

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, this 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"*. The four areas include approximately 150 parking spaces.

- Cultural Center Lot
- Library Parking Lot
- Water Wise Lot
- Boundary streets inside and on the perimeter of the District

There are numerous additional public spaces within walking distance (3 blocks) of the Cultural District. Some private businesses near the District will allow the use of their lots for additional parking for events and will have signs indicating this. There are substantially more available in public and private lots that could be available by shuttle.

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 four-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?
4. How will drivers be encouraged to use those additional parking spaces and to avoid others?

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. It is expected that the base matrix will be adequate to show that there is sufficient parking during normal operations in the District. The matrix need not be updated if the maximum daily parking needs are not expected to be exceeded.

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 (as opposed to the estimated maximum needs) of each event and at what times.
2. If it is determined that the parking requirements exceed available Cultural District Parking Spaces after identifying the actual requirements, a Parking Action Plan will be created. The Board will be notified of the approved **Parking Action Plan**.
3. The **Parking Action Plan** will become part of the contract/agreement for use of the space for the user.
4. The Parking Action Plan will be reviewed and adjusted as appropriate for multi-day events.

The **Parking Action Plan** may include, but is not limited to, use of social media and placement of 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 (with 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.

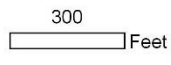
The impact on parking on local neighborhood streets will be evaluated at one public meeting at least annually. Restricting parking to neighborhood residents only will be considered if desired.



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.

Based on projections, the Cultural District Parking Spaces are expected to be sufficient for most activities within the District. When the expected need for parking spaces exceeds the available spaces, additional parking spaces will need to be secured, identified, and their use encouraged. The additional parking spaces identified in the Parking Action Plan may include on-street parking in the neighborhood outside the Cultural District when approved and no other reasonable parking can be secured. Otherwise, parking in the neighborhood is to be discouraged. A program will be in place for residents in or near the Cultural District that allows them to restrict on-street parking at their location. These restrictions will be enforceable by the NDPD. The important goal here is to minimize objections by the local residents.

If there is significant negative feedback about parking, the Cultural District Executive Board or its designee will monitor actual parking usage when a Parking Action Plan is active.

Map of District:



-  Cultural District Boundaries
-  Neighborhood Residential Area