

Newberg Cultural District Master Plan

Chehalem Park & Recreation District & City of Newberg, Oregon
October 14, 2011

Concepts of the Master Plan

The four-block area of the Newberg Cultural District is a destination and focus of civic activity in the city. The various open spaces, including the streets, can increasingly be used for everyday park use and access, circulation and parking for the Chehalem Cultural Center and Newberg Public Library. Within an architectural framework provided by these historic buildings and the Masonic Temple, the spaces can be configured to host a wide variety of outdoor events. Events may include the farmer's market, craft fairs, beer and wine tasting, book sales, business or commercial fairs, Tunes on Tuesday, Camellia Festival, and musical performances and theater productions.

Two festival streets on N. Howard and E. Sheridan can be designed for periodic closure to further support these activities, depending on the needs and size of events. The district's relationship to Newberg's downtown and neighborhoods is key in attracting both residents and visitors to the cultural district.

The cultural district needs an identity that further distinguishes it as a special place. A strong identity can be established using urban elements that create a sense of place unique to Newberg. The following is a list of elements and urban treatments that will contribute to a cohesive design and destination:

- Recognizable gateway landmarks that welcome visitors to the district
- Signage and wayfinding to define and designate the cultural district
- Special lighting with banners and graphic displays to add festivity and advertise events
- Special site furnishings such as benches, bollards, bike racks, drinking fountains, trash receptacles.
- Special paving materials and patterns:
 - Enhanced at major intersections at East Hancock Street (Hwy. 99) and smaller enhanced treatments at intersections as district borders
 - Pavers on internal festival streets, plazas and parking lots
- Works of art featuring local and cultural artists
- Landscape elements such as street trees and varieties of flowering camellias at edges of spaces
- Seasonal plantings, green screens and hanging baskets, particularly with summer and fall emphasis
- Historic district with sustainability and green design elements incorporated
- Lighted water feature to create a focal point within the district

Site Diagram Components

The following descriptions support the graphics of a concept diagram of the various components of the district. These categories describe opportunities, elements and urban treatments for the various spaces within the Newberg Cultural District:

A. Enhanced Roadway Intersections

A1: Special paving and crosswalks on E. Hancock provide visual cues and mark the approach to the cultural district on the north side of the street.

A2: Special paving and crosswalks on E. Hancock connect the cultural district with the Newberg downtown business district and beyond.

A3: Special paving and crosswalks on E. Hancock connect the cultural district to downtown, parks and the waterfront with a possible future trolley connection with on N. Blaine St.

A4: Special paving on N. Blaine establishes the west cultural district perimeter and reinforces connections to neighborhoods.

A4.1: Special paving on E. Sherman St. establishes the north cultural district perimeter and reinforces connections to neighborhoods and the Lion Gates Inn.

A4.2: Special paving on N. School St. establishes the east cultural district perimeter and reinforces connections to neighborhoods and George Fox University.

B. Vertical Landmarks and Signage

B1: Primary vertical landmarks and signage at E. Hancock and N. Howard St. can formally mark the primary gateway to the Newberg Cultural District.

B2: Secondary vertical markers and signage on E. First St. and N. Howard; at E. Hancock and N. School St; and E Hancock and N. Blaine St. assist with wayfinding to the district.

C. Forecourts

C1: A civic forecourt on south side of the library can help generate commerce and activity through a flexible space with sitting/reading areas, food/coffee carts, colorful umbrellas, planters, tables and chairs.

C2: A new library forecourt and small water feature have the potential to be a multi-terraced building entry that provides a direct connection to the main floor; it can be used for used book sales, author signings.

C3: The Cultural Center forecourt can become a flexible plaza for outdoor sitting/dining and specified events such as farmer's market, art shows, cultural celebrations, craft fairs, etc.

C3.1: A water feature can become a focal point and terminus to N. Howard St. providing interest to draw people to the site. The design can be interactive for kids; yet allow water to be shut-off during events.

C4: The Cultural Center hospitality plaza on the north side provides bus drop-off, planting and sitting areas to welcome visitors and attendees to events.

D. Festival Streets

D1: N. Howard Festival Street will be open for traffic parking, with potential for closure during specified events. The street can host event booths or small musical venues in front of library. The street design can be curbside and incorporate special paving, lighting, furnishings, banners and new street trees.

D2: E. Sheridan Festival Street will be open for traffic and parking on a daily basis. It has potential for full or partial street closure during specified events, while allowing access to the private driveway. The street can host booths or musical venues in front of cultural center. The street can be curbside with special paving, lighting, furnishings, banners and street trees.

E. Flexible Event Spaces

E1: Flexible event space provides for special events such as music concerts, theater productions, outdoor movies, Tunes on Tuesday, farmer's markets, art shows, etc. Note that the existing building is removed.

E1.1: A multi-purpose art wall can mitigate sound from Highway 99, act as a backdrop and support services, storage, power and utilities for the performance venues.

E2: This open space has potential to be a sculpture garden and rental for intimate dining venues and events such as weddings, family parties, wine tasting, dinners, etc. The space can be tented and function together or independently from the banquet facility in the cultural center. Has potential for overflow parking for special occasions.

E3: This flexible open space has potential to extend the sculpture garden with lawn areas for larger outdoor activities, dining venues and specified events. Space can be tented and function together or separately from the smaller E2 site. This area can be used as a staging area for special events. Has potential for overflow parking for special occasions.

E3.1: Service access and delivery area can support the cultural center banquet facility and events.

E4: Flexible open spaces support festival or dining expansion for the C3 cultural center forecourt.

E5: Existing open space has potential for informal sports play, lawn games and picnics related to the children's play area. Additional trees and plantings will create more inviting spaces and shade.

F. Parking

F1: The new parking lot, bus drop-off and flexible festival open space north of the cultural center will have sustainable features such as permeable pavers, drought-tolerant landscape and dark-sky friendly light fixtures.

F2: The existing parking lot is an additional flexible open space.

G. Play Area

G1: The existing play area is a popular feature that attracts kids and their families.

G2: Shaded sitting areas will encourage families to extend their stays and have picnics in the district.

H. & I. Potential Development and/or Support Spaces

H1: The existing building is in a position to take advantage of increased activity and may consider an outdoor café or coffee service.

H2: The existing Masonic Temple is also in a position to take advantage of increased activity; and in the future has potential to become a mixed-use commercial space with a restaurant, wine bar or pub; apartments, live/work units or artist studios above on upper floors will give a 24/7 use or other civic re-use.

I1: Existing parking lot perimeter and side yard are in a position to support outdoor activities.

I2: An outdoor dining deck or elevated courtyard have future potential to activate the E1 event space.

I3: The existing residential lot has potential to provide a small parking lot for the Masonic Temple building or extend its outdoor space.