



**Department of Land Conservation and Development**  
**2015-17 TECHNICAL ASSISTANCE GRANT APPLICATION**

Please complete each section in the form below. Type or write requested information in the spaces provided. Submit completed applications **by September 30, 2015**.

**Application Date:** September 30, 2015

**Applicant:** City of Newberg

(If council of governments, please also include the recipient jurisdiction name if applicable)

**Address:** 414 E First Street

**City:** Newberg

**Zip:** 97132

**Phone:** 503-554-7744

**Contact name and title:** Jessica Pelz, Associate Planner

**Contact e-mail address:** jessica.pelz@newbergoregon.gov

**Grant request amount** (in whole dollars): \$80,000.00

**Local Contribution** (recommended but not required): \$25,000.00

**Project Title:**

Newberg EOA/HNA

**Project summary:** (Summarize the project and products in 50 words or less)

This project would update Newberg's Economic Opportunities Analysis and Housing Needs Analysis to enable the city to do effective long range planning and economic development. This would be a collaborative project that would include an updated buildable lands inventory, future forecasts, and data analysis.

**Project Description & Work Program**

Please describe the proposed project, addressing each of the following in an attachment.

**A. Goals and Objectives.** State the goals or overall purpose of the project. Describe particular objective(s) the community hopes to accomplish. Please indicate whether this is a one-biennium, stand-alone project or is part of a longer multi-biennium program. If it is the latter, describe subsequent phases and expected results, any previous work completed, and how work beyond this project will be funded.

**B. Products and Outcomes.** Clearly describe the product(s) and outcome(s) expected from the proposed project. Briefly describe any anticipated significant effect the project would have on development, livability, regulatory streamlining, and compliance with federal requirements, socioeconomic gains, and other relevant factors.

**C. Work Program, Timeline & Payment.**

**1. Task(s) and Product(s):** List and describe the major tasks and subtasks, with:

- The title of the task
- Steps to complete task
- The interim and final product(s) for each task

**2. Timeline:** List all dates for the project including tentative start date after the contract is signed, task completion dates, progress milestone(s), and project completion date. If the project is part of a multi-year program, provide an overview of the expected timeline(s) in sequence of expected start dates and completion date for each and describe subsequent phases to be completed.

**3. Payment Schedule:** Develop a requested payment schedule showing amount of interim and final payments. Include the products that will be provided with each payment request. The payment schedule should generally include no more than two payments – an interim and final payment.

**D. Evaluation Criteria.** Include a statement in the narrative that addresses the program priorities and evaluation criteria presented in the application instructions (“Eligible Projects and Evaluation Criteria”).

**E. Project Partners.** List any of the following that will participate in the project: federal agencies, state agencies, council of governments, city and county governments, special districts, and other entities. Briefly describe the role of each (*e.g.*, will perform work under the grant; will advise; will contribute information or services, etc.).

**F. Advisory Committees.** List any advisory committee or other committees that will participate in the project to satisfy the local citizen involvement program, if any.

**G. Cost-Sharing and Local Contribution.** DLCD funds are only a part of overall project costs; please identify sources and amounts of other funds or services that will contribute to the project’s success. Cost-sharing (match) is not required, but could be a contributing factor to the success of the application.

**Will a consultant be retained to assist in completing grant products? Yes  No**

**Local Official Support**

The application *must include* a resolution or letter from the governing body of the city, county, district, or tribe demonstrating support for the project. If the applicant is a council of governments on behalf of a city, a letter or resolution from the city council supporting the application must be included. *The application will not be complete if it does not include this item.*

## Product Request Summary

<b>Product</b>	<b>Grant Request</b>	<b>Local Contribution</b>	<b>Total Budget</b>
1	\$ <u>5,000</u>	\$ <u>10,000</u>	\$ <u>15,000</u>
2	\$ <u>14,000</u>	\$ <u>1,000</u>	\$ <u>15,000</u>
3	\$ <u>14,000</u>	\$ <u>1,000</u>	\$ <u>15,000</u>
4	\$ <u>14,000</u>	\$ <u>1,000</u>	\$ <u>15,000</u>
5	\$ <u>8,000</u>	\$ <u>4,000</u>	\$ <u>12,000</u>
6	\$ <u>6,000</u>	\$ <u>1,000</u>	\$ <u>7,000</u>
7	\$ <u>10,000</u>	\$ <u>2,000</u>	\$ <u>12,000</u>
8	\$ <u>9,000</u>	\$ <u>5,000</u>	\$ <u>9,000</u>
<b>TOTAL</b>	\$ <u>80,000</u>	\$ <u>25,000</u>	\$ <u>105,000</u>

Submit your application with all supplemental information to:

Larry French, Grants Administrative Specialist

E-mail (preferred): [DLCD.GFGrant@state.or.us](mailto:DLCD.GFGrant@state.or.us)

Mail: Department of Land Conservation and Development  
635 Capitol Street N.E., Suite 150  
Salem, OR 97301

Phone: 503-934-0054

**APPLICATION DEADLINE: September 30, 2015**

# City of Newberg | DLCDC Technical Assistance Grant Application Materials

## Project Description and Work Program

The City of Newberg does not currently have an updated Economic Opportunities Analysis (EOA) or Housing Needs Analysis (HNA) to be in compliance with Goal 9 and Goal 10. The city had previously adopted a HNA in 2010 that was subsequently appealed to LUBA and remanded. The city had also previously adopted an updated EOA that was part of an overall urban growth boundary amendment package that was ultimately withdrawn from LCDC consideration after a failed mediation attempt with objectors.

The proposed project would be a new EOA and HNA in compliance with Goals 9 and 10, and that the city can rely upon for future planning efforts. The project would include a robust public involvement component meant to determine the community's goals and objectives, to reach broad consensus on plan methodologies, forecasts, and needs, and to gain input on strategies and implementation policies for moving forward. The updated EOA and HNA will specifically be used to review Newberg's economic development objectives and strategies, and realign and reinforce them as necessary to increase economic development opportunities in the city. One of Newberg's overall visions is to be a place where citizens can work, play, and grow, meaning that the city should be proactive to bring jobs and adequate housing opportunities to the city. The project may also identify code amendments necessary to comply with changes in state law over the past decade.

## A. Goals & Objectives

The main goal of the project would be a new EOA and HNA in compliance with Goals 9 and 10, and that the city can rely upon for future planning efforts. Other specific project goals and objectives include the following:

- Collaborative process with broad agreement among stakeholders regarding methodology, vision, goals, and strategies for the future.
- Establish a vision for the community, including goals & objectives, to create a clear path for Newberg's future growth and economic development efforts.
- Comprehensive buildable lands inventory for commercial, industrial, and residential land.
- Identify targeted employment categories and appropriate mix of residential densities; establish suitability characteristics for targeted employment categories; determine whether existing densities match city vision for residential areas.
- Identify local and regional trends for both employment and residential developments.
- Include specific strategies to refresh, realign, and reinforce the city's economic development objectives and opportunities.

## B. Products & Outcomes

The work product of the project would be new EOA and HNA documents in compliance with Goals 9 and 10. A successful project outcome will include the following: refreshed, realigned, and reinforced economic development objectives, strategies, and opportunities; an updated buildable lands inventory the city can rely upon for future planning; identified goals and objectives for the city's future growth and planning efforts; and broad consensus throughout the work process to the project outcomes.

## C. Work Program, Timeline, & Payment

### Tasks & Work Products:

1. Goals & objectives – Review city’s existing documents; public process to include stakeholder interviews or focus groups, web survey, business outreach, and advisory committee; draft of goals and objectives to guide the project and future planning efforts. [\$15,000]
2. Supply analysis – use the city’s GIS data to conduct a buildable lands inventory for both residential and employment land. [\$15,000]
3. Demand analysis – Analyze local, regional, and state trends, current economic development efforts, new goals and objectives identified through the public process, and current and forecasted market conditions to create a land demand analysis for both residential and employment land. [\$15,000]
4. Net needs analysis – Analyze the data from the supply and demand analysis to create a net needs analysis for both residential and employment land; identify targeted employment categories and the appropriate mix of residential densities; establish suitability characteristics for targeted employment categories. [\$15,000]
5. Action plan/Implementation Policies – Identify specific strategies to refresh, realign, and reinforce the city’s economic development objectives and opportunities; Identify strategies and necessary policies to achieve the identified residential density mix; Identify strategies to achieve community goals and objectives, particularly with regards to future planning efforts. [\$12,000]
6. Proposed Development Code and Comprehensive Plan amendments – Identify any Development Code and/or Comprehensive Plan amendments necessary to implement community goals and objectives or to implement changes in state law. [\$7,000]
7. Draft EOA & HNA – Compile all information from previous tasks and write the draft EOA and HNA documents. [\$12,000]
8. Project meetings. [\$9,000]

Timeline: The anticipated project schedule would be 12 to 18 months from start to completion. The tentative start date for the project would be 30 days after a contract is signed. Each task above is estimated to take 2-3 months, with some tasks running concurrently. The project milestones are tied to the completion of each task identified above. The project completion date would be an estimated 13-19 months after a contract is signed.

Payment Schedule: Payment would happen at the midpoint and at the end of the project. The midpoint payment would come after completion of tasks 1 through 4 above, and final payment would come after completion of the EOA and HNA documents.

## D. Evaluation Criteria

The updated EOA and HNA will specifically be used to review Newberg’s economic development objectives and strategies, and realign and reinforce them as necessary to increase and promote economic development opportunities in the city. One of Newberg’s overall visions is to be a place where citizens can work, play, and grow, meaning that the city should be proactive to bring jobs and adequate housing opportunities to the city. The project may also identify code amendments necessary to comply with changes in state law over the past decade.

## E. Project Partners

The following partners will participate in an advisory or information giving capacity: Newberg City Council, Newberg Planning Commission, Chehalem Valley Chamber of Commerce, Newberg Downtown Coalition, Oregon Employment Department, Department of Land Conservation and Development, Chehalem Parks and Recreation District, Yamhill County, Business Oregon, local developers and business owners. Note that representatives

from some of those partner agencies will be asked to participate as stakeholders, on focus groups, or as part of the advisory committee. We also anticipate reaching out to 1000 Friends of Oregon and Friends of Yamhill County for participation as stakeholders, on focus groups, and/or as part of the advisory committee.

## F. Advisory Committees

There will be a project advisory committee, made up of a broad cross-section of interests: citizens, local developers, local business owners, 1000 Friends of Oregon/Friends of Yamhill County, and other representatives from identified project partners. Two advisory committees may be necessary so that the EOA and HNA issues can be discussed separately for efficient use of time.

## G. Cost-Sharing & Local Contribution

The City of Newberg anticipates contributing approximately \$25,000 toward the overall project cost, in addition to staff time.