redevelopment on the next page.

Housing and Building Changes Page

Subheading:

Planning for redevelopment and creation of more housing in the city center.

Content:

Moving to the couplet will allow both 101 and 9th to redevelop into an area that is safer for all people getting around and make it more attractive to people who want to live in the city center.

Housing and buildings

We did some initial analysis to understand if additional housing and redevelopment can work in the area and our estimates are that it will. We hope to work with developers and property owners to create a few "demonstration projects" to help the community see the tone and future potential for the district. It will also help people have some stability for the future vision. However, the plan doesn't require a certain "look" or theme for the city center buildings. We do want the buildings to connect with the street and sidewalk to make it more walkable, as well as encouraging taller buildings that will allow for more housing choices for community members.

[Development examples diagram]

Community Gathering Spaces

We are looking at many of the nearby streets to create a more comprehensive central city area that will increase the number of community gathering spaces for events, as well as regular events like the farmers market.

Festival streets are built so that the road can be closed for a special event, but during most days it is a regular street with parking. There would also be flexibility for future development opportunities like a food cart pod.

[graphic showing a festival street]

The farmer's market is a huge community feature and we want them to have a permanent location (as they have requested). The plan proposes a permanent location for a covered farmer's market, which would allow for a longer season of operation. During non-market days, the covered area would be parking.

Plazas, Parks and Landscaping

The plan has a few ideas for where parks could go, however, that detail would need to be decided later. As a central city, there is less opportunity for parks because the space is limited and there are several nearby parks that residents could use.

Once the plan is adopted, we will move into preliminary design work to figure out these details:

- Lighting
- Benches
- Landscaping and trees selection and placement
- Art and other features to achieve this walkable feeling.

Trees and landscaping are great for sound reduction and creating a strong environment, but we also want to be aware of our special coastal environment.

We expect that some landscaping will be installed by property developers in the future and some by the City. Maintenance of trees and additional landscaping would likely be handled by private property owners (currently property owners are responsible for this).

Learn more about the rest of this process and answer the survey questions on the next page.

Survey and Next Steps Page

Subheading:

Thanks so much for getting involved.

Content:

The plan is currently in the implementation stage. In April 2025 we will be presenting a draft of the plan for review by Newport City Council and the Planning Commission. The City Council hope to vote on plan adoption in Summer 2025.

In addition to this outreach, we've been working with a Community Advisory Committee (CAC) to collect input throughout the project plus meetings with local businesses and social service providers. Around [Spring 2025], we'll be talking with local businesses about façade improvement opportunities.

[Timeline graphic]

Implementing the Plan

We need to look at a variety of options to ensure that the plan can become a reality. We need to bring together many pieces to make it work. So we will look at these four areas (market, land, opportunity, and policy).

The City of Newport has some urban renewal funds to put toward the final plan, but we'll need to leverage state and grants to pay for all the changes in the plan. City general funds will not be used for this project. We are looking at implementing these changes in the next 7-10 years.

Funding

There will be parallel opportunities that the city is looking at for the short-term and long-term to make this plan become a reality. We expect to have some storefront financial assistance to help restore or rehabilitate buildings, or for those that are too degraded we might provide funds to demolish buildings.

The funds will come from a variety of sources, including local urban renewal dollars, city general funds, state funding, and we'll also look for grants and federal dollars.

Survey Questions

- 1. We think we met the goal of an active mix of uses in a walkable environment through infill, wider, and buffered sidewalks. Do you agree?
 - Yes, the plan strongly meets this goal
 - Somewhat meets the goal
 - No, the plan doesn't meet the goal
 - I'm not sure
- 2. We think we met the goal of safe, efficient traffic flow and managed parking through reduced vehicle/pedestrian conflicts. Do you agree?
 - Yes, the plan strongly meets this goal
 - Somewhat meets the goal
 - No, the plan doesn't meet the goal
 - I'm not sure
- 3. We think we met the goal of a clean, welcoming appearance through gateways, streetscaping and code updates. Do you agree?
 - Yes, the plan strongly meets this goal
 - Somewhat meets the goal
 - No, the plan doesn't meet the goal
 - I'm not sure
- 4. We think we met the goal of planned property development and acquisition through incentives and partnerships. Do you agree?
 - Yes, the plan strongly meets this goal
 - Somewhat meets the goal
 - No, the plan doesn't meet the goal
 - I'm not sure
- 5. We think we met the goal of targeted investment in infrastructure through implementation actions and strategies. Do you agree?
 - Yes, the plan strongly meets this goal
 - Somewhat meets the goal
 - No, the plan doesn't meet the goal
 - I'm not sure
- 6. Should US 101 and US 20 feel the same or distinct?
 - They should feel the same
 - I'm not sure/I don't feel strongly either way
 - They should feel different

7. Would you like to explain your answer?

• [open ended]

8. How important are the following as part of City Center streetscape improvements:

- [Likert scale 1-5]
- benches/seating
- trash receptacles
- public art
- decorative streetlights
- banners
- storefront improvements
- 9. Other [Please explain]

10. We heard that small business assistance is important. How important is it to support businesses on these topics?

- [Likert scale 1-5]
- During construction
- Asbestos/hazardous materials clean up
- Storefront improvements (painting, windows, signage)
- Anti-displacement measures to help existing businesses stay in the area as it redevelops
- Other [Please explain]
- 11. Do you have any other thoughts or comments that you want to share with us?
- 12. Should we use buildings to make the subareas (US 101 and US 20) look different or connected?
 - They should feel the same
 - I'm not sure/I don't feel strongly either way
 - They should feel different
- 13. When we think about different ways to build housing and businesses, what is most important to you? Choose between the two options:
 - Buildings that are close to the streets **OR** that maximize views from living and working spaces inside, especially from upper levels.
 - Buildings that have similar façade designs **OR** letting developers decide on an individual basis.
 - Require weather protection (like awnings or porches) **OR** letting developers decide on an individual basis.
 - Have business signs at the top of buildings (tall entry marquee-type overhangs) OR have signs at the storefront/pedestrian-scaled level.
 - Alleys or partial alleys to have deliveries through a side/back door **OR** have areas on the main street for deliveries.

- Break down big blocks with pedestrian connections **OR** allow developers to consolidate lots for larger developments.
- More standalone homes **OR** a range of home types (townhomes, cottage clusters, boarding houses, stacked flats, and courtyard apartments).
- Encourage home ownership only **OR** mix home ownership and rental housing in the same block.
- Allowing ground level housing **OR** residential on top of businesses/offices.
- 14. Today, there are existing parks/gathering spaces in/near the city center:
 - Founding Rock Park
 - Mombetsu Sister City Park
 - Literacy Park
 - Yaquina Bay State Park
 - Farmer's Market/City Hall

Are there improvements that would promote more use of or make these place more enjoyable?

• [open ended]

15. Would City Center benefit from a new park/gathering space?

- Yes [please suggest specific locations if you have ideas]
- I'm not sure/I don't feel strongly about this
- No

16. Today, there is one plaza on the north corner of Highway 101 and SW Hurbert Street. Are there improvements that would promote more use of or make these places more enjoyable?

• [open ended]

17. Would the City Center benefit from new urban plazas?

- Yes [please suggest specific locations if you have ideas]
- I'm not sure/I don't feel strongly about this
- No

These questions are optional but help us understand who we've reached through our outreach. We don't share this information with anyone. If you sign up for email updates, we will only send those for related updates for the city center.

1. What do you do in Newport? (check all that apply)

- Live What is your home ZIP code? ______
- Work Do you own/run a business in the City Center? ------
- Visit friends, family
- Visit places of worship and/or cultural events
- Visit parks, natural areas

Newport City Center Revitalization Plan | Content | Event #2

- Take care of daily needs (bank, grocery, hospital, etc.)
- Other (please explain)

2. How do you normally get around? (check all that apply)

- Car (personal vehicle, ride-shares, etc.)
- Bus/transit
- Bicycle/E-bike
- Walking
- Mobility device/wheelchair
- Other (please explain)

3. What is your race/ethnicity? (check all that apply)

- African American/Black
- Asian American
- Alaska Native/Native American
- Hispanic/Latine
- Native Hawaiian/Other Pacific Islander
- White
- Prefer not to answer

4. What is your age? (choose one)

- Under 18
- 18-24
- 25-44
- 45-64
- 65-74
- 75 and over
- Prefer not to answer

5. Would you like to get updates on this project?

- Name
- Email Address

Frequently Asked Questions

How did this project start?

After we finished the Transportation System Plan in 2022, we knew we want to start making that plan into reality. We heard from the community that US 101 and US 20 are areas of town that need some extra help, not only the roads themselves (which can be dangerous for people walking and biking) but also the businesses and homes that are along these highways.

Additionally, the state has committed to providing bike lanes since the passage of the Bike Bill in the 1970s. This project must include bicycle improvements to receive state funds along these two highways.

Will 9th street pavement need to be upgraded for larger trucks?

Yes, both 9th Street and US 101 will need to be completely resurfaced to handle the increased traffic in the future. This would likely happen at the same time that the road is re-striped to include the wider travel lanes, parking and bike lanes.

[City center walkability of couplet vs two-way graphic]

Will a couplet really be safer? Will this make traffic slower?

Yes, the paired-street or couplet design is safer for all travelers, compared to the current US 101 design. Plus it is not expected to slow down traffic, even in the summer rush. Here's why:

- The two travel lanes, parking, and bike lane is still narrower than the current four travel lanes and parking that is on US 101. That means it is a shorter walk across the street, which is safer for everyone but particularly older or younger people.
- There are fewer opportunities for cars to crash with other cars or people walking or biking. As you can see from the graphic below, one way streets have less going on which means that there is less chance that people will crash.
- The paired street design will have XX traffic lights, which is more we have now on US 101. But the lights would be timed to let people traveling on US 101/9th Street stop as few times as possible. It might be a little slower for the side streets, but we know that it's hard to cross US 101 now. In the future, the extra traffic lights will actually make it easier for locals to get around the city center.
- [OTHER REASONS?]

[traffic conflict graphic]

[traffic analysis information/graphic]

What about parking? Will this design hurt businesses?

Existing parking spaces on US 101 are 7-feet wide, which makes it hard to open your car door, especially with four narrow 10-foot travel lanes. The proposed cross-section (see above graphic) is wider for parking (8-feet) and vehicle lanes (11-feet for each of the two travel lanes). With this design there will be more space to include on-street parking on both US 101 and 9th Street.

The new, walkable design for US 101 will be more business friendly, here are some reasons why:

- The sidewalks would be separated from cars by a planted strip (buffer zone) and will be wider (XX-feet) which will allow businesses to put out signs and tables for customers.
- There will be more on-street parking spots which support businesses.
- There will be increased opportunities for "gateway" signs for the area, which will help create more of a business district like Nye Beach or the Bayfront.

[OTHER REASONS?]

What is a "maker's space" and how will commercial/industrial uses be protected?

Part of a thriving community includes businesses of all types. We want to encourage our community to stay healthy and active in the future. Being close to the highway and Bayfront, this area is great for commercial and industrial businesses. We want to keep these businesses and also make opportunities for future development that will want to locate here. One idea for a new type of business that is compatible with these businesses is what is called "maker's spaces" – these are businesses where an artist or similar business can make their product and open up their space to customers. For example, a ceramicist might open up their studio to demonstrate how they make cups and also have a sale.

[Development incentives diagram]

Thank you page / submission confirmation:

Thank you and please share with your friends and family on social media or by email. We want to hear from as many people living, working and visiting Newport as possible.

City of Newport

Memorandum

To: Planning Commission/Commission Advisory Committee

From: Derrick Tokos, Community Development Director

Date: March 20, 2025

Re: City Center Revitalization Plan - Incentives & Public/Private Partnerships

As part of the City Center revitalization planning effort, the consulting firm ECONorthwest is assisting in identifying strategies the City can pursue to facilitate reinvestment in these core areas of the City. Attached is a draft memo that they prepared, outlining various incentives and public/private partnerships the City could get behind to achieve this objective. Please take a moment to review the document and come prepared to discuss whether or not the options they have outlined make sense and are reasonably achievable. Also, this is an opportunity to identify programs or avenues you feel the City should be pursing that the memo is not capturing.

A further refined version of the memo will be incorporated into the City Center Revitalization Plan, and the corresponding policies and code amendments that the Commission will consider in the coming months.

Attachment

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



DATE:March 17th, 2025TO:Jim Hencke, DEA and Derrick Tokos, City of NewportFROM:Emily Picha and Nicole Underwood, ECOnorthwestSUBJECT:Memo #7: Incentives and Public-Private Partnerships - DRAFT

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

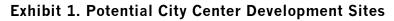
Step 1: Identify Catalyst Parcels for Prioritization

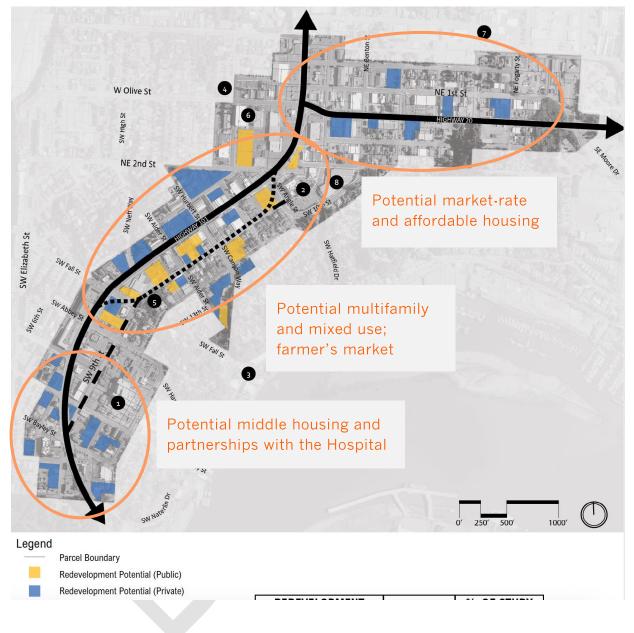
Newport's City Center consists of a range of development opportunities, each with unique characteristics and strategic importance. To optimize land use and economic impact, we have categorized the sites into four key areas. Each area has distinct development potential, aligned incentives, and partnership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

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

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







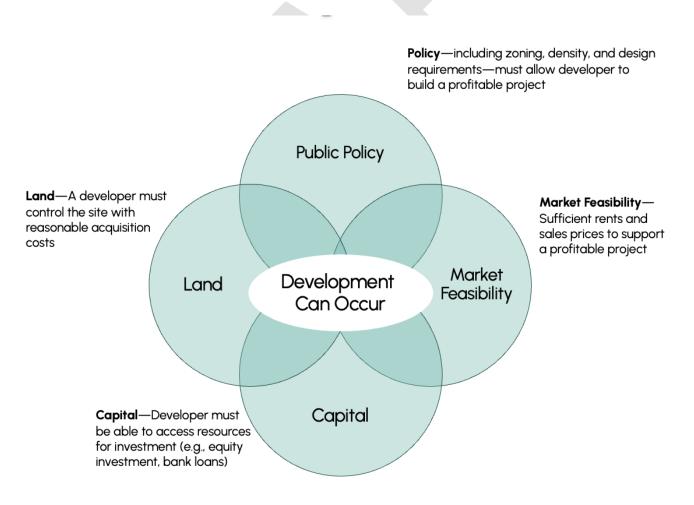


Step 2: Determine Potential Incentives to Advance Development

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

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

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





Market Incentives

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

Capital Access

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

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



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

POTENTIAL PARTNERS:

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

¹ City of Newport Housing Production Strategy, page 46



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

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

Land Control

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

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

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



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

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

Policy Incentives

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

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





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

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

Develop branding and wayfinding for US 101 Corridor

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

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

Potential costs: \$NEED TO DISCUSS

Potential partnerships:

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



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

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

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

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

Potential partners:

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

Initiate parking management study for the US 101 Corridor

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

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

Potential partners:

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



Foster programs to enhance the business environment

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

- **STREETSCAPE UPKEEP:** Consider a Business Improvement District (BID) to support enhanced cleaning and maintenance of the corridor, collaborative marketing programs, and programming.
 - Key questions:
 - What is the appetite among business owners adjacent to the streetscape investments to participate in a BID?

 \rightarrow A survey or listening session could gauge interest; business owners may be open to a BID if they see clear benefits in upkeep and marketing.

How big should the BID be?

 \rightarrow The BID boundary should reflect areas of concentrated businesses that would benefit from shared investments without overextending resources.

When could these conversations be timed?

 \rightarrow Early conversations about a BID could occur soon, but the district may not be ready for this level of coordination yet.

• What investments and programs are most attractive to the potential BID members?

→ Enhanced cleaning, lighting, safety measures, marketing campaigns, and seasonal decorations may be priorities to increase foot traffic. Some business districts fund programs like hanging planters and landscaping maintenance.

- **STOREFRONT & TENANT IMPROVEMENT GRANTS**: Establish grants to support façade upgrades and interior improvements, attracting diverse businesses.
 - See Appendix C for considerations and questions.
- **BUSINESS & EVENT PARTNERSHIPS**: Strengthen connections between local businesses and events to drive foot traffic and economic activity.
 - Key questions:
 - What organizations would be interested in leading events?

 → The Chamber of Commerce, local business associations, and cultural organizations could be key partners in programming.



- How could those events best support the business community?

 → Events should drive traffic to businesses through promotions, vendor partnerships, and cross-advertising between stores and event organizers.
- How might those events function within the proposed festival streets?

 → Streets should be designed to accommodate temporary closures, with designated vendor spaces and flexible infrastructure like removable bollards.
- What role could the City play in supporting events?

 → The City could reduce permit fees and processing times, provide logistical support, and create standardized infrastructure (e.g., power access, storage for event materials).
- **RETAIL ACTIVATION & POP-UP SUPPORT**: Encourage temporary retail and pop-up spaces in vacant storefronts to test business viability.
 - Key questions:
 - Which organizations would be interested in leading efforts to activate vacant spaces in Newport, and what support would they need?
 → Business associations or tourism agencies may expand their efforts with additional funding, dedicated staff, and access to marketing expertise.
- MARKETING & BUSINESS SUPPORT: Provide branding, marketing assistance, and business development resources to help local businesses thrive, including businesses transitioning to brick-and-mortar locations.
 - **Key questions**: Which organizations would be willing to increase their focus on the City Center, and what resources would they require?
- **STREAMLINED REGULATIONS & INCENTIVES:** Simplify permitting processes and explore tax incentives for businesses investing in property improvements.
 - Key questions:
 - What permitting processes currently slow business investment, and how could they be improved?

 \rightarrow A review of the permitting system could identify inefficiencies; online applications, expedited approvals, and clearer guidelines could help.

• What types of tax incentives would be most effective in encouraging investment?

 \rightarrow Property tax abatements, sales tax incentives, or reduced fees for tenant improvements may encourage property owners to invest in upgrades.

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

Potential costs: \$XXXXX

Potential Partners:

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

Develop a business anti-displacement strategy

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

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

Potential costs: \$XXXXX

Potential Partners:

• <mark>Add</mark>



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

Transportation Improvements on US 101 and US 20

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

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

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



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

Potential costs:

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

Partnerships:

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



Appendix A: Potential Partners

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

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

Exhibit 2. Lead Agencies or Departments



Appendix B: Potential Funding Sources

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

ODOT Support for US 101 and US 20 Improvements

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

Urban Renewal/Tax Increment Financing (TIF)

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

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

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



Other Government Funds

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

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

Grants

Because currently available funding sources are limited, grants are likely to play an important role in project implementation. Grant funding is not typically included in funding forecasts because they are too project-specific and uncertain to predict. However, if the City is successful in receiving grant money, the Urban Renewal District can use its funds as matching funding to leverage additional grant dollars.

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

Exhibit 3. Grant Programs to Explore

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

Program Category	Eligible Grants
Placemaking, Wayfinding, Public Art, and Preservation	 Ford Family Foundation Capital Projects Oregon Heritage Oregon Mainstreet Revitalization Grant Oregon Arts Commission Arts Build Communities Grant National Endowment for the Arts: Our Town Grant T-Mobile hometown grant Confederated Tribes of Siletz Indians: Tribal Charitable Trust AARP Community Challenge Grant
Parks and Recreation	OPRD Recreation Grants: Local Government



Housing Development	OHCS LIFT Homeownership Funds
5	 OHCS Housing Development Grant Program
	OHCS Land Acquisition Revolving Loan Fund
	 HUD PRO Housing: Pathway to Removing Obstacles
Economic	EDA Economic Adjustment Assistance Program
Development and	 USDA Rural Business Development Grant
Tourism	 EDA Public Works Program
	 Travel Oregon Competitive Grant Program
Transportation	Oregon Transportation Infrastructure Bank RLF
	 ODOT Carbon Reduction Program
	 ODOT All Roads Transportation Safety Program
	 USDOT Active Transportation Infrastructure investment
	USODT Rural Surface Transportation Grant

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

Local Philanthropic Resources

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

Fundraising options include:

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

Potential Funding Tool Evaluation

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

Exhibit 4. Funding Tool Suitability for Project Categories

	Most suita	able 🛛	Somewhat S	Suitable	? Need to	o discuss		
		Applicability		Rate	Housing		Transportation Infrastructure	Parking Management
Loc	Locally Controlled Public Sector Funding Sources							



Urban Renewal	YES				
Construction Excise Tax	YES		-		
Transient Lodging Tax	?				
Development-D	riven Sources				
System Development Charges	?				
Other Sources					
Advertising/ Naming Rights	YES				
Crowdfunding	YES				
State or other Grants/Loans	YES				



Exhibit 5	5. Grants	Research
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ID	Grant	Category	Description	Funding & Cycle	Eligible Applicants
Со	mmunity Organiz	zations		a cyclc	Applicants
1	<u>Ford Family</u> <u>Foundation</u> <u>Capital Projects</u>	Economic Development, Placemaking	Capital grants from community, family and education impact area projects. Must be aligned with community impact areas and are limited to the following projects applicable to the City Center: community gathering spaces, small business incubators, community institutions (like libraries and museums).	\$25,000 - \$250,000 Can fund up to 1/3rd of project's total budget. Ongoing application.	City
2	Oregon Arts Commission Arts Build Communities Grant	Placemaking	Supports projects that address local community need through arts-based projects. Projects must support the integration of the arts and artists with community goals and may include new initiatives, new program development, cultural tourism and the expansion of existing arts and community development projects. Pre-development, design fees and community planning activities are eligible in this program.	\$5,000 1:1 match Annual application.	City
3	<u>Confederated</u> <u>Tribes of Siletz</u> <u>Indians Tribal</u> <u>Charitable</u> Trust	Placemaking	Funds 12 categories, including the arts, environment and natural resource preservation, and historical preservation	\$150 · 10,000 50% Match Quarterly application deadlines.	City
4	<u>National</u> <u>Endowment for</u> <u>Arts Our Town</u> <u>Grant</u>	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	<u>T-Mobile</u> <u>Hometown</u> <u>Grant Program</u>	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



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6	<u>AAPR</u> <u>Community</u> <u>Challenge</u> <u>Program</u>	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
Sta	te		•		•
7	<u>OHCS LIFT</u> <u>Homeownership</u> <u>Funds</u>	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	<u>OHCS Housing</u> <u>Development</u> <u>Grant Program</u>	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	<u>OHCS Land</u> <u>Acquisition</u> <u>Revolving Loan</u> <u>Fund</u>	Housing	Assist eligible organizations purchase land suited for affordable housing development. This includes both affordable rental and homeownership developments. 40% of funds for home ownership for low-income households (80% or less of area median income). 60% of funds to organizations operating affordable rental housing for low-income Oregonians.	Max: 90% of the appraised land value Match: None (loan) \$500 application fee Temporarily paused	City
10	OPRD Recreation Grants: Local Government	Parks and Recreation	Large, small and planning grants for outdoor park and recreation areas and facilities, acquisition of property for park purposes, trails, bicycle recreation opportunities, and non- motorized water-based recreation. Land acquisition, development, and major rehabilitation projects consistent with Statewide Comprehensive Outdoor Recreation Plan (SCORP) goals.	Small Grants: Max \$100,000 Large Grants: Max \$1,000,000 Planning: Max \$50,000 40% Match Annual cycle. Open in 2025.	City
11	<u>Oregon</u> <u>Heritage</u> <u>Oregon</u> <u>Mainstreet</u> <u>Revitalization</u> <u>Grant</u>	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</i> <i>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	<u>Travel Oregon</u> <u>Competitive</u> <u>Grant Program</u>	Tourism, Placemaking	Supports projects that contribute to the development and improvement of local economies and communities throughout Oregon by means of the enhancement, expansion and promotion of the visitor industry. Projects should support Travel Oregon's vision of "an Oregon that is a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures." Applicants must propose a project that focuses on either tourism infrastructure or tourism promotion that increases access and inclusion.	\$20,000 - \$150,000 No match required Biennial application process. 2024- 2025 closes February 2025.	City
13	<u>Oregon</u> <u>Transportation</u> <u>Infrastructure</u> <u>Bank RLF</u>	Transportation and Streetscape	Statewide revolving loan fund designed to promote innovative financing solutions for transportation needs. Eligible projects include Transportation infrastructure projects such as roads, signals, intersection improvements, and bridges; Transit capital projects such as buses, equipment, and maintenance or passenger facilities; Bikeway or pedestrian access projects.	Can cover up to 100% of project costs Ongoing application	City
14	<u>ODOT Carbon</u> <u>Reduction</u> <u>Program</u>	Transportation and Streetscape	Projects that reduce greenhouse gas emissions in urban and rural areas. Can be used for a wide range of projects including alternative fuel vehicles and charging stations, bicycle and pedestrian projects, transit capital projects, intelligent transportation projects, and others.	\$80,000 - 2.7 million based on previous round. Match required. Annual cycle, Funded through 2026.	City
	ODOT All Roads Transportation Safety Program	Transportation and Streetscape	Safety projects that reduce fatal and serious injury crashes on a public road in Oregon. Projects are evaluated by a data driven approach based on crash data. To qualify, the spot or area must be addressing a fatal or serious injury from the last 5 years.	10% match Funded through 2030.	City
Fec	leral			1	
16	<u>EDA Economic</u> <u>Adjustment</u> <u>Assistance</u> <u>Program</u>	Economic Development	The program provides a wide range of technical, planning, public works, and infrastructure assistance in regions experiencing adverse economic changes. Can fund activities identified in the region's CEDS, such as infrastructure improvements, site acquisition, site preparation, construction, rehabilitation, and equipping of facilities.	\$600,000 - \$3 million Match not specified. Biennial application. Next round FY2025.	City, EDD



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



Appendix C: Storefront Improvement Program Considerations

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

Key Considerations for Storefront and Business Assistance Programs

1. Program Approach: Proactive vs. Reactive

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

2. Use of Design Guidelines

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

3. Financial Contribution from Property Owners

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

4. Providing Design Assistance

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

5. Review and Approval Process



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

6. Funding Allocation and Application Limits

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

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

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

8. Eligible and Ineligible Improvements

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

9. Business vs. Property Owner Eligibility

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

⁴ A **Tenant Improvement Program** provides financial assistance or incentives for businesses to upgrade or customize interior spaces in commercial or industrial buildings. Typically offered by cities, economic development agencies, or landlords, these programs support business retention, attract new tenants, and revitalize underutilized spaces. For example, the City of Milwaukie's <u>Tenant Improvement Grant Program</u> 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.



Tentative Planning Commission Work Program (Scheduling and timing of agenda items is subject to change)



 Review and Discuss FY 25-26 Council – Commission Goals Online Survey Questions for April 3rd City Center Revitalization Plan Public Event City Center Revitalization Plan - Incentives and Public-Private Partnerships (Memo #7) March 24, 2025 Regular Session Public Hearing on File No. 1-CP-25/1-Z-25: Comprehensive Plan and Zone Change for 1.48 acres at 840 NE Iler Street April 14, 2025 Work Session 	
 City Center Revitalization Plan - Incentives and Public-Private Partnerships (Memo #7) March 24, 2025 Regular Session Public Hearing on File No. 1-CP-25/1-Z-25: Comprehensive Plan and Zone Change for 1.48 acres at 840 NE Iler Street 	
March 24, 2025 Regular Session Public Hearing on File No. 1-CP-25/1-Z-25: Comprehensive Plan and Zone Change for 1.48 acres at 840 NE Iler Street 	
Public Hearing on File No. 1-CP-25/1-Z-25: Comprehensive Plan and Zone Change for 1.48 acres at 840 NE Iler Street	
840 NE Iler Street	
April 14, 2025 Work Session	
Placeholder for Review of New "Municode" Municipal Code Structure	
Update on State of Oregon Land Use Related Legislation	
Review Draft Planning Commission FY 25-26 Goals	
April 14, 2025 Regular Session	
 Potential Adoption of Planning Commission FY 25-26 Goals 	
April 28, 2025 Work Session	
Update on Comprehensive Plan Streamlining Project (Beth Young)	
Draft Amendments to Geologic Hazards Code Regarding Parties Qualified to Prepare Reports	
April 28, 2025 Regular Session	
Initiate Amendments to Geologic Hazards Code Regarding Parties Qualified to Prepare Reports	
 Placeholder for Wilder Phase 6 Multi-Family Final Development Plan (30+ units) 	
May 12, 2025 Work Session	
Review Draft Package of Housekeeping Code Amendments	
• Review of City Center Revitalization Plan - Comprehensive Plan and Development Code Concept	ts
May 12, 2025 Regular Session	
Placeholder for File 1-UGB-24, Public Hearing on Warren UGB Minor Amendment Request	
May 27, 2025 Work Session	
Continued Review and Provide Feedback on City Center Revitalization Plan - Comprehensive Plan	an
and Development Code Concepts	
Placeholder to Discuss New Wastewater Treatment Plant Comprehensive Plan Policies	
May 27, 2025 Regular Session	
Initiate City Center Revitalization Plan Comprehensive Plan and Development Code Amendments	S
June 9, 2025 Work Session	
 Review Legal Description, Boundary Survey, and Framework for a Sewer Connection Rebate Program Related to the South Beach Island Annexation Project 	
June 9, 2025 Regular Session	
 Public Hearing on Amendments to Geologic Hazards Code Regarding Parties Qualified to Prepare Reports 	e