



## RESOLUTION No. 2012-2998

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### A RESOLUTION TO ADOPT THE NEWBERG CULTURAL DISTRICT MASTER PLAN

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#### RECITALS:

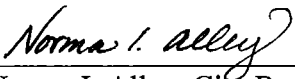
1. The city of Newberg and Chehalem Park and Recreation District have worked cooperatively and through public meetings to determine the best use for the area surrounding the Newberg Public Library and the Chehalem Cultural Center.
2. The city recognizes that improvements to the public spaces will enhance the newly defined Cultural District, allowing it to become a multi-use destination for residents and visitors to our community.
3. The successful implementation of the master plan vision will require the continued cooperative association of the city of Newberg, Chehalem Park and Recreation District and the Chehalem Cultural Center.

#### THE CITY OF NEWBERG RESOLVES AS FOLLOWS:


1. The city council declares the area bounded by E. Hancock, N. Blaine, E. Sherman, and N. School Streets shall be designated as the "Cultural District". This designation is in name only and does not carry with it any land use changes, restrictions or conditions.
2. The city council accepts the Newberg Cultural District Master Plan dated March 16, 2012, as attached Exhibit "A", which is hereby attached and by this reference incorporated, as the guidance document for future improvements within the Cultural District.
3. The city council directs the city manager to develop an intergovernmental agreement (IGA) with the Chehalem Park and Recreation District to address designation, management, and maintenance of the open space; outdoor event coordination; and very specifically, a parking management program to address parking needs for events within the district and convene a neighborhood advisory group. Said agreement shall be presented to and approved by city council prior to development of site areas E1, E2, E3, and C3.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: April 3, 2012.

**ADOPTED** by the city council of the city of Newberg, Oregon, this 2<sup>nd</sup> day of April, 2012.

  
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Norma I. Alley, City Recorder

**ATTEST** by the mayor this 5<sup>th</sup> day of April, 2012.

  
Bob Andrews, Mayor

## Newberg Cultural District Master Plan

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CHEHALEM PARK AND RECREATION DISTRICT

16 March 2012



**Hennebery Eddy  
Architects**

**Mayer/Reed**

Larry Anderson  
Engineering, Inc.



# Newberg Cultural District Master Plan

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CHEHALEM PARK AND RECREATION DISTRICT

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# Executive Summary

## *Overview*

Chehalem Parks and Recreation District retained Hennebery Eddy Architects, Inc., Mayer/Reed, and Larry Anderson Engineering, Inc. to develop a Master Plan for the Newberg Cultural District and a framework for implementation. The Newberg Cultural District is a four block area located in the heart of downtown Newberg, bounded by East Hancock St./ Highway 99 to the south, East Sherman St. to the north, North Blaine St. to the west and North School St. to the east. Significant resources in the Newberg Cultural District include the Chehalem Cultural Center, the Newberg Public Library, a public parking lot and the Masonic Temple.

## *Precedent*

The work performed under this effort builds on the visioning conducted by Project for Public Spaces during the Fall/ Winter of 2010 – 2011, which resulted in the Newberg Cultural District Final Report, dated February 2011. The report included input from Chehalem Parks and Recreation District, the City of Newberg, the Downtown Newberg Coalition, the Newberg Chamber of Commerce, the Newberg Public Library, the Chehalem Cultural Center, George Fox University and many Newberg residents. The goals developed during that process have been carried through in the Newberg Cultural District Master Plan:

- 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 (open) spaces
- Reinforce thematic, programmatic and physical links between the District and its neighbors
- Link business services and resources and expand economic opportunities
- Celebrate the culture and traditions the Chehalem Cultural Center is dedicated to support

## *Timeline*

The Newberg Cultural District Master Plan is the result of an eight month process involving many of the same stakeholders that provided input on the Newberg Cultural District Final Report. The design team evaluated the PPS plan in more detail and developed a diagram articulating the individual plan components, how each component related to adjacent components, and how they worked within the larger context of the District. The diagram may be found on page 5 of this report. The diagram evolved in to the Newberg Cultural District Master Plan.

- July, 2011 – Hennebery Eddy Architects, Mayer/Reed and Larry Anderson Engineering team hired to design cultural center parking lot and commence Newberg Cultural District Master Plan
- October 12, 2011 – Public Meeting #1 to gain public input on Master Plan concepts to better understand how the Newberg Cultural District spaces and streets can be used on a daily and special event basis
- January 18, 2012 – Public Meeting #2 to review Master Plan components
- February 23, 2012 – Report to Chehalem Park and Recreation District Board
- April, 2012 – Report to Newberg City Council

## *Master Plan Concepts*

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 North Howard Street and East Sheridan Street 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 at major intersections, enhanced treatments at minor intersections, 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

### *Sequencing and Cost*

Detailed descriptions of the following Master Plan components begin on page 8 of this report. Generally, the components have been grouped together based on similar work scopes, to provide some economy of scale. Summer construction of the larger projects is recommended, however, it will likely be disruptive to the spaces within the blocks for at least one season. The cost opinions are provided for budgeting purposes only. Actual costs may vary from what has been provided, depending on a number of factors including sequence, year, season of construction, and other related economic factors. Actual costs may vary from what has been provided, depending on a number of factors including sequence, year, season of construction, and other related economic factors.

Master Plan Component:	Proposed Sequence:	Master Plan Reference:	Cost Opinion*:
East Sheridan Festival Street/Vertical Landmarks & Signage	1	D2, B	\$ 890,200
Central Plaza	2	D3	\$ 300,000
North Howard Festival Street/Vertical Landmarks & Signage	3	D1, B	\$ 617,900
Cultural Center Event Court	4	E2	\$ 542,800
Library Forecourt	5	C2	\$ 132,800
Garden Event Space	6	E3	\$ 356,500
Play Area	7	G1	\$ 1,012,600
Play Area Open Space	8	E4	\$ 55,400
Cultural Center Forecourt	9	C3	\$ 1,544,900
Civic Forecourt at Library	10	C1	\$ 164,400
Cultural Center Hospitality Plaza	11	C4	\$ 180,100
Open Event Space	12	E1	\$ 596,900
Enhanced Roadway Intersections/Vertical Landmarks & Signage	13	A, B	\$ 1,490,100
		<b>Total:</b>	<b>\$7,884,600</b>

\* Cost information is provided in 2012 dollars and includes a 10% estimating contingency and a 35% soft cost allowance.

# Master Plan

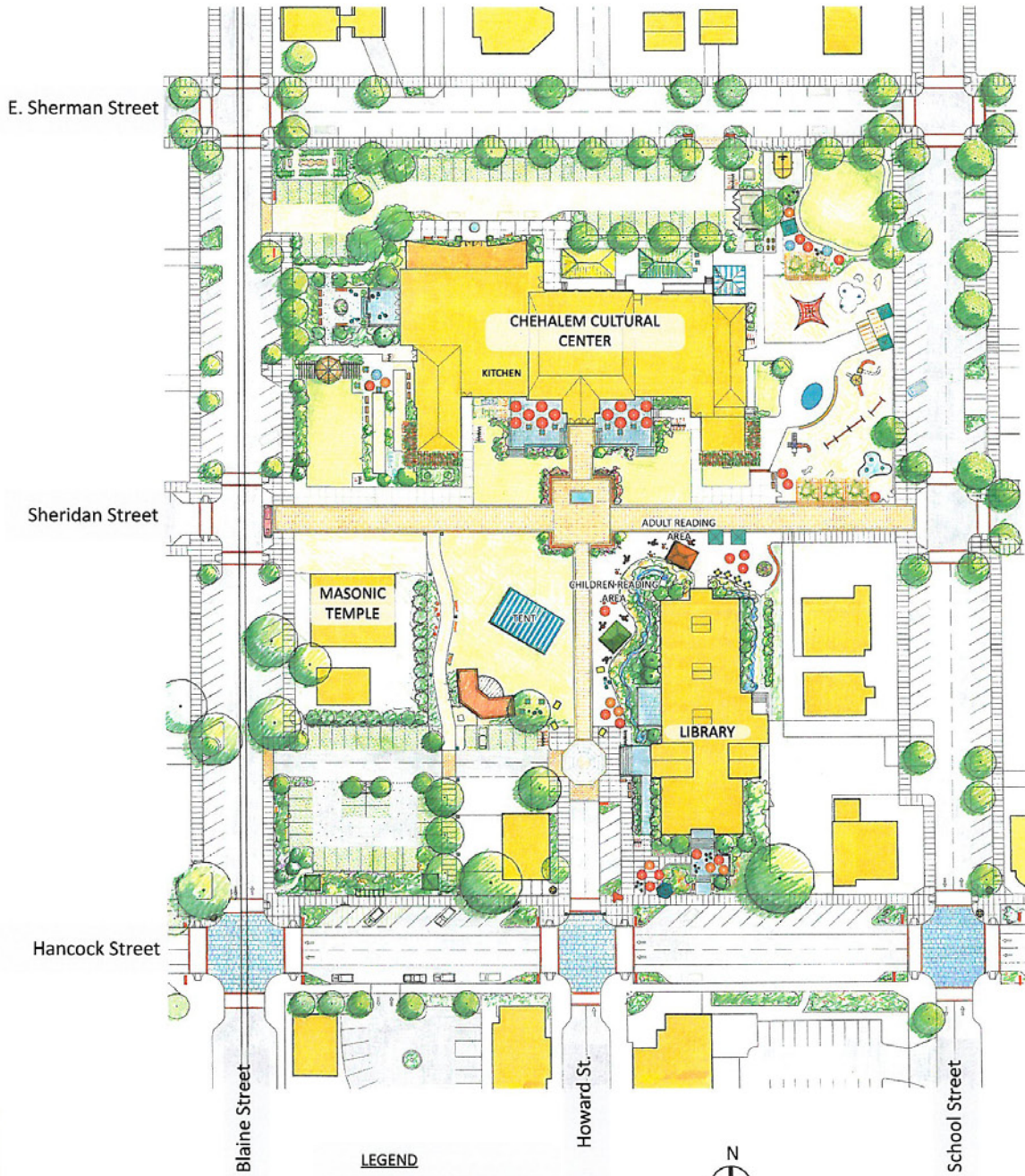




# Context



# Project for Public Spaces Plan



## LEGEND

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

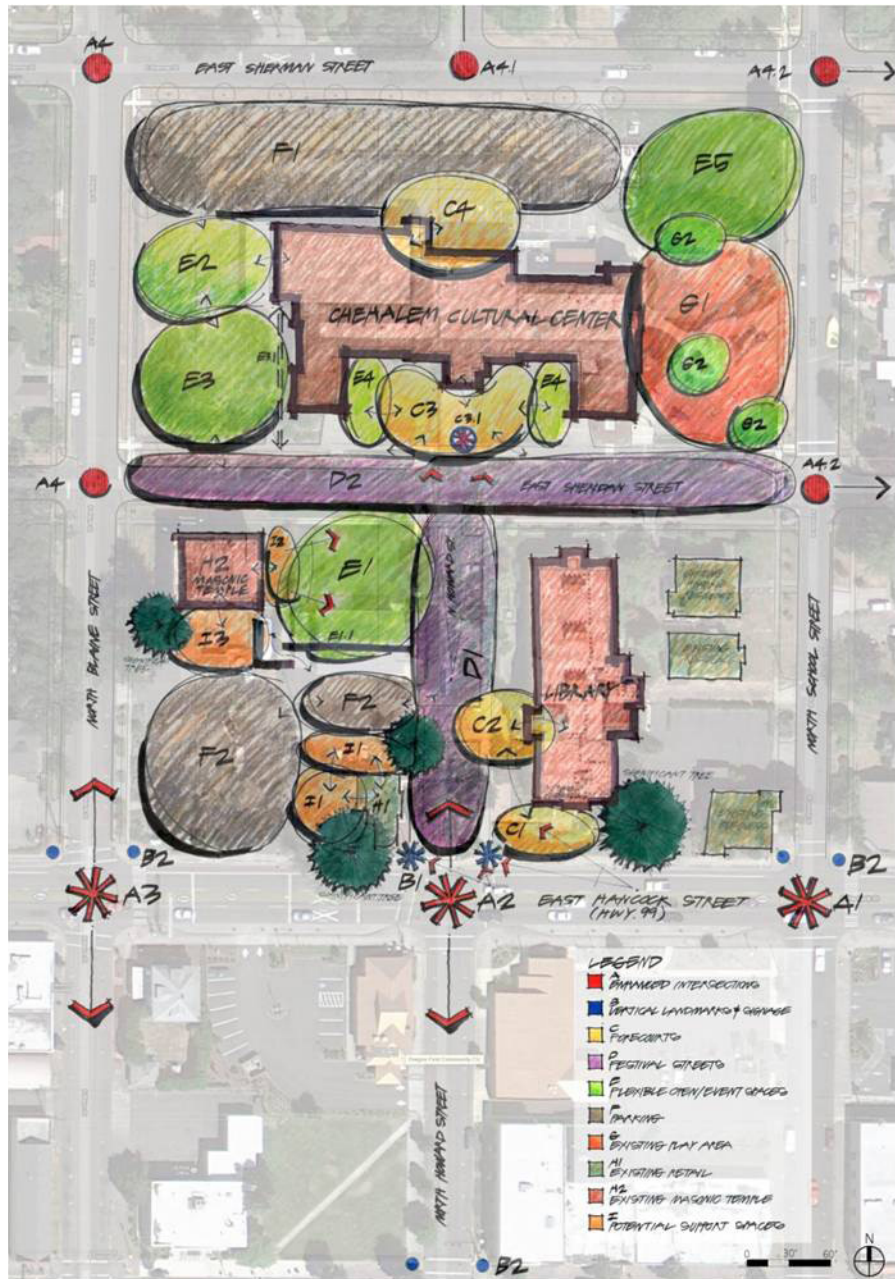


### Possible Parking Summary:

- 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**



# Site Diagram



- A Enhanced Intersections
- B Vertical Landmarks and Signage
- C Forecourts
- D Festival Streets
- E Flexible Event Spaces
- F Parking
- G Play Area
- H Potential Development Opportunities
- I Potential Development Opportunities

# Design Considerations

## *Objectives to Support District Identity*

- Create recognizable gateways and landmarks
- Develop signage and wayfinding program
- Design and program spaces to be active, useful and flexible, including streets
- Capitalize on unique qualities of Newberg and surrounding region
- Enhance framework of historic buildings
- Reflect community values and create district character through urban design treatments

## *Urban Design Strategies*

- Recognize importance of corners
- Consider physical flow and scale of spaces
- Provide visual connectivity
- Design a flexible framework
- Give special consideration to edges of spaces
- Design with Crime Prevention Through Environmental Design (CPTED) in mind
- Remove barriers and sources of urban blight
- Maintain streets and public spaces to an adequate level
- Incorporate sustainable practices

## *Urban Design Treatments*

- Special paving for visual interest, color and texture
- Energy-efficient lighting
- Colorful banners and graphic displays
- Building and wayfinding signage
- Site furnishings such as benches, bike racks, trash receptacles and drinking fountains
- Portable performance stage
- Public art
- Water features as focal points
- Stormwater treatment as a sustainable strategy
- Teaching opportunities

## *Landscape Components*

- Historic and significant trees as framework
- Street trees
- Shade trees and shrubs to define and reinforce spaces
- Lawn for flexible use spaces
- Special gardens and plantings such as flowering camellias
- Plants selected for seasonal color and effect
- Foundation plantings for historic buildings
- Drought-tolerant native and adapted species to the greatest degree possible

# Master Plan Components

## A - ENHANCED ROADWAY INTERSECTIONS



### Description:

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

Estimated Cost: \$ 1,490,100

## B - HIERARCHY OF VERTICAL LANDMARKS AND WAYFINDING SIGNAGE AT KEY INTERSECTIONS



### Description:

- 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.
- B3: Tertiary vertical markers and signage at perimeter vehicular entries along N. Blaine St., E. Sherman St. and N. School St.
- B4: New library sign integrated into the wall system will provide better visibility and welcome to the library and District.

**Estimated Cost:** Costs included in "A - Enhanced Roadway Intersections" and "D - Festival Streets"

# Master Plan Components

## C1 & C2 - FORECOURTS AT LIBRARY

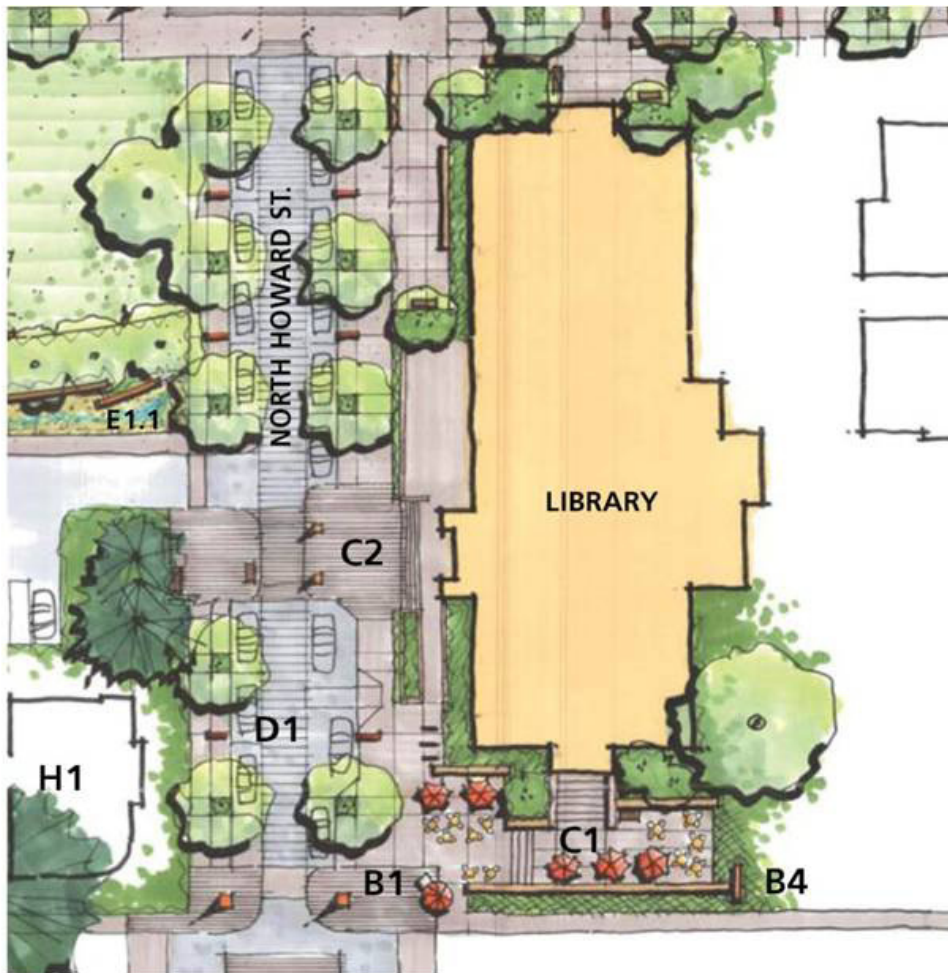
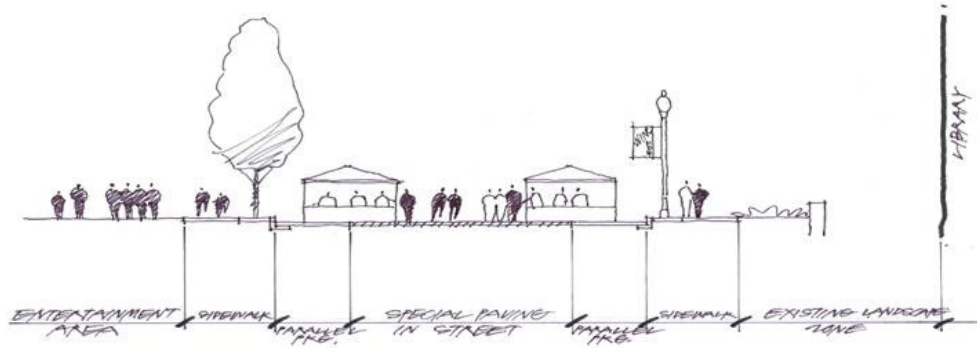


### Description:

C1: A civic forecourt on the 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, chairs and bike parking.

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

Estimated Cost: C1 \$ 164,400      C2 \$ 132,800





# Master Plan Components

## C3 & C4 - CULTURAL CENTER FORECOURT AND HOSPITALITY PLAZA



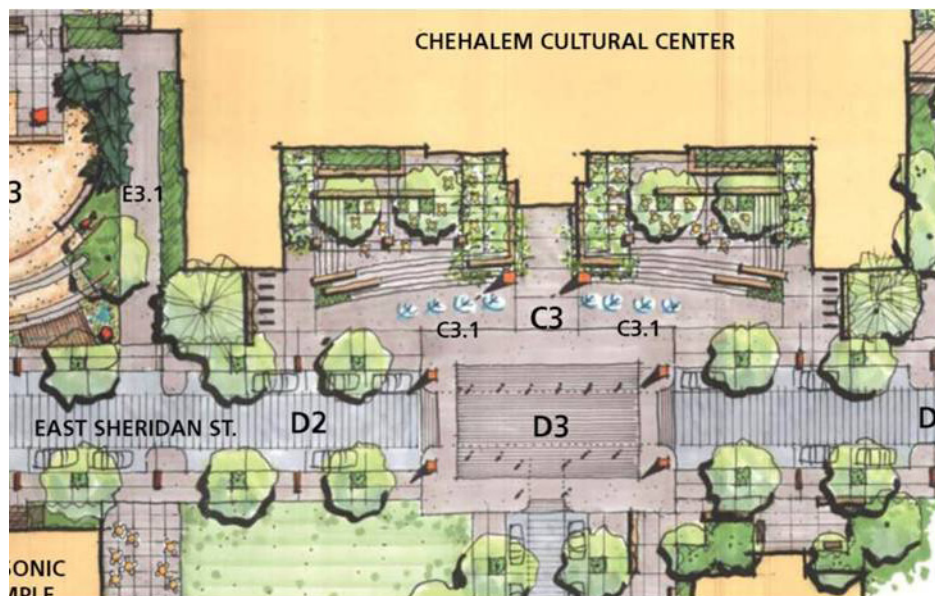
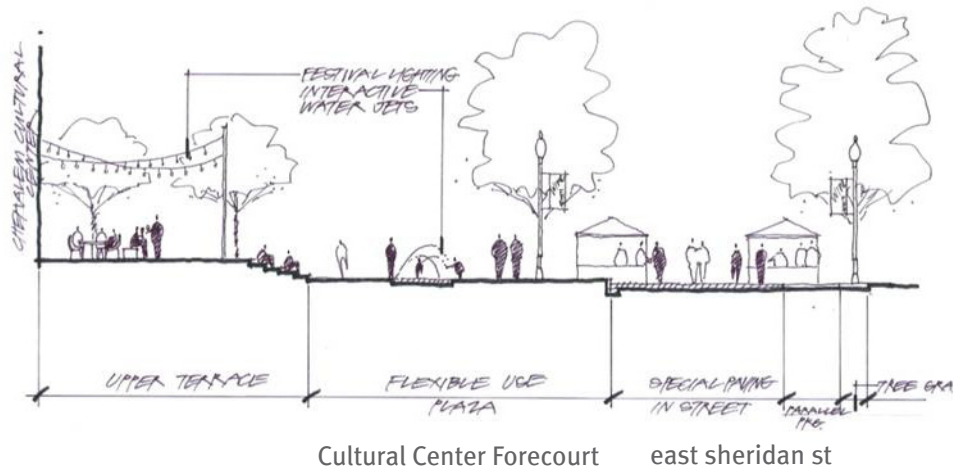
### Description:

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. Vertical urban markers, lighting, overhead structures (that support vines and festival lights), accent walls, site furnishings (including bike parking), special paving, trees and planting reinforce the identity of the district and create a festive central space to attract users.

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. A covered entry, lighting, accent walls, bike parking, paving and planting continue the theme of the district.

Estimated Cost: C3 \$ 1,544,900 C4 \$ 180,100



# Master Plan Components

## D1 - FESTIVAL STREET - NORTH HOWARD STREET



### Description:

D1: North 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 the library. The street design can incorporate special paving, lighting, furnishings, banners and new street trees and planting.

Estimated Cost: \$ 617,900

## D2 - FESTIVAL STREET - EAST SHERIDAN STREET



### Description:

D2: East 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 the Chehalem Cultural Center. The street can incorporate special paving, lighting, furnishings, banners and street trees and planting.

Estimated Cost: \$ 890,200

# Master Plan Components

## D3 - CENTRAL PLAZA



### Description:

D3: Central Plaza at the intersection of North Howard and East Sheridan Festival Streets could be open for traffic on a daily basis with drop-off areas on both sides of the street accommodating east and westbound travelers. It has the potential to function as an extension of the Cultural Center forecourt as well as creating a vital link to the E1 flexible event space and library. A curbsless design (with removable bollards that offer flexibility), vertical urban markers, lighting and special paving create an energetic gathering place to draw visitors in and enhance their experience.

Estimated Cost: \$ 300,000

FESTIVAL STREET: PARTIAL CLOSURE OPTIONS ON EAST SHERDIAN STREET



# Master Plan Components

## E - FLEXIBLE OPEN EVENT SPACES



## E1 - EVENT SPACE



### Description:

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 (could feature local artists, history/ecology of the area, etc.) can mitigate sound from Highway 99 and function as a backdrop. The art wall could draw people into the site and the bio swale planter on the south side of the wall could filter site water before release in to the storm system.

E1.2: An enclosed storage facility (with power and utilities) can be integrated with the art wall and a permanent stage possibly providing a "back of house" staging/restroom/dressing area for performances. The building could be architecturally interesting as well as provide an overhead structure for the permanent stage area. It could be designed to allow for easy attachment of a temporary stage. A walkway connection to the existing parking lot could function as vehicular access to the site for drop-off/set-up etc.

Estimated Cost: \$ 596,900

\* Does not include purchase/demolition of existing buildings



# Master Plan Components

## E2 - CULTURAL CENTER EVENT COURT



### Description:

E2: This open space has the potential to be an event court/garden and rental area for intimate dining venues and activities 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. On a daily basis the outdoor court will be open to the public and could provide a peaceful contemplative space to relax. The space could be fenced and gated with a visual transparency for security. A water feature, lighting, overhead structure, accent walls, special paving, site furnishings and planting (camellias could be featured here), would create an attractive place for people seek respite.

Estimated Cost: \$ 542,800

## E3 - GARDEN EVENT SPACE



### Description:

E3: This open space has potential to extend the event court into a sculpture garden with decomposed granite areas for larger outdoor activities, dining venues and specified events. It could also be used as an informal bocce ball area similar to Jamison Park in Portland. Space can be tented and function together or separately from the smaller E2 site. Camellias and sculptures could be featured here. Accent walls, weathering steel terraces combined with concrete or stone steps lead down to a bridge over a bio swale to East Sherman Street connecting to the central portion of the site. If necessary, this area could also function as overflow or permanent parking depending on the development of the site.

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

Estimated Cost: \$ 356,500

# Master Plan Components

## E4 - PLAY AREA OPEN SPACE



### Description:

E4: 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.

Estimated Cost: \$ 55,400

## F - ON-SITE PARKING OPPORTUNITIES



### Description:

F1: The new parking lot, bus drop-off and flexible festival open space north of the Chehalem Cultural Center 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 and potential staging area for E1.

# Master Plan Components

## F - BIKE PARKING OPPORTUNITIES



## G1 - PLAY AREA



### Description:

G1: The existing play area is a popular feature that attracts kids and their families. The addition of a covered entry to the Chehalem Cultural Center and elements listed below will enhance this space and create an inviting place.

G1.1: New shaded (structures with vines) and covered (for weather protection) sitting areas with lighting, accent walls, site furnishings and planting will encourage families to extend their stays and have picnics in the District.

G1.2: New restroom facility and storage room with trellis structure.

Estimated Cost: \$ 1,012,600

## H AND I - POTENTIAL FUTURE DEVELOPMENT OPPORTUNITIES



### Description:

- 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.

# Appendix