

EARLY BIRD WEEKLY



NewbergRotaryEarlybirds.org

March 11, 2021

Last week's Paul Harris intro by Frank Douglas opened with mention of club members that contribute annually to Rotary International as Sustaining Members. "They aren't going to brag about it so I'll do it for them. Bill Rogers (current club president) and Raquel Peregrino de Brito are making annual contributions. Our [Paul Harris Society Members](#) are Kenny Austin, Ted Crawford, Carrie Palmore, and Tom Tesmer.

We want to start a new Paul Harris Pool (spurred by Sharee Adkins' comment, "I wanna be in a Paul Harris Pool." She was echoed by Roger Jordan. So only three more were needed for the requisite five names.

In short, a Paul Harris Fellowship costs \$1,000. Our club has this little gimmick where, if a person commits to \$150/year for 5 years, the club will pony up the final \$250. We have a drawing each of the five years with one of the five earning a Fellowship, making sure all are Fellows by the fifth year.

Filling the other three slots were Dan Burns, Dennis Lewis and Rod Federwisch.

John Bridges on OCF and Urban Renewal.

First, to get the obvious out of the way, an explanation of the shiner. They have an 11 month old Great Dane that apparently doesn't know how far his paws reach.

By way of clarifying Karen's introduction of his family, John and Debra have two daughters. One graduated OSU last year, the other is at UO this year, "so we're a platypus family, I guess."

John had two things on his agenda. The first is the Oregon Community Foundation and wanting to make sure that Yamhill County has a fair shot at the money OCF wants to "give away."

The other is the City of Newberg's Urban Renewal proposal.

[Oregon Community Foundation](#) can help any 501(c)3 for school, community or government. "In my [Rotary] experience, all of you are somehow involved in all three of those things."

This resource is being underutilized in our county. He didn't even know what it was when Joan Austin called him, said she was stepping out of the leadership council for Yamhill County, and could he take her place.

It took him a good four years to fully understand what OCF was and how it could benefit our county.

OCF was founded with about \$63,000 in 1973 by an Oregon timber family. Today the foundation has \$2.5 billion under management and it's intended to be given away. One way to apply is through a Community Grant Application in a Spring or Fall cycle with about \$4 million per year.

OCF manages endowments from all around the state, including our own Early Bird Foundation. They also have many donors.

What they fund changes over time and about one in three application get funded. This year, for example, they are funding operational money. With the pandemic non-profit fundraising is practically dead but those organizations still need to keep the lights on.

Other years might see money to fund a non-profit's expansion goals.

Yamhill County has a high success rate but a low application rate. We are 2% of the state's population but 1% of applications.

OCF has very low overhead but is professionally managed and very well respected. For example, the state entrusted OCF during the wildfires of 2020 to buy hotels in which to shelter the temporary houselessness caused by the tragedy.

"I will do anything to help you fund your non-profit," and pull more of that money into Yamhill County. "Like Yvette says, help me help them give money to us."

The concept of an **Urban Renewal District** was floated a few years ago by the city.

They formed a citizen advisory committee, two of whom are Francisco Stoller and John Bridges as well as a city councilor, someone from TVF&R, Don Clements from parks and rec, and our school district superintendent.

The entities that benefit from a tax deferral are the city, the school district, fire and safety, and park district.

The goal was "should we do this?" The answer was yes, now it's how.

The property formerly the pulp mill has been sold with plans for development.

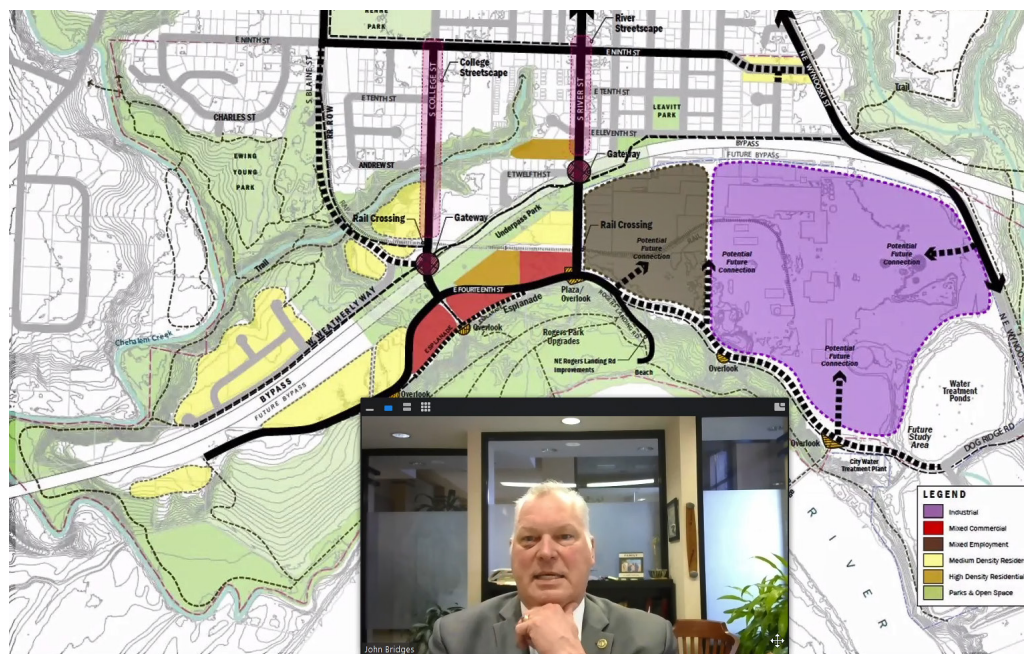
Newberg has consistently grown at a faster rate than McMinnville, Yamhill County, the Metro Area, and the State of Oregon. And for whatever reason, we have a greater per capita industrial job base than all those others.

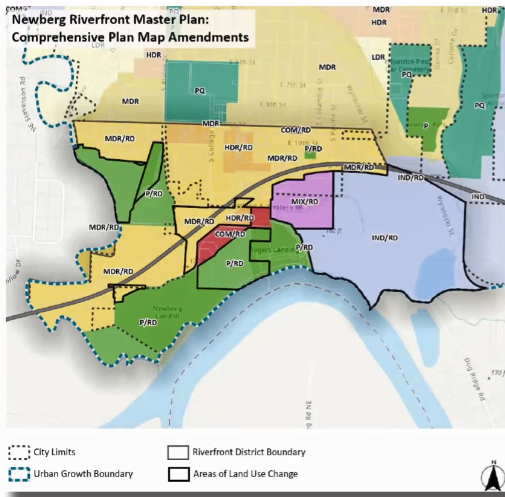
The synergy is that when a new industrial entity builds they bring pieces that a-dec or another industrial site needs. And the site of the former mill could bring more of that.

And it plays right in to the Riverfront Master Plan with lighter, medium industry, and likely in smaller parcels than what had been the mill.

Typical sites of future interest to light industrial are 10-20 acres each.

Part of what city planning is about is identifying what comprehensive plan activities will occur such as commercial, industrial. Low, medium, and high density residential, parks and mixed-use.





Proposed Comprehensive Plan Designations

- COM Commercial
- COM/RD Commercial - Riverfront
- IND Industrial
- IND/RD Industrial - Riverfront
- LDR Low Density Residential
- MDR Medium Density Residential
- MDR/RD Medium Density Residential - Riverfront
- HDR High Density Residential
- HDR/RD High Density Residential - Riverfront
- P Parks
- P/RD Park - Riverfront
- PO Public
- MIX/RD Mixed Use - Riverfront

downtown area which encompasses more than just the "C3" zone properties. And there are two transportation links connecting the two areas.

You can't do any project in an urban renewal district without the project being within the district. Seems like it's self evident but it meant making sure the outer boundaries adequately encompassed both areas and their transport connections.



Most of the green area is not commercially develop-able as it exists in a flood plane. But they're perfectly suited for riverfront and parks. This represents a big redevelopment opportunity for our community.

The other planning pieces has been redevelopment of the downtown area.

Now that the bypass is in place we can have conversations with ODOT about changing our downtown area to not be a trucking transportation route.

He remembers walking down First Street with his daughters (when they were knee-high) and not being able to hear them over the traffic and trucks driving by.

"I can remember being in the conference room of City Hall and not being able to hear people talk because of the trucks going by."

So we have a unique opportunity to "re-take our downtown and make it into something that could be quite special."

This is a study (above right) where, through public involvement, there were about ten big ideas.

There were three "gateways" leading in to the downtown area from west, north and east.

The "biggest" of the big ideas is reducing the three lanes of traffic on Hancock and First Streets to two and replacing parallel parking with diagonal. This would slow traffic down and would make it more "pedestrian scaled," meaning people would be more comfortable and feel safer competing with vehicle traffic. It would also feel less like a reduced-speed highway to motorists.

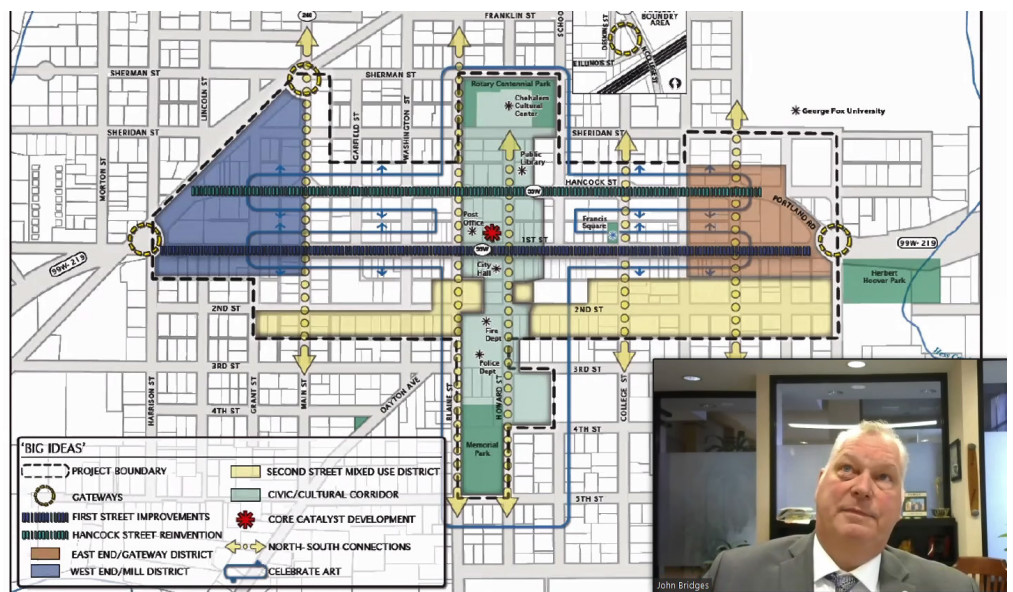
Part of the goal of evaluating urban renewal is to say, "can we implement some of these big ideas?"

Instead of suggesting to the city that we should implement an urban renewal district, we identified already what we think the boundaries should be.

The largest by area is the riverfront, the

We also set what we anticipate to be our growth rate based on historic Yamhill County then added a small margin.

We think the plan will cause infrastructure development making it easier to develop



these areas. As you develop areas, you create new job opportunities thus generating interest in housing.

We're at the point of picking projects we think should be included in the plan. The committee and city staff don't think the same way. The city is inclined to silo to departments. The committee is more cause and effect.

We have focused on, if we start any project, that on completion all the adjoining property become immediately develop-able. If you build a road, but no sanitary or sewer, no one's going to want to build there.

All the infrastructure for industrial sites get developed first. Mixed use second. Commercial areas third, and residential last.

The focus is on jobs and feeding Newberg's appetite for industrial jobs. That will fuel

commercial activity, and in turn residential housing demand.

Other tools for funding development are 20 year SDCs, or system development charges, that fund expansion of water, sewer, and transportation.

There are also developer-paid improvements and grant improvements like state parks often match funding to build more parks infrastructure.

At NewbergOregon.gov you can find the page for the [Urban Renewal](#) project page.

You can find videos that explain how deferred tax and financing works. Check the project list, boundaries, and past meetings.

Q: Where does the money come from?
 A: When the plan is adopted the tax base is frozen so the plan will fund for its duration based on the tax year prior to adoption but no regular increases. That's why it is important those tax agencies are involved because they're all impacted.

Q: What can we as a club/individuals do?
 A: (from Francisco) You can all help with messaging. The whole concept can be confusing but you can help your neighbors get it. And we have an Open House coming around April 6.

The misinformation is that "everyone's property taxes will go up." Not so with Urban Renewal. It just distributes tax dollars differently.

