

Newberg

Cultural District

Final Report
February 2011





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Introduction

Newberg's new Cultural District will be an active, dynamic, lively public space that is a physical and programmatic center of the Newberg community, reflecting its values, culture, interests, and diversity. It will be place that features all that the Newberg's civic institutions have to offer – education, art, culture, fun, community, variety, and economic opportunity.

GOALS

PPS is assisting the Newberg community in building a program for the use of the public spaces in the area. Our role is to help ensure that new and existing public spaces – specifically the proposed plaza, streets, and adjacent spaces -- are well-used, attractive and comfortable, and are integrated into the fabric of downtown, bringing life to its civic institutions. From PPS's 35 years of experience, we believe that in order to be successful, the public spaces around the Chehalem Cultural Center and within the Cultural District must:

- Create a sense of place and identity for both the Cultural Center and for downtown.
- Connect the existing area civic uses and services together.
- Provide active green space
- Help the Cultural Center and the library reach-out like an octopus building thematic, programmatic and physical links amongst themselves and with their neighbors.
- Link important business services and resources (for example on 1st Street) to the square and expand economic opportunities.
- Celebrate the cultures and traditions the Cultural Center is dedicated to support.

THE CONTEXT

The new cultural district will be created between the newly opened Chehalem Cultural Center, the Newberg Public Library, Carnegie Court, and Rotary Park. The area including a block of Howard Street and another of Sheridan Street is already being used for a variety of outdoor programming and events organized by the library, the cultural center, the Newberg Downtown Coalition and other groups during the summer months, such as a farmer's markets, Tunes on Tuesday, movies in the park, and much more. As the Cultural Center renovations are completed and the center becomes fully functioning, even more events related to art and culture, as well as theater and music performances, could be taken outside in the public spaces. The new cultural district will have an important role to play as the northern anchor of downtown Newberg's civic corridor connecting to Newberg's main street, nearby George Fox University, and other area destinations.



WHAT MAKES A GREAT PLACE?

In evaluating thousands of public spaces around the world, PPS has found that successful ones have four key qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit. The Cultural District Plan focuses on creating a series of new public spaces that will achieve success based on these four key attributes. The Place Diagram below was used as a tool to help people in evaluating the public spaces around the Cultural Center and library site.

Imagining that the center circle on the diagram was a specific place within the Cultural District, including street corners, parking lots, plazas, and buildings on the surrounding blocks, teams of stakeholders evaluated a specific place according to four criteria in the red ring. In the ring outside these main criteria are a number of intuitive or qualitative aspects by which to consider how well a place is functioning currently; the next outer ring shows the quantitative aspects that can be measured by statistics or research.

Access and Linkages

The accessibility of each place was rated in terms of its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space are important as well: for instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.

Comfort and Image

Whether a space is comfortable and presents itself well – has a good image – is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit – the importance of giving people the choice to sit where they want is generally underestimated. Creating a positive image requires keeping a place clean and well maintained, as well as fostering a sense of identity.

Uses and Activities

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place – and return. When there is nothing to do, a space will be empty and that generally means that something is wrong. In planning for uses and activities, it is important to consider a wide range of activities for: men, women, families, people of different ages, use at various times of the day, week, and year and for people alone as well as for group activity.

Sociability

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community – and to the place that fosters these types of social activities. Therefore, planning for people and thinking about sociability first helps to reinforce the goal of creating a place that will attract people; everything should be designed to support this goal.



What Makes a Great Place?

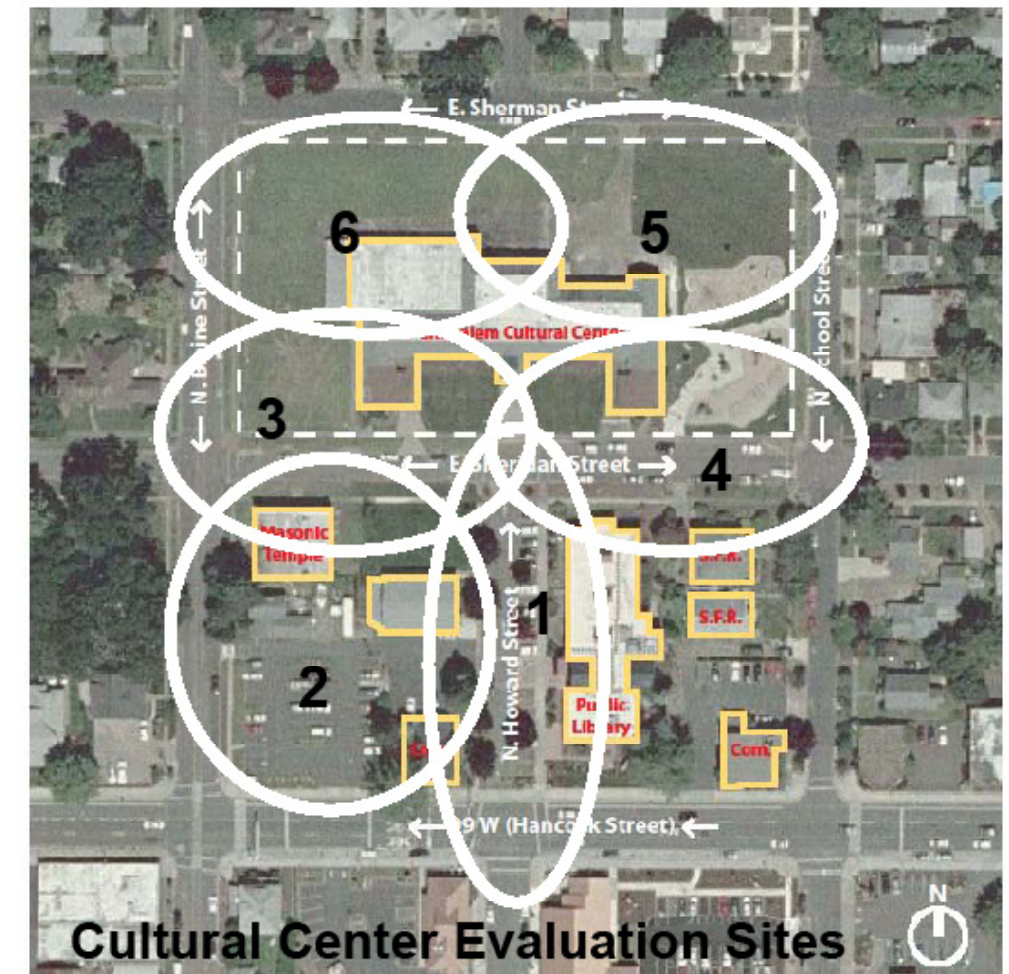


The Process

Project for Public Spaces, Inc. (PPS) collaborated with the City of Newberg, the Chehalem Parks and Recreation District, and Newberg Downtown Coalition on the development of a placemaking vision and program - not just for the public plaza - but for an expanded network of public spaces in the civic corridor and downtown Newberg that will create a synergistic whole that is larger than the sum of its parts. We created a conceptual design that supports this program, based on the involvement and ideas of Newberg's active and committed citizens and stakeholders who ultimately will use these spaces.

The process of actively engaging stakeholders in creating a placemaking plan for the Cultural District in downtown Newberg, with the Chehalem Cultural Center as its northern anchor, began with a visioning workshop facilitated by PPS in September 2010 and attended by over 40 Newberg residents who brainstormed ideas for uses and activities in the new Cultural District. In addition, PPS conducted stakeholder interviews and focus group discussions with representatives of the library, the Chehalem Cultural Center, George Fox University, City of Newberg staff, the Newberg Downtown Coalition, the Newberg Chamber of Commerce, and the Chehalem Parks and Recreation Department. In order to reach to a greater number of residents and stakeholders, we also conducted an online survey which generated over 220 responses.

PPS then generated a draft concept plan and a programmatic layout of amenities and activities identified during the public sessions. In October 2010, PPS returned to Newberg and facilitated a technical workshop which engaged participants in the site design process. Participants were given copies of the draft plan, divided into groups and asked to review and improve upon the ideas presented in the concept plan. The plan was revised by the PPS team on site, and then presented to local officials, city staff, and the public during an open house workshop session where additional comments and recommendations were collected.



Community Vision For The Cultural District

Several important themes emerged from the process that could inform discussions about creating the new cultural district as a major destination in Newberg. In conjunction with the specific management and design ideas that resulted from the workshops, focus group meetings, and individual interviews, they will also serve as the basis for the design program outlined in this report.

Newberg Cultural District should be a multi-use destination for residents,

visitors to wine country, GFU students and faculty, and people from neighboring towns.

In today's competitive global economy, great cities are defined more and more by great multi-use destinations – lively, user-friendly squares, waterfronts, commercial streets, markets, or a network of these. The design of multi-use destinations should be aimed to create a "setting" or a stage for the uses that occur and that emphasize the products and authentic qualities of the place. This approach goes beyond the simple concept of "mixed use" toward a way of design and development that builds authentic places by sustaining uses and activities that related, interconnected and interdependent. When successful, such place have their own "organic" life and a true sustainability that stems from the relationships between activities, and the people who make them happen either by participating or running them – users, tenants, and community organizations. Ongoing and innovative management is key to creating such places.

Environment and Sustainability

Incorporating environmentally, ecologically, and economically sustainable practices, materials, resources and processes will help ensure the viability of the area over time, and can enhance and showcase ongoing efforts at land, air, and water management and preservation. It will also make it easier and less costly to manage and maintain the spaces over time, while doing the right thing for the environment. Several suggestions for achieving this include rain harvesting, (Aquascape is a rain harvest company that could be engaged to do more work on the site), eco roofs, living walls, putting a green roof on top of the gym where vegetables and edible plants can be grown by a future cooking school and adding curb cuts on all islands for storm water management.

Develop a well defined management strategy for the Square as a whole.

A complete management program needs to be developed for the square that includes activities such as security, maintenance, programming, and opportunities for commercial development (e.g. cafes, bike rentals, and markets, etc. in key locations). In addition, the environmental resources or the region and the history of the site provide many opportunities to develop tours, classes and events in conjunction with area partners.

Address access, circulation and park issues throughout the Square and downtown

Downtown Newberg should be redesigned for people, not for cars. As it stands now, the streets are friendlier to vehicles than to pedestrians. Our goal should be to maximize the use of existing parking, minimize the need for creating more, and encourage people to park once and continue their errands and explorations of downtown on foot. This could be achieved by creating a more pedestrian friendly and safe environment, generating more foot traffic for businesses along Hancock and First Streets, and possibly exploring some transit options like a downtown shuttle or circulator service to take people where they need to go. In addition, to provide a higher better use of parking areas available on site, we suggest adding primarily back in angle parking to both sides of Sherman, Blaine, and School. Removing the grass edge between the curb and the sidewalk will provide the right of way to support this parking configuration.

The new bypass will go a long way in reducing the volume and impact of truck traffic in particular through this key segment of downtown Newberg. The design of the new byway should however not simply relocate negative impacts to the city's riverfront area. Gary Toth, our transportation engineer, has strongly suggested that the byway be built according to the tenants of Context Sensitive Design, whereby the natural environment is preserved and enhanced, the roadway designed to have minimal impact, and to reflect and support its context. Specifically, the roadway should not be elevated; it should be designed for a design

speed of no more than 45 mph; there should be significant landscape buffering; and it should in fact have more of the feel of a boulevard than that of a super highway. These design considerations also will bring down the costs of building the roadway over the more traditional roadway design that has been proposed. Cities all over America are tearing down their elevated highways along their riverfronts as a means of reconnecting to the river, providing access to very desirable land for mixed use development and recreation. It would be unwise for Newberg to build something now that they will want to tear down within a generation.

Extend the influence of the Square beyond its borders

By making improvements to the streets around the Square, developing better signage, building safe pedestrian and bicycle connections to 1st Street, as well as establishing a bread-crumbs trail of interesting destinations and small places that make walking more enticing and interesting throughout downtown, the new square can begin to “reach out like an octopus” to downtown. Its influence in the future would not only be as a place to be and as an excellent green destination, but also as an economic engine that attracts and connects visitors to businesses on 1st Street. There was a suggestion to rezone the area to Commercial/Residential to allow residents to open businesses in their home or to purchase existing homes for commercial use.

The Cultural District area should function as a gateway to both regional and local destinations

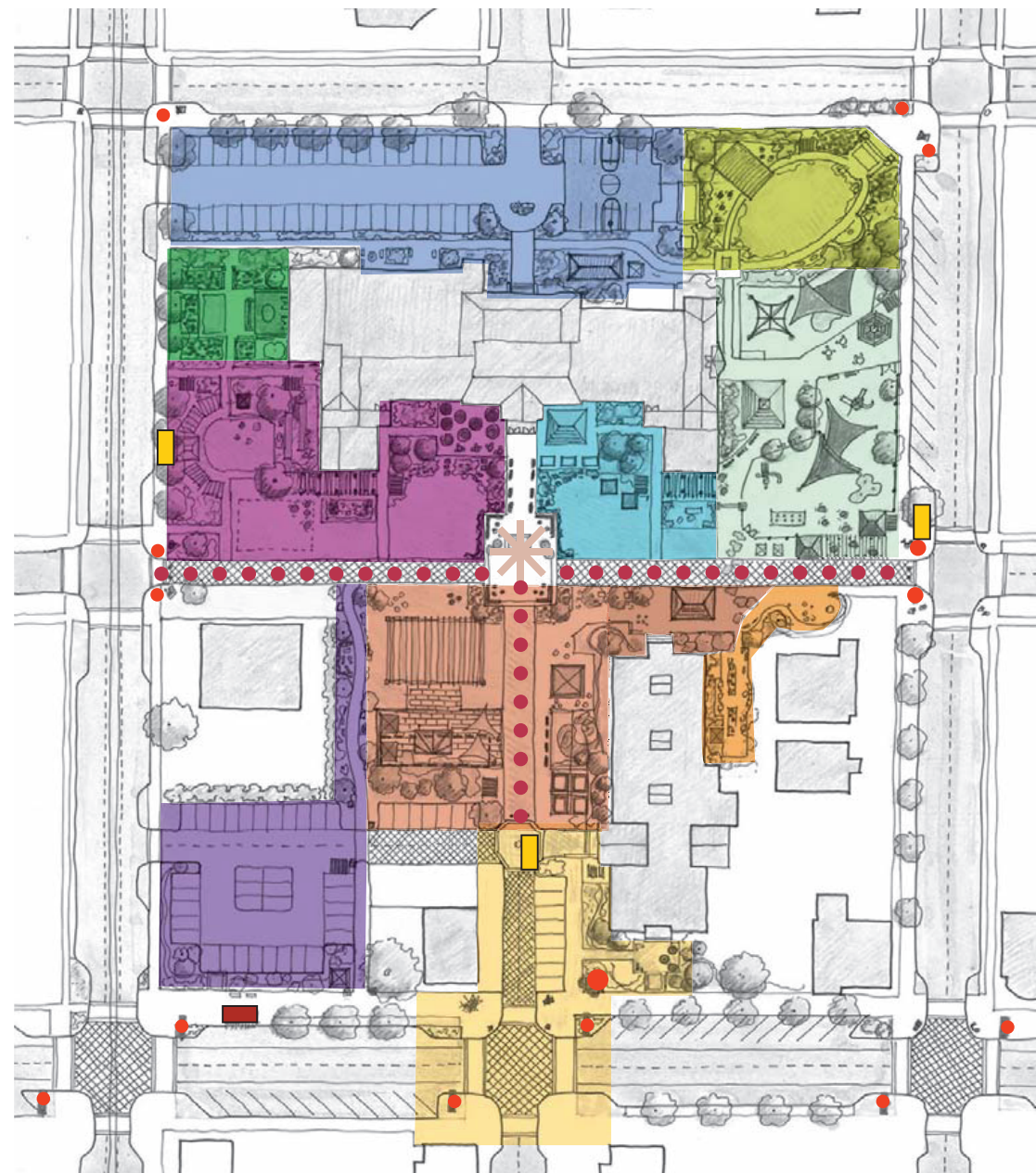
This includes George Fox University, the downtown and Civic Corridor, wine trails and wineries in the region, as well as local and regional recreational trails. The Cultural District could become the starting and orientation point for those wishing to explore Newberg and the region. An information kiosk (possibly staffed) should carry travel information, travel and tourism brochures, listings of area cultural, university and library events, as well as information about local shops, restaurants, galleries, and wine tasting rooms. The gateway function for the immediate area should help establish the presence of the Library, Cultural Center and Cultural District on the main streets of downtown. This can be achieved through decorative signage, lighting, art, planting material, and a possibly a gateway structure (maybe similar to the trellis in the rain garden on Hancock). In addition, reconfiguring the intersection of Hancock and East First at River, and Hancock at West First and N. Harrison as roundabouts would smooth the flow of traffic while slowing cars as they moved through this key area of Newberg.

Proposed Design Program

A potential framework for implementing a placemaking plan around the Cultural District can be structured through what Project for Public Spaces calls “the Power of 10.” PPS’s translation of this idea is that all great places have a variety of “sub places” within them (at least 10). Each of these sub places needs at least 10

simple things for people to do in them – an opportunity to sit, touch or contemplate art, touch and play with water, purchase food, learn about the history of the place, read library books and periodicals in a public setting, etc. When a downtown has 10 such places, they become the reason why people are attracted to

that town and the reason they keep coming back to its public spaces. These places then begin to form a district filled with multiple activities. Finally, a great town or region needs at least 10 such great destinations, each with 10 places and 10 things to do.



- POWER OF TEN DESTINATIONS**
- Civic Corridor Gateway
 - Library Plaza
 - Cultural Plaza West
 - Cultural Plaza East
 - Library Demonstration Garden
 - Rotary Park
 - Neighborhood and Family Park
 - Flex Activities Area / Permeable Parking
 - Garden and Garden Annex
 - Art Passage / Alley to public parking
-
- Wayfinding and Directional Signage/Informational Kiosks
 - Bus Stop
 - Trolley and Tour stops: Wine country tours, connections to Downtown and Parks
 - Focal and meeting point
 - Pedestrian road with vehicular traffic only



LEGEND

- UMBRELLAS AND CAFE' SEATING
- TENT-(RETRACTABLE)
- KIOSK
- PERGOLA WITH RAIN PROTECTION AND VINES
- FOOD VENDOR
- WAYFIND SIGNAGE
- ART DISPLAY
- CROSSWALK
- BIKE RACKS

Possible Parking Summary:
 53 Parking Spaces on Blaine Street
 56 Parking Spaces on School Street
 28 Parking Spaces on Sherman Street
 32 Parking Spaces on Hancock Street
 50 Parking Spaces in the North Parking lot
 42 Parking Spaces in the south parking lot and Howards St.
317 Total Parking



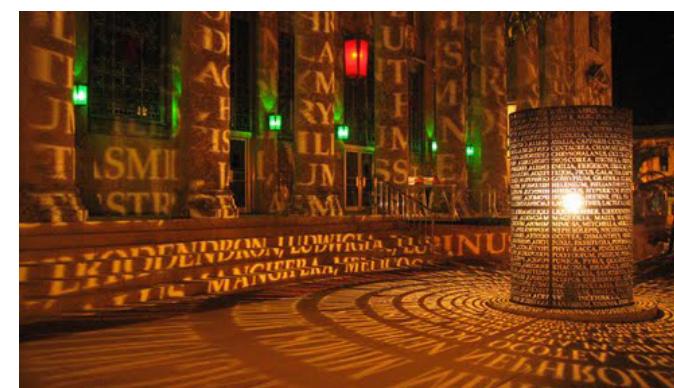
Newberg Cultural District
 January 24, 2010

The Ten Destinations of the Cultural District

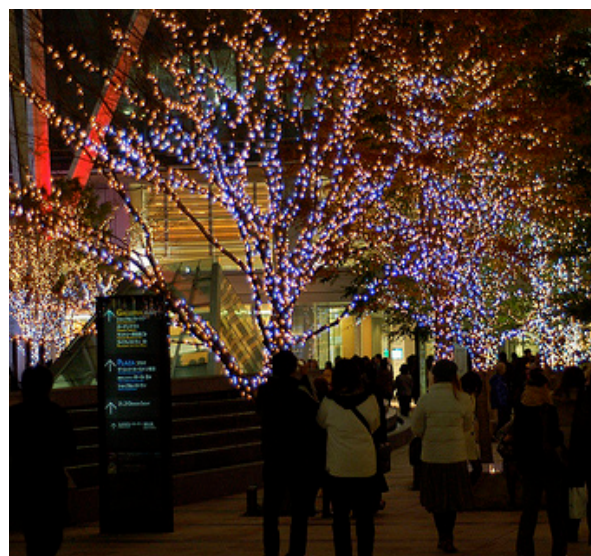


1. Gateway to the Cultural District (Howard Street) view corridor from Hancock to Square

- Gateway to the Cultural District with signage, lighting, plantings, hanging flower baskets, landscaping, and other elements located along Hancock Street and at the intersection with Howard to clearly indicate the entry to the cultural district
- ADA Parking along Howard facing the library entrance
- Diagonal parking facing the library will preserve the view to the Cultural Center from Hancock
- Remove the trees that currently block visibility to the Cultural Center
- Outdoor art, art elements as bread-crumbs throughout the Hancock Street and Howard Street corridors. These could be decorative banners, hanging flower baskets, etc. that make the area read as a cohesive whole
- Artistic lighting of library, trees, and the Chehalem Cultural Center to increase its visibility and presence at night and to make the area feel safe and welcoming
- Linear garden / rain garden with possible bio-swale water play feature



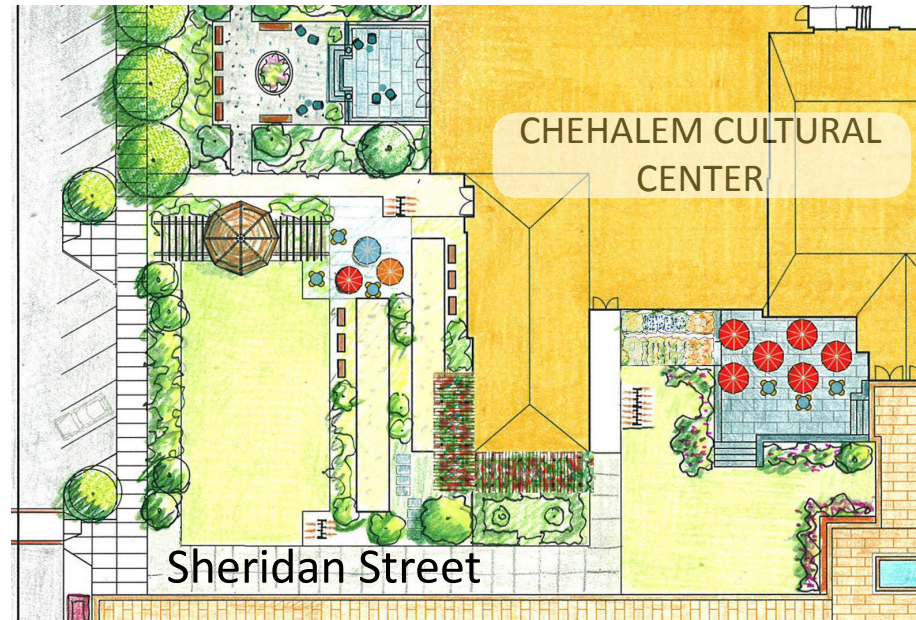
- Special event spill-over area on Howard Street. The street could be closed to allow for larger events to take place
- Remove the wall at the library on Hancock; create a patio and a place for a Staffed Information Kiosk
- Traffic calm Hancock starting at College Street to slow the traffic
- Food vendors, coffee carts, satellite carts for existing restaurants on Howard (during lunch-time and midday)
- Spill over markets and fairs that outgrow their current site or for concurrent markets and activities to take place during the Tuesday Farmers Market (art, antiques, teens etc.)
- Brand the downtown as a series of districts: Historic, Commercial, University, Cultural, River, Mill
- Relocate the Visitor Center to Hancock Street
- Continue intersection treatment to Howard and First Street.



2. Library Plaza / Annex Area (upper Howard Street, Annex, Annex green)

- Adult reading area (i.e. Bryant park periodical reading room) with a shelter or tent structure that could include moveable tables and chairs, heat lamps and other weather protection behind the library (along Sheridan) with wifi
- Children's reading room along Howard Street
- Wayfinding signage, kiosk, banners, archway here across Howard Street
- Obtain parking connected to future library storage facility (blue house)
- Annex lawn and stage area would be used for a wide variety of events and therefore needs to remain flexible in terms of infrastructure, stages, and backstage/storage facilities
- Performances: professional, open mike, programmed by youth, students, cultural groups, etc.
- Yoga, tai-chi, jazz aerobics, Hoola hoop, Spinning classes, yoga for kids during the morning hours weekday and weekends
- Annex re-configured as multi-purpose structure including storage, restrooms and dressing rooms, meeting rooms with covered outdoor spill-out areas)
- Large stage pad with electric, access, and rain protection
- Possible retractable rain protection for audience area
- Movable tables and chairs under rain protection

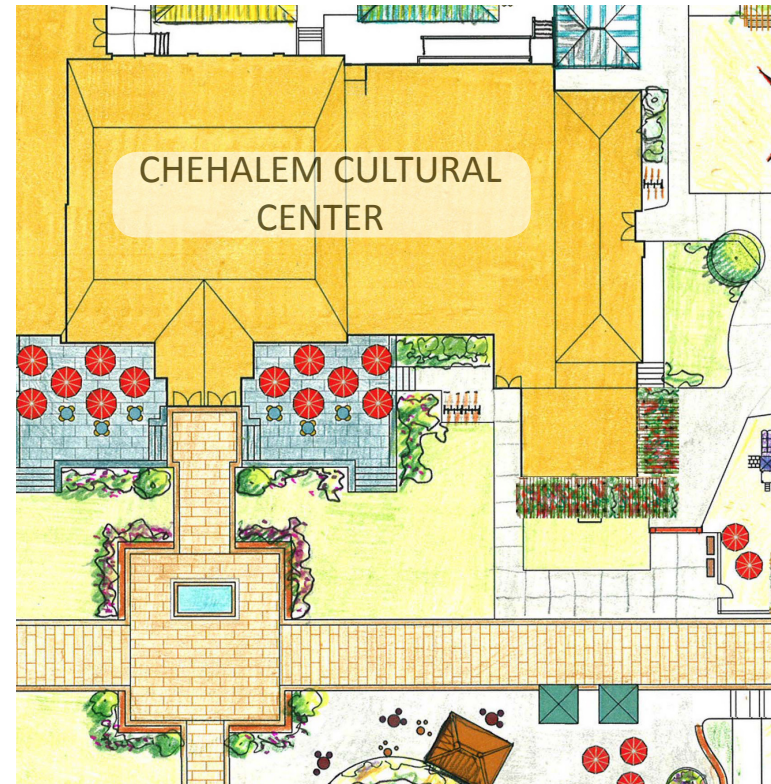




3. Cultural Plaza West (performance plaza)

- Audiences at large performances that spill-out from the Annex lawn could be seated here and Sheridan Street would be closed
- Stage to be moveable, temporary, portable. Rotate the stage.
- Incorporate storage and restroom facilities here
- Quinceneras, birthday parties, prom receptions and more formal activities that would benefit from easy access to the Cultural Center's kitchen and garden
- Larger outdoor art classes accommodated in the front of the Cultural Center. The infrastructure for classes (tents, electrical, desks, etc.) still needs to be determined





4. Cultural Plaza East (library & arts classes convergence)

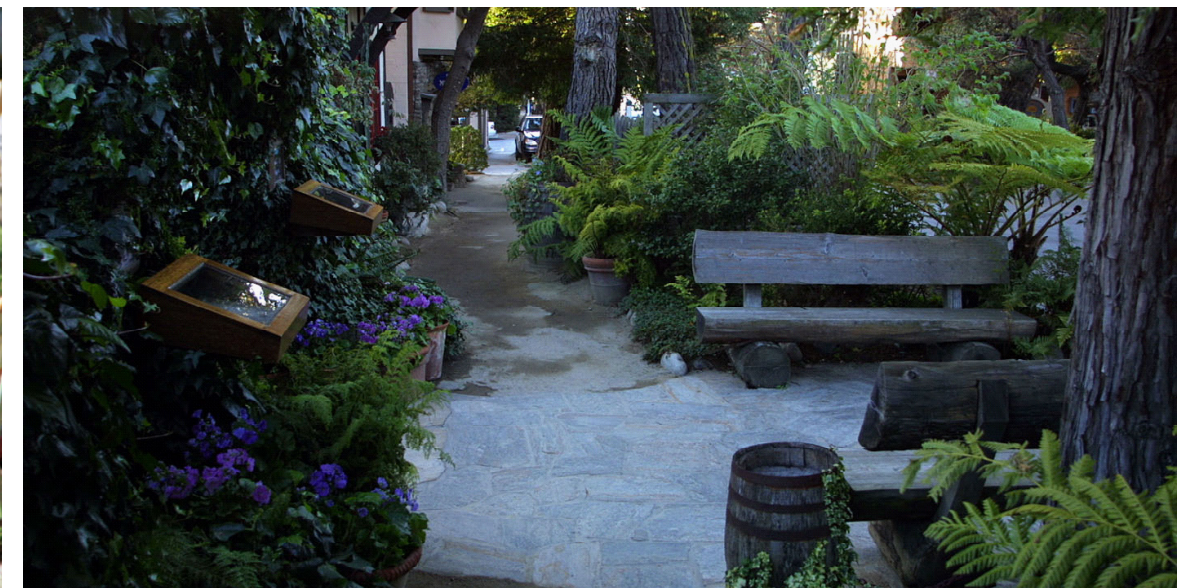
- Summer kids reading room facilitated by the children's and youth librarians
- Reptile man and other special library organized events
- Main market/fair space
- Pergola/sheltered seating area with game tables on a deck over the concrete pad
- Outdoor art exhibitions
- Outdoor author readings and other library related events
- Outdoor art classes
- Coffee shop and café seating/terrace. This area is envisioned as being the place where the Coffee Cat could set up an outdoor seating area
- ATM
- Concession for renting chess/checker/backgammon games





5. Library Demonstration Garden

- Building on existing garden design and plan with a sheltered structure (perhaps a canopy or awning) to provide weather protection
- Space for library staff to eat lunch, socialize, hold meeting
- Quiet space for small groups, classes, meeting space
- Game tables (chess, checkers, backgammon, etc.)





6. Rotary Park

- Gazebo with sheltered seating for parents so they can relax while they supervise their children located mid block between Sheridan and Sherman
- Restrooms (2 unisex) combined with the gazebo
- Covered bicycle parking and artist designed bike racks
- Area for outdoor art activities and demonstration projects on the north east side of the Cultural Center (i.e. glass blowing, gas kilns outdoors, pottery wheel, kilns, etc.) with a canopy extending out from the building
- Neighborhood events, block parties, children's birthday parties, picnics – movable furniture (artful tables, chairs, umbrellas, bread ovens)
- Water / Sand Park and splash pad in the middle of the park
- Sidewalk along east side of the Cultural Center building
- Rock climbing wall





7. Neighborhood and Family Park

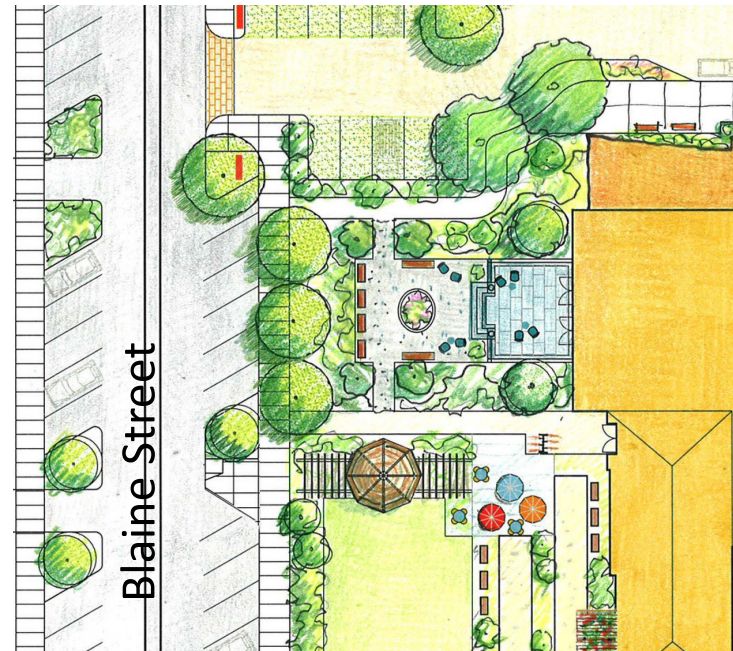
- Pergola/sheltered picnic area backed up against the recycling/trash area
- Large lawn for pick up soccer games, kickball, basketball courts, etc.
- Community bread oven; Pizza oven on Sherman Street
- Learn to cycle track



8. Flex Area / Permeable Parking

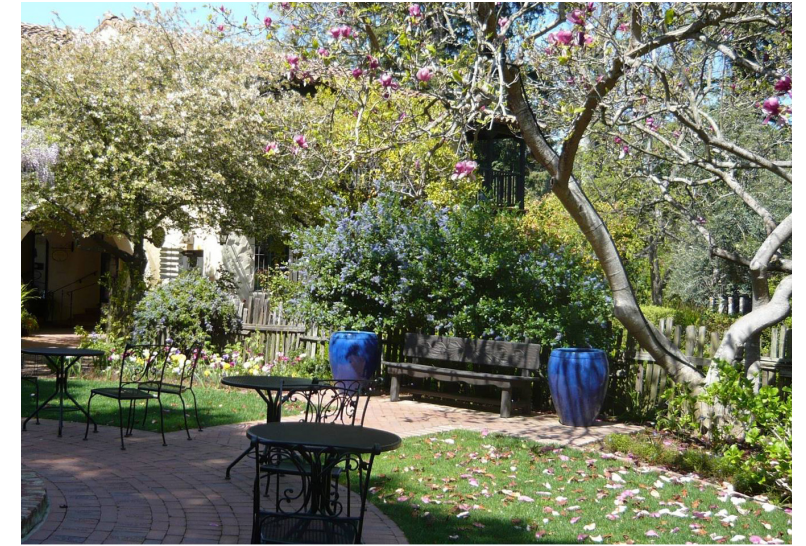
- Miniature/toy train for special events
- Tents and activities for special events
- Pick up/drop off for the ballroom and special events
- Premium priced parking during special events
- Make the existing back door of the cultural center a real entrance and eliminate the one proposed by the architects because it will destroy the gallery inside (in its current configuration)
- Move the parking lot exit further south away from the intersection at Blaine and School





9. Garden and Garden Annex

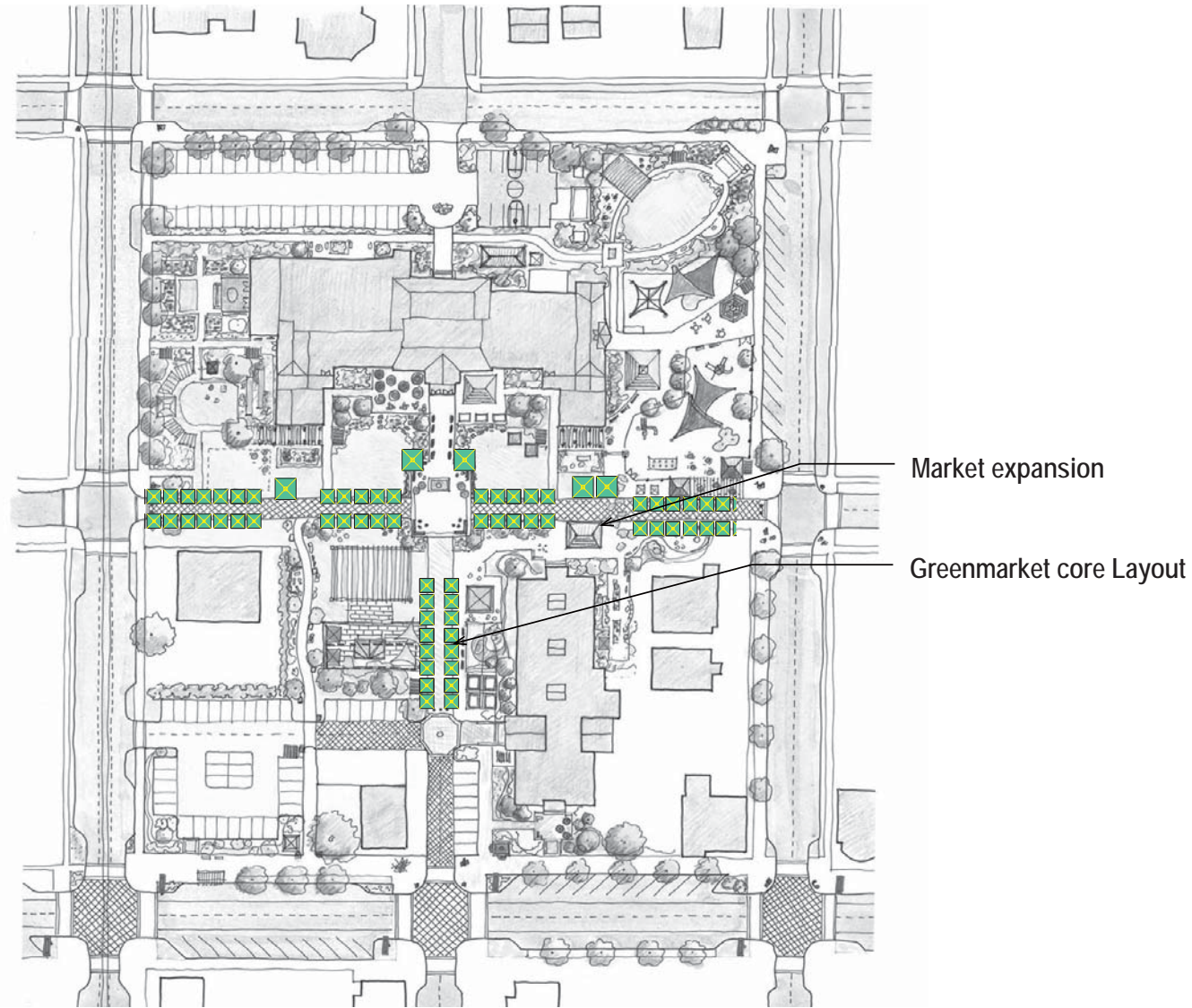
- Toy train track extends southward during special events
- Bocce, chess, horseshoes and other lawn games
- Sculpture garden and more formal garden parties
- Wine bar/connection to wineries like wine tastings or wine dinners
- Starting point (information, orientation, gathering) for wine country tours
- Glass wall partition/retractable glass garage type doors so the area can be enclosed for private events
- Use the top of the gym for events and programs as well



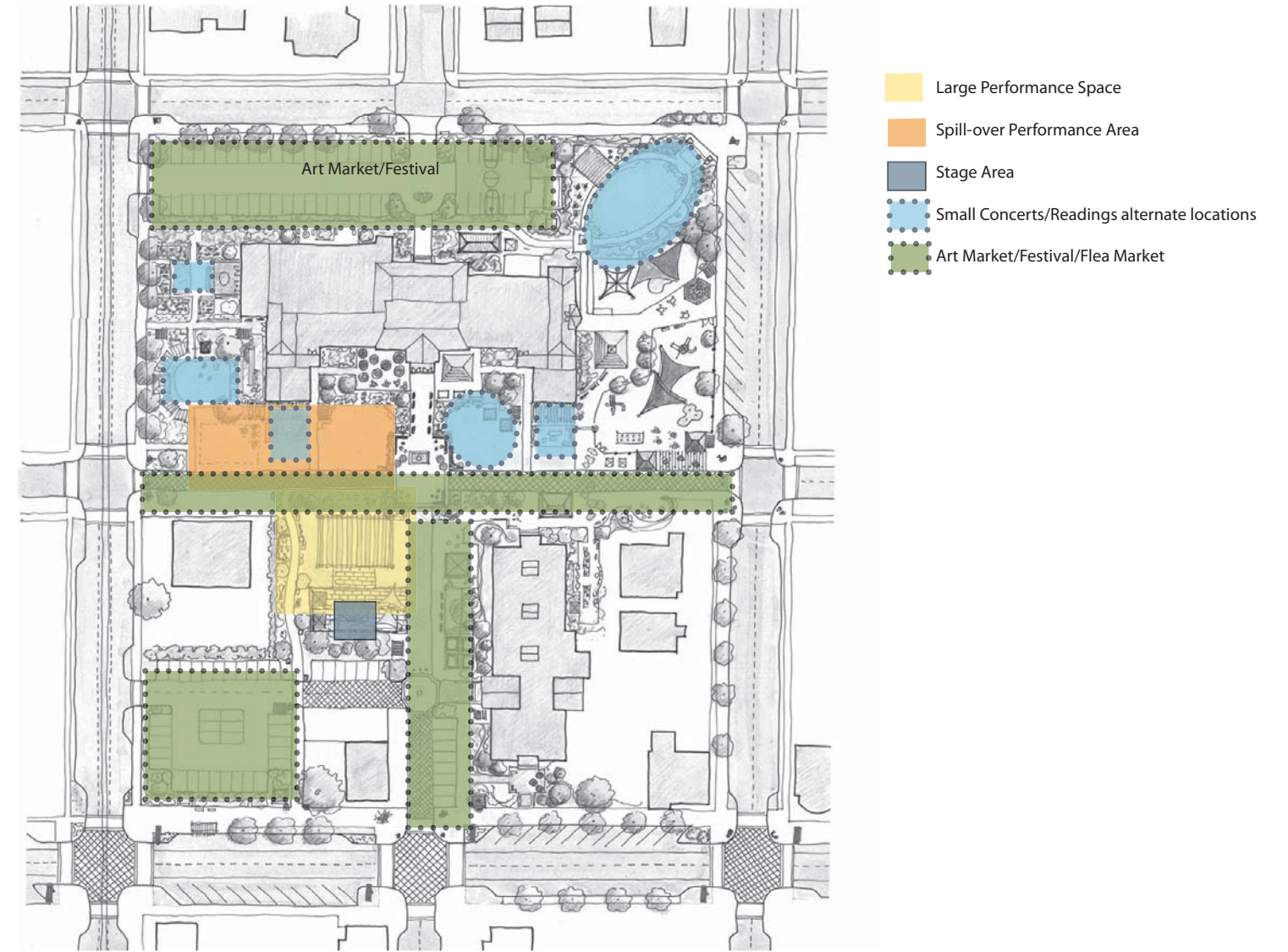
10. Art Passage / Alley to public parking

- Murals on the walls leading from the parking lot to Sheridan Street
- Environmental art features (continue rain garden theme, people friendly bio-swales, local art and gardening displays)
- Special lighting and hanging decorations across the alley way to make it visible and an inviting walk between parking and enjoying!
- Move curb back along Blaine, remove the grass strip, add back in angled parking between Sherman and Sheridan
- Noise buffer here to mute traffic sounds from Hancock
- Name the bus stop on Hancock the Cultural District bus stop
- Add charging stations for electric cars and priority parking for car share and Zip Car members





Proposed Market Layout for Large Market



Flexible Space Available for Events and Gatherings

Next Steps

A number of immediate action steps presented themselves, which could both serve to demonstrate “short term wins” and generate the necessary energy and enthusiasm required to implement the longer term changes described above. These actions could take place this fall/winter 2010-2011:

- Name and begin to market the site as the “Cultural District”
- Close Sheridan between Blaine and School except for delivery traffic
- Make Howard two way between Hancock and the library entrance, and then to the west through the parking lot to Blaine
- Take down the walls around the library including those at Pioneer Courtyard; install outdoor seating, tables and umbrellas
- Build the outdoor adult reading room area behind the library with moveable seating and tables
- Work with a sponsor to Install wifi throughout the entire district
- Hold horticultural competitions for the planting beds
- Restripe the north side of Hancock with back in angle parking for the block between School and Howard (as an experiment)
- Share the concept plan, this report, and the community’s enthusiasm for this project with as many people as possible!

Designing And Managing Public Spaces Successfully

A successful public space can be an enormous asset to the building owner, tenants, and employees or residents. It can improve their image, lift their spirits, enhance cultural connections, and help create a sense of community. But none of this comes automatically. To realize its potential, even a well-designed public space must be well-managed and well-programmed, an art that bears some – but only some – resemblance to the art of managing a building.

The principal public space management tasks are described below:

MAINTENANCE. The more used and loved a public space is, the more maintenance it requires. But regular cleaning and repair of the facility to high standards more than repays the cost. Prompt attention to items that could be easily deferred, such as a broken drinking fountain or removal of graffiti, says that someone is in charge, that the facility is respected, and that the public is protected. Landscape and horticultural requirements may require special attention if gardens are extensive, or if rare plants are present. This work falls well within the usual property management tasks, and would be done in any case.

SECURITY AND HOSPITALITY. If a space is well-designed, security can be visible and comforting without being intrusive. The more that people feel secure in a space, the more users the space attracts, and the more secure the space will be. Security and maintenance personnel should be ambassadors,

too: if people feel “hosted” and “welcomed,” they don’t feel the need to be “protected,” because to a very large extent the space becomes self-policing. Obviously this is a delicate balance. Public spaces should never be the domain of one group or constituency, or be viewed as a place, for example, where youth are just hanging out and getting into trouble. At the same time, however, a public space cannot be successful if it feels like an armed camp.

PROGRAMMING. Once the basic “clean, safe and friendly” needs are met, programming the space becomes not only possible, but much easier, and the economic potential of the space can be realized. “Programming” refers to the wide variety of planned activities and to all the facilities and equipment related to them: furnishing the space appropriately, for example, with chairs that can be moved from sun to shade and back; operating a retail program, with vending carts or a seasonal cafe; producing a regular concert series or a one-time festival; hosting a community gathering, operating a regular farmers market. Programming a public space successfully is an entrepreneurial art. However, “programming” does not necessarily imply intensive staffing -- although this is possible if events and festivals become an important component. Community groups can be encouraged to use a space for their own activities. Some programming can actually generate income, like a café or vendor. Promoting the events and activities that take place in the public space is an important adjunct to programming, particularly for a space being built or programmed for the first time.

COORDINATION WITH ADJACENT USES. The public spaces and the surrounding ground floor uses – whether they are retail or community facilities – should be seamlessly integrated. The public should flow from outside to inside and vice versa with as few barriers as possible. The activities of the adjacent uses should spill right into the plaza and streets, and the outdoor activities and circulation should move smoothly through the adjacent buildings. Management needs to be concerned, therefore, not just about the space itself, but the design, connections, and uses in adjacent buildings.

Flexible Design Elements

The public spaces within the Cultural District should be viewed as a stage for programs and activities that the community has already identified or will identify in the future. While permanent design elements are obviously needed, both the park and the plaza area will require flexible elements as well. Examples of these elements include:

- Outdoor tables and seating provided in several forms, including café tables and chairs; game tables, and picnic tables that can be scattered (and moved when needed) throughout the park and plaza as needed.
- Outdoor movie set up - indoor/outdoor DVD player/projector, place for a movie screen;
- Folding chairs for events
- Stage for music, dancing with a sound system;
- Flower pots to provide color, with maintenance of them to be given to youth or seniors;

- Banners and flags; and
- Pop-up tents for festivals, community meals, and vendor stalls.

Some of these elements could be the same that are needed for indoor facilities, like folding tables and chairs. Where possible, opportunities for residents to participate in the design should be considered: for example, banners for specific events could be done collaboratively by youth from different cultural backgrounds.

Establishing and Enforcing a Code of Behavior

Another key management activity is to establish a code of behavior for the public spaces. We recommend rules that emphasize what you can do in the District's public spaces, rather than what is prohibited. However, a decision should be made about where smoking can and cannot take place, as well as where skate-boarding or soccer games will be permitted.

This code of behavior should foster self-regulating behavior, for example, people habitually cleaning up after themselves. The code needs to be developed collaboratively with residents, especially with youth who will be using the Cultural Center and who are likely to be viewed by some as undesirable users just hanging out.

Bryant Park in New York City has a set of rules and regulations that the Cultural District could use as a model for their code. Bryant Park is a well-used and much-loved public space in New York City that promotes positive use without too many restrictions.

YOU ARE WELCOME...

- to visit the park during the hours posted
- to use open areas, including the lawn
- to enjoy the gardens without entering flowerbeds or picking flowers
- to use a park chair or one seat on a bench designed for sharing
- to deposit waste in green trash receptacles and place recyclable cans and bottles in white containers
- to bring your dog, providing you leash it, keep it from watering trees and plants, and clean up after it

PARK GUIDELINES PROHIBIT...

- entering the park after the hours posted
- drug use
- alcohol use outside the Grill and Cafe
- organized ballgames
- panhandling
- sitting or standing on balustrades
- entering the fountain
- feeding pigeons
- rummaging in trash receptacles
- amplified music that disturbs others
- performances, except by permit
- commercial activity, except by permit
- obstructing park entrances
- walking dogs on the lawn
- use of plastic tarps on the lawn

Process for complaints and enforcement: When the code of behavior is developed, a process for handling complaints and for enforcement should also be developed. Remembering that the public spaces are a community resource, handling complaints and enforcing the code of behavior should have a bottom-up and top-down approach – the community can report any misbehavior and the management can enforce behavior. This responsibility would need to be publicized along with corresponding contact information. For example, a sign posted on the community bulletin boards to inform the public to “call Miguel, the Facility Manager, at (phone number), if you have any complaints”. With this public knowledge, any person of the community, whether resident, tenant, or organization, would be able to call in a behavior that is not condoned within the plaza. The facility manager would then be able to respond in the necessary manner.

Another avenue to take when enforcing behavior is through youth. It is general understanding that teenagers are a tough group to reach, but through various methods of engaging youth, the gap between pre-teen and adulthood can be bridged. Youth mentoring, paired-youth mentoring, and Junior Friends Groups are realistic methods of nurturing appropriate behavior and personal investment of youth in the plaza.

- Youth mentoring usually consists of recreation, tutoring, and one-on-one mentoring programs. The one-on-one mentoring programs pair an adult and youth with the intent of learning from the relationship that they build between each other.
- Paired-youth mentoring is a program that is based on positive peer pressure – a youth is paired with another (typically younger) youth. This type of mentoring gives younger youth a more tangible frame of reference, while giving the older youth a sense of duty and responsibility and giving them the role of a role model.
- The Junior Friends Group is much like a Friends Group, but strictly for youth with adult advisors. This type of group is usually formed as a way to proactively involve youth in the management and programming of a community place. In the case of Balboa Park, the Junior Friends Group is a way to educate youth about Balboa Park and to promote the many different experiences available in the park. At the KLM Library in Peoria, Illinois, the Junior Friends Group serves as a type of teen board that helps plan and present teen-oriented programs, such as author visits, summer reading programs, coffee houses, and musical programs.

Evolving a Management Structure for Public Spaces

The management structure for the park and plaza spaces should evolve along with the events and activities themselves. In the beginning, as organizations are settling in and public spaces are developing, management will have to take more of a lead in organizing the events, but taking the initial steps to create a “friends of the Cultural District” group of residents who can help by organizing events and activities that engage and encourage community investment in the District. As interest in events builds, a more established management system will evolve from the framework provided below. This system will be, by necessity, a hybrid of management models, but is similar to typical friends groups that work with city parks departments

OVERALL RESPONSIBILITIES OF THE MANAGEMENT FRAMEWORK

The management of the cultural district will have to develop a collaborative relationship with the community and outside programmers, to foster a sense of ownership around the district, the cultural center, and the library and market. The following activities will need to be performed:

- Maintenance of the park and plaza will require the usual tasks for which most property management groups are responsible. Management should diligently keep after landscaping, cleanliness, repair, and other maintenance routines. Diligent upkeep will not only show to the public that the facility is protected and cared for, but also reinforce the

mentality that plaza users can protect and care for the facility by keeping after themselves.

- Security and Hospitality should be established as a visual permanent presence on the plaza. Through community self-regulation, Cultural Center organization support, and youth being part of the solution as well, the plaza can be a safe, clean, and welcoming public space.
- Coordination with Adjacent Uses will assist in creating an all-inclusive and more self-sustaining community. Retail uses should be partners as well.
- Programming will come from many sources:
 - > Programs from the cultural center, library, catering kitchen (future), and other internal uses that will spill into the adjacent spaces;
 - > Special activities that are programmed on a regular basis, such as the market, outdoor movies, and cultural events;
 - > Use of spaces by residents on a first-come, first-serve basis, such as birthday parties in the pavilion;
 - > Special events and activities sponsored by other community organizations; and
 - > Specific spaces that may be the responsibility of a group, such as the community gardens.
- Marketing and Promotion are extremely important to the programming of any public space. Events and activities are not automatic successes by simply advertising with posters a few days prior. Interest in them needs to be built and reinforced at certain intervals. We recommend supplementing the indoor information boards with outdoor

community boards, both offering information and calendar of events in Spanish and English.

- Scheduling of events can be a complicated matter, but when it is clear amongst the organizations and people who might use the plaza and park, it is much easier. With posting an up-to-date community calendar on the community bulletin boards both within the community center and on the external side of the building, there will be less confusion. In addition to this calendar, a contact number should be posted for those who would like to schedule a special event. The person in charge of scheduling can then work with the special event person to coordinate timing and resources and to review the use of space guidelines.
- Insurance and liability are a concern, but excessive requirements would prevent activity on the plaza. The Cultural Center and Parks District should review its insurance coverage and facilitate use of the plaza to outreach groups. For example, an umbrella policy could be obtained to cover outside organizations.

Management Roles

Who will have primary responsibility for management of the cultural district needs to be finalized between the CPRD, Cultural Center and Newberg Downtown Coalition. However, residents and other partners (George Fox University) could become engaged in District management activities through a “friend’s group.”

Role of the Community

Community residents should play a key role as well. As we have noted, we recommend setting up an informal friend’s group for the plaza, an approach similar to how many parks departments augment the management of their spaces and encourage more community usage. Typically, friends groups eventually develop into more formal, non-profit structures to facilitate fundraising, a logical evolution from an informal system.

Friends Groups typically perform the following activities, which can be a starting point for how one could be established for the Cultural District:

- Providing additional maintenance (i.e., flower planting)
- Sponsoring annual clean-ups
- Organizing and hosting specific events and activities
- Promoting the park through flyers, a web site, and a newsletter
- Coordinating with other organizations and sponsors

- Helping management trouble shoot problems when they occur
- Fundraising for improvements
- Being an advocate for the park to policy makers

Budget

There will need to be an operational budget established for the public spaces, that covers salary and general maintenance expenses. Additional funding may be required for initiating and sustaining special programs and events, although some of these activities may be undertaken by community volunteers. The potential sources of funding include:

- Foundations;
- Fundraising events;
- Contributions, i.e. entry free of 25 cents for community movies;
- Donations, such as food donations from local grocery stores.

Appendices

Appendix A: Workshop Summaries

PLACEMAKING AT CHEHALEM CULTURAL CENTER

COMMUNITY WORKSHOP – PLACE PERFORMANCE EVALUATION GAME

Hosted by the Newberg Downtown Coalition
Facilitated by Project for Public Spaces
Wednesday, September 15, 2010

6:00 – 6:15 PM

INTRODUCTIONS

BY THE NEWBERG DOWNTOWN COALITION

A quick overview of the context for this meeting, and the expected outcomes.

6:15 – 7:00 PM

WHAT MAKES A GREAT PLACE

by Project for Public Spaces, Inc.

Power Point presentation on great public destinations (and some less so) and what it takes to create them by Cynthia Nikitin and Elena Madison of PPS.

7:00 – 7:45 PM

PLACE PERFORMANCE EVALUATION GAME

BY ALL

SMALL GROUP WALKING TOUR AND EVALUATION OF SELECTED SITES AT CHEHALEM CULTURAL CENTER. EACH TEAM WILL BE ASSIGNED A SPECIFIC SITE TO EVALUATE AND GIVE IDEAS FOR.

7:45 – 8:15 PM

DISCUSSION OF ISSUES AND OPPORTUNITIES BY GROUPS

Each group compiles its findings and recommendations, brainstorms ideas and prepares to present.

8:15 – 8:45 PM

REPORT-BACKS FROM EACH TEAM BY GROUPS

Break-out groups report their observations, issues, ideas and short and long-term recommendations to the forum.

8:45 – 9:00 PM

NEXT STEPS AND CONCLUDING REMARKS BY PPS & NEWBERG DOWNTOWN COALITION
Discuss next steps.

Chehalem Cultural Center Workshop September 15, 2010

Group 1

Opportunities

View corridor from Hancock up to Cultural center
Outside Art
Light up the front of CAC
Limb up the trees
Slopes down – a linear garden feature along Howard Street – with origami boats
Take out the northern lane of traffic
More seating and reading room for the library
Lower the retaining walls and pull people out there
Aquatic center at the annex; lower level aquatic, upper level fitness, lots of glass and visible
Holiday themed decorations
Move library egress to library to site 2 to Blaine and then they make a T and turn right into Howard –close Sheridan but keep Howard open
Howard left turn only onto Sheridan only

Activities

Activities for tweeners
Outdoor reading room
Coffee shop/seating

Partnerships

Partner with GFU and develop an incubators program on the top floor
Tie business into this area

Group 2

Opportunities

Make Civic Corridor cohesive – anchors are Memorial Park and Chehalem Art Center
Masonic temple/grass area
Library annex building blocks view of CAC from Hancock Street
Parking lot is dark; doesn't feel safe walking up from Hancock Street; yellow brick road winding through lot to cultural center
History of Newberg mural like Silverton
Raised stage in front of concrete block building
Red brick/cream brick façade requirement for Newberg.

Activities

Paint a mural of the history of Newberg on the annex building
Wine and art events
Wine harvest festival
"Quirky" events
Lectures
Book fairs
Waterpark – parents take their kids out of town to water parks all summer
Events to bring here

A candy or Fairy Festival to promote ADEC
Golden cap award

Cinco de Mayo parade to cultural festival
Art student exhibits at CAC
High school students exhibit at CAC
PCC students to exhibit
Middle school performing arts program
Harvest festival
White building – coffee shop or restaurant
Old Fashion Days – games on the green, croquet, bocce, ladder golf – siphon people away – they are walking that way anyway

Partnerships

Survey the neighbors and make them partners in this project
Right of refusal on purchasing properties that are for sale
Library? City? Laney?

Group 3

Opportunities

Wrap around the market to site 3
Plant trees along Blaine Street
Make lot available temporarily
Close Sheridan Street – to make it safe for little kids
Water feature and sand parks
Covered area – for parents and kids – permanent
Night lighting – subtle and beautiful
Colorful – elements to pull people up to Sherman – art students at Fox to create art to brighten up the area
Pocket parks along the sidewalks

Mini parks or smaller play lots on that side – need space for littler kids
Places for parents to relax

Activities

Farmers market
Kid crafts – at the market; Friday night art walk
Library children’s activities
Movie night
Safety fair
Wine tasting during Friday night art walk in front of the CAC
Game space
Performance space
Rails – Rail car tourist stop
Putt golf – artist designed mini golf?
Chess
Reading room
Basketball court
Waterpark
Amphitheater
Outdoor dancing
Knitting

Amenities

Water channels like Freiburg, Germany running back of Cultural Center to Hancock using runoff from Cultural Center roof
Covered area, heat lamps
Tree benches
More street lights
Natural history map

Partnerships

Art
-GFU
-Art Biz
Wineries
Kids Crafts
Non profit organizations/activities

Group 4

Opportunities

Make this the entrance to the library
Publicize Rotary Park’s existence
Parking – make it one level, surface level change –bollard/pavers
Remove replace metal features with wooden ones
Paint the animals or create mosaics on the animals
Make Sheridan pedestrian only/priority
Motion detector lighting
Useable at night
Library inspired works of art outside in the courtyard and in cultural center on the lawn
Programming in the spaces
Direct access from Library to Park
Indicated (brick with cobblestone) path between Library and Cultural Center
Needs to be better draw with signage to area
Redesign parking (possible eliminations) on Sheridan
Increase pedestrian only access
Replace level transitions with surface transitions

Activities

Community potlucks/dinners
Star gazing
Outdoor reading area
Community/Kid art projects
-partnering with local artists
Additional programming for grassy area in front of Cultural Center
-kids projects
-exercise
-book club reviews

Concerts
Talent shows
Plays (Theater)
Rehearsal space
Vendors
Weddings
Quinceaneras
Piñata parties
Murals to get the youth involved in the process

Amenities

Water features/splash pads
Shade: trees, public art
Public restrooms
Interesting pathways
Lighting (evening)
Outdoor reading area
Wi-Fi (entire area)
Coffee/Refreshment stand
Furniture for lawn of the CAC; rent a blanket for a picnic

Partnerships

Newburg Library
Shakespeare Traveling Theater
Promoters of Latino music
Charritos Promotion
Cultural Center
Garden Club

Group 5

Opportunities

Parking lot – to right of back of cultural center
Where Toons takes place
Future flexibility
Calmness/green/peaceful

Activities

Clubs - knitting
Music throughout the year
Lawn activities
Outdoor classes
Parks and rec classes – yoga
School activities – picnics/ parent teacher events
Small seasonal performances
Acting, performing arts
Festivals
Special events:
Fox performing arts
CDPR classes
Expand the farmers market back there
Leave it open green and flexible space
Canopy in the summer; retractable

Picnic benches
Memorial or monument for soldiers and heroes – local art; contemporarily rendered
Done by local artists
Small semi circular performance area
Tons of soccer teams practice there
Baseball and soccer teams

Relocated activities

College performances
Seasonal Parks Program
Farmer’s market

Amenities:

Seasonal coverings, canopies (retractable)
Picnic tables
Statuary
Available utilities: lighting, water, electricity
Needs more lighting

Partnerships

Civic groups
City (municipal)
College
Local businesses
Local artists and musicians

Group 6 – to left of the back of CAC

Opportunities

Integrate both visually and physically to George Fox-running trail
Connect to downtown

Garden off of the back of the ballroom
Train station – red electric
Privacy shrubs so car headlights do not affect naves – make it fun
Get people around and in
Ballroom entrance
Mini train – run it to George Fox and bring the students over
Topiary arborvitae
Running path
Sculpture garden – private and public use space
Parking lot – extend farm market’ harvest festival, sidewalk drawing, bocce – bring back sports – 3 on 3 basketball

Activities

Temporary sporting events
Farmers market
Harvest
Temporary bocce
Dance
Yoga hoola hoops

Amenities

Train station as a historical kiosk
Lighting
Arching lights/banners over the street
Waiting rooms
Benches in front

Appendix B: Newberg Cultural District Survey

Hello, the Newberg Downtown Coalition is conducting this survey to obtain your ideas and recommendations for transforming the public spaces and streets around the Newberg Library and Chehalem Cultural Center into a great civic destination.

1. Which of these destinations in the area of the library/cultural center do you use?

Please check all that apply.

The Library	84%
The Cultural Center	58%
The Farmers' Market	66%
Library Annex	20%
Other (please specify)	

2. On average how often do you use any of these places?

once a year	7%
once a month	29%
several times a month	37%
at least once a week	23%
everyday (when facilities are open)	4%
Other (please specify)	

3. What days do you usually visit the area?

holidays only	0%
weekdays only	18%
no particular days	41%
weekends only	7%
weekdays and weekends	35%
Other (please specify)	

4. When you come here, how long do you usually stay?

Less than 15 minutes	3%
15 to 30 minutes	19%
30 minutes to 1 hour	45%
1 to 3 hours	29%
3 to 6 hours	1%
6 hours or more	3%

5. When you visit, how many people do you usually bring with you?

0	
1	
2	
3 -5	
6 or more	
Other (please specify)	

6. Please describe who comes here with you.

I come alone	24%
children	28%
family/spouse	38%
friends	9%
organized group	1%
Other (please specify)	

7. Please indicate whether you feel there are "too many," "the right amount," or "not enough" of each of the following things currently in the area.

	too many	the right amount	not enough	don't know
Things to do outside			X	
Benches/places to sit outside			X	
Signs and Information	X			
Play areas for children	X			
Bike paths/bike access			X	
Shelter / Weather protection			X	
Landscaping	X			
Places to buy food			X	
Drinking Fountains			X	
Restrooms			X	
Parking	X		X	
Waste Receptacles	X			

8. What activities and events would attract you to the new square being created here?
Please select all that apply.

Activities for kids (arts and crafts, readings, games, etc.)	47%
Performances for (and by) kids	41%
Water park or splash pad	55%
Parent/child/teacher events: school activities	23%
Exercise classes (yoga, tai chi)	50%
Adult classes (art, cooking, dancing)	62%
Author readings, book signings	43%
Performance (music, dance, theater, poetry)	76%
Outdoor movies	54%
Meetings of Clubs and committees (knitting, quilting, chess, politics)	35%
Expanded markets (farmers, antiques, book fairs, kids crafts, etc.)	73%
Active recreation (basketball, soccer, softball)	25%

Youth and adult games (bocce, mini-golf, putting green)	35%
Food and wine events (celebrity chef demos, wine tasting, community pot luck/ethnic food / dinners)	61%
Festivals	71%
Other (please specify)	

9. What amenities do you think are most important to include in the design of the new public space? Please check all that apply.

Those items in BOLD were ranked highly by more than 1/2 of all respondents (at least 100 people)

Weather protection (sheltered seating/shade)

Lighting

- Moveable seating with café tables
- Picnic tables
- Signage/information

Landscaping (trees, flowers)

- Rain gardens

Performance area/stage area

- Public art/ outdoor sculpture
- Outdoor reading area

WiFi

Coffee cart/ refreshment stand

- Vendors (permanent)

Vending carts (temporary)

Splash Pad/Water and sand park

- Game tables (chess, checkers, backgammon)
- Picnic tables
- Tot lot

Play area for tweens
Bicycle parking
Other (please specify)

10. What is the most important improvement that should be made to this area?

11. Do you have any other comments or ideas you would like to share?

Past research has shown that people of different ages and sexes view things differently. Please tell us a little bit about yourself. This information is, of course, anonymous and confidential.

12. What is your gender?

Female	66%
Male	34%

13. What is your age?

0 -14	4%
15 - 18	1.3%
19 - 29	11%
30 - 50	47%
51 - 65	31%
65+	9%

14. What is your race/ethnicity? You may select more than one.

American Indian or Alaskan Native	1%
Asian	2%
Black or African American	.5%
Hispanic or Latino	4.5%
Native Hawaiian/Other Pacific Islander	.5%
White	92%
Other (please specify)	

15. What is the zip-code of your residence?

16. Do you know of any groups, organizations or individuals that could help with programming, events and activities in the new square? Please tell us who they are.

Thank you for your input. If you have any questions about this survey or the square project please contact the Newberg Downtown Coalition.

