

Newberg Cultural District Parking Management Plan

The Cultural District is a multi-use destination for residents and visitors to our community. People will come to outdoor events and many will attend events and activities within the Chehalem Cultural Center and Newberg Public Library, located within the Cultural District. In order to have the Cultural District honor and recognize its location within a residential neighborhood, a parking management plan has been developed.

Many people will walk or bike to the summer events within the Cultural District and it is recognized that more will use their vehicles for events at other times of the year or for more formal events held within the Chehalem Cultural Center.

Within the boundaries of the Cultural District there are the following parking areas. *These will be known as the “Cultural District Parking Spaces”.*

- Cultural Center Lot (53 spaces)
- Library Parking Lot (15 spaces)
- Water Wise Lot (28 spaces)
- Boundary streets inside and on the perimeter of the District (58 spaces)

There are 135 additional public spaces within walking distance (3 blocks) on-street and at the 2nd Street lot. Private Businesses adjacent to the District have allowed use of 77 spaces in their lots for events. There are an additional 204 public spaces and 276 in private lots that could be available by shuttle. *See map.*

Permanent signage indicating the location of **public** parking lots within the Cultural District will be installed. Signage will direct vehicles to the District from Hancock Street to northbound Howard or to Blaine Streets. This will naturally move vehicles towards the Water Wise Garden parking lot, the Library parking area, the Cultural Center parking lot and on-street parking on the Cultural District sides of the surrounding streets.

This Parking Management Plan is based on a simple three-step process. At all times, the following information will be maintained for the District:

1. What is the maximum number of people that are expected to be within the District?
2. How many parking spaces are required?
3. Where are the parking spaces that are expected to be used?

The Cultural District Parking Spaces are expected to be sufficient for most activities within the District. For day-to-day operation of the District, the Parking Management Plan may need only to contain information showing that this is the case. When the expected need for parking spaces exceeds the available spaces, additional parking spaces will need to be secured and identified.

The additional parking spaces identified in the Parking Management Plan will not utilize on-street parking in the neighborhood outside the Cultural District.

The Executive Board of the District, along with the Cultural Center and the Library will work together to manage parking within the District. A matrix with the maximum daily parking needs for the district will be developed and maintained. This matrix will be made available to the public through the District website.

If parking requirements within the Cultural District aggregately require more than the available Cultural District Parking Spaces it will trigger the following activities:

1. Staff at the Center and Library will confer to determine the actual parking requirements of each event and at what times.
2. If it is determined that the parking requirements exceed available Cultural District Parking Spaces, the Cultural District Executive Board will make the final approval decision regarding event applications. If approval is granted, the Board will direct staff at the Center or the Library to design and to implement the **Parking Action Plan** and to determine which user will be affected.
3. The **Parking Action Plan**, will become part of the contract/agreement for use of the space for the user.

The **Parking Action Plan** may include, but is not limited to, placing temporary signage to direct drivers to alternate parking sites, volunteer and staff parking in outlying areas, valet parking, alternative parking locations (as per specific event arrangements), private parking lots (pending approval), and the use of attendants who will direct drivers to other locations in order to keep them from entering the Cultural District and the three- or four-block radius surrounding the District.

For large events with extensive attendance, the **Parking Action Plan** may include closing off neighborhood streets to local residents only and hiring a shuttle to move attendees from outlying parking sites.

The impact on parking on local neighborhood streets will be evaluated at one public meeting at least annually. Restricting parking to neighborhood residents only will be considered if the impact is significant.

The **Parking Action Plan** will be designed specifically for each event and will be included in their contract/agreement. A refundable deposit may be charged. If the event organizer fails to work with the Cultural District Executive Board or its designee to implement the Parking Action Plan, the deposit will be forfeited and they could be banned from using the Cultural District facilities.

The Cultural District Executive Board or its designee will monitor actual parking usage when a Parking Action Plan is active to ensure that it is properly implemented and to improve future Parking Action Plans.



Map of District:



City of Newberg
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300 Feet

-  Cultural District Boundaries
-  Neighborhood Residential Area

Map of Parking Areas:



Parking within the Cultural District	
53	CC Lot
15	Library
28	Water Wise Garden Lot
27	Sheridan Street
9	Blaine
14	Sherman
8	School
154 spaces Cultural District onsite or within boundaries	
22	Gravel Lot at cultural Center
174/172 Total Spaces	
135 spaces On Street parking. All within 3 blocks and most within 2-3 blocks of the center of the District.	
77 spaces Private Lots, that have allowed parking: Wells Fargo, First American Title, Newberg Graphic, Oregon Community Credit Union, the Kelly Group, Brown and Tarlow.	
8 Nearby, but adjacent to Residents/property owners	
Offsite Parking	
181	George Fox,
95	Allen Manufacturing,
204	Jaquith Park
480	Likely would require a Shuttle or extensive signage

Private Property:

Masonic Temple, American Title, Wine Country Antiques, residences at 215 N School & 210 N. Blaine