



Newport City Center Revitalization Plan

SEPTEMBER 12, 2025
FINAL



Newport City Center
Revitalization Plan

Final Report

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

September 9, 2025

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INTRODUCTION

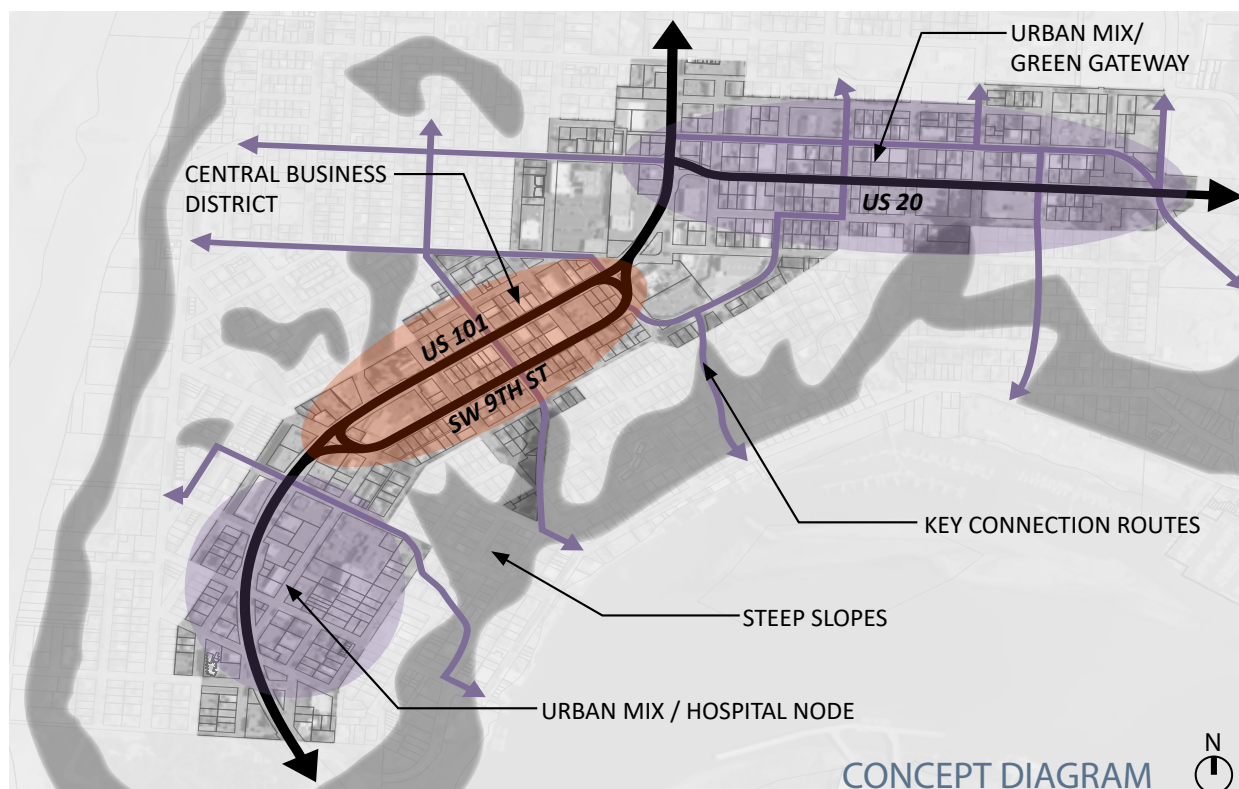
The Newport City Center Revitalization Plan (NCCRP) envisions transformative development, redevelopment, and transportation improvements in the urban core of the City of Newport, Oregon.

The NCCRP was developed through a process that included analysis of existing conditions and relevant policies, community outreach and stakeholder engagement, a creative planning and design exploration, and review and confirmation of direction with Newport's Planning Commission, City Council, and the Oregon Department of Transportation (ODOT).

Fundamentally, the NCCRP vision is physically organized around reconfiguration of US 101 and SW 9th Street into a 'Short Couplet', which will improve safety, enhance character, and improve the desirability of the area for all users, including a range of housing types.

NCCRP implementation will result through a combination of Comprehensive Plan and Development Code amendments, and sustained ongoing attention to securing funding, making a range of public investments, and providing accessible incentives for both public and private developers who share the NCCRP vision.

The following report summarizes the NCCRP process and the Revitalization Plan elements.



GOALS AND OBJECTIVES

Goal 1: An active mixed-use commercial/residential, walkable environment with:

- A resilient mix of market rate, workforce, and affordable housing
- Viability for multifamily/mixed-use housing to stimulate development
- Livable, well-designed areas attractive to pedestrians and functional for bicyclists
- Community gathering spaces, including a plaza for events
- Farmers' market space, potentially covered
- Connections and/or wayfinding to the City's parks, trail system, and transit stops

Goal 2: Safe and efficient traffic flow and parking management by:

- Improving crosswalk safety, safety of primary routes to schools, and evacuation route support
- Evaluating closing side streets temporarily or permanently for community space/events
- Implementing parking management framework
- Establishing waivers to off-street parking requirements (state legislation)
- Coordinating parking strategy and enforcement
- Coordinating Parking Commission and parking studies

Goal 3: A clean, welcoming appearance, implemented through:

- Finished set of design and code standards for development
- Potential facade improvement program
- Leveraging second story (or higher) views
- Consideration of South Beach placemaking efforts for landscaping, public art, signage and wayfinding
- High-quality maintenance of landscaping

Goal 4: Planned property development and acquisition through:

- Balancing improvements vs. demolition/redevelopment and avoiding gentrification
- Assessing property conditions and potential strategic acquisitions
- Coordinating with developers on adaptive reuse for early wins
- Finding spaces for pocket parks

Goal 5: Targeted investment in infrastructure by;

- Identifying capital projects
- Identifying sources beyond urban renewal funds

COMMUNITY ENGAGEMENT SUMMARY

The public involvement approach provided opportunities for the community to engage with the project at key project milestones. Methods of engagement included online surveys, in-person workshops, in-person focus groups, and an in-person information booth. Additionally, these avenues for collecting community input were advertised through social media, the project website, emails, press releases, utility bill advertisements, postcards and door-to-door canvassing to businesses in the project area.

FALL 2024

The first round of engagement was focused on educating the community about the project. Specifically, comments and feedback were collected about how transportation and development could be aligned in the Project Area. Additionally, ideas for a preferred scenario(s) were refined based on community feedback and how well each could work in relationship to the community values.

A description of activities is provided in the *Community Engagement: Public Event 1 Summary*, prepared by JLA Public Involvement, dated January 21, 2025. A complete summary of engagement activities and feedback collected and incorporated by the project team, follows.

Advertising

The City of Newport advertised the project and online survey through the following venues:

- Social media* including Facebook, Facebook Messenger (50 invites), WhatsApp (215 invites)
- Updates to the project website*
- Email invitations to identified groups
 - Project Advisory Committee
 - Social Service Organizations, including OSU Extension of Lincoln County
 - Latin/Mesoamerican community service organizations, including Conexión Phoenix, Arcoiris Cultural, and Centro de Ayuda.
- Press release*
- Utility bill advertisements to all Newport accounts* (printed and mailed)
- Postcard distributed via carrier route* (to all addresses in Newport)
- Door-to-door canvassing along US 101 businesses in the project area

*Both English and Spanish

The Spanish Language and Social Service/CBO focus groups were advertised by invite only to specific groups listed above and by email.

In-Person Events

About 76 attendees joined the in-person workshop on November 14 from 4:00-7:00 pm at the Center for Health Education to provide written and verbal feedback to the team. Most wanted to learn more about the options and plans for the area. Conversations typically revolved around housing, safety for all modes of travel, and keeping improvements focused on the local community. Attendees shared concerns about parking, traffic, and navigability. Finally, there was a shared skepticism that the investment would lead to the desired results.

Participants at the three focus groups, all held at the Newport City Library on November 15, reinforced the information collected through the survey and community workshop. The focus groups were designed to help the project team, and ultimately the Newport City Council, understand particular community group concerns, sharing the same information as was presented at the community workshop. During the social service focus group, specific concerns about affordable housing and the potential for displacement due to redevelopment were raised. No participants attended the Spanish Language Focus Group.

Online Survey

132 total responses were collected through the online survey between November 14 and December 17, 2024. Six of the respondents answered in Spanish. This survey was conducted with self-selected members of the community and does not qualify as a scientifically valid survey that is representative of the community.

DATE	EVENT	LOCATION	TIME
11/15/24	Community Focus Group	Newport Library	12:00 - 1:00 pm
11/15/24	Social Service / CBO Focus	Newport Library	2:00 - 3:00 pm
11/15/24	Neighborhood Site Visit (invite only)	US 101	3:00 - 4:00 pm
11/15/24	Spanish Language Focus Group	Newport Library	5:30 - 6:30 pm

SPRING 2025

This round of public outreach focused on sharing the proposed approach to meeting the project goals, as identified with community feedback in fall 2024. A full summary of engagement activities and the feedback that was collected and used by the project team is included in *Community Engagement: Public Event 2 Summary*, prepared by JLA Public Involvement, dated May 08, 2025. Responses from the in-person events and online survey varied slightly, but the largest difference between respondents was along the language spoken by the respondents.

In-Person Engagement

To promote the in-person and online open houses, and to reach community members that might not know about the project, an information booth was held at the Newport Recreation Center on April 3, 2025 from noon to 1:00 pm. However, most community members that spoke with staff were aware of the event and project. City staff also canvassed the businesses along US 101 to invite them to participate, as well as answer any questions about the project.

About 80 community members attended the in-person open house on April 3, 2025 from 4:00-7:00 pm to provide written and verbal feedback. Compared to an open house held in fall 2024, this event saw an increase in the number of business owners from the core project area participate. In addition to conversations with the project team, printed copies of the survey were returned during and after the open house via mail/hand delivery to City Hall. 34 responses were received in English and 39 surveys were collected in Spanish.

City staff also attended a Spanish-speaking event at Tacitas de Cafe on April 1, 2025 to distribute the survey and answer project questions. About 40 attendees received an informational packet that included a survey. Participants were asked to take the packet home, review the information, and complete the survey. The completed surveys were collected on April 8.

Online Engagement

An online survey was active on the project website between April 1 and April 17, 2025. 52 responses were received in English and 1 response in Spanish. The survey was conducted with self-selected members of the community and does not qualify as a scientifically valid survey that is representative of the community. Not all questions were answered, so there is not a consistent number of responses for each question.

Community Advisory Committee Summary

The Committee was comprised of 18 members representing a variety of perspectives from local businesses, emergency services, health providers, the Farmers' market, elected officials, and area residents. During seven meetings, the committee was tasked with providing advice and feedback to the Planning Commission and City Council.

All meetings were held in City Council Chambers of the Newport City Hall, as well as being live-streamed through the City's website and broadcast on Charter Channel 190. Public comments were collected via writing before the meeting, as well as during each meeting. Each meeting was held from 2:00 to 4:00 pm and members could attend in-person or by video.

Meeting #1

On Friday, May 31, 2024 the first meeting was held. 18 committee members were present and three people attended from the public to observe the meeting. No public comments were collected. The purpose of the meeting was to provide a detailed overview of the project.

Committee members provided input on what they wanted to see accomplished through the process, including the desire to see traffic flow improvements; increasing walkability and livability in the City Center; finding a new site for the Farmers' market; cleaning up the City Center to make it more attractable; focusing on safety and infrastructure improvements; setting up a framework for development in the area; and interest in finding ways to add housing and to redevelop properties in the area. A chair and vice chair were selected during the meeting.

Meeting #2

On Friday, June 28, 2024 the second meeting was held. 18 committee members were present and one person attended from the public to observe the meeting. No public comments were collected.

The purpose of the meeting was to:

- Review and adopt the committee's charter
- Review, refine, and rank the Goals, Objectives, and Evaluation Criteria

The Committee gave their thoughts on objectives for the project. It was suggested that Hurbert Street should be added to the place map. Another member wanted to see research done on what the constraints would be to do a Short Couplet. Serious consideration was requested for both couplet options. It was also suggested that a community gathering place should be added to the goals. One comment noted that property development and acquisition should not be a goal. It was further noted that there was no mention of bikes, pedestrians, and transit in the traffic flow objective, and that these elements should be added. Concerns were expressed about 10-foot lanes being too narrow with bicycle lanes. Questions were raised about where street parking would be located on 9th Street with the proposed changes. It was suggested that alternatives be found on both sides of the highway to accommodate parking, which could include closing streets. Another comment emphasized the need for the Committee to decide what the major overarching goal was in order to determine a clear plan of action. It was requested that the Committee discuss recommendations on the best TSP alternatives at the next meeting. Questions were also raised about whether the Plan included funding to help businesses that might be partially closed or without sidewalks during implementation. Staff explained that this could be structured under the incentive funds.

It was requested that slides be provided to the Committee a week before meetings so there is time for feedback. Another request was made for a narrative that explained how the statistics applied to the criteria and why there were poor performances. It was suggested that the Committee consider what the County was doing at the Commons property to avoid duplicating needs. Housing was emphasized as an important element. Questions were raised about whether traffic management or walkability should be considered more important for development.

The Committee gave their thoughts on criteria priorities, which included:

- Adding housing.
- Creating an attractive, vibrant, walkable downtown.
- Improving aesthetics.
- Infrastructure improvements/maintenance, including safety, flexibility, and development.
- Creating a downtown that is both vibrant and accessible.
- Improving traffic flow and safety.
- Creating a culture that is uniquely Newport.
- Supporting mixed-use areas with housing and safe parking.
- Honoring Newport as a fishing community.
- Ensuring that businesses in the Latino area around Hurbert Street are not displaced due to affordability.
- Focusing on a Farmers Market area visible from Hwy 101.
- Researching minimum mobility standards and examples from other cities.
- Looking at safety considerations for bikes and pedestrians.

It was requested that a 20-minute agenda item be added to the next meeting to allow Committee members to provide feedback and comments.

Meeting #3

On Friday, August 23, 2024 the third meeting was held. 14 committee members were present and four people attended from the public to observe the meeting and provide comments:

Public comments included concerns that slowing down traffic could create a bottleneck in Newport. Another community member emphasized the need for a parking plan and expressed skepticism about locating housing between two highways. Petition signatures from area property owners were referenced, noting opposition to the couplet. Additional comments suggested prioritizing improvements in the city core rather than the Deco District. Others raised questions about the city's plans for two demolished buildings along US 101 and suggested allowing murals at the location. Questions were also raised about potential conditions tied to grant funding.

The purpose of the meeting was to:

- Review the Existing Conditions Memo (both physical and socio-economic conditions)
- Review the real estate market conditions and trends
- Identify different assets, barriers, and opportunities for the project

The Committee was given an opportunity to record their thoughts on opportunities and barriers for the focus areas. Consultants documented the feedback. Discussion included evaluation of US 101 alternatives and three primary criterion considerations:

- Enabling mixed-use development and walkability.
- Supporting economic vitality and business mix while aligning with implementation and partnerships.
- Comparing the differing criteria between Alternatives 1 and 2.

Meeting #4

On Friday, October 25, 2024, the fourth meeting was held. Fifteen committee members were present, and three members of the public attended to observe and provide comments.

Public comments included:

- A property owner in the City Center emphasized that parking was important for the redevelopment of a restaurant property. Suggestions included valet parking to provide access to spaces in the rear, the addition of a new public parking lot in the area, and routing bicyclists away from the couplet for safety and traffic flow.
- Another property owner stated that safety was the main concern and believed a couplet was the best way to address it.
- A community member questioned the quoted rental costs for the city center area and the estimated number of parking spaces, suggesting that the city should invest in parking rather than couplets.

The purpose of the meeting was to:

- Review the Gap Analysis (i.e., the gap between likely future development and goals/vision).
- Review strategies for addressing the gaps.
- Review materials and the approach to Public Event #1.

The Committee asked questions on considerations for left turn lanes; adding green spaces, buffer zones and sidewalks; how travel lanes would transition; and bike routes and their connections. Alternative 2 for a Highway 101 and SW 9th Street couplet was reviewed, and the Committee discussed routing for traffic, the need to protect turn lanes on a one-way couplet, whether traffic signals were warranted in coordination with ODOT, the feasibility of bulb-outs, sections of the couplets, and bike routes. Parking impacts for the two alternatives were also presented.

Discussion included a comparison of parking impacts between alternatives, opportunities to add parking on wider streets, Farmers' Market opportunities, closing streets for events, considering angled parking instead of parallel, and the possibility of a traffic light at Hurbert and 9th Street. The Committee also reviewed implementation strategies for the Highway 101 corridor and its goals.

Further discussion covered opportunities to get protected bike lanes at Moore Drive moving east on Highway 20; widening the west end corridor of Highway 20; funding sources for alternatives; and issues for service deliveries for couplets. The evaluation of the couplets was reviewed, and Committee members shared their thoughts. Members expressed interest in hearing from the public before voting on a preferred alternative, raised concerns about the Short Couplet versus the Long Couplet, and questioned whether Urban Renewal funds could be used to support a Long Couplet.

Meeting #5

On Friday, December 13, 2024, the fifth meeting was held. Seventeen committee members were present, and one member of the public attended to observe and provide comments.

Public comment included concerns that bicycle facilities should be provided in a way that does not directly compete with vehicle traffic. It was also noted that couplets can cause roads to fail, take many years to complete, and result in high costs. Additionally, it was suggested that ODOT should complete infrastructure work before a couplet is pursued.

The purpose of the meeting was to:

- Review results from Public Event #1.
- Review plan and code amendments, investments, and incentives needed to address gaps.

The Committee shared their thoughts on the couplet option.

A motion was made and seconded to hold a nonbinding vote to gauge the Committee's position on the two options. The motion carried in a voice vote with the majority voting in favor, and one abstention.

A subsequent motion was made and seconded to recommend that the City pursue a Short Couplet. The motion carried in a voice vote with the majority voting in favor and two opposed.

The Committee also discussed reservations about implementing a couplet, potential locations for the Farmers' Market, how one-way versus two-way traffic flow would affect the community, and the importance of having a multi-use space for events that would benefit businesses.

Meeting #6

On Friday, February 28, 2025, the sixth meeting was held. 11 committee members were present and four people attended from the public. The purpose of the meeting was to review the Plan and Code Amendment Concepts, Public Investments, Proposed Incentives and the Multi-Modal Impact Assessment.

Members requested more diagrammatic maps to help the public understand that the current drawings were conceptual and asked that festival streets be explained at the next public event. Questions were raised about how businesses would address loading on couplet streets, and suggestions were made to add a legend clarifying bike route symbols, move the enhanced pedestrian crossing from Fogarty Street to Eads Street, and remove the long couplet from the development maps. It was also suggested that the hospital area be labeled as a "Hospital District." The Committee determined that the long couplet should be removed but otherwise retained the map. On the Signals and Bike Routing map, members recommended showing Eads Street as the north route and Fogarty as the south route. Concerns were raised about the absence of flashing beacons on 9th Street, and staff explained that this would be revisited during design, noting that ODOT would ultimately make traffic signal decisions. Members also discussed adding pedestrian crossing signs to the District Potential Maps, including along Hurbert Street.

The advantage of one-way traffic in reducing pedestrian and vehicle conflicts was highlighted as a point to emphasize. Members stressed the need to explain clearly why the Short Couplet was chosen over the Long Couplet and to summarize the decision-making process for the public, including the extensive discussions that had already occurred. It was suggested that public messaging also highlight benefits such as resurfaced streets, financial assistance for businesses during construction, and opportunities for bicycle and pedestrian hubs at key locations such as City Hall. Concerns were expressed about housing located between highways, with suggestions to keep 9th Street more pedestrian- and family-friendly and to investigate the costs of upgrading it for heavier traffic. Other ideas included undergrounding utilities, requiring bike racks at retail developments, extending improvements north along the Highway 101 corridor, and considering landscaped medians in place of center turn lanes.

The Committee also discussed housing concepts, with suggestions to consider buildings taller than three stories. Staff explained that cost and code limitations would affect the feasibility of taller development and noted that one parking space per dwelling unit was already factored into scenarios. Time-limited parking was suggested as a management tool. Questions were raised about whether proposed housing formats required the couplet, and staff confirmed that residential ground-floor units would depend on creating a better pedestrian environment, which the couplet could provide. Without it, residential over commercial would likely remain the feasible option. Members further discussed the challenges of moving buildings back to improve pedestrian conditions.

Additional suggestions included showing emergency vehicle and delivery zones on diagrams, reviewing City-owned property leases and fees, and exploring a City-managed land trust with longer deed restrictions to incentivize development. Members requested a graphic timeline to clarify adoption steps, next phases, and implementation periods, with a 14-year horizon suggested. It was noted that coordination with City communications staff may be needed before public release. Questions were raised about how much of the \$11.7 million couplet estimate was federally funded, and concerns were expressed about the long-term availability of federal funding. Staff explained that implementation would occur in phases, with state and federal sources layered over several years. The Committee emphasized that keystone projects would need to be cost-effective in order to attract private development interest in the City Center.

Meeting #7

On Friday, May 16, 2025 the seventh meeting was held. 14 committee members were present and one person attended from the public to observe the meeting. No public comments were collected. The purpose of the meeting was to:

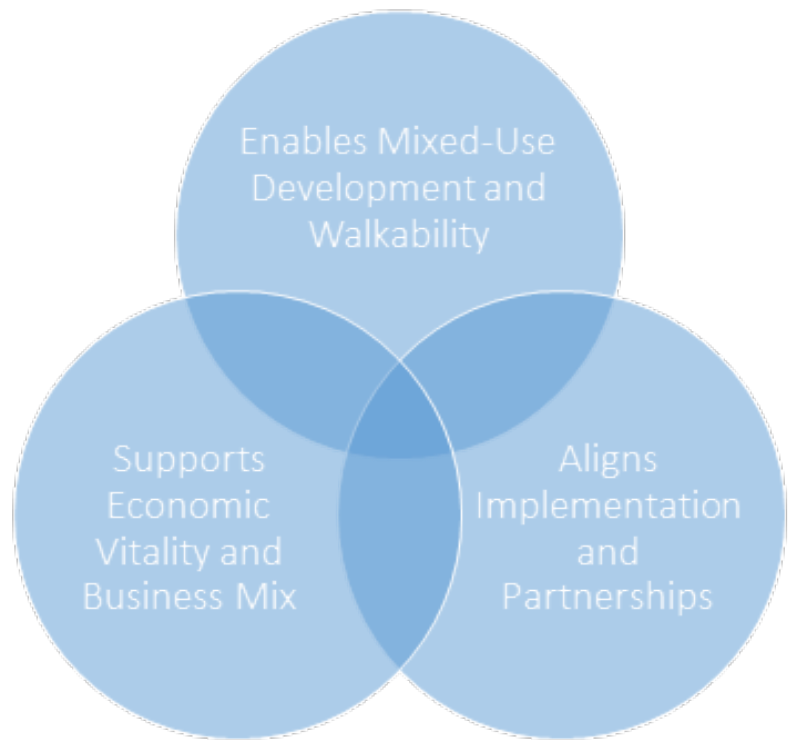
- Draft Plan and Code Amendments
- Finalize Investment and Incentive
- Recommendations

The committee discussed the draft documents and asked clarifying questions before taking a temperature check to see if there was alignment from the group about how to move forward. The committee unanimously recommended that the proposal be forwarded to City Council and the Planning Commission.

REVITALIZATION PLAN

VISION

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



OVERALL REVITALIZATION PLAN ILLUSTRATION

City Center
(See page 14)



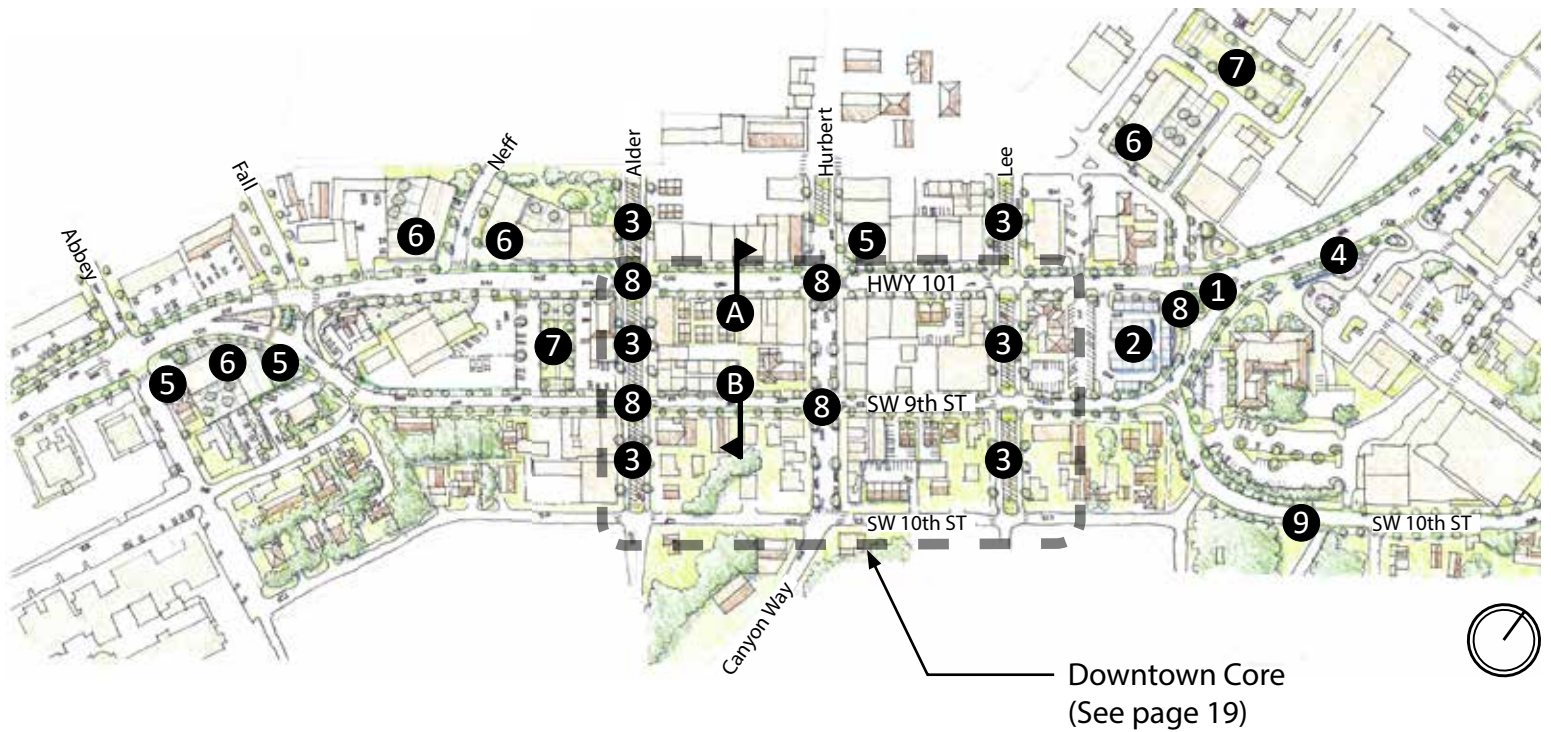


Green Gateway
(See page 15)

Project Goals

- 1: AN ACTIVE MIX OF USES IN A WALKABLE ENVIRONMENT
 - Met by Infill, Wider / Buffered Sidewalks
- 2: SAFE, EFFICIENT TRAFFIC FLOW AND MANAGED PARKING
 - Met by Reduced Vehicle / Pedestrian Conflicts
- 3: A CLEAN, WELCOMING APPEARANCE
 - Met by Gateways, Streetscaping, Code Updates
- 4: PLANNED PROPERTY DEVELOPMENT AND ACQUISITION
 - Met by Incentives, Partnerships
- 5: TARGETED INVESTMENT IN INFRASTRUCTURE
 - Met by Implementation Actions / Strategy

Heart of City Center



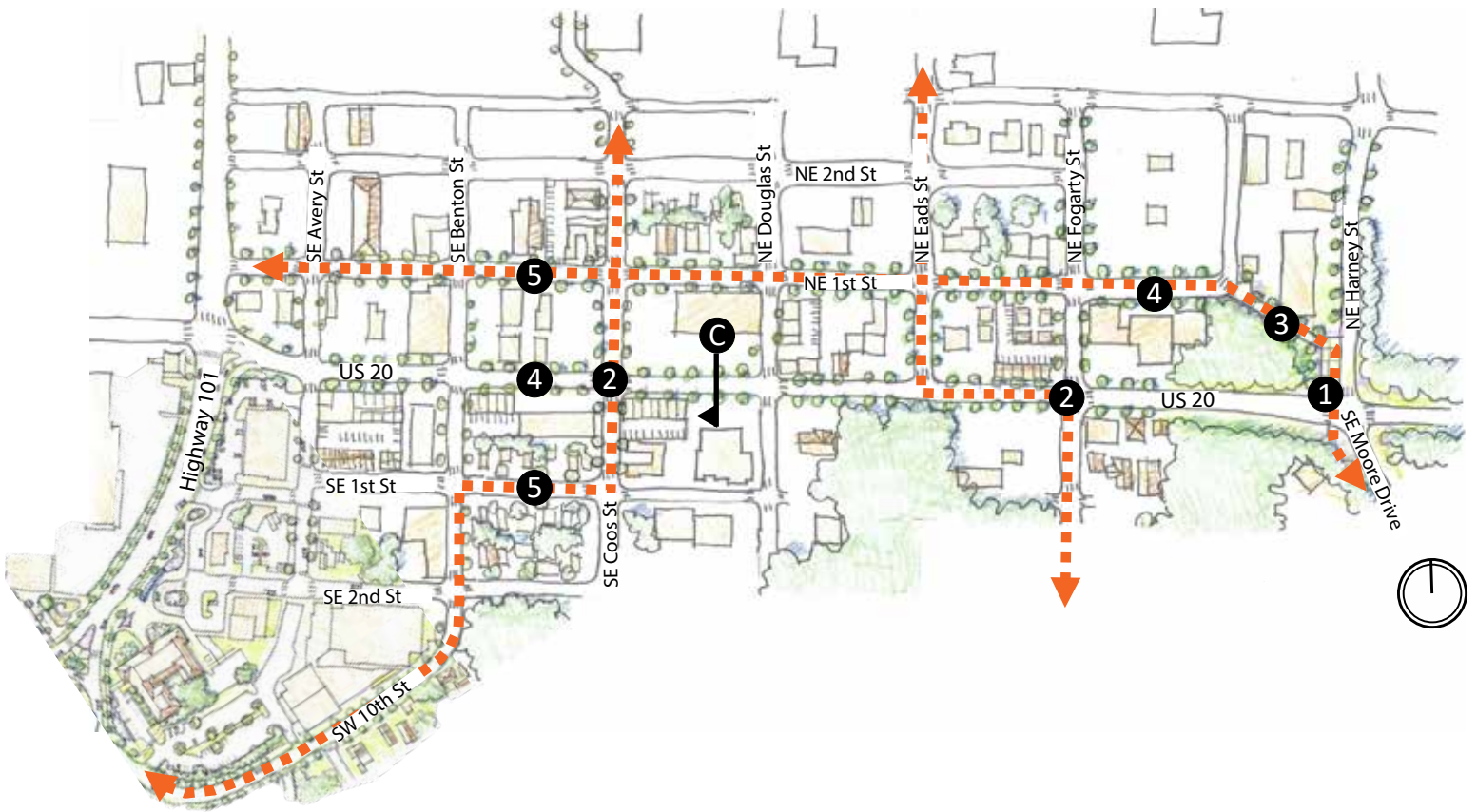
Key

- ① Gateway
- ② Farmers' market w/Canopy
- ③ Festival Street / Parking
- ④ Relocated Bus Stop
- ⑤ Plaza
- ⑥ Potential Redevelopment
- ⑦ Park Improvement
- ⑧ Enhanced Pedestrian Crossing
- ⑨ Enhanced 10th Street Bike Connection

Street Sections

- Ⓐ Highway 101 Section (see page 16)
- Ⓑ SW 9th ST Section (see page 16)

Highway 20 'Green Gateway'



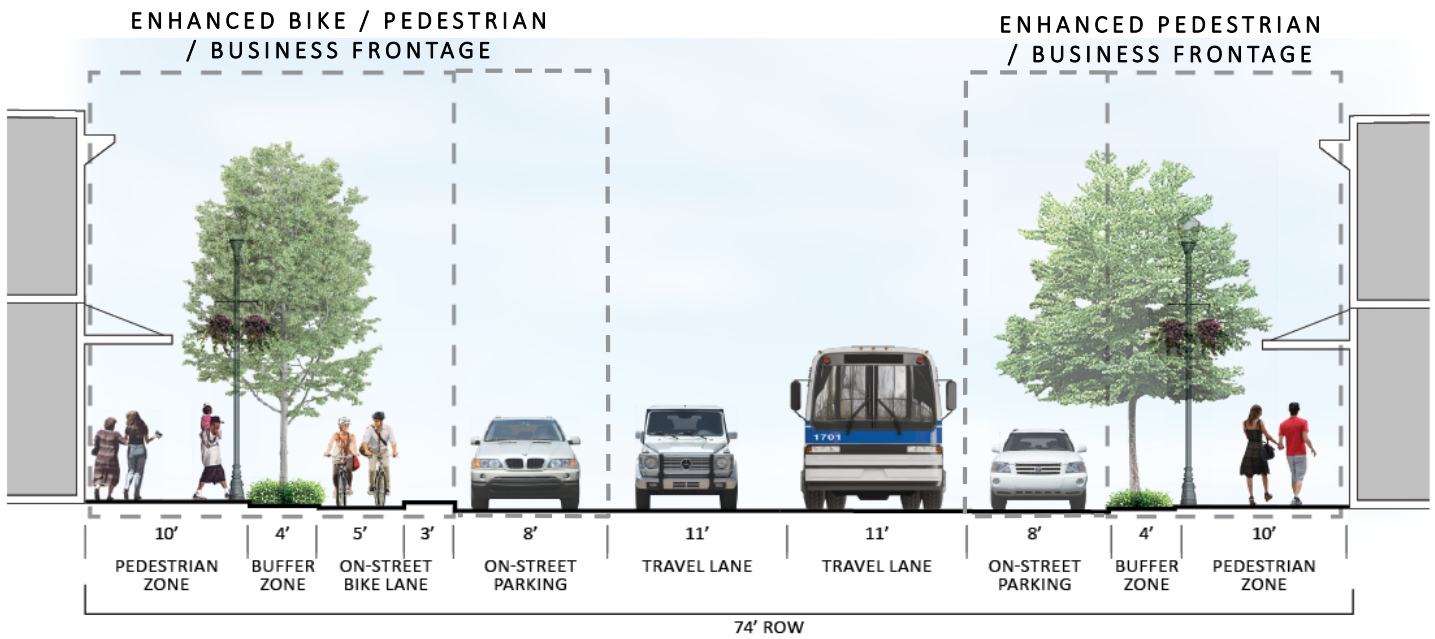
Key

- ① Gateway
- ② Enhanced Pedestrian Crossing
- ③ New Ped/Bike Connection
- ④ Streetscape Enhancement
- ⑤ Enhanced Bike Corridor

Street Sections

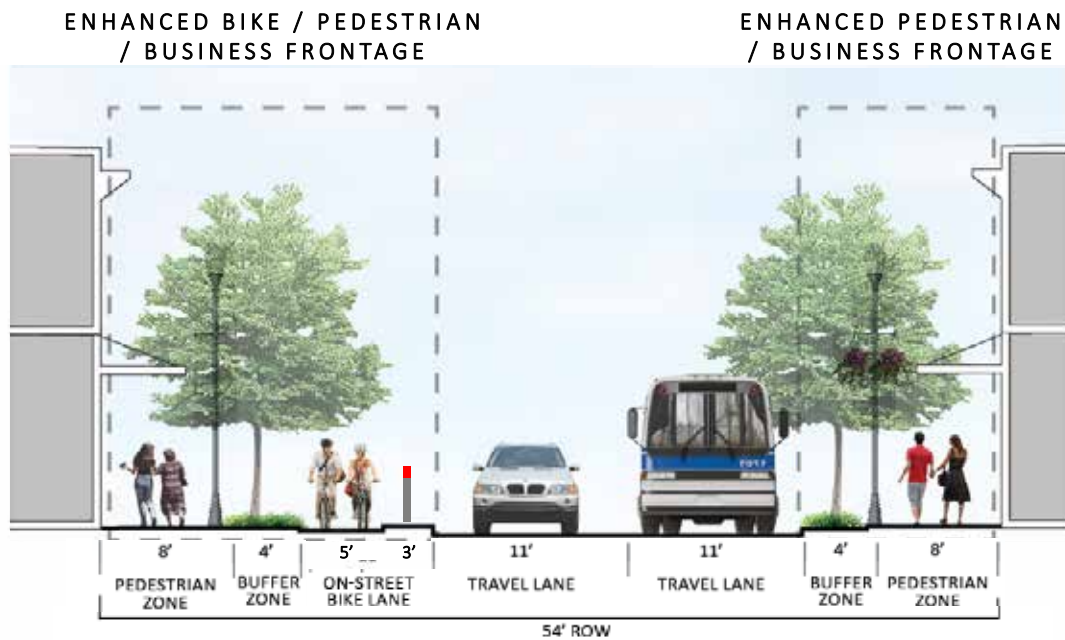
- Ⓒ Highway 20 (see page 17)

HIGHWAY 101 'GREAT STREET' (SB COUPLET)

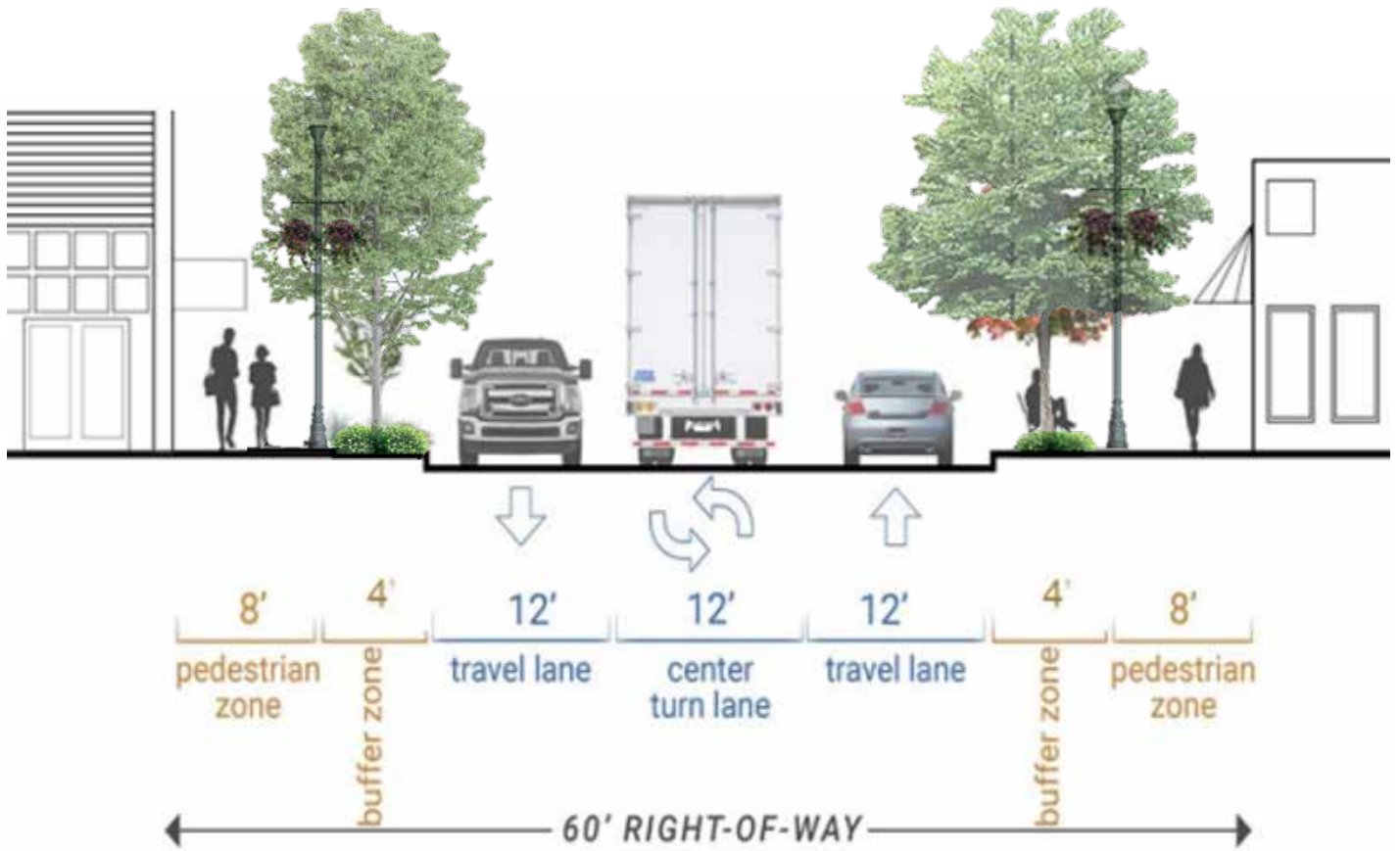


NOTE: Street trees are shown for illustrative purposes only. The City of Newport may need to experiment with species, location, and maintenance for best success.

SW 9TH 'GREAT STREET' (NB COUPLET)

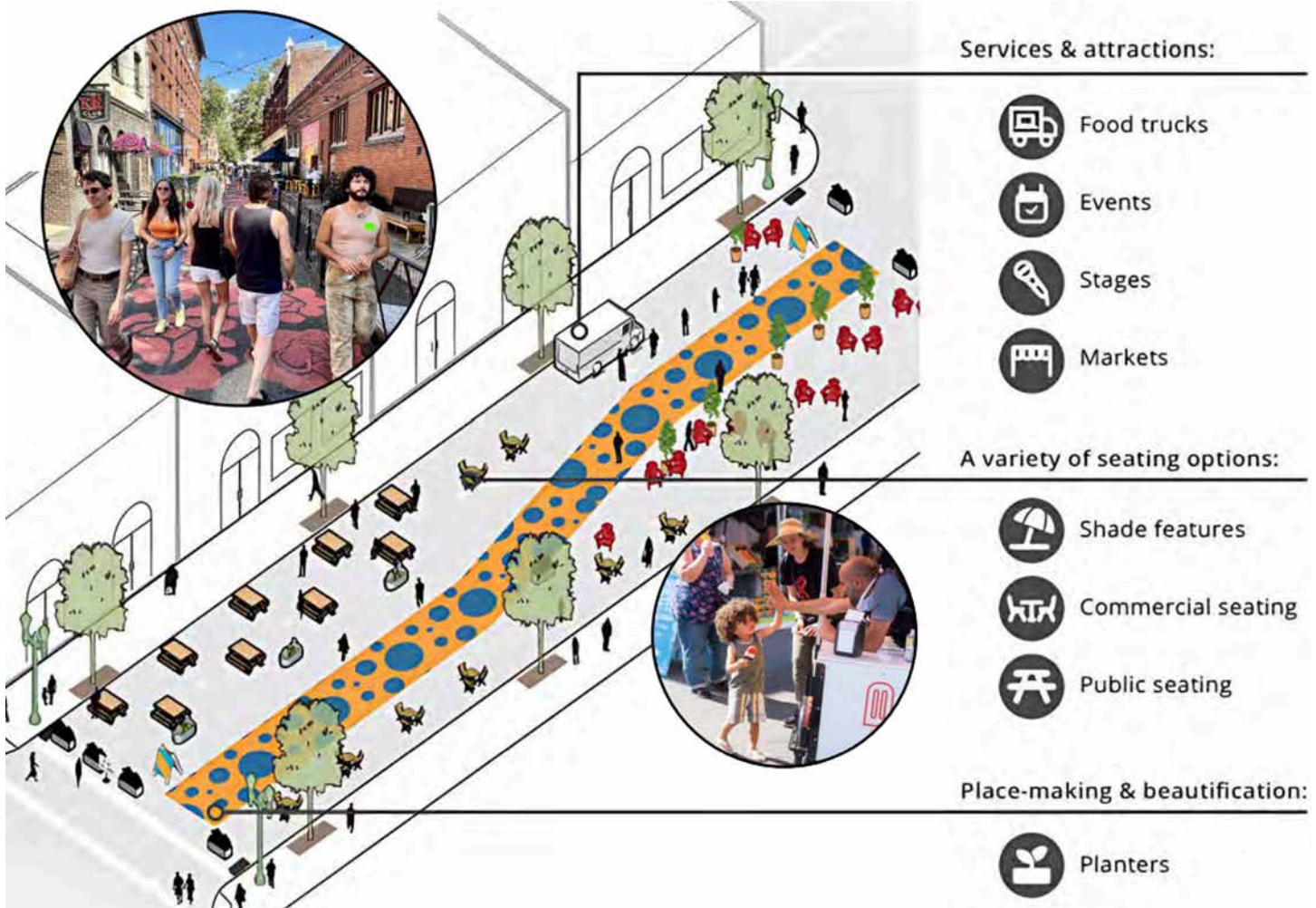


HIGHWAY 20 'GREEN GATEWAY'



FESTIVAL STREETS

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



Source: Portland Bureau of Transportation



Reconfiguration - Parklet Option



Reconfiguration - Central Plaza Option

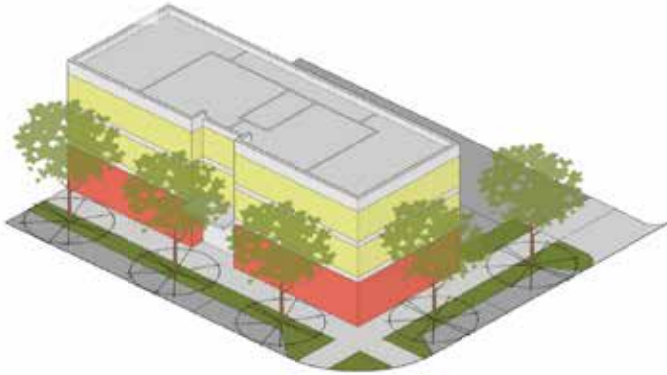
While crossstreets downtown will function as standard streets connecting 101 and 9th most of the time, their unique design allows it to be easily and temporarily closed to vehicles. In a matter of minutes, this street will transform into a vibrant public plaza for events and community life. The curbless street design creates a seamless, uninterrupted space for pedestrians to walk and gather by allowing a smooth transition from the sidewalk. To accommodate a wide variety of community events, from dinners to art markets, the design also incorporates movable elements like bollards and street furniture that can be easily rearranged or removed, highlighting its flexible and adaptable nature.

DOWNTOWN CORE WITH FESTIVAL STREETS HIGHLIGHTED



URBAN FORM

Single-Stair Mixed-Use



Elevator Apartment



Woody Walk-Ups



Duplexes



Housing

The City's new design review district includes a forward-thinking approach to housing, addressing community needs for a wider variety of affordable and diverse living options. This strategy is coordinated with Ordinance 2222, the Middle Housing Ordinance, and focuses on removing regulatory barriers to development.

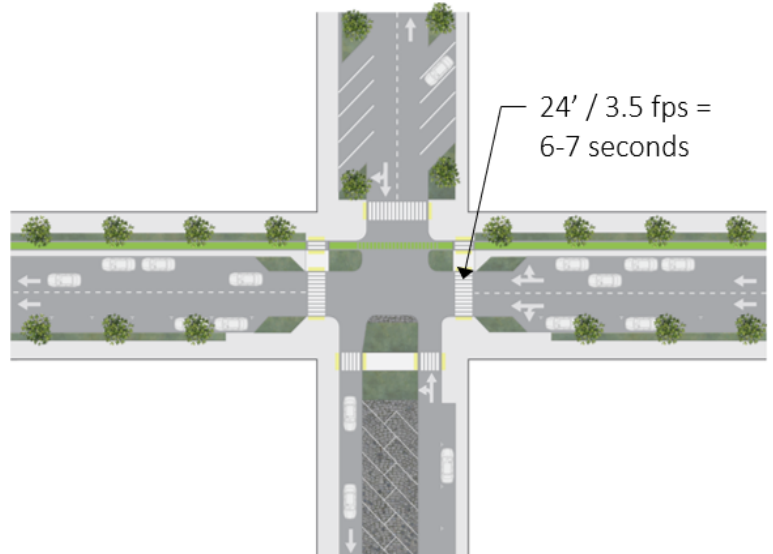
- **Redevelopment Site Options:** Amendments remove barriers to the construction of housing on redevelopment sites, streamlining the process for transforming underutilized properties into vibrant residential spaces.
- **Diverse Housing Units:** The new code permits a broad range of housing types and sizes. This provides for all levels of affordability and offers a wide variety of housing shapes and choices to meet the needs of a diverse population.

This approach promotes needed housing and supports a more accessible and inclusive community.

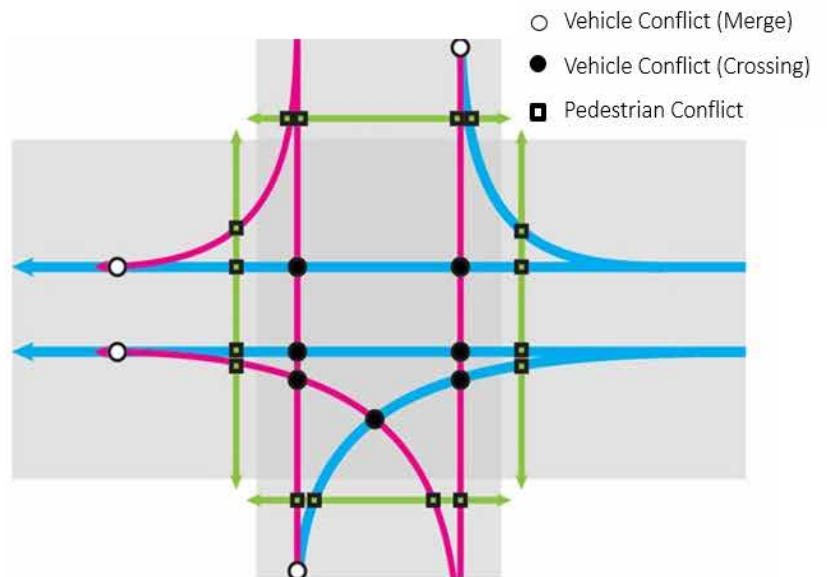
Safety and Parking

The proposed couplet will significantly improve the City Center's transportation network and public parking. On-street parking will be enhanced along US 101, while new parking will be created on side streets, offsetting spaces removed on SW 9th Street. The plan also includes new parking spaces at City Hall and a strategic reconfiguration of Alder and Lee streets.

In terms of safety, the couplet is designed to address high-stress intersections and improve pedestrian safety with new Rectangular Rapid Flashing Beacons (RRFBs). A key benefit is the reduction in pedestrian crossing distances, from 56 feet to just 24 feet, which shortens crossing time. Most importantly, the couplet will reduce the number of vehicle, pedestrian, and cyclist conflict points from 58 to just 27, creating a much safer and more predictable environment for everyone.



Significant safety improvements
Short pedestrian crossings
Maximizes buffer/enhancement



27

4 Vehicle Conflicts (Merge)
7 Vehicle Conflicts (Crossing)
16 Pedestrian Conflicts

Building Form

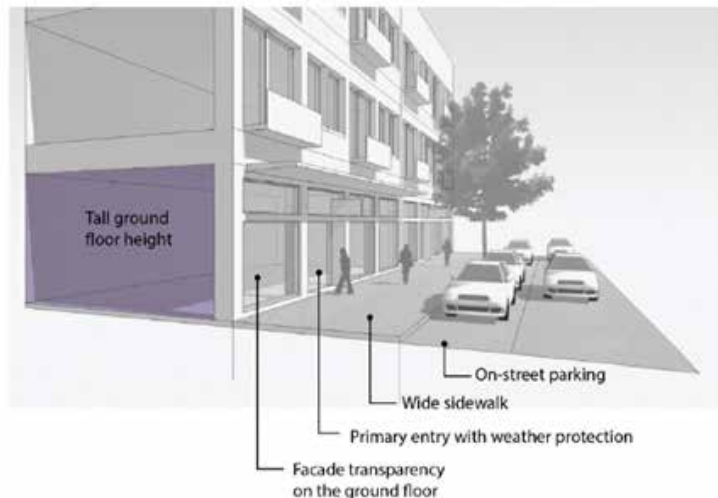
Standards will guide building massing, orientation, setbacks, and height to ensure new housing is thoughtfully integrated into the surrounding neighborhood. The goal is to create a harmonious streetscape and a human-scaled environment.

The new standards will be consistent with the Department of Land Conservation & Development (DLCD) "Climate-friendly and Equitable Communities Walkable Design Standards Guidebook." This means designs that encourage walking, cycling, and other non-vehicular forms of transportation will be prioritized, making it easier for residents to connect with each other and with our new downtown amenities.

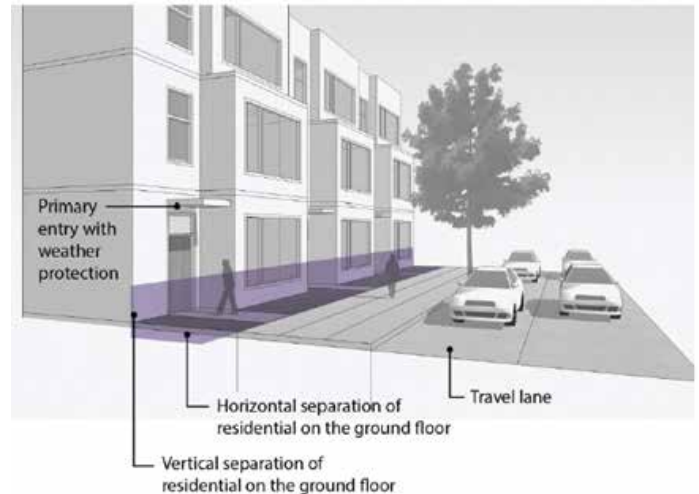
The new district will have a set of standards that reflect and protect the unique character of Newport. This ensures that new housing development adds to the beauty and charm of our town, rather than detracting from it.

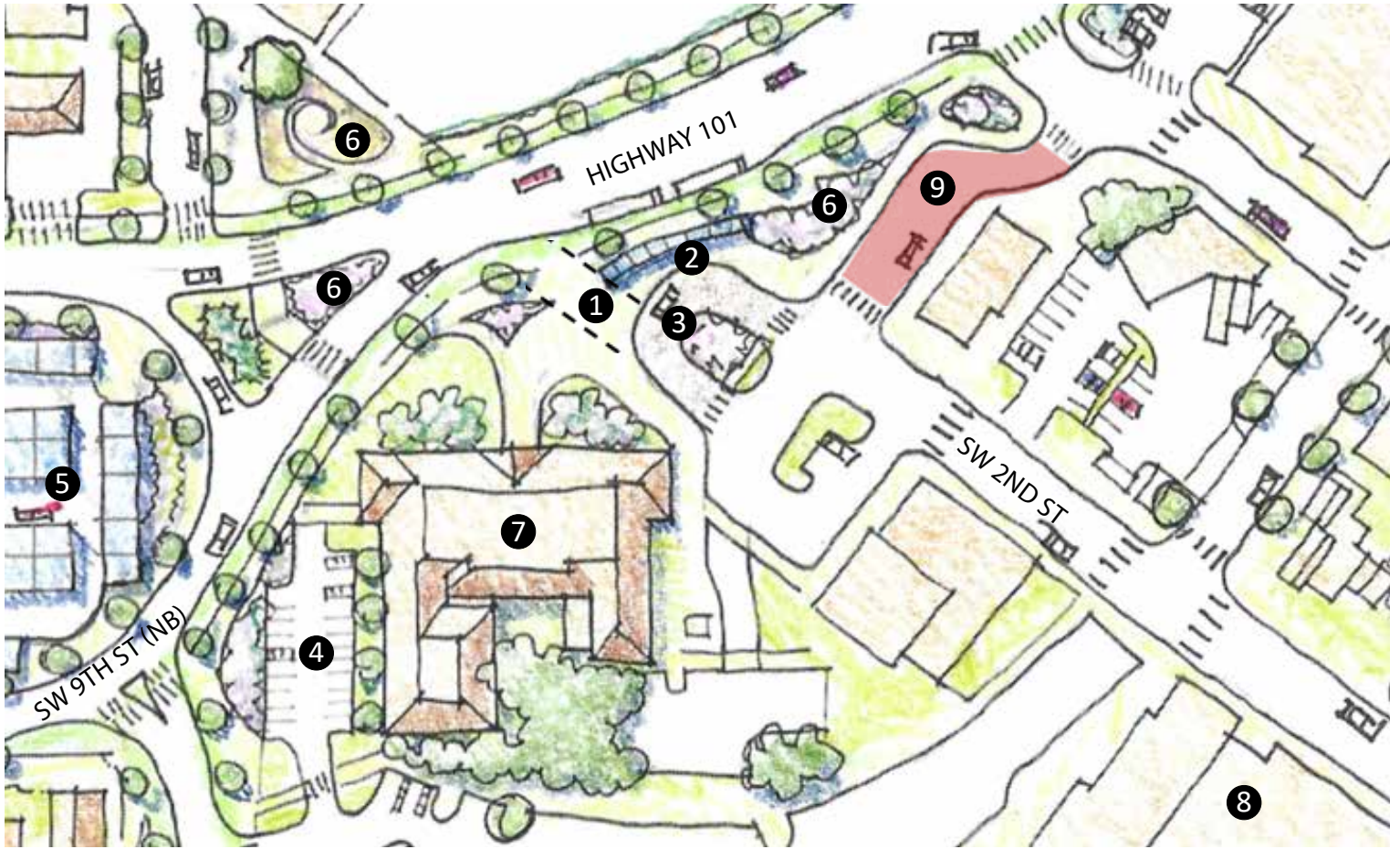
- **Community Pride:** Thoughtful design will enhance our town's appeal, making it a more desirable place to live.
- **Economic Vitality:** Attractive and well-designed housing will support local businesses by attracting residents and visitors alike.
- **A Sustainable Future:** By creating walkable and climate-friendly neighborhoods, we are building a town that will thrive for generations to come.

MIXED-USE FRONTAGES



RESIDENTIAL FRONTAGES





City Hall Transit Hub

As part of the couplet reconfiguration, and potential closure of SW 2nd Street, there is an opportunity to improve the transit hub in front of City Hall. A comprehensive ‘refreshment’ of the transit shelters, landscape plantings, and site furnishings would improve the transit user experience, strengthen the area’s relationship to the Farmers Market, offer public art and wayfinding signage opportunities, and enhance aesthetics of the area serving as a ‘gateway’ to the north end of the proposed couplet.

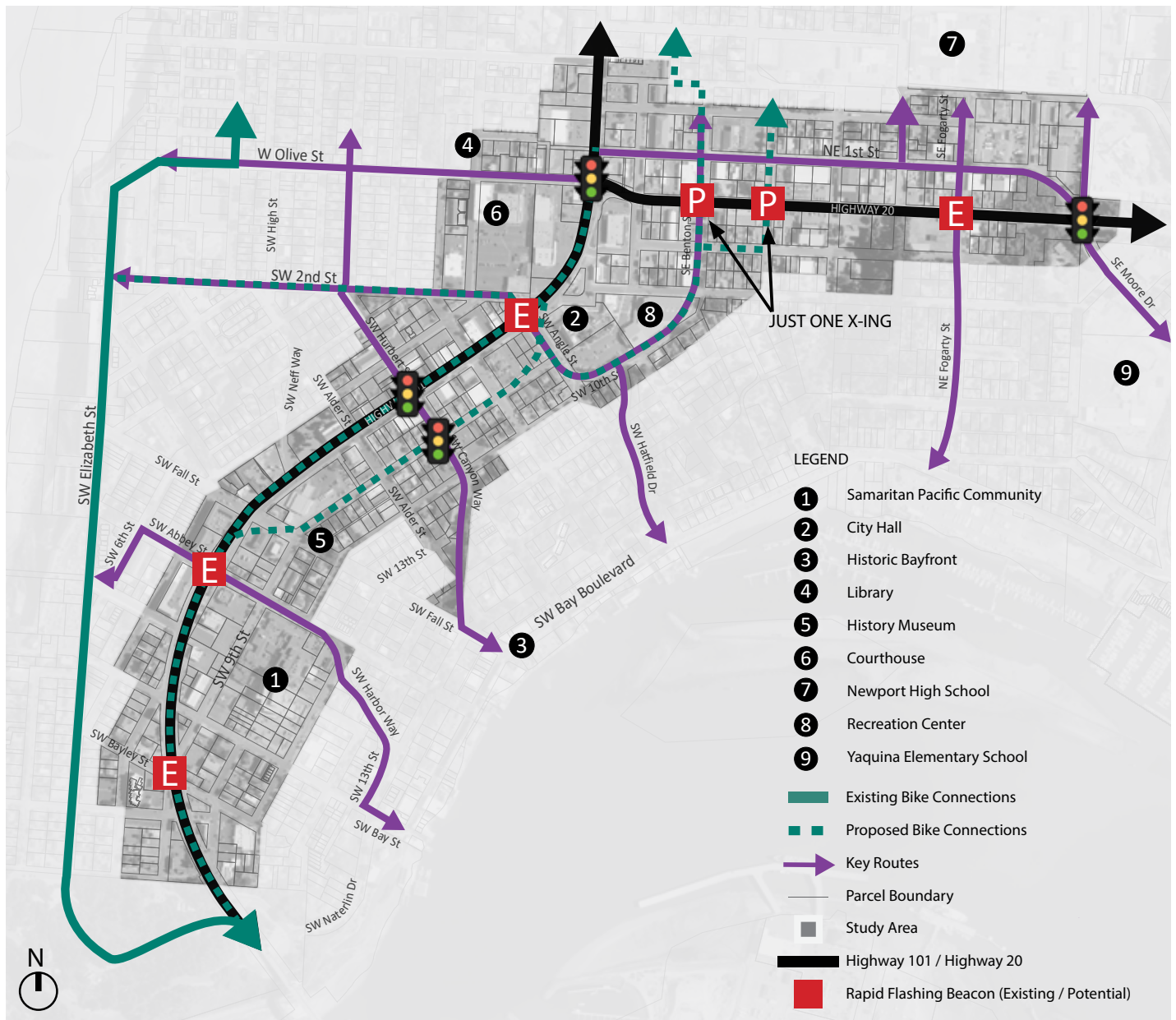
Key

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

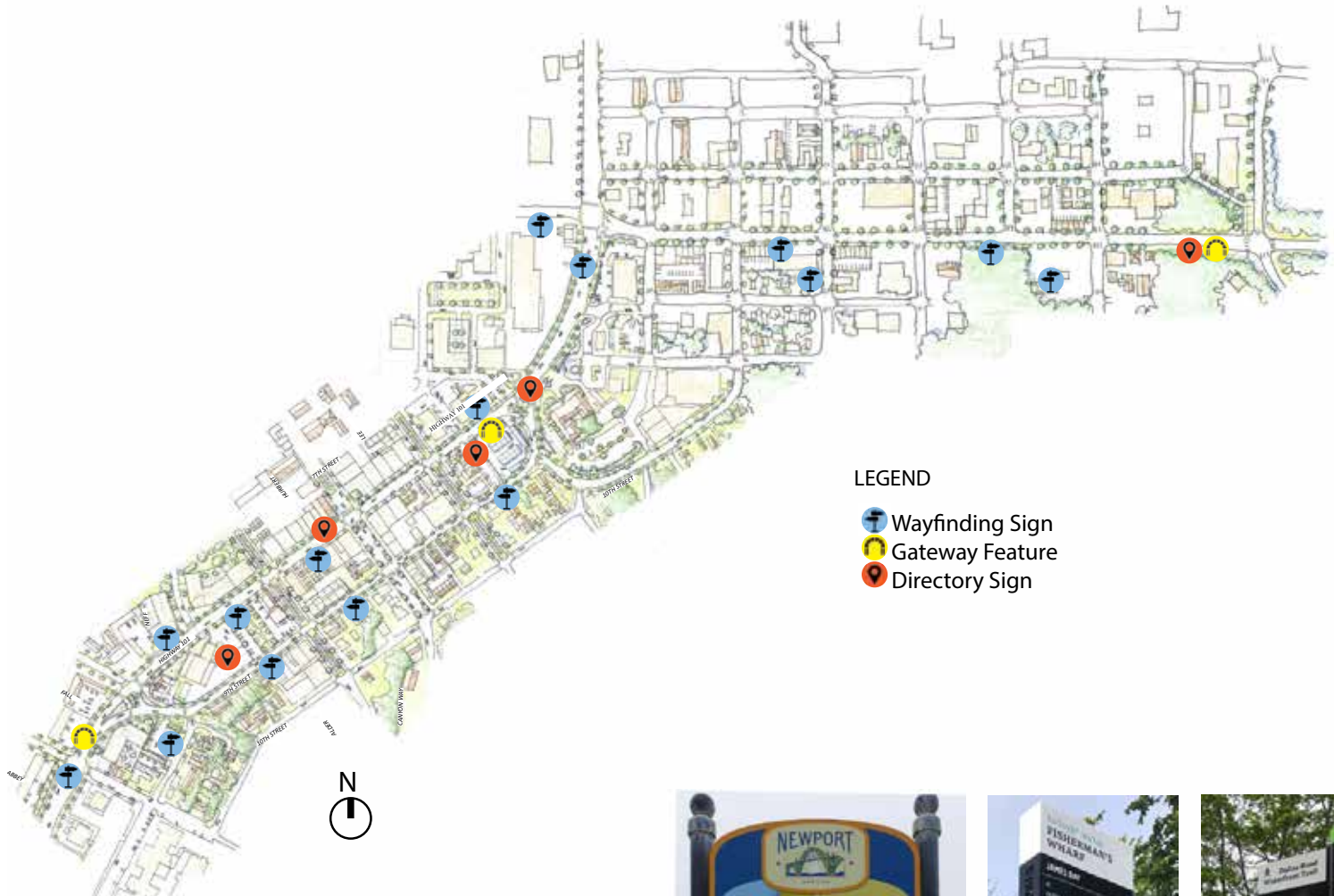
SIGNALS AND BICYCLE ROUTES

Several bike connections are proposed. The first is a southbound bike lane on US 101 south of SW Angle Street. The second is a northbound bike lane on US 101 from the Yaquina Bay Bridge to the new couplet, splitting off Highway 101 between SW Abbey Street and SW Fall Street. Northbound bike traffic will continue on the east side of SW 9th Street between SW Fall Street and SW Angle Street. Third, a new E/W route on SW 2nd Street between SW Elizabeth Street and US 101, that also includes SW Angle Street on the eastside of Highway 101, will continue northward on SW 10th Street. At the intersection of SE Benton Street and SE 1ST Street, two route options are available: 1) the bike route continues north on SE Benton Street, while 2) an alternate route jogs east on SE 1ST Street for one block before extending northward on SE Coos Street. These routes support bike-ability between the Central Business District, the urban mix areas, and the oceanfront neighborhoods. The NCCRP also would provide quality bicycle facilities on the NE 1st Street parallel route to reduce impacts on properties adjacent to the highway.




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



ENHANCED WAYFINDING



LEGEND

-  Wayfinding Sign
-  Gateway Feature
-  Directory Sign

Develop Branding and Wayfinding for US 101 Corridor:

- Commission Branding Study: Host community workshops to gather input on branding themes.
- Complete improvements: Install public art at key gateways and along the corridor. Develop cohesive wayfinding signage to upgrade signage to better link the corridor with surrounding districts.
- Use surveys and visitor data to evaluate branding impact.



CHARACTER ENHANCEMENT OPPORTUNITIES



Fayetteville Farmers' market
Source: Experience Fayetteville



Crossing Island in Asheville, NC
Source: The Walc Institute



Rain Garden in Port Townsend, WA
Source: The Walc Institute



Redmond City Hall Landscape Improvements
Source: Szabo Landscape Architects



Enhanced Transit Stop @ Redmond Technology Station
Source: Google Earth



Streetscape Enhancements
Source: MKSK - Lee P Thomas



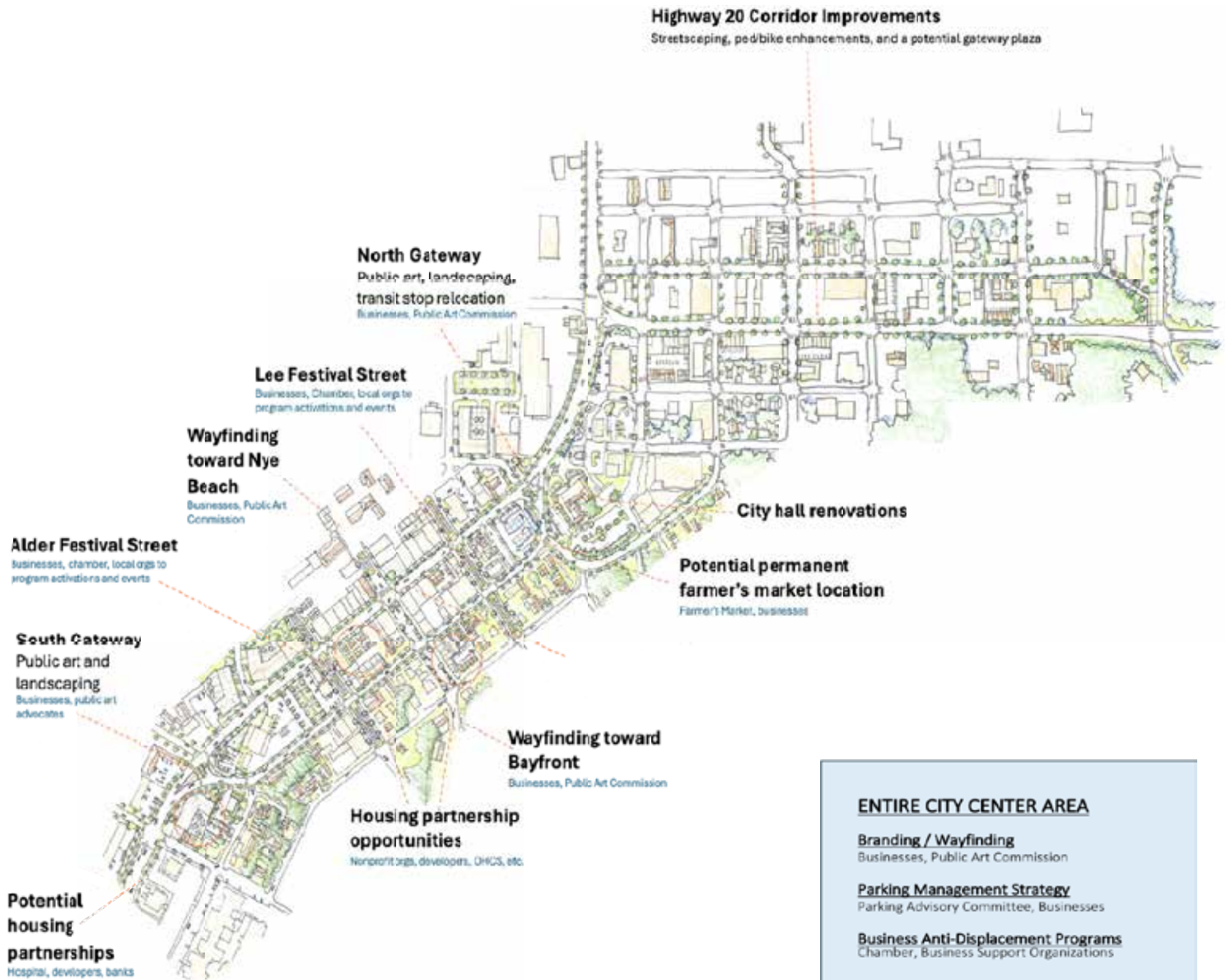
Shore Pines as Street Trees
Source: 148 W Gower Ave, Cannon Beach, OR, Google Maps



Pedestrian-Scale Lighting
Source: Dan Burden

IMPLEMENTATION

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



FUNDING SOURCES

Existing Funding Sources

- Tax Increment Financing (TIF) revenues are generated by the increase in total assessed value in an urban renewal district, from the time the district is first established. When investments in the district are made, property values increase in the district, and the increase in total property taxes is used to fund projects in the district or to pay off bonds (taken out to pay for specific projects in the area). Therefore, the City may use the District's TIF revenues to fund key projects in the area – if they are identified in the urban renewal plan. Because currently available funding sources are limited, other sources will play an important role in project implementation.

Potential Funding Sources

Federal:

- The City should explore grant funding for projects where it could leverage its own money for federal dollars.
- FEMA Grants, for projects that align with hazard mitigation and resiliency goals.
- Economic Development Agency Public Works Program, to fund large infrastructure projects in areas that could use an economic boost to support jobs and diversification.

State Funding Sources:

- ODOT, including the Community Paths Grant, Congestion Mitigation and Air Quality Fund, All Road Transportation Safety Program, Multimodal Active Transportation Fund, and Statewide Transportation Improvement Program grants (timing considerations of each will need to be accounted for)
- Oregon Parks and Recreation Foundation Fund Grant
- Land and Water Conservation Fund
- Oregon Department of Fish and Wildlife Conservation and Recreation Fund

Private or Foundation Support:

- Grants (Meyer Memorial Trust, AARP Community Challenge Grant, Collins Foundation, International Mountain Biking Association, PeopleForBikes, PGE Better Together Resilient Communities Grant Program)

INVESTMENT CATEGORIES & GRANT OPPORTUNITIES

Placemaking, Art, and Culture Projects

- Rural Placemaking Innovation Challenge (USDA)
- Placemaking Grant (National Association of Realtors)
- Hometown Grant Program (T-Mobile)
- Three Rivers Foundation
- Arts Build Communities (Oregon Arts Commission)
- Cultural Development Grant (Oregon Cultural Trust)
- Braemar Charitable Trust (Oregon Cultural Trust)
- Strategic Investment Fund (The Oregon Coast)
- Travel Oregon Competitive Grants Program
- Asphalt Art (Bloomberg Philanthropies)
- Our Town Grant (National Endowment for the Arts)
- State Tourism Grants (EDA)
- Wild River Coast Alliance Grants
- Ford Family Foundation Capital Project Grants
- Judith Ann Morgan Foundation
- Community Placemaking Grant (Project for Public Spaces)

Parks and Recreation Projects

- Oregon Parks and Recreation Department Grants
- Oregon Parks Foundation Fund (Oregon Community Foundation)
- The Explore Fund (North Face)

Housing Development

- PRO Housing: Pathways to Removing Obstacles (HUD)
- General Housing Account Program (OHCS)
- Housing Development Program (OHCS)

Active Transportation Projects

- Community Change Walkability Grants (Strong Towns)
- Community Challenge Grant (AARP)
- Oregon Community Paths (ODOT)
- Responsive Grants (Collins Foundation)

Brownfields, Infrastructure, Maritime Investments

- Public Work and Economic Adjustment Program (EDA)
- Special Public Works Fund (Business Oregon)
- Coastal Zone Management Grants
- Brownfield Grants (EPA)

KEY FINDINGS FROM TECHNICAL REPORTS

The following section provides a brief summary overview of the nine technical memoranda produced as part of the NCCRP process. The actual memoranda are available separately.

Memo 1: GOALS AND OBJECTIVES

Author: David Evans and Associates, Inc.

Summary: Memo 1 identifies potential goals and objectives for the Newport City Center Revitalization Plan (NCCRP), establishes evaluation criteria, and assesses the two 2022 Transportation System Plan (TSP) alternatives for US101 in the study area.

Key Findings: The purpose of the NCCRP - to encourage development / redevelopment to create a vibrant urban center – is consistent with, and builds upon, the currently adopted City goals and policies the Project Area. The NCCRP goals and objectives build upon goals, objectives, and policies of the City's existing plans, specifically:

NCCRP Goal 1: An active mixed-use commercial/residential, walkable environment

NORTHSIDE URBAN RENEWAL DISTRICT PLAN

- Goal 2 Economy, 2. Commercial Core Areas, b. Assist in the financing and provision of transportation improvement to ease congestion, spread out traffic, enhance pedestrian experience, and facilitate redevelopment.
- Goal 4 infrastructure, 7. Assist in the financing and provision of transportation improvements for US 101 and US 20 for improving traffic flow and traffic patterns, reconfiguring intersections, installing or upgrading traffic signals, improving pedestrian and bicycle connections, right of way acquisition and parking improvements.

TRANSPORTATION SYSTEM PLAN

- Goal 3: Active Transportation – Complete safe, convenient and comfortable networks of facilities that make walking and biking an attractive choice by people of all ages and abilities.
- Goal 4: Grow the Economy – Develop a transportation system that facilitates economic activity and draws business to the area.
- Goal 6: Support Healthy Living – Support options for exercise and healthy lifestyles to enhance the quality of life.

NCCRP Objective: Viability for multifamily/mixed-use housing to stimulate development

NORTHSIDE URBAN RENEWAL DISTRICT PLAN

- Goal 3 Housing, 3. Assist in the improvement of the transportation system to support existing development and allow for future housing development. 4. Explore public and private partnerships to encourage housing development in the commercial core areas.

NCCRP Objective: Livable, well-designed areas

NORTHSIDE URBAN RENEWAL DISTRICT PLAN

- Goal 2 Economy, 1. US 101/US 20 Streetscape, b. Improve overall aesthetics

PARK SYSTEM MASTER PLAN OBJECTIVES

- Collaborating with community partners to create a park and recreation system that is attractive, sustainable, and well-maintained.

NCCRP Objective: Connections or wayfinding to the City's parks and trail system

NORTHSIDE URBAN RENEWAL DISTRICT PLAN

- Goal 2 Economy, 2. Commercial Core Areas, c. Help create and enhance a district identity through the provision of amenities including but not limited to benches, public art, public spaces, street and landscape island enhancements, wayfinding, utility undergrounding, and billboard removal.

PARK SYSTEM MASTER PLAN OBJECTIVES

- Further development of an integrated multi-use trail system that connects neighborhoods, visitor destinations, open spaces, and natural areas.

NCCRP Goal 2: Safe and efficient traffic flow and parking management by improving crosswalk safety

TRANSPORTATION SYSTEM PLAN

- Goal 1: Safety – Improve the safety of all users of the system for all modes of travel.

NCCRP Goal 3: A clean, welcoming appearance

- Not explicitly stated in policy, this outcome appears to be one of the goals of the range of stakeholders.

NCCRP Goal 4: Planned property development and acquisition

ECONOMIC OPPORTUNITIES ANALYSIS

- Supply of Commercial And Industrial Land, Goal: Provide an adequate number of sites of suitable sizes, types, and locations to accommodate a variety of economic opportunities over the planning period Policy 7. The City shall ensure an adequate supply of commercial and industrial sites.
- Coordinating with developers on adaptive reuse for early wins

NORTHSIDE URBAN RENEWAL DISTRICT PLAN

- Goal 2 Economy, 2. Commercial Core Areas, d. Work with property owners to promote development and redevelopment of properties within the Area including but not limited to site prep for re-use

NCCRP Goal 5: Targeted investment in infrastructure

ECONOMIC OPPORTUNITIES ANALYSIS

- Infrastructure and Public Facilities (Goal): Make investments in infrastructure and public facilities to support the target industries

NORTHSIDE URBAN RENEWAL DISTRICT PLAN

- Goal 4 infrastructure: 2. Complete a Refinement Plan for the commercial core areas; Build utility infrastructure to accommodate growth in the Area; 5. Coordinate with the Oregon Department of Transportation (ODOT) on transportation improvements, including street, sidewalk and bridge improvements in the Area; 6. Assist in the improvement of the transportation system to support existing development and allow for future development.

Memo 2: EXISTING CONDITIONS

Author: David Evans and Associates, Inc.

Summary: Memo 2, in the form of a slide presentation, identifies baseline planning context, land use patterns, transportation facilities, demographics, employment, public facilities, and utility considerations for the study area.

Key Findings:

- Highly visible district
- Range of vacant / underutilized properties
- Multiple desirable destinations withing walking distance
- Desirable views / interesting landform / existing stands of trees
- Unappealingly high volume of Highway 101 traffic / congestion at times
- Utility capacity is supportive of redevelopment

Memo 3: MARKET ANALYSIS

Author: EConorthwest

Summary: Memo 3 provides understanding of current market conditions in Newport along with assets, barriers, and opportunities for development in the Project Area. Memo 3 was part of the initial phase of the NCCRP, informing the transportation alignment and reinvestment efforts.

Key Findings:

DEMOGRAPHIC IMPLICATIONS

- Newport's growing population will increase demand for commercial and residential uses making development in the Project Area more attractive.
- Newport's diverse age demographics call for varied housing and amenities.
- Newport's lower median household income and high rates of cost burden present challenges for new development.
- The city's aging population raises concerns about future workforce availability, potentially affecting business attraction.
- The decline in covered employment suggests there may be limited demand for new space in declining industries. However, growth in sectors like food and beverage could provide targeted opportunities. The impact of tourism suggests the potential for developments catering to both residents and visitors.
- Redevelopment could make Newport's downtown area more attractive to tourists. Currently, the downtown area primarily serves residents due to its existing mix of businesses and proximity to local institutions. Investing in downtown could enhance its appeal to visitors, increasing demand for retail and lodging.

REAL ESTATE MARKET TRENDS

- Low vacancies point to unmet demand for commercial space, but stagnant rents and high construction costs restrict new construction.
- The Project Area has a limited supply of updated, move-in ready buildings for businesses.
- The Project Area has a limited supply of vacant commercial land.

RESIDENTIAL MARKET TRENDS

- Increasing rents and low vacancy suggest a constrained supply of multifamily units.
- While Newport has had an increase in multifamily development in recent years, demand for additional units remains strong.
- Strong regional housing price growth indicates additional demand for ownership units.
- The limited inventory of housing is impacting local businesses' ability to recruit and retain staff.

OPPORTUNITIES AND BARRIERS

- Highway 101: A Walkable, Re-imagined City Center that Connects Newport's Business Districts.
 - Public land control and planned public sector investments.
 - Partnership opportunities for affordable housing and commercial developments.
 - Second-story view potential.
- Highway 20: A Maker's District and Improved US 20 Gateway.
 - Better connections to the Bayfront.
 - Opportunity for multifamily housing near schools.
- Challenges for both Highway 101 and Highway 20 include:
 - Development feasibility.
 - Strength of local market forces.
 - Aging buildings.
 - Proximity to services for people experiencing homelessness.
 - Infrastructure costs.
 - Government coordination.
 - Potential displacement risks.
 - Significant highway traffic volumes.
 - Incomplete pedestrian infrastructure.

Memo 4: GAP ANALYSIS

Author: David Evans and Associates, Inc.

Summary: Memo 4 documents the gap between the NCCRP vision for future land use and transportation circulation, and existing transportation facilities and infrastructure. It describes the characteristics that are likely to result from development and redevelopment that are consistent with current adopted policies, standards, regulations, and existing and planned public facilities. Memo 4 also outlines the Baseline Future Condition and one preferred alternative.

Key Findings:

ALTERNATIVES EVALUATION

The “Short Couplet” (pairing Highway 101 southbound with SW 9th Street NB between SW Angle ST and SW Abbey ST) was evaluated as meeting more project objectives, and therefore recommended as the preferred alternative.

IMPLEMENTATION

- The NCCRP strategy requires collaboration between the City of Newport, local business owners, developers, community organizations, and state and federal partners such as ODOT and housing agencies.
- Key leadership must come from Newport’s Urban Renewal Agency and the Community Development Department, supported by input from residents and business owners.
- Focus on improving the Highway 101 corridor by:
 - Expanding housing options and affordability through zoning changes and public partnerships on city-owned sites.
 - Supporting and stabilizing local businesses with anti-displacement measures and technical assistance.
 - Enhancing public spaces and amenities to foster a sense of place and accessibility.
 - Improving transportation infrastructure for pedestrians, cyclists, and vehicles.
- Implementation designed for a seven-year timeline:
 - Short-Term (Years 1–2): Launch branding initiatives, tenant improvement programs, and visible streetscape enhancements.
 - Mid-Term (Years 3–4): Begin housing projects on agency-owned sites, secure partnerships for affordable housing, and finalize playgrounds and plazas.
 - Long-Term (Years 5–7): Complete major infrastructure upgrades, establish permanent Farmers’ market facilities, and evaluate progress to refine priorities.

Memo 5: CODE CONCEPTS

Author: Urbsworks

Summary: Memo 5 describes conceptual amendments to the City's Comprehensive Plan and Development Code necessary to implement the preferred alternative. The memo explains how additional "form-based" guidance – specifically regarding 1) the public realm, 2) building form, 3) site design, 4) housing, and 5) parking - is necessary to help manage redevelopment and implement the City Center revitalization vision. The amendments will promote consistency with ODOT (Oregon Department of Transportation) "Blueprint for Urban Design: ODOT's Approach for Design in Oregon Communities" (January 2020) and with DLCD (Oregon Department of Land Conservation and Development) "Climate-friendly and Equitable Communities Walkable Design Standards Guidebook" (January 2025).

Key Findings: The City of Newport requires new planning and development tools to help effectively guide growth and redevelopment within the City Center District, as described below.

PUBLIC REALM

To 1) ensure a unified and coordinated set of regulations for the built environment that applies across all land uses and zoning designations, and 2) coordinate streetscape and building frontage development standards, the following amendments are needed:

- Sidewalk zone minimum requirements.
- Sidewalk zone extensions.
- Activities within the sidewalk zones and sidewalk zone extensions, including parklets, café seating, and bike parking corrals.
- Street furniture, including benches, trash receptacles, way finding signage, bike parking racks, and bollards.
- City Center street trees.
- Universal design and accessibility, ensuring streets are barrier-free, ergonomic, and accessible by all people.

BUILDING FORM

Additional development standards are needed that apply to building massing, building orientation, setbacks, and height so that the following objectives can be achieved:

- Building massing frames streets.
- Building massing maximizes views from living and working spaces inside, especially from upper levels.
- New buildings incorporate main street-style building patterns, such as corner entries, storefront bulkhead and building cornice.
- Standards apply to building frontage and façade design.
- Higher retail storefronts, with transom and tall bay heights, are required.
- Weather protection is required.
- Permit encroachments into the right of way, such as bay windows and entry overhangs.
- Encourage tall entry marquee-type overhangs.
- Coordinate the placement and projection of overhangs, bay windows, and other encroachments with utilities and the right of way (ROW) clearances.
- Require detailed façade design for buildings facing urban open spaces.
- Permit pedestrian-scaled signage.
- Limit signage to storefront and podium zones (not at top of buildings).
- Limit signage and building illumination.

SITE DESIGN

To ensure a unified and coordinated set of regulations for the built environment that applies across all land uses and zoning designations, new regulations regarding 1) on-site parking location and design, 2) pedestrian circulation and accessibility, 3) accessible site design, 4) site landscaping, 5) on-site open space, and 6) lot size are required, specific to:

- New City Center Design Review Guidelines and Standards with numerous cross references in Chapter 14 of the Municipal Code.
- Newport Comprehensive Plan amendments.
- Amendments consistent with DLCD “Climate-friendly and Equitable Communities Walkable Design Standards Guidebook” (January 2025).

HOUSING

To 1) remove barriers to development of housing on redevelopment sites, 2) permit all kinds of housing to provide for all levels of affordability, and 3) provide a wide variety of housing shapes, sizes, and choices, amendments specific to the following are required:

- New City Center Design Review Guidelines and Standards with numerous cross references in Chapter 14 of the Municipal Code.
- Newport Comprehensive Plan amendments.
- Amendments must be consistent with DLCD “Climate-friendly and Equitable Communities Walkable Design Standards Guidebook” (January 2025).
- Coordinated with Ordinance 2222 to promote the construction of needed housing (adopted September 2024) Middle Housing Ordinance.

PARKING

To be coordinated with Newport Parking Management Plan (2017) and other relevant policies, standards that 1) right-size parking requirements for residential uses, mixed-use, and commercial uses, 2) promote managed parking, and 3) ensure on-site and on-street parking is accessible to building users, must include details for:

- Parking requirements,
- Impact on housing goals,
- Parking management, and
- Pedestrian circulation and accessibility.

LAND USE

Clear and objective standards – such as permitted, prohibited, and conditional uses - to 1) permit standalone residential buildings, 2) permit a wide range of land use arrangements and options, and 3) promote a “form based” approach that emphasizes building shape, size, and relationship to streets and open spaces and de-emphasizes land use.

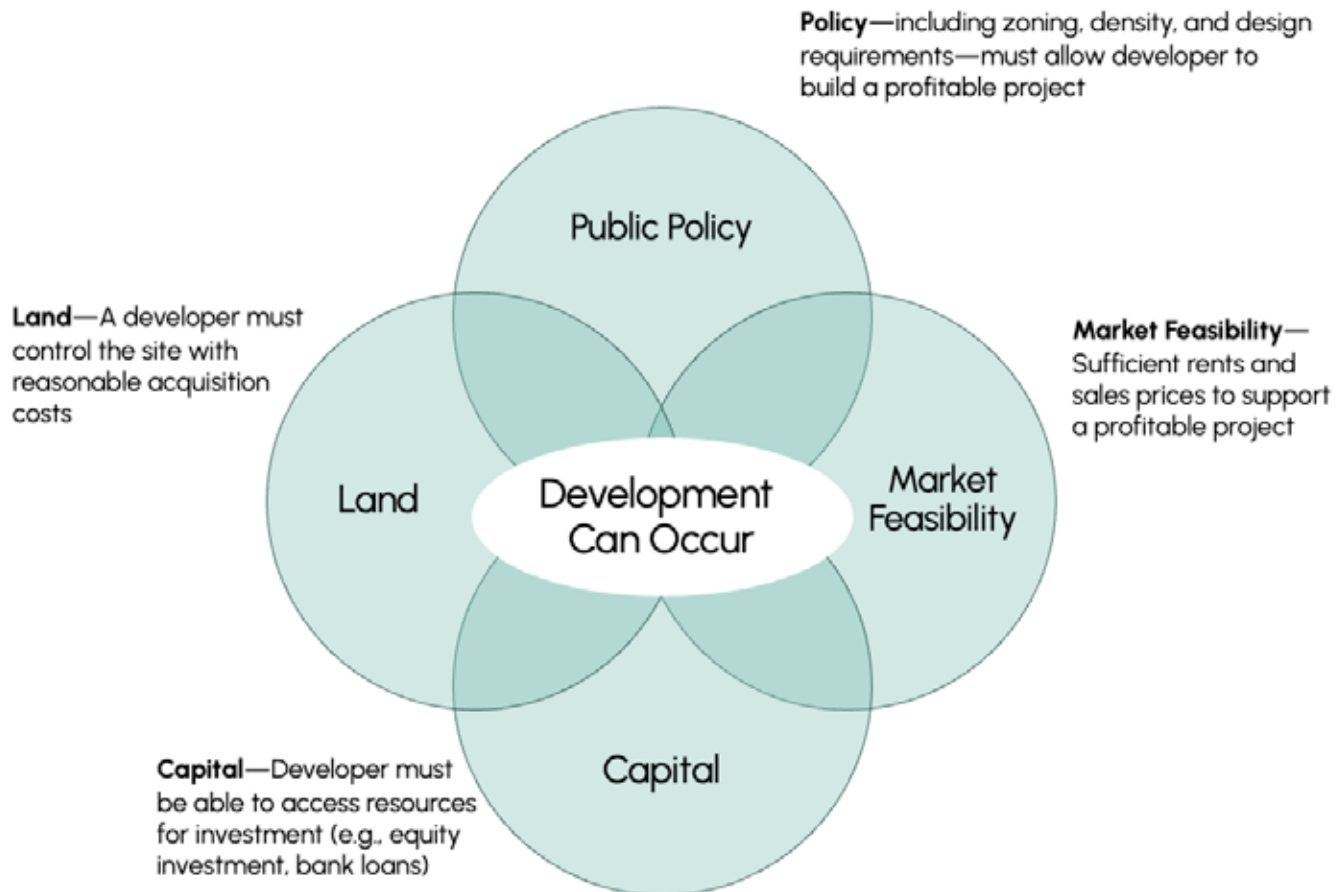
Memo 6: Public Investment

Author: David Evans and Associates, Inc.

Summary: Memo 6 presents recommendations for public investments that are necessary and desired to support implementation of the NCCRP vision, as explored in Memorandum #4 and developed further through a process of stakeholder and public input.

Key Findings: The City of Newport can, through a series of coordinated short, mid-, and long-term actions, promote and facilitate City Center vision, characterized by the following:

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



Memo 7: INCENTIVES AND PUBLIC-PRIVATE PARTNERSHIPS

Author: ECONorthwest

Summary: Memo 7 provides a phased roadmap for advancing incentives and public-private partnerships to support revitalization of the Newport City Center, aligned with the US 101 couplet realignment and broader housing and economic development goals. The memo outlines actionable steps across near-term, mid-term, and long-term horizons. It provides context, recommended actions, and implementation details to ensure the City can move from planning to execution, while supporting compliance with grant deliverables (including ODOT-funded efforts).

Key Findings:

- In the following table entitled “Playbook Summary: Do Now, Do Later,” an implementation timeline, potential partners, and planning-level cost estimates are summarized. This playbook includes detailed descriptions of each action, organized by recommended timing: near-term, mid-term, and long-term.
- After the playbook, the table “Action Approach Over Time” provides specific steps the City can take in the near- and mid-term to move key revitalization objectives forward are summarized.
- Memo 7 contains two appendices:
 - Appendix A provides a list of potential funding sources to support implementation.
 - Appendix B provides additional details on how a Storefront Improvement Program could be structured—one of the potential actions the City may choose to pursue.

Playbook Summary: Do Now, Do Later

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

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

Action Approach Over Time

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

Memo 8: MULTIMODAL MOBILITY IMPACT ASSESSMENT

Author: David Evans and Associates, Inc.

Summary: Memo 8 reviews the impacts of the preferred one-way couplet alternative of US 101 and 9th Street. It includes an assessment of future conditions for all modes using the planned transportation system in the year 2040, including transportation investments included in Draft Memorandum #6. Draft Memorandum #8 relies on the future conditions forecast conducted for the 2022 Newport TSP as a baseline for assessment of future conditions with modifications to reflect transportation investments included in Draft Memorandum #6.

Key Findings: The multimodal impacts of the preferred one-way couplet alternative alignment along US 101 and SW 9th St in Newport, Oregon include:

- The Short Couplet alternative is projected to accommodate the average daily traffic (ADT) projected for 2040, even with the increase in trips for the changes in zoning that would remove ground-floor commercial from multifamily uses.
- To facilitate the high level of freight traffic along US 101, US 20, and local freight routes, roadway designs in the study area will ideally consider and balance the unique needs of freight vehicles with the needs and safety of other roadway users by considering:
 - Turning radii
 - Lane widths
 - Limiting turning speeds to 15 mph or less
 - Selecting the smallest possible design vehicle (on US 20 and US 101, the design vehicle would be a WB-67)
 - Restricting right-turns-on-red
 - Implementing stop bar setbacks
 - Implementing parking restrictions near corners
- Key intersections along US 101 are not projected to meet signal warrants. However, signalization at strategic locations may facilitate gaps in traffic along the couplet for side street traffic.
- The conceptual cross-sections for both US 101 and SW 9th Street are expected to improve level of traffic stress for both pedestrians and bicyclists. The conceptual cross-section for US 20 is not expected to result in any improvement for bicycle level of traffic stress (BLTS) due to a lack of bike lanes, but a parallel route will be provided for bicyclists on NE 1st St.
- Some impacts on transit are expected with the preferred couplet alternative, with the split route adding additional commute time to pedestrians along US 101 and SW 9th St.

Memo 9: CITY CENTER DESIGN REVIEW DISTRICT FORM BASED CODE

Author: Urbsworks

Summary: Expanding upon the concepts described in Memo 5 (which focused on how to achieve project objectives at the concept level), Memo 9 is comprised of two separate volumes (part 1 and part 2), and presents detailed Newport Municipal Code (NCM) amendments necessary to implement the City of Newport City Center Revitalization Plan.

Key Findings: Based on consultant team expertise and several work sessions with both the Planning Commission and City Council, a range of clear and objective standards are defined, organized as follows:

- Form Based Approach
- Regulating Plan
- Public Realm
- Development and Design Standards
- References

