April 2014

TRANSPORTATION AND GROWTH MANAGEMENT PROGRAM
GRANT APPLICATION FORM
2014
APPLICATIONS DUE 4:00 p.m. June 13, 2014

Type of Grant:
Please indicate Category 1 or Category 2: Category 2

PROJECT TITLE: Newberg Historic Downtown Plan

PRIMARY APPLICANT JURISDICTION: City of Newberg

MAILING ADDRESS: PO Box 970
CITY: Newberg
ZIP: 97132

CONTACT PERSON: David Beam, AICP

OTHER JURISDICTIONS INVOLVED IN THE PROJECT

	MATCH Yes	MATCH No
Newberg Downtown Coalition	◉	○
	○	○
	○	○
	○	○
	○	○
	○	○

TELEPHONE: (503) 537-1213
FAX: (503) 537-1272
EMAIL: david.beam@newbergoregon.gov
ODOT REGION (1 - 5): Region 2

SUMMARY DESCRIPTION OF PROJECT: This section must be completed. Do not refer to text within the application form. In 2 or 3 sentences, explain what will be done and what the expected outcome is. (For example: The project will result in an access management plan for Black Spot Highway. The plan will be developed in partnership with ODOT based on an analysis of needs, along with input from community workshops and one-on-one contact with property owners along the highway.)

The Newberg/Dundee Bypass currently under construction and is expected to be completed by 2016. Once the bypass is completed, Newberg will have a unique opportunity to transform its downtown in a manner that will enable it to reach its highest potential. The requested grant funds will enable our community to develop a comprehensive land use and transportation plan that will guide us in reaching this goal.

SUMMARY OF PROJECT BUDGET

PROJECT TITLE: Newberg Historic Downtown Plan

JURISDICTION: City of Newberg

	TGM Funds Requested	Local Match*	Total Project Cost
Eligible Grantee Expenses [Labor (salary plus benefits) and Direct Expenses]	$ 0.00	$ 36,985.00	$ 36,985.00
Consultant Personal Services	$ 200,000.00	$ 0.00	$ 200,000.00
TOTAL	$ 200,000.00	$ 36,985.00	$ 236,985.00

* This amount should be a minimum of 12 percent of the total project budget.

We will be providing a cash local match ◯ Yes ◉ No

I understand that, if used, consultant selection will follow the policies and requirements of the ODOT Procurement Office: http://www.oregon.gov/ODOT/CS/OPO/

Initial _____

Initial one of the following statements.

This application was prepared by staff of the primary applicant or staff of one of the involved jursidictions listed on page 1.

Initial _____

This application was prepared by the following compensated consultant:

Consultant Name _____

Initial _____

Authorized Signature

City Manager Pro Tem

Title

Lee Elliot

Printed Name

TRANSPORTATION AND GROWTH MANAGEMENT (TGM)
2014 GRANT APPLICATION FORM

Please read the Application Packet carefully before completing this application. You must submit your complete application both electronically and via postal mail.

Examples of successful applications are available on the TGM Grants and Incentives page on the Web: egov.oregon.gov/LCD/TGM/grants.shtml.

Please limit application to 10 pages.

The answer fields below will expand as you type.

ORGANIZATION NAME	PHONE
City of Newberg	503-537-1213
CONTACT PERSON NAME AND TITLE	CONTACT PERSON E-MAIL
David A. Beam, AICP	david.beam@newbergoregon.gov
PROJECT TITLE	
NEWBERG HISTORIC DOWNTOWN PLAN	

Section One: GRANT ELIGIBILITY REQUIREMENTS

TGM grants are for planning work leading to local policy decisions. Projects should result in the development of an adoption-ready plan or land use regulation amendment. TGM grants also cannot fund preliminary engineering, engineering, or construction work. If in doubt, discuss with your Region TGM planner about whether your proposed work is eligible.

Applications are reviewed on a pass/fail basis on each of the following criteria. Applications found to not meet each of these eligibility requirements will not be scored against the award criteria and will not be awarded a grant. *Provide a brief statement of how you meet each requirement.*

1. **Clear Transportation Relationship**

   A proposed project must have a clear transportation relationship and produce transportation benefits. A project must entail research, analysis, evaluation of alternative scenarios, development of implementation measures, or public involvement that results in a transportation plan, land use plan, or other product that addresses a transportation problem, need, opportunity, or issue of local or regional importance.

   The focus of the project is to develop a detailed plan that will guide the revitalization of historic downtown Newberg. The plan will re-imagine both the land uses as well as the streetscapes within the plan area so it will be able to reach its full potential of its highest and best use after the traffic is reduced as a result of the opening of the bypass for the Newberg community. The plan area is bisected by two heavily traveled state highways: 99W (east to west) and 219 (north and south).

2. Adoption of Products to meet Project Objectives

A proposed project must include preparation of an adoption-ready product or products that directly address the project objectives, such as a transportation system plan, comprehensive plan amendment or element, land use regulation, or intergovernmental agreement. Projects that will primarily do outreach, research, study an issue, or compile data are not eligible.

The goal of the project is to develop a comprehensive downtown revitalization plan that can be implemented once the Newberg/Dundee Bypass is completed (projected to be in 2016). The plan will be developed through an extensive public involvement process, resulting in a plan in adoption-ready format for consideration by the Newberg City Council.

3. Support of Local Officials

A proposed project must clearly demonstrate that local officials understand the purpose of the grant application and support the outcomes of the project. A letter or resolution of support from the governing body of the applying jurisdiction is required to be submitted with the application to meet this requirement.

On June 2, 2014, the Newberg City Council adopted Resolution No. 2014-3141, stating the city's support for this project and the submission of this application.

AWARD CRITERIA

Applications are scored on a range of criteria and receive up to 100 points. Projects are selected primarily based on the points scored; also considered are the grant amounts requested, the estimated amounts TGM believes may be required to complete a project, the amount of grant dollars available for award within a geographic region, and the balance of grant dollars between Category 1 and Category 2 projects.

1. Proposed Project Addresses a Need and Supports TGM Objectives

The project clearly and effectively addresses a local or regional transportation or transportation-related land use issue, problem, need, or opportunity through achieving one or more of the following TGM objectives (as listed on page 11 of the Application Packet).

Up to 40 points: Provide a statement of project purpose and transportation relationships and benefits, and related them to TGM objectives. You must list the specific objective(s) your project supports. Projects that address an issue, problem, need, or opportunity with a clear expected outcome will receive more points. Projects that meet one or several TGM objectives in a substantial, integral way will receive more points than projects that meet one or more TGM objectives superficially. If applying to update your Transportation System Plan and you asked TGM to perform a TSP Assessment, what were the key Assessment recommendations and how do they relate to your proposed project?

The purpose of the proposed project is to develop a comprehensive downtown revitalization plan that will be fully implemented once the Newberg/Dundee Bypass is completed, which is projected to be in 2016. The plan will be developed through an extensive public involvement process, resulting in a plan in adoption-ready format ready for approval by the Newberg City Council.

A comprehensive approach will be taken in the development of the plan. Please see Section 3 of this application to see the tasks that will be accomplished. At the core of this effort will be an analysis and direction given as to how to best integrate the land use and multimodal transportation systems of the planning area in a manner that will strongly support the objectives of the TGM program.

Specifically, the proposed project will meet the TGM objectives as follows.

Provide transportation choices - Newberg is infamous for its Highway 99W traffic and has been for many years. Congestion on this designated state freight system route has created significant negative livability and economic impacts to the area. In recognition of this issue, in 2009, the Oregon Legislature approved HB 2001: the Jobs and Transportation Act. The most significant project funded through this Act was the Newberg/Dundee Bypass, which is currently under construction. When completed in 2016, the facility is expected to reduce traffic congestion by 20 percent in Newberg and 40 percent in Dundee as well as reduce freight traffic between 45 to 70 percent in this section of Highway 99W.

All this is to say that the bypass being constructed today will set stage of unique opportunity for planning a multimodal transportation network for the downtown area that will provide a great, inviting experience for its users. The planned system will accommodate the needs of vehicular users (cars and trucks), pedestrians, bicyclists, transit riders, and those with disabilities.

Create communities – Newberg's downtown area is the historical, commercial heart of the City. The project area along First Street (Highway 99W) predominately consists of beautiful, early 20th century buildings of architectural significance. While the downtown area remains a key component of the City's economy, maintaining the downtown's vitality has been a struggle in the last few decades.

To become a strong, healthy downtown once again, Newberg's central business district must evolve into an environment that will attract more customers, one where they can experience pleasant shopping and entertainment that is unique and authentic in its "Newbergness". In recognition of this situation, the City has actively been working towards the revitalization of this section of the community in recent years. Some streetscape improvements have been made for a more enjoyable pedestrian experience. The non-profit Newberg Downtown Coalition has been created through a grassroots effort. Newberg has become an Oregon Main Street community and recently achieved "transforming" status. In addition, the City of Newberg is in the process of becoming a Certified Local Government, a State designation that would assist our community with the preservation of historical structures in our downtown. While the community has obviously made great strides in this effort over the last decade, much more work remains.

The proposed project will allow us to thoughtfully plan the future of this critical component of our community. It will help us establish a path towards downtown that all local citizens and visitors will want to follow: streetscapes that are inviting; a great mix of commercial stores and public venues; an efficient multimodal transportation network; and, effective parking program. The plan will layout the critical path to create these key downtown components and a financial plan to achieve them. All this will complement the great existing events programing by the Newberg Downtown Coalition and the Chehelam Cultural Center.

Support economic vitality – ***Like many other older downtowns in rural communities, the financial health of downtown Newberg has been threatened by a multiple factors. Firstly, newer commercial developments are being located in areas outside of traditional downtowns (e.g. strip developments, malls, etc.). Secondly, customer shopping habits have shifted to other avenues, such as the internet. Thirdly, specifically to Newberg, ever increasing truck traffic along Highway 99W through downtown has become a disincentive for shoppers: too noisy, smelly, unsafe conditions for pedestrians and vehicles, etc... Furthermore, the heavy freight traffic actually shakes the buildings located along the highway, weakening the older ones constructed of unreinforced brick.***

Simply put, creating and implementing our plan will help us transform and vitalize the downtown, allowing the community to reverse the retail leakage. Creation and implementation of the plan, along with an ever increasing strong events programing and the bypass removal of truck traffic, will create an environment where businesses will compete for physical space and customers/visitors will flock. Through the plan, more of dollars will be spent in our downtown (and spent many times over within the greater community) instead of some regional mall or out-of-state internet site.

Save public/private costs and promote environmental stewardship - ***By their very nature of dense design, historic downtowns are environmentally and financially beneficial. Revitalizing them and increasing their intensity of use precludes the need to develop new green fields. This important action by any community inherently saves both financial and environmental costs.***

The creation of the downtown plan will be achieved through an extensive public involvement process. It will allow us to best identify all the stakeholders in the downtown as well as the formation of public/private partnerships to help with the implementation of the plan.

Finally, the plan will determine how to best make downtown improvements in the most environmentally way possible, such as for higher quality storm water retention and runoff.

2. **Proposed Project is Timely and Urgent**

The application demonstrates timeliness and urgency. The project is needed now to:

- address pressing local transportation and land use issues;
- make amendments to local plans or regulations necessitated by changes in federal regulations, state requirements, or regional plans;
- make amendments to local plans or regulations necessitated by changes that were not anticipated in previous plans including growth, changes in land use patterns, or changes in available funding;
- build on, complement, or take a necessary step toward completing other high priority community initiatives, including supporting a Governor's Regional Solutions Team priority; or
- resolve transportation- or land use-related issues affecting the project readiness of local, regional, or state transportation projects for which funding is expected to be obligated within the near future.

Up to 25 points: To explain why it is important to do the project at this time, describe what the project will accomplish and how it relates to other initiatives. Projects that match well with the TGM grant timeline will receive more points. Projects or project elements that are not clearly timely or urgent will receive fewer points.

The proposed project is very timely due to the fact that the Newberg/Dundee Bypass is currently under construction and is expected to be completed in 2016. Once the bypass is operational, Newberg will have a unique opportunity to enact a major transformation of our historic downtown. The bypass will provide much needed relief of traffic congestion in this area. Not only will the quantity of traffic be reduced, the "quality" of the traffic will be improved. A high proportion of the traffic removed from this area by the bypass will be freight traffic. This new condition will be much safer and more pleasant environment for all users of the downtown. This is especially important for current customers and will make the area more inviting for potential new customers. In addition, this new condition will allow the community to continue with the momentum we have fostered, over the last decade, to create an attractive and vibrant downtown that is unique to Newberg.

This transformation project is also quite urgent. While the local economy is slowly recovering, much more must be done to improve it. Revitalizing our downtown is one of the many efforts the city is taking to correct this problem. A more vibrant downtown is needed to retain local shopping dollars (prevent retail leakage) as well as to increase the intake of new dollars into our community from the wine/tourism industry. The local wine/tourism industry is becoming well known both nationally and internationally and is one of our area's most important brands. While the local infrastructure is developing to take advantage of this growth opportunity, it should be noted this is still a long ways from being considered a mature industry. For example, the new Allison Inn and Spa, a world class resort here in Newberg, has been in operation for the last few years. One of the comments we hear is the clients of this resort (which possess considerable disposable income) are finding limited dining and retail opportunities within our community. A transformed downtown will correct this challenge and capture these opportunity dollars. These kinds of challenges must be corrected and soon. As more and more new tourists come to this region, we must have in place the infrastructure and experiences they need to leave as good ambassadors for the region to create new customers as well as a desire for them to return again in the future.

3. **Proposed Project Approach is Reasonable**

The application demonstrates a clear approach to achieving the expected outcome and results in consideration for adoption. Where substantial coordination with other local, regional, and state planning efforts occurs (or will need to occur), the mechanisms and responsibilities for the coordination are clear.

Up to 15 points: Describe the major project tasks and expected timeline. Consider data and analysis needs and elements of a public involvement process. If a consultant will be used, what are the likely roles of consultant and staff? How will coordination with other initiatives be handled? If TGM funds are proposed to leverage another outside source of funding for the project, identify discrete tasks that TGM will fund that will be completed within the TGM timetable. Project approaches will receive more points if they clearly address the project need, are achievable considering scope, objectives, and benefits of the project, and are at a level of detail appropriate to the community.

To help us understand your project, provide an estimated budget breakdown for the major tasks. If a consultant will be used, separate the costs for local staff and consultant. ***This budget breakdown will not be scored.***

TASK	LOCAL COSTS	CONSULTANT COSTS
1. Collection and review of relevant documents	$1,625	$12,000
2. Summarization of Task 1 documents	$455	$13,000
3. Transportation system improvement plan (vehicular, bike, pedestrian, transit)	$7,800	$15,000
4. Parking facilities design and management	$4,550	$34,000
5. Streetscape improvements	$1,300	$31,000
6. Building (external) and site improvements	$1,950	$7,000
7. Capital Improvement Plan	$2,600	$34,000
8. Downtown Management Plan	$7,150	$11,000
9. Economic Market Analysis	$5,200	$23,000
10. Financial plan	$2,275	$15,000
11. Draft plan public review process	$2,080	$5,000
Totals:	$36,985	$200,000

The City of Newberg will be the project manager. The Newberg Downtown Coalition (NDC), a private, not for profit organization, will be a strong partner in the project. Their efforts will focus on taking a leadership role in the many project tasks that involve heavy public involvement (Tasks 3 through 12). The consultant's role will mostly involve technical data development and analysis, facilitation of public meetings, and the creation of various options for consideration of inclusion in the plan.

The following is a more detailed description of the project tasks listed above.

Task 1: Collect and review existing plans applicable to the planning area. A key document for review is the Declared Future for Downtown Newberg in 2020. This document was adopted by the Newberg City Council in 2001 after extensive public involvement. It should be noted that the Newberg Downtown Coalition and the City of Newberg are currently working together to develop a revised vision for the downtown post-bypass. This revised vision is also being created through an extensive public involvement process.

Task 2: Prepare a document summarizing the existing plans in an integrated and coherent manner that will assist with the execution of the remainder of the plan development.

Task 3: Using the existing downtown transportation facilities and future plans (e.g. TSP document) as a starting point, analyze if the planned future transportation system facilities are what is desired, and if not, describe preferred options. Transportation systems examined will include vehicular, bike, pedestrian, and mass transit (and its connections to the Portland metro area and the rest of Yamhill County). In anticipation

of the new bypass and its effects on downtown traffic, potential re-routing of traffic flow to improve circulation and access to businesses will be examined. Special emphasis will be made to develop the area's alternative transportation infrastructure to encourage their usage. Other areas of emphasis include pedestrian safety features (e.g. bulbouts) and traffic calming.

It should be noted that the ongoing TSP update process between the City of Newberg and ODOT will refer to the proposed project as to where the preferred option for transportation systems for the downtown area will be determined.

Task 4: Inventory current parking facilities and plan future needs. Develop a parking management plan that meets the needs of downtown residents, employees and customers, while at the same time avoiding overcapacity.

Task 5: Design future streetscape improvements. This is a crucial part of the plan. Older downtowns, by their very nature and design, have more pedestrian activity (and more potential conflicts with vehicles) than other commercial areas that have been designed for the automobile. Pedestrians must have facilities that are safe, functional and visually enjoyable if they are going to use them and the businesses in the area. Part of this process will include examining how we might be able to re-purpose parts of existing highway right-of-way for uses that will better serve our revitalized downtown, such as for wider sidewalks, bulbouts, etc.

Task 6: Examine potential property improvement standards and incentives for building facades and outside areas for both private and public properties. Also, explore and make recommendations for development of empty lots as well as potential redevelopment sites.

Task 7: Create a Capital Improvement Plan that will lay out in planning-level detail what capital improvements will be made, the estimated cost of those improvements, a critical path for those improvements, and an estimated timeline.

Task 8: Create a Downtown Management Plan to ensure that the Downtown Transformation Plan's action items are implemented and its goals and objectives are obtained and maintained.

Task 9: Create an Economic Market Analysis of the downtown area to help guide development, redevelopment and recruitment efforts, which in turn will help us reach the Downtown Transformation Plan's goals and objectives. All potential land uses (commercial, office, residential, etc.) will be examined.

Task 10: Develop a Financial Plan by exploring potential financing options for implementation of action items identified in the Downtown Transformation Plan and recommend preferred option(s). Explored financing options will be those from both public and private resources.

Task 11: Develop a Downtown Transformation Plan using the processes and outcomes of Tasks 1 through 11. Refine the plan as it goes through public review process as it is being considered for adoption.

4. **Proposed Project has Community Support**

The application demonstrates that there is local support for the project objectives, a commitment to participate, and a desire to implement the expected outcome.

Up to 5 points: Projects with written support from stakeholders including partner jurisdictions, community institutions, or businesses will receive more points. Letters of support should demonstrate a clear understanding of the project. A letter of support will score higher if it shows independent understanding of the project by the signer and is not identical in text to others that are submitted for a project.

Letters and resolutions of support may be submitted separately from the application through June 27, 2014. Those submitted after June 13, 2014 must be submitted electronically to the ODOT FTP TGM Applications folder.

SOURCE	ATTACHED	EXPECTED
1. Newberg City Council	☒	☐
2. Newberg Downtown Coalition Board	☐	☒
3. Chehalem Cultural Center Board	☐	☒
4. George Fox University	☐	☒
5. Chehalem Valley Chamber of Commerce	☐	☒
6. Chehalem Park and Recreation District	☐	☒
7.	☐	☐
8.	☐	☐

5. **Proposed Project Sponsor Readiness and Capacity**

The application demonstrates that the local government is ready and able to begin the project within the TGM timetable and that there is local commitment and capability to manage the project considering the complexity of the project, the size of the jurisdiction, and performance on previous TGM projects. Where substantial coordination with other local, regional, and state planning efforts occurs (or will need to occur), all of the partners are ready and able to begin the project within the TGM timetable.

Up to 5 points: Projects with a clear description of the jurisdiction's capabilities and experience relative to the complexity of the proposed project will receive more points. Projects that lack a clear description of how the projects will be managed will receive fewer points. Applicants with prior TGM grant awards must list previous TGM projects and their performance. [If you are unsure what previous TGM grant awards your jurisdiction has received, contact Cindy Lesmeister at cindy.l.lesmeister@odot.state.or.us]

The City of Newberg is a full service municipality. The city has a professionally staffed Planning and Building Department as well as Engineering Division that is capable of managing the proposed project.

The City of Newberg has successfully implemented many similar projects of equal or greater complexity to the one proposed. Other successfully completed TGM funded projects over the 13 years include the Newberg Downtown Zoning and Commercial Design Standards, the Newberg TSP Update (2005), the Newberg ADA/Pedestrian/Bike Route Improvement Master Plan, and the Newberg Affordable Housing Code Amendments project. The City of Newberg is currently receiving TGM funding for a TSP Update. Other state funded grant planning projects include the Newberg Riverfront Master Plan, the Sportsman Airpark Land Use Plan, and the Newberg South Industrial Area Infrastructure Financing Plan.

6. **Proposed Project is Innovative**

The application demonstrates that the project will be innovative in its subject matter, approach, or expected outcomes. For example, the project will use health impact assessments or economic impact analysis as part of the evaluation of transportation alternatives.

Up to 10 points: By the nature of this criterion, most projects will not receive any points. Projects may receive some points for innovative project elements. Projects with innovative subject matter will receive more points.

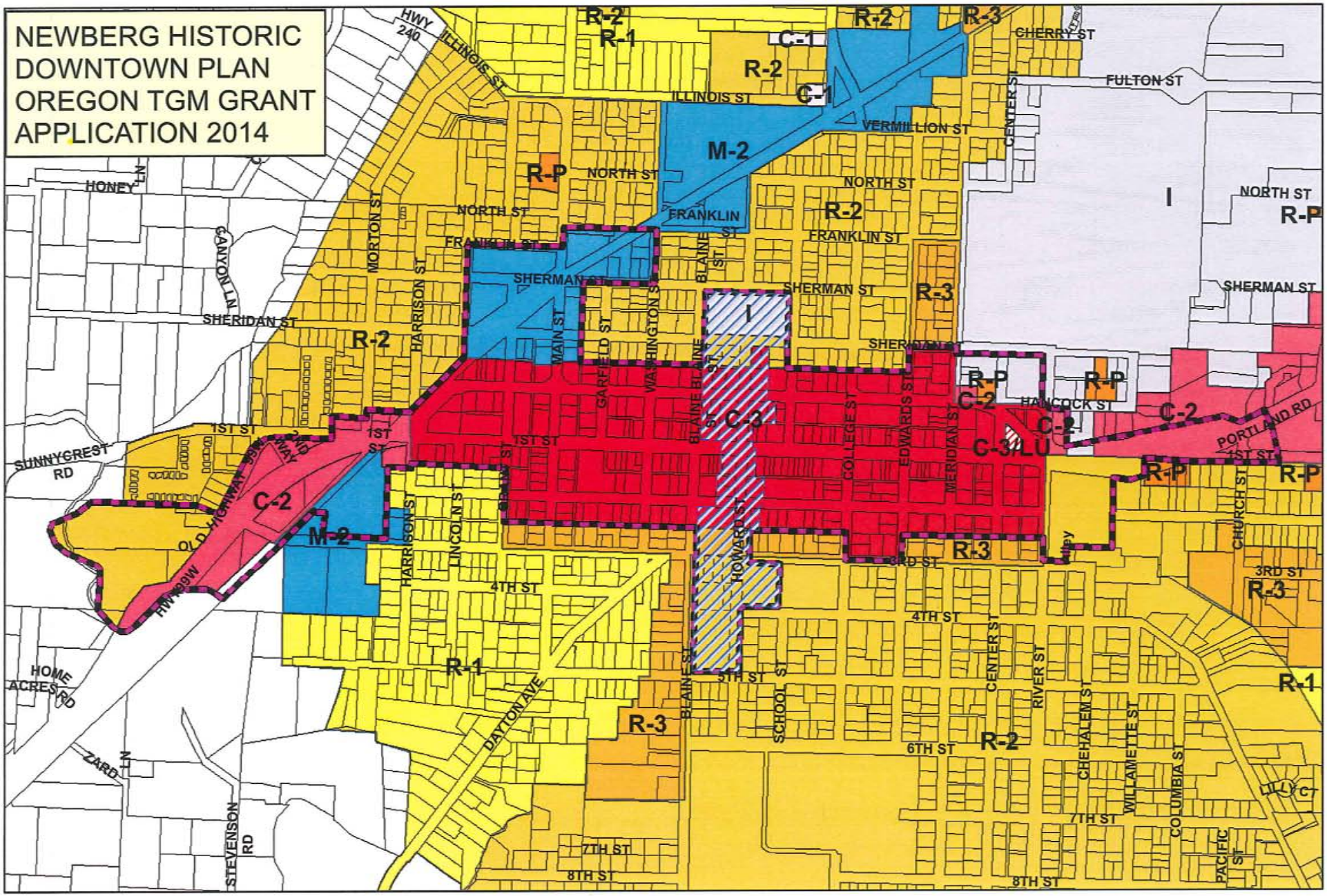
Firstly, a baseline database will be created to be created to determine property real market values. Those values will be re-calculated annually to help determine a correlation between improvements made through the downtown transformation plan and changes in property values. While we recognize correlation doesn't necessarily mean causation, it will provide one viewpoint regarding monetary value of the plan's actions.

Secondly, we plan to use electronic and paper media to assist with the public involvement process of the project. Information used would include status reports, maps, on-line polling, etc. Some of the tools anticipated to be used include: social media (Facebook, Alignment, etc.); websites (city, library, Newberg Downtown Coalition, Chamber of Commerce, Chehalem Cultural Center), local press like the Newberg Graphic, and electronic polling at stakeholder meetings.

Finally, the plan will strive to achieve improvements that are environmentally friendly (e.g. storm water).

While these action items may/may not be considered innovative, they should be considered to be on the cutting edge. In addition, their results will provide more demonstration examples for other communities that wish to improve their downtowns to utilize in the future.

NEWBERG HISTORIC DOWNTOWN PLAN OREGON TGM GRANT APPLICATION 2014



City of Newberg

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700 Feet

- Project Area
- Civic Corridor Overlay
- C-1 Neighborhood Commercial
- C-2 Community Commercial
- C-3 Central Business District
- C-3/LU Central Business District - Limited Use
- I Institutional
- M-2 Light Industrial District
- R-1 Low Density Residential
- R-2 Medium Density Residential
- R-3 High Density Residential
- R-P Residential Professional

RESOLUTION NO. 2014-3141

A RESOLUTION SUPPORTING A GRANT APPLICATION TO THE STATE OF OREGON'S TRANSPORTATION GROWTH MANAGEMENT PROGRAM TO FUND THE DEVELOPMENT OF A NEWBERG DOWNTOWN REVITALIZATION PLAN

RECITALS:

1. The state of Oregon's Transportation Growth Management Program (TGM) is currently accepting applications for grants for local community projects.

2. The Newberg/Dundee Bypass is currently under construction and the first phase is expected to be completed in 2016. This project will significantly reduce traffic congestion through Highway 99W in Newberg, especially where it runs through our historic downtown core.

3. Completion of the Newberg/Dundee Bypass provides a unique opportunity for Newberg to reimagine how its historic downtown can best reach its highest potential. To accomplish this task, the city must first develop a comprehensive revitalization plan for this area of the community.

4. A grant award from the TGM program to develop a Newberg Downtown Revitalization Plan would be a very timely action, given the unique opportunity to improve this area when the new bypass is opened in the near future.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The city of Newberg supports the submission of a grant application to the state of Oregon's TGM Program to fund the development of a Newberg Downtown Revitalization Plan.

2. The city manager is authorized to negotiate and execute necessary contracts associated with any resulting awards from the grant application.

- EFFECTIVE DATE of this resolution is the day after the adoption date, which is: June 3, 2014.

ADOPTED by the city council of the city of Newberg, Oregon, this 2nd day of June, 2014.

Norma I. Alley

Norma I. Alley, MMC, City Recorder

ATTEST by the Mayor this 5th day of June, 2014.

Bob Andrews, Mayor