



Downtown Newberg Parking Study and Management Plan

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Downtown Newberg Parking Study and Management Plan

City of Newberg

Doug Rux, Community Development Director
Clay Downing, Planning Manager
Emily Salsbury, Graphic Design Lead

Project Partners

Chehalem Valley Chamber of Commerce
Newberg Downtown Coalition
Taste Newberg

Consulting Team

Brian Davis, Studio Davis, project manager and plan author
Benjamin Cook, Quality Counts, data collection lead

Work on this project was completed between March 20 and June 30, 2023. For more information about this project or the work described herein, contact Brian Davis at brian@studiodavispx.com; 503.929.4551



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1. Introduction



Overview and project goals

This document presents a comprehensive parking management plan for downtown Newberg, Oregon. This report represents the final deliverable for the Downtown Newberg Parking Study project, which the City of Newberg engaged Studio Davis to lead in March, 2023. The study builds upon previous parking planning work conducted by the City in 2016, updating the analyses to provide a picture of operations as the City continues to emerge from the COVID-19 pandemic, and providing a new set of recommendations to address current challenges and opportunities.

Parking management is a critical component of placemaking. A right-sized and well-managed parking system is not only critical to a neighborhood's economic success, but also to its livability, vibrancy, and overall sense of place. The plan presented herein draws upon robust data collection efforts undertaken to quantify the number and types of parking stalls available in the downtown area, the

demand patterns within the area, and the impacts of both everyday demand and demand arising from special events.

To better understand local perspectives and engage the community to the extent practicable, the project included a significant outreach component, including various efforts to learn about parking challenges as experienced by the community, and to engage community members in long-term thinking about parking management in the project area. Three partner groups—Newberg Downtown Coalition, Taste Newberg, and Chehalem Valley Chamber of Commerce—were consulted extensively over the course of the project and preparation of the deliverable. These conversations helped shape the data collection, analysis, and public engagement strategies.

A timeline illustrating key tasks and events associated with the project is shown in Figure 1.

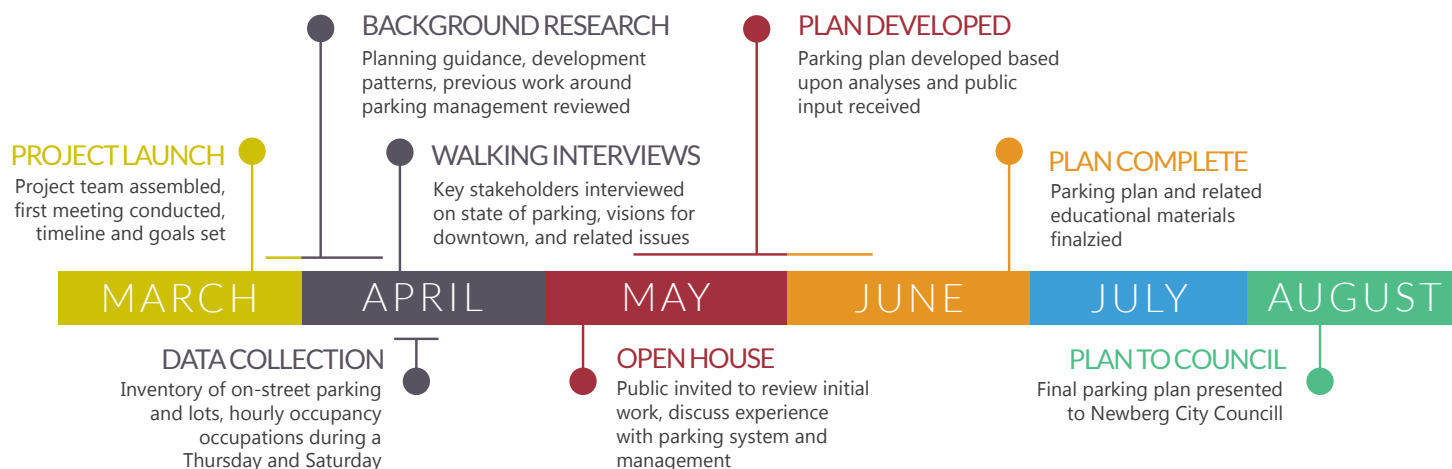


Figure 1: Downtown Newberg Parking Study and Management Plan project timeline



Study area

The study area for this project is the downtown neighborhood of Newberg, bounded approximately by Harrison Street to the west, River Street to the east, Sheridan Street to the north, and 3rd Street to the south. The study also extends north to include the Chehalem Cultural Center and south to include Memorial Park. This study area is identical to the study area from the 2016 parking study and the Newberg Downtown Improvement Plan. A map of the study area is shown in Figure 2.

Study area context and built environment

The study area covers a range of use characteristics and contexts. 1st Street functions as the City’s main commercial corridor, with a fairly dense built environment and a robust mix of storefronts stretching from approximately Washington Street to Edwards Street. By contrast, the corridor along Hancock Street is largely fronted by parking lots. The north-south corridor spanning from Sherman Street to 5th Street is envisioned as a “Civic Corridor” as described below, with the Chehalem Cultural Center at the northern end, Memorial Park at the southern end, and several public buildings in between. The area at the fringes of the study area is largely residential, and George Fox University is located just outside the study area to the northeast.

Parking supply

Initial site visits were conducted during the week of April 3, 2023, with the goal of collecting detailed data on the number and types

of stalls available within the study area. A map showing the parking assets located within the study area is shown in Figure 3. The number and types of stalls available within the study area are shown in Table 1.

As shown in the inventory, most of the off-street parking within Newberg is privately owned. Key City-owned off-street facilities include a large lot north of 2nd Street between Howard and College Streets (“2nd Street Lot” henceforth), a lot located on the northeast corner of the intersection of Hancock and Blaine Streets (“Hancock Street Lot”), and a lot stretching along Blaine Street from the Public Safety Building to Memorial Park (“Memorial Park Lot”). Additionally, the parking lot at the Chehalem Cultural Center (“Cultural Center Lot”) is available for public use when there is not an event at the Cultural Center taking place.

Table 1: Counts and characteristics of stalls within the downtown study area

Location	Stall Counts by Type			
	Standard	ADA	Vet	Total
On-Street	986	6	0	992
Public Lots	197	10	3	210
Private Lots	1,057	37	0	1,094
Study Area Totals	2,240	53	3	2,296



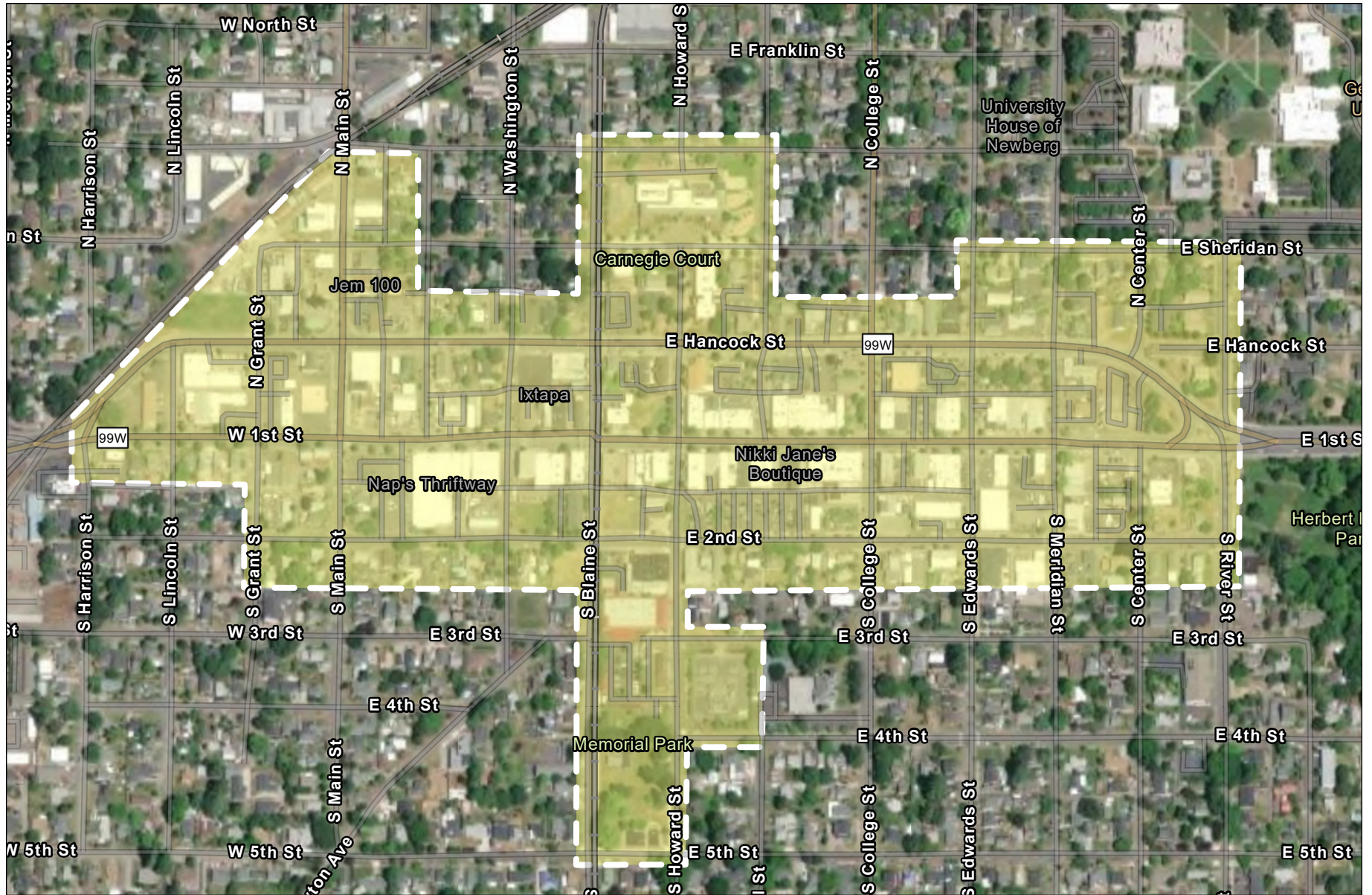


Figure 2: Downtown Newberg Parking Study and Management Plan study area

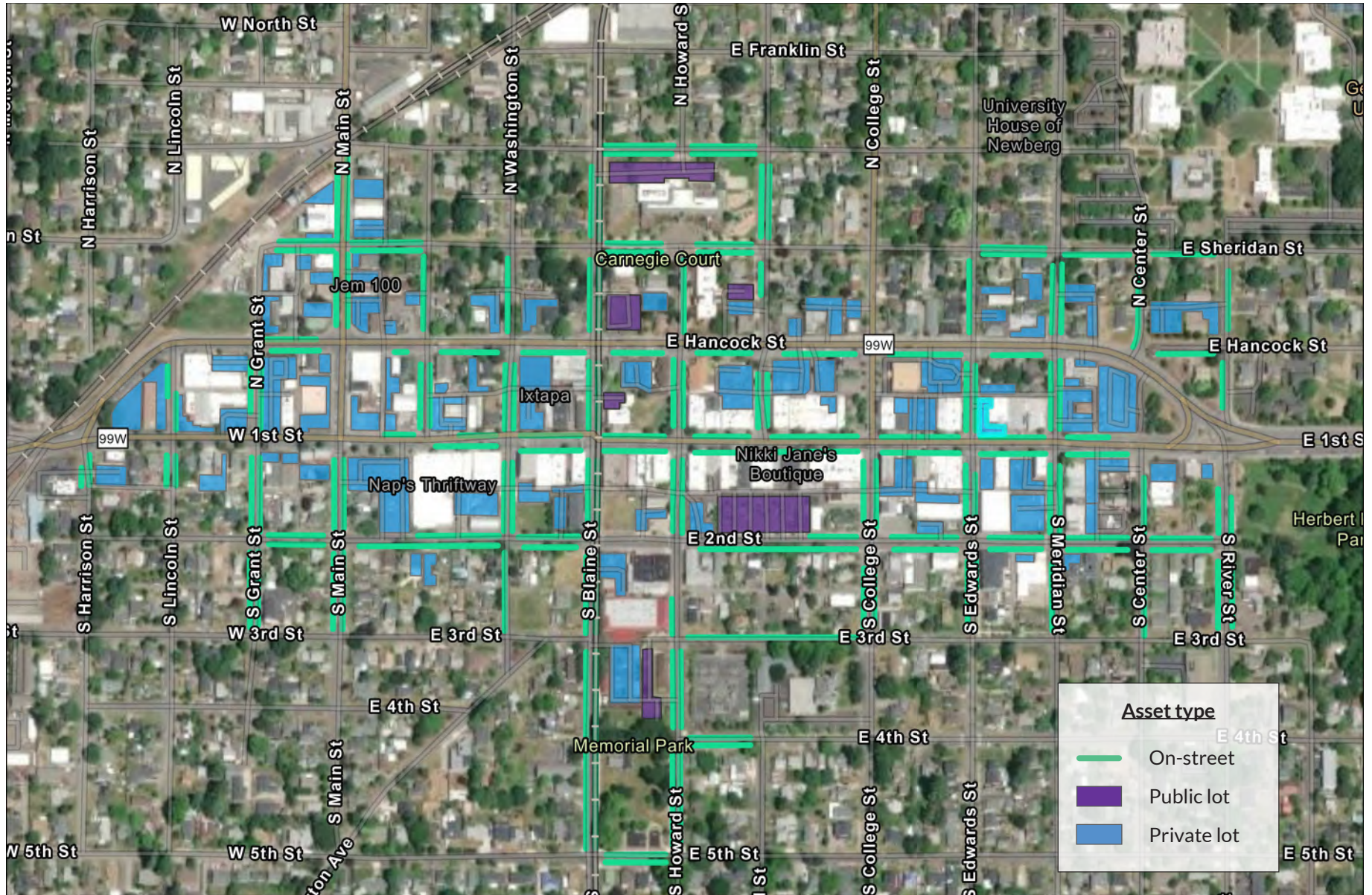


Figure 3: Parking assets within the downtown study area



Planning framework

For a parking plan to be successful, it is crucial that the recommendations are consistent with the vision and guidance established within existing planning framework. Over the course of the project, several existing planning documents were referenced for consistency of vision and mined for unimplemented recommendations that could help mitigate parking issues. The key documents referenced herein are detailed below.

- The **City of Newberg Comprehensive Plan** was reviewed at the outset of the project to provide initial guidance for planning work. Under Oregon's planning framework, the Comprehensive Plan is the document which sets out a long term vision and associated goals for the City, serving as something of an instruction manual for planning and development efforts within Newberg.
- The **2016 Downtown Strategic Parking Management Plan** was referenced throughout the project to ensure that current data collection and analysis efforts are useful for understanding how parking has changed over the last seven years, and to understand the impacts of previous attempts to address parking problems.
- The **Newberg Downtown Improvement Plan (2017)** was referenced throughout the project to ensure consistency with the vision and recommendations therein, and to hunt for synergistic recommendations that could improve parking operations while enhancing the sense of place within downtown.
- The **Newberg Civic Corridor Streetscape Project (2003)** was referenced throughout the project, as many elements of that project could help to connect parking resources on the northern and southern end of the corridor.
- Lastly, the **Chehalem Heritage Trail Strategic Plan (2010)** was referenced to explore plans for creation of hiking/walking trails through the study area, which could further help connect the parking resources throughout downtown.



2. Outreach & Engagement



Engagement overview and goals

Parking is an issue that has deep and widespread impacts on a community, and as such, can be politically sensitive. For a parking plan to be successful, it is important to engage stakeholders and impacted community members early and often, building support for the plan along the way.

With this in mind, Studio Davis recommended three points of contact with the stakeholders and community members over the three-month project timeline, allowing the project team to have conversations with the public at key points during the project:

1. Prior to any collection of data, to understand problems and opportunities as experienced by users of the system and shape data collection plans accordingly;
2. Following data collection, to present initial results and discuss potential solutions; and
3. Following the planning work, to discuss the ultimate set of recommendations and how they arose from the analysis and outreach in tandem.

The primary engagement opportunities that were conducted included a stakeholder walking meeting (April 6, 2023), a community open house (May 9, 2023), and an online questionnaire (open May 10 to May 16, 2023). The project team is creating outreach materials for ongoing efforts related to the third point of contact.

These engagement initiatives were run concurrently with the analytical pieces described within the next section of this report. The goal of the overall strategy was to “lead with engagement,” so that stakeholders and members of the public had a meaningful opportunity to shape the analysis by sharing their recommendations

and concerns, and shape the final set of recommendations by sharing their thoughts and overall vision for downtown.

Discussion questions

To guide the conversations, the project team developed a list of discussion questions for stakeholders and community members. The questions were included in public-facing outreach materials and the goal of discussions generally was to gain an understanding of community members’ perspectives associated with them. While sometimes phrased differently for different media, the questions were:

1. What is your relationship with downtown Newberg? (e.g. resident, employee, visitor, etc.)
2. What is your experience with the current state of parking downtown? Is your experience generally positive or negative? Does it change throughout the year or with time of day?
3. What are downtown Newberg's parking challenges? Identify the location, time, and other characteristics of current parking challenges.
4. What are your suggestions for addressing parking challenges? What has been tried in the past?
5. What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?
6. Do any special events (i.e., recurring public events with 50 or more attendees) impact your experience parking downtown? Which events, and when and where do they take place?



These questions were integrated into the outreach process in several ways. They were highlighted in materials inviting stakeholders to the stakeholder walking meeting, they were printed on a poster to spur conversation at the public open house, and they formed the basis of an online questionnaire that members of the public were invited to complete.

The goal in developing these questions, and for the conversations conducted for the outreach process generally, was to invite the public to articulate their vision for downtown as a place, and to create an understanding for how parking functions as a powerful tool in shaping the place.

Stakeholder walking meeting

A stakeholder walking meeting was conducted on Thursday April 6, 2023, to begin discussions with key stakeholders and to help shape forthcoming data collection initiatives. The meeting included stakeholders from three organizations that served as project partners: Downtown Newberg Coalition, Taste Newberg, and Chehalem Valley Chamber of Commerce.

The discussion questions described above were circulated on the meeting agenda and used as a jumping off point for discussions. The general consensus of attendees is that the parking supply in downtown Newberg is generally adequate to accommodate the day-to-day demand patterns; however problems can arise during special events and around at other times when there is a high-impact occurrence. Issues discussed included a lack of parking enforcement; the difficulties of crossing Hancock and First Streets, particularly for the elderly or families with young children; a lack of lighting at the 2nd Street Lot and the closed breezeway to 1st Street; and issues with wayfinding and public communication regarding parking assets.

The meeting was attended by eleven people in total; a sign-in sheet is included in the appendix. This engagement had a significant impact on the study: Based upon the feedback that many challenges arise during special events, the decision was made to collect data on an event Saturday—in this case, the Camellia Festival on April 15, 2023—rather than during a typical Saturday as initially planned.

Public open house

As the second point of contact, a public open house was held on Tuesday May 9, 2023, from 6:00 to 8:00 pm. The goal of the open house was to share the initial results of the parking study to as wide an audience as possible, so that users of the parking system could add context and discuss potential solutions with the project team.

The event was advertised to the email lists of the project partners identified above, and publicized on the City’s website and event calendar. A postcard was created to advertise the event in both electronic and printed form, and is shown in Figure 4.

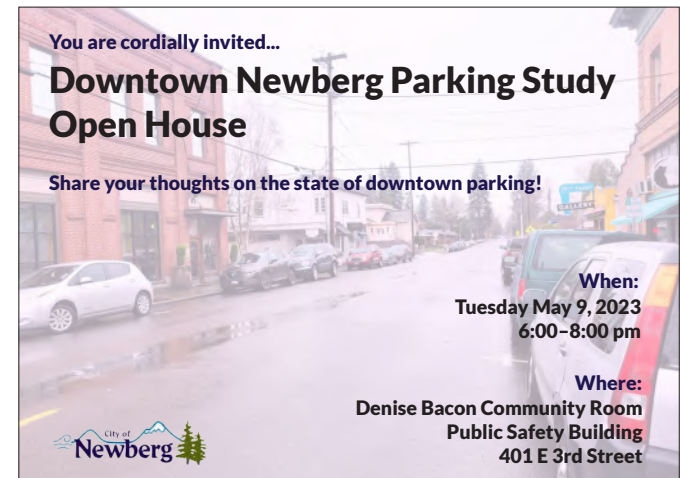


Figure 4: Postcard created to publicize the public open house



There were a total of eleven attendees at the open house; a partial list from the sign-in sheet is provided in the appendix. To spur discussion, four posters were created and displayed summarizing findings from the utilization study and potential management strategies; these are shown in Figure 6.

Continuing the theme from the stakeholder walking meeting, the majority of issues described at the open house were related to the special events that take place throughout Newberg over the course of the year. Attendees collaborated to create a detailed calendar of events; as shown in the recommendations. Other problems noted were also similar in flavor to those discussed at the earlier walking meetings, including a lack of enforcement, difficult crossings along the 1st Street/Hancock Street Couplet, and the closure of the breezeway connecting the 2nd Street Lot to First Street. Several pieces of written feedback were also received at the open house, including one in the form of an illustration (Figure 5)!

Questionnaire

The discussion questions identified above formed the basis of a questionnaire that was printed for the open house and available electronically for one week beginning with the open house. The City publicized the questionnaire through its website and social media channels; the ads are shown in the appendix. A total of 21 responses were received. Most respondents gave thoughtful and detailed feedback related to issues and potential solutions.

The complete set of responses received are provided in the appendix to this report. They range in flavor from describing no problems whatsoever to describing significant difficulties finding parking, but most issues described were related to special events or to the busiest part of downtown along 1st Street and to the immediate south. By and large, the issues described are consistent with the study findings detailed in the following section, and the recommendations given within this plan are as responsive as practicable to the feedback received.

Based upon the input received at the open house, the project team took advantage of an opportunity to collect an additional round of data following other on-site engagement work during the Newberg Wednesday Market, with the goal of further understanding the geographical impacts of special events.

Post-draft engagement

As part of ongoing engagement with stakeholders, the project team is creating public-facing materials to describe the results of this study and the herein. These include a video and a brief brochure summarizing the study and its recommendations, and a slide deck in PowerPoint that can serve as a foundation for a presentation by City staff. Additionally, the geographic data and maps featured throughout this report have been shared with the City's GIS team to create additional maps as needed. The goal is to ensure that the City has resources for continued engagement with the public and decision makers to lead to ultimate successful adoption of this plan.



Figure 5: Illustration received as part engagement efforts



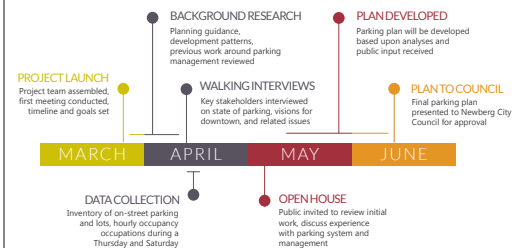
Project Objectives

- Identify and quantify both public and private parking resources within the study area
- Analyze and understand current usage of parking resources and compare to 2016 analysis to learn how parking usage is changing
- Analyze and understand seasonal variation in parking usage
- Deliver comprehensive set of recommendations to address issues and opportunities

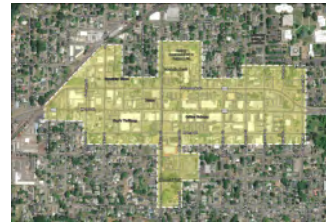
Tonight's Goal

- Learn about parking issues as experienced by residents, visitors, and employees

Project Timeline:



Study Area



Parking Management Goals

- Create "right-sized" parking solutions
 - Too little parking: Traffic congestion from cruising, potential safety impacts, potential lost business & economic impacts
 - Too much parking: Walkability and sense of place impacted, public money wasted
- Create regulations and policies consistent with goals for growth, economic development, livability
- Ideal: 1-2 spaces free within a block or so of any potential destination



Parking Management Tools & Examples

Wayfinding
Wayfinding aims to help people easily find parking when arriving by car, and navigate to and from their parking space while on foot. It is thus crucial to consider both driving and walking perspectives.

Parking lot signage & branding
Branding and signage help people identify public lots, providing guidance and affirmation on where to park. Ideally, these efforts are integrated with websites, visitors centers, and other public-facing resources.

Enforcement
Enforcement of time limits, regulations, "customer parking only," etc., tends to be politically popular, but it is costly and can be difficult to accomplish effectively in many settings. In tourist settings, there are sometimes concerns of leaving visitors with negative impression.

Shared Parking / Event Parking
Shared parking agreements can allow for underutilized private parking lots to absorb excess demand. This can be particularly useful during special events, where intense impacts are felt upon a small area for a short period of time.

Metered parking
Metered parking is a powerful and effective tool to manage significant demand while also creating a source of revenue. It typically is used to address issues that have outgrown other interventions.

Permit programs
Permit programs aim to encourage certain types of parking demand within certain facilities. Common examples include residential or employee parking. Other demand can be precluded entirely, time limited, or even paid.

New Supply
Additional supply tends to be a relatively popular intervention, as it is a direct way to satisfy additional demand. But here is typically significant expense associated along with walkability and livability concerns.

Striping and Lighting
Striping stalls can improve efficiency by providing guidance and affirmation. It's relatively uncontentious and inexpensive but does require regular maintenance/refreshing. Sometimes residents oppose striping adjacent to their properties as it's seen to encourage parking. Similarly, street lighting can activate underutilized parking by making parking areas feel safe, welcoming, and connected during evenings or winter months.

Inventory & Resources

Legend

- On-street parking
- Public lots/ lots of interest
- Public Safety Bldg (You are here!)

Key Questions:

What is your experience with the current state of parking downtown?

Identify the location and time of current parking challenges.

What are your suggestions for addressing parking challenges? What has been tried in the past?

What role should downtown play in the future of Newberg?

What types of land uses should be encouraged in downtown Newberg?

Preliminary Analysis

Parking Occupancy
Downtown Study Area

Thursday 4/13 Peak (3pm)

Saturday 4/15 Peak (1pm)
Event: Camellia Festival & Run/Walk

Questions:

How does parking vary seasonally in downtown Newberg? What would be different if we observed parking utilization in July?

What are the key events that impact parking demand?

Figure 6: Posters used to spur engagement during public open house

3. Parking Utilization Study



Data collection, occupancy maps, and demand patterns

To supplement the findings and perceptions from the outreach phases with quantitative data, parking occupancy data were collected over the course of two study days:

- Data were collected on **Thursday, April 13, 2023 from 10am to 8pm** to observe demand over the course of a typical weekday. All public lots and on-street stalls and a sample of private lots were surveyed once per hour to garner insights about how demand varies geographically and temporally under typical operating conditions.
- Data were collected on **Saturday, April 15, 2023 from 9am to 7pm** to observe demand over the course of a weekend day featuring a large event: **The 2023 Camellia Festival**, with an estimated 5,000 attendees, is one of Newberg’s largest annual events. The study area was again surveyed once per hour to learn about demand patterns during an event and weekend day.

An additional survey of the study area was conducted during the presumed peak hour of the **Newberg Wednesday Market at 6pm on Wednesday May 10, 2023**, based upon feedback received indicating that events were especially impactful to parking conditions.

The percentage of stalls observed to be occupied over the course of the two 2023 study days is shown in Figure 7, along with corresponding data available for a weekday from the 2016 study.

Maps showing the geographical distribution of demand observed during the peak hour for the Thursday study day (3pm), the peak hour for the Saturday/Camellia Festival Study day (1pm), and the Wednesday Market observation period are shown in Figures 8, 9, and 10, respectively. Within these figures, lighter and less saturated

colors represent block faces and parking lots with lower demand and more available parking, while deeper and more saturated colors represent block faces and parking lots with high demand and thus little to no available parking. A common rule of thumb in parking management is that demand levels of 85% or more are considered "functionally full;" these are shown as fully saturated on the maps.

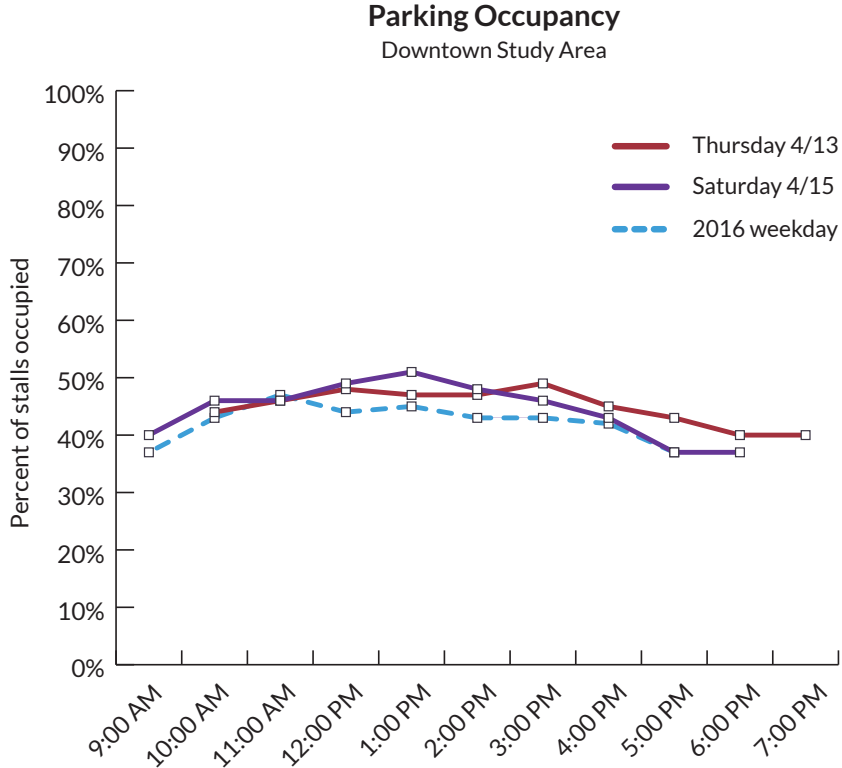


Figure 7: Percentage of public stalls occupied by hour within study area

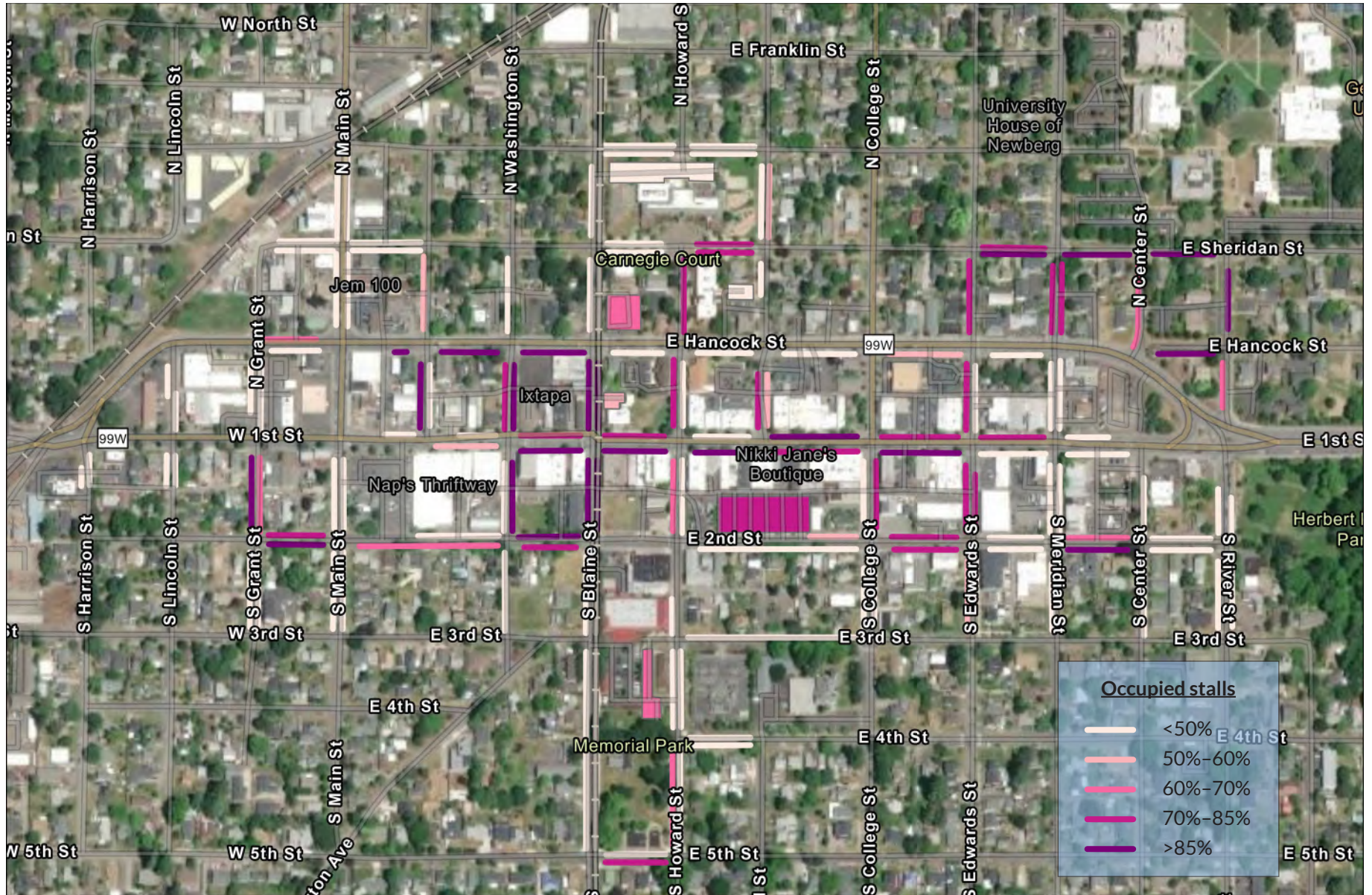


Figure 8: Parking occupancy at the 3:00pm peak hour on Thursday April 13, 2023

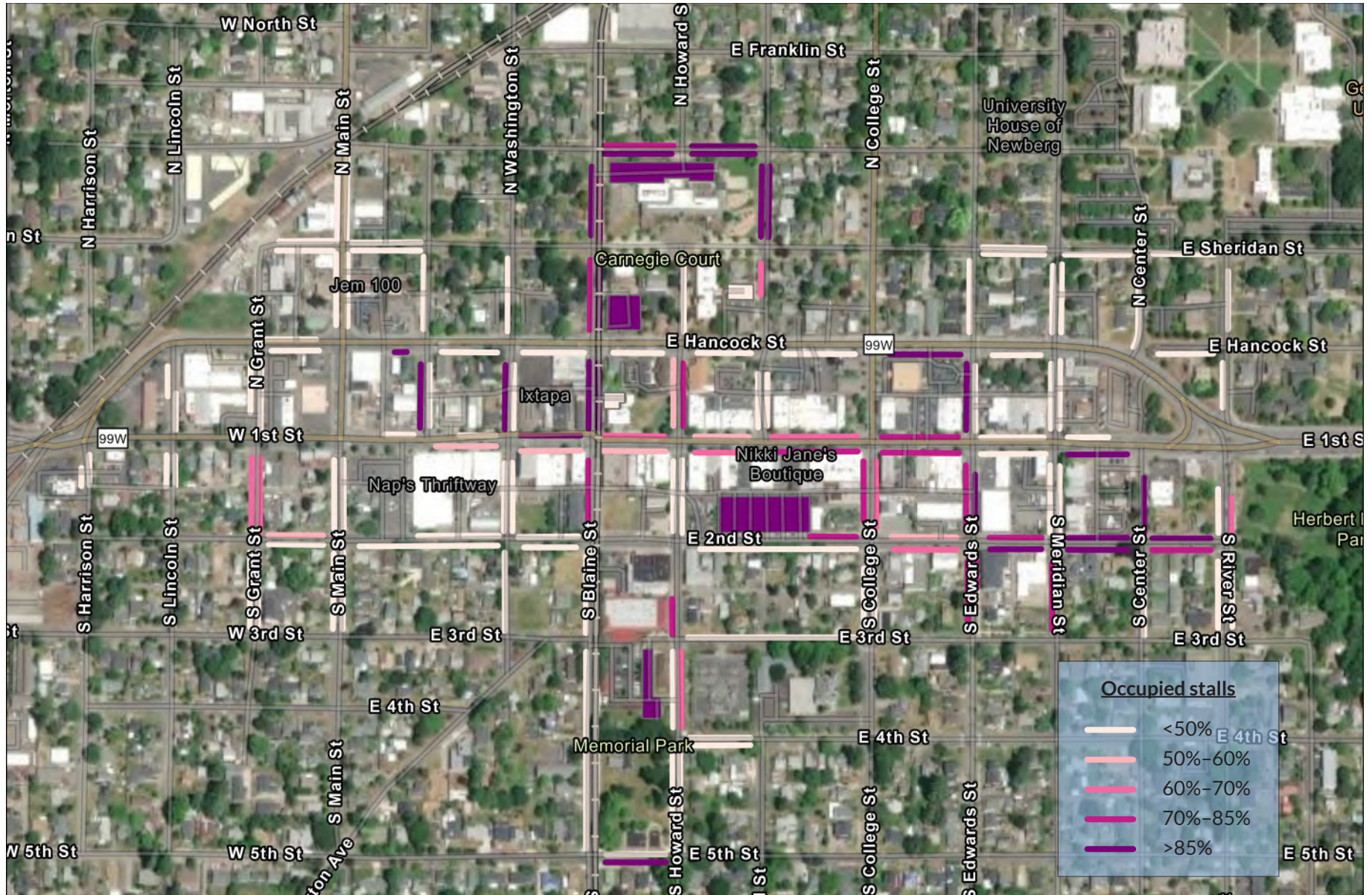


Figure 9: Parking occupancy at the 1:00pm peak hour during the Camellia Festival on Saturday April 15, 2023,

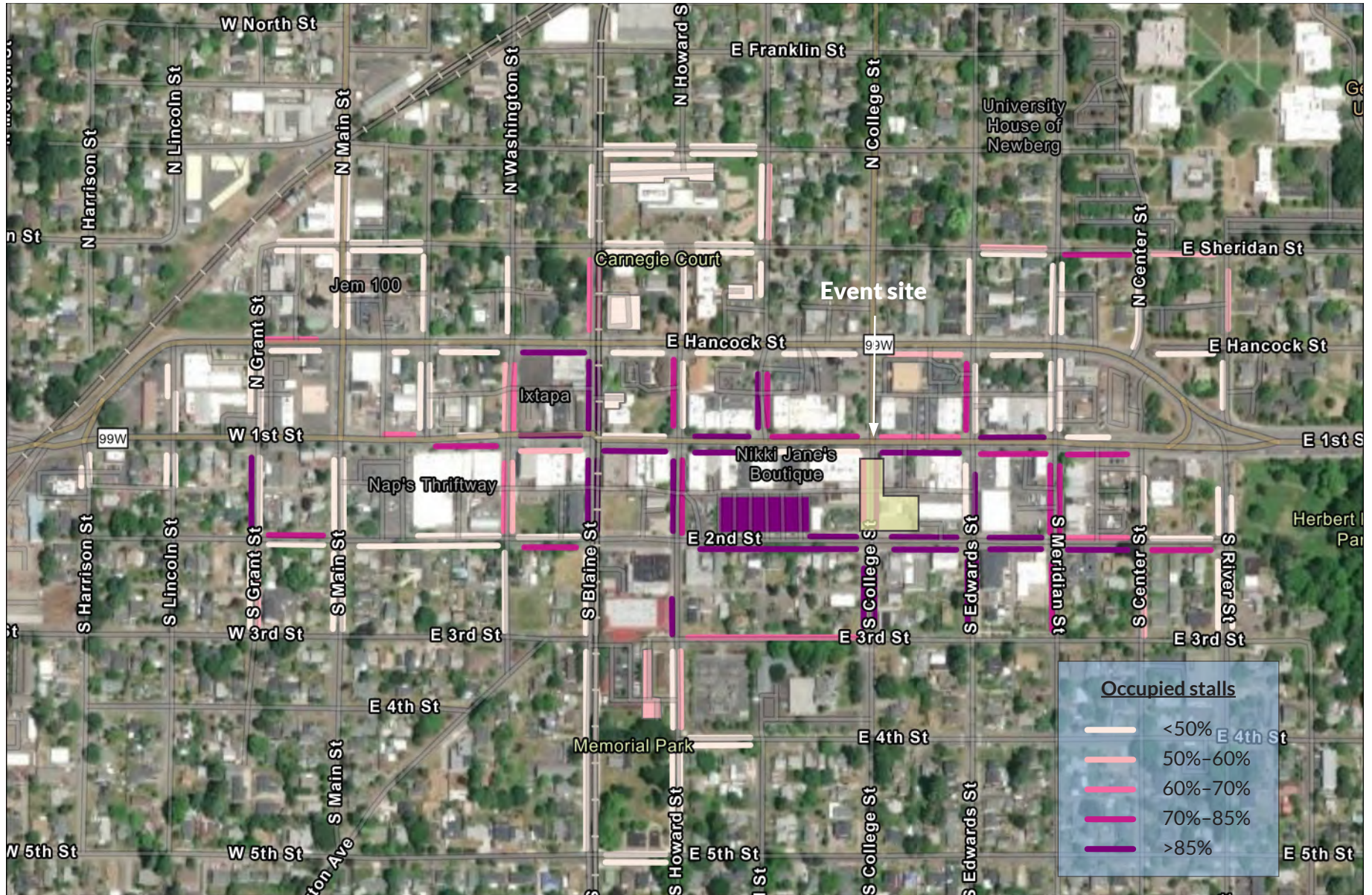


Figure 10: Parking occupancy at the 6:00pm hour during the Wednesday Market on Wednesday May 10, 2023

Downtown core

Based upon the feedback received over the course of the outreach process and an initial examination of high-level demand patterns, a centrally located area within downtown was identified as having the highest-demand street parking. This area consists of the segment of 1st Street between Washington and Edwards Street, and the adjacent block faces of Washington, Blaine, Howard, School, College, and Edwards Streets between 2nd and Hancock Streets. Demand patterns for this central area are shown in Figure 11.

Parking lots

Four public or publicly available lots represent significant resources within the parking system, providing parking areas within or near some of the busiest areas of downtown. Demand patterns within the lots over the course of the two study days are shown in Figure 12.

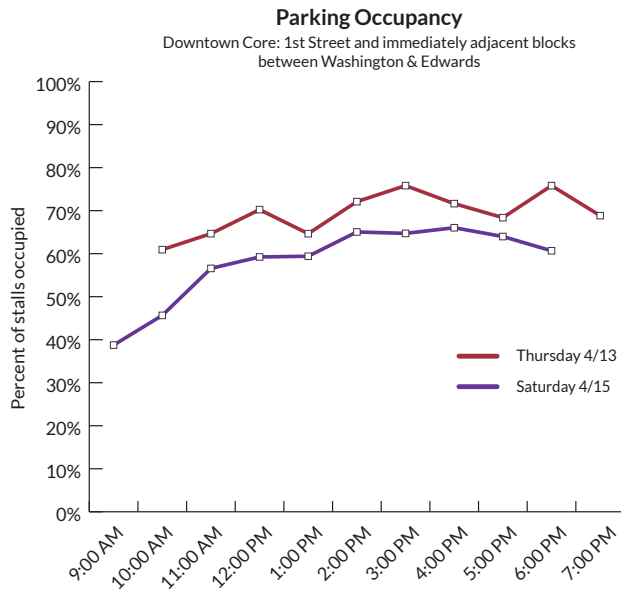


Figure 11: Parking occupancy within the downtown core

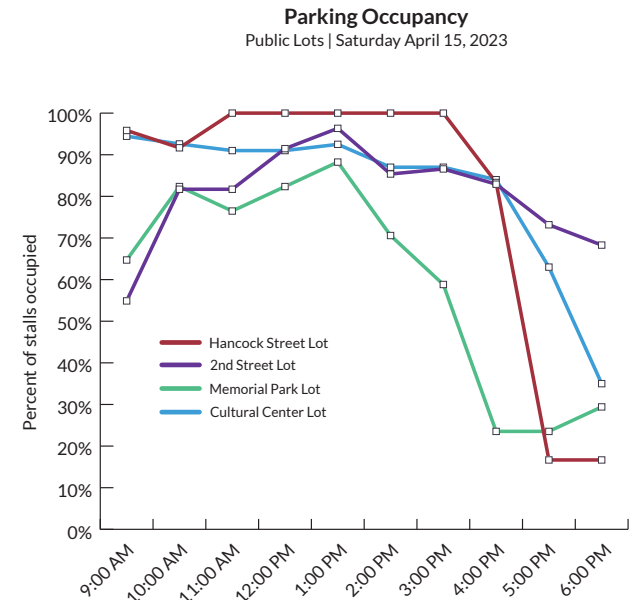
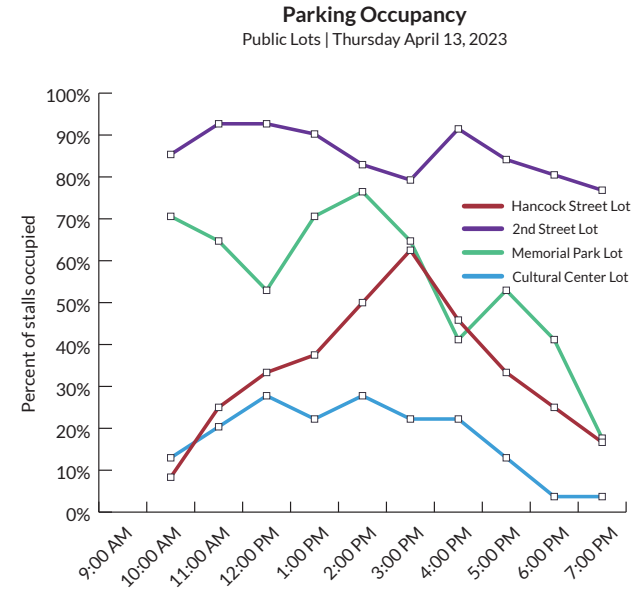


Figure 12: Parking occupancy within publicly available lots



Key observations

Overall

- In aggregate, there is ample parking within the study area to handle all observed demand. Even during the busier events, demand for public parking within the study area was never observed to exceed 51% of available stalls. However some areas of the study were observed to be consistently busy, while other areas were observed to be busy during events and quiet otherwise.
- A common rule of thumb in parking management is that demand levels above ~85% are potentially indicative of problems, as research has shown that detrimental impacts to the overall system begin to occur at this level. These demand levels are thus shown as fully saturated on the maps. However, because there is typically parking available within a block or two of any downtown location, the potential detrimental effects of full parking that may happen when several blocks in a row are full (i.e. spending too long to search, frustration, congestion, possible non-return to the area), are less likely to occur here. Nonetheless, moving some of this demand to less-used areas is advised. These considerations are discussed at length in the following sections.
- Generally, the busiest part of the study area was observed to be along the central part of 1st Street and the immediately adjacent blocks, corresponding to the densest parts of downtown Newberg. Lots and on-street facilities within this area were frequently observed to be in high demand throughout the study period, with demand rates in the range of 60% to 80%

throughout the study period. This indicates that even within the busiest parts of downtown there is typically parking available within the downtown core, however at peak times parking may begin to become scarce here. As the city redevelops and grows, this parking may become further strained.

- Outside the core area, there was ample available parking available on street or within publicly available lots. Often this parking is within a reasonable one- to three-minute walk of key destinations within the core, although at times parking can be hard to identify or locate from normal/signed circulation routes.

Thursday study day

- The Thursday study period was chosen to understand operating conditions on a "typical" weekday. Parking patterns largely varied as expected with the built environment. The downtown core identified above was consistently the busiest area throughout the study day, with occupancies within this area peaking at about 75%. Occupancies were typically much lower outside the downtown core, and in aggregate 50% of parking or less was occupied throughout the study day.
- The 2nd Street Lot was observed to have high demand for much of the study day, peaking at about 92% of capacity for several hours. However at the overall system peak (3pm) it did have some remaining capacity. This likely suggests that the lot is being used by both employees for longer-term stays as well as visitors/patrons for shorter stays.



- On-street parking areas located within the northeast part of the study area were observed to be in fairly high demand over the course of the study day, likely indicative of demand from George Fox University.

Saturday event study day

- The impact of the Camellia Festival was immediately apparent from the geographic distribution of parking during the event. The Cultural Center and Hancock Street parking lots were observed to be in high demand throughout the event. On-street parking north of Hancock Street within the study area was also observed to be in high demand, including residential parking near the Cultural Center.
- Interestingly, demand for on-street parking along the south side of Hancock Street was fairly low even during the peak of the event. This suggests a that an important dynamic that was discussed during project outreach is in play: Visitors are reluctant to cross the state highways and so search for parking on the same side of Hancock or 1st Street as their destination. This magnifies the local impact of special events.
- Accordingly, parking within the downtown core was observed to operate largely independently of event demand, with fairly similar demand patterns to those observed on Thursday. Overall demand was observed to be fairly steady between 50% to 60% throughout the study day, with consistent demand throughout the afternoon.
- The parking lots north of Hancock—the Hancock Street Lot and the Cultural Center Lot—were observed to be functionally full throughout the study day before emptying out rapidly in the late

afternoon, clearly due to the influence of the event. However the lots south of 1st Street—the 2nd Street Lot and Memorial Park Lot—were observed to operate nearly identically to the Thursday study day. This is further evidence of the impact of the highway couplet in localizing parking demand, and shows that the areas near the Cultural Center and the downtown core operate largely independently of one another despite their close proximity.

- There was significantly less demand observed within the northeast corner of the study area during the Saturday study day. This provides further evidence that George Fox University is the main driver of demand there.

Wednesday Market

- As expected, demand around Wednesday Market was concentrated along the south side of 1st Street. On-street parking within a block or two of the market, was observed to be functionally full or nearly so. The 2nd Street Lot was observed to be operating at or above capacity, with more vehicles observed to be circulating within the lot than stalls available.
- Demand for on-street parking near the market was observed along 2nd Street, and the rest of downtown core was accordingly busy. However demand was somewhat lower along the north side of 1st than the south side, and demand for stalls along Hancock Street was light. This is again indicative of the influence of the highway couplet in locating demand, with most or all Wednesday Market traffic searching for parking on the south side of 1st Street. Some impacts to the residential neighborhood near the market are noted. It is noted that there was ample nearby parking available on-street near Memorial Park and within the Memorial Park Lot.



Seasonal variation in parking demand

To understand how parking demand patterns may change over the course of the year, the project team analyzed available data on visitation to the City of Newberg to gain insights into the number of people traveling into Newberg, and where they're coming from.

By far the most robust dataset on this topic is managed by Taste Newberg, and the project team gratefully acknowledges their contribution. The visitation data analyzed are summarized in Figure 13. These data include estimates of the total number of monthly visitors to downtown Newberg and their origins, with visitor origins chosen to represent local traffic (<20 miles from downtown), regional visitors (20–50 miles from downtown), and distant visitors (>50 miles from downtown) based upon address data of visitors.

The data show that local traffic is the primary driver of visitation over the year. The number of monthly visitors ranges from just above 200,000 to just under 300,000, with fairly consistent visitation from April through October with the exception of May. It is possible that the decline in May is either anomalous, indicative of a lull in activities related to George Fox University's calendar, or both.

In aggregate, April is the second busiest month of the year after August, perhaps due partially to the impact of the Camellia festival. On balance, the visitation data suggests that parking is not significantly more crowded during the summertime than observed in April, though it is likely that parking may be more concentrated within the downtown core during the summertime periods.

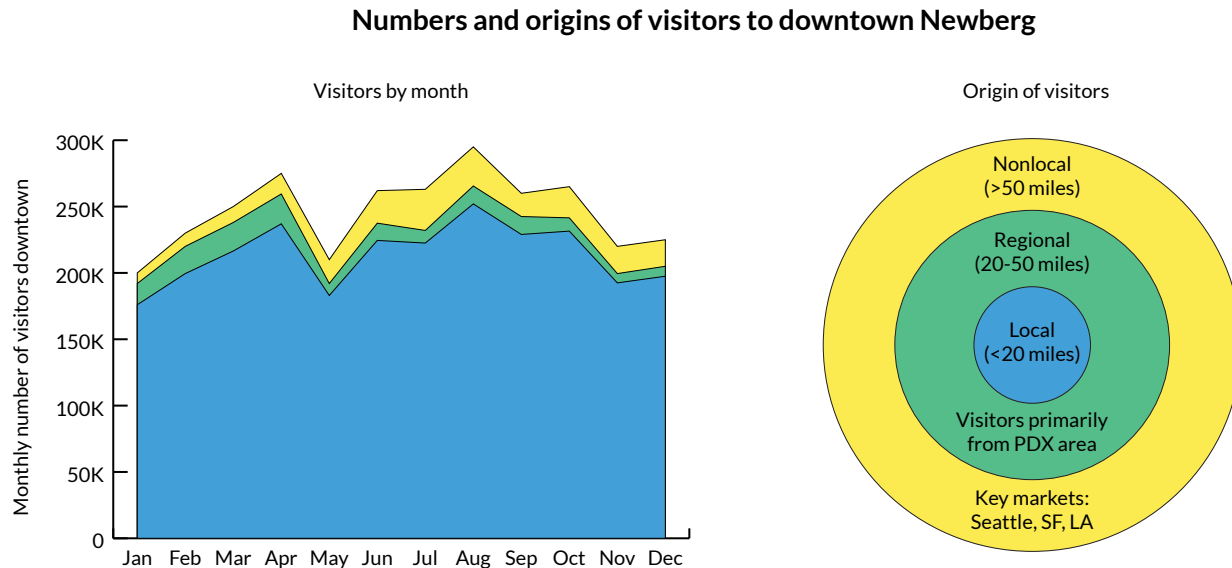


Figure 13: Numbers and origins of monthly visitors to downtown Newberg



4. Findings & Recommendations



Overview

Generally, the results of the analysis and outreach process paint a picture of a parking system that has sufficient supply to meet demand loads typically seen in the downtown study area. However, a number of problems and inefficiencies were identified related to certain places within downtown and certain times, particularly during special events.

While there is typically parking available within a block or two of most key downtown destinations, some parking within the most central areas—particularly on-street parking along First Street and immediately adjacent streets—is heavily utilized for much of the day. It is suspected that some of this demand is due to people parking long-term despite two-hour limitations. Additionally, outreach for the project indicated that many people feel uncomfortable or unsafe crossing First and Hancock Streets in many locations, and this compels them to seek parking on the same side of these

streets as their destinations. This effect also manifests clearly in the parking utilization data, and leads to an inefficient use of resources, particularly during event days.

This parking study and management plan aims to address these issues and the myriad of others identified through a set of holistic solutions that centers the importance of downtown Newberg and contributes to retaining and enhancing its sense of place. A key element of the philosophy employed in assembling this plan—and results of the outreach show that this is widely shared by Newberg residents—is that parking should be viewed as a tool to support a thriving, interesting, and successful downtown rather than as an end goal itself. This vision is evident throughout the plan.

The recommendations are summarized in Figure 14 and described in detail below.

Recommendations

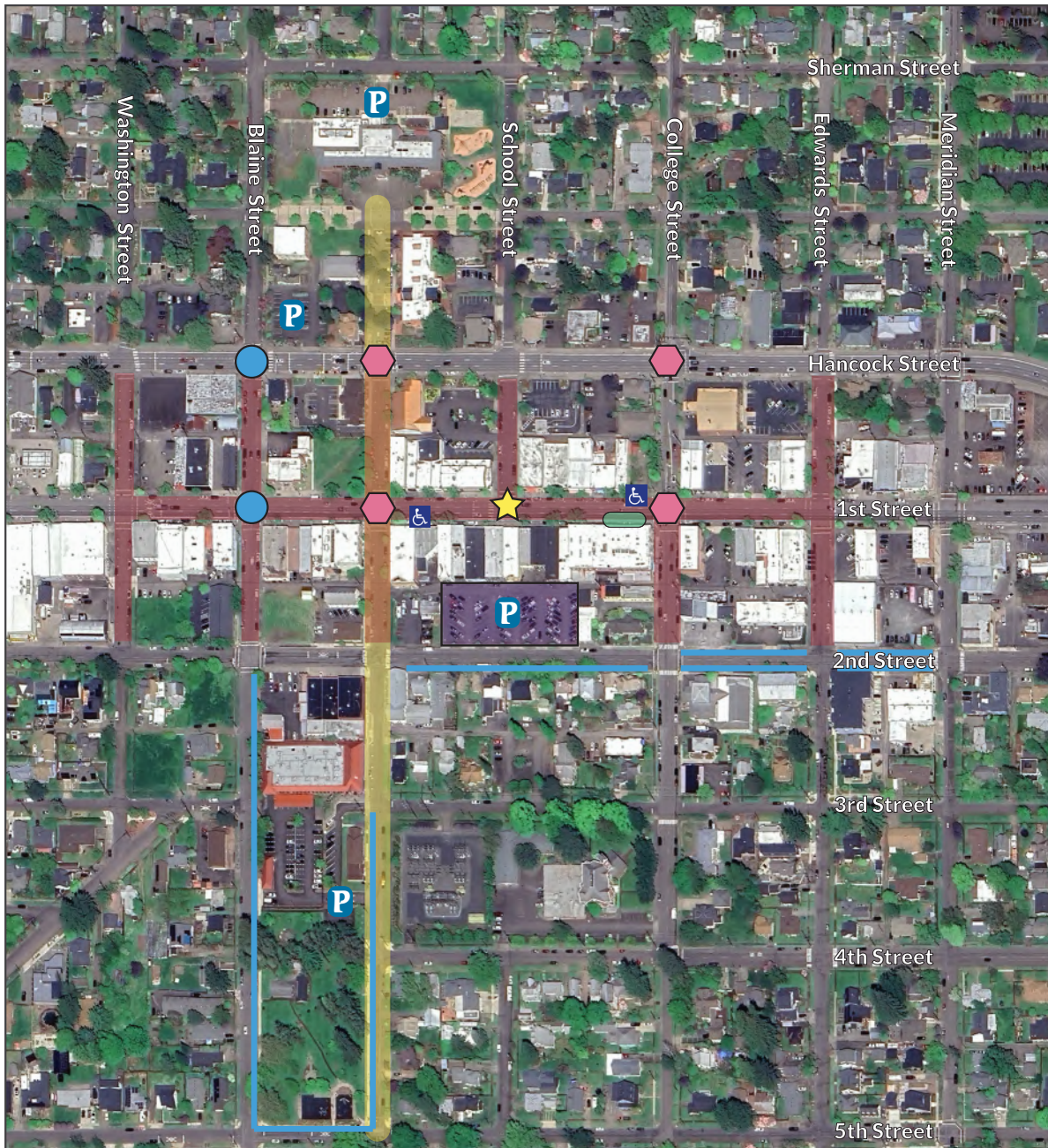
1. Define and implement a consistent brand and naming scheme for public parking resources.

At present, the City-owned public lots within Newberg are signed inconsistently, and the parking lot north of the Chehalem Cultural Center is not signed as a public resource. Visitors and potentially even locals therefore may not identify these as legal parking opportunities. The City should install signage that clearly labels these lots as publicly available parking, and to the extent possible



helps visitors remember where they parked so they can easily find their vehicles at the end of their stays.

Grants Pass, Oregon, provides a best-practice example here. Lots are each named based on a theme—local animals in this case, e.g., Duck Lot, Owl Lot, Beaver Lot—and each lot has an accompanying piece of art or signage. The public lots are clearly and consistently signed with a sign style that incorporates the city’s logo and is










Newberg Parking Management Plan Recommendations Map

- P** Key public lots: Name and brand clearly, install wayfinding to help visitors find. (Recs. #1,3)
-  Add striping to targeted on-street parking to increase recognition, efficiency. (Rec. #2)
-  Install 1-2 additional centrally located ADA stalls. (Rec. #4)

Work with ODOT to improve walking environment along 1st/Hancock. (Rec. #5)

-  Upgrade crossing with flashing beacon, curb extensions. (Rec. 5A)
-  Optimize signal timing for peds, improve crosswalks. (Rec. 5B)
-  Explore potential crossing improvements. (Rec. 5C)
-  Install bike corral. (Rec. 5E)

Civic Corridor: Implement placemaking recommendations from previous studies. (Rec. #6)

-  2nd Street Lot: Add lighting, open breezeway to 1st, consider restriping for greater efficiency. Designate employee/resident stalls. (Recs. #7,8)

Downtown core: Enforce time limits, consider meters. (Rec. #9)

- Not pictured:** Monitor usage during different events, seasons. (Rec. #10)
- Consider fee-in-lieu program. (Rec. #11)

Figure 14: Map summarizing recommendations from Downtown Newberg Parking Study and Management Plan





Figure 15: Signage and accompanying art/murals from Grants Pass, Oregon provide a best practice for parking lot branding

consistent with its other branding. Some examples of the signage from Grants Pass are shown in Figure 15.

This sort of branding and signage can be an excellent way to encourage utilization of parking lots, helping in two ways:

1. It provides affirmation for visitors and others who may not be familiar with local regulations that the parking is indeed legal and publicly available; and
2. For those who may be unfamiliar with the area, it provides a landmark that helps them to navigate and easily locate their vehicle at the end of their stay.

For Newberg, parking signage could potentially build upon the City’s existing branding elements. The City’s logo incorporates a unique and recognizable font—Cipollini Bold—along with distinctive blue hues. These can be combined to form a simple but effective brand for the City’s parking. Potential sign concepts utilizing this branding are shown in Figure 16.



Figure 16: Potential concepts for branded signage utilizing font and blue colors from Newberg’s logo



On a similar note, the parking lots should be formally named, with signage installed to carry forth this branding scheme. For simplicity, it is recommended that the City carry forward the naming convention used within this report and formally “name” the key public facilities intuitively based on their location, i.e., 1st Street Lot, Hancock Street Lot, Cultural Center Lot and Memorial Park Lot. The naming of the stalls should be consistent on all City publications and visitor-facing materials, including those produced by partners where feasible. The parking lots should be signed with their formal names.

The City could potentially extend this branding and signage to underutilized street parking like stalls adjacent to the Cultural Center or Memorial Park absent events, to help activate these stalls in tandem with the other measures described.

2. Add striping to targeted on-street parking to help visitors find and identify these stalls, increasing their utility.

There are several block faces within the study area that allow for parallel parking, some of which accommodate reasonably heavy demand, where parking is unstriped. It is recommended that the City install striping on these segments. This will allow visitors to more easily find and identify legal and desirable stalls, and improve the efficiency of the system.

The recommended block faces for installing striping are:

- Block faces along 2nd Street between Washington and Edwards Street, as these generally front commercial properties and see reasonably high parking demand which could be accommodated more efficiently.

- Block faces along the Howard, Blaine, and 5th Street fronting the Public Safety Building and Memorial Park. These block faces represent a large stock of available parking a short distance from many key destinations. Under existing conditions they are underutilized and could be activated via striping along with other recommendations herein.

3. Install wayfinding and produce visitor-facing content to guide visitors to parking resources and encourage circulation patterns to further help activate these stalls.

While there is some wayfinding in place currently, the signs tend to be fairly small and difficult to spot, especially for drivers entering downtown on the highway couplet. Some examples of the City's existing signage are shown in Figure 17.



Figure 17: Examples of Newberg's current wayfinding and parking lot signage



Guiding visitors to and from parking assets within downtown should be a primary consideration for the City's wayfinding efforts, and as budget allows, it is recommended additional signage be installed to this end. As detailed below, it is recommended that the City work with ODOT to replace and expand existing wayfinding signage along the highway couplet. In addition to provided signage, wayfinding can be incorporated into public facing maps and visitor guides, and in tandem with branding efforts recommended above, can be a powerful tool to help downtown's visitors navigate to parking both in their cars and on foot.

Wayfinding efforts should consider the differing needs of drivers and other users and be designed accordingly. To wit:

- **Drivers**, ideally, would access parking as directly as possible from the highway couplet while spending as little time as possible on busier pedestrian-oriented streets like Howard Street or College Street. Driver-targeted wayfinding should be designed to this end. As detailed below, The City should work with ODOT to improve and expand signage facing drivers as they enter and traverse downtown.
- For **pedestrians**, wayfinding should again focus on helping people find and identify lots, but should reinforce the walkability of downtown and generally try to encourage people to park once and walk to other destinations. An good example of a pedestrian-focused wayfinding sign from Forest Grove, Oregon is pictured in Figure 18. Note that the sign labels public parking lots relative to its own location, and includes a color coded list of destinations.

The City should consider installing similar types of signage in downtown, ideally near parking lots and other key intersections. Additional information on these signs could include walking times to various parking lots and destinations. These could

be supported with other smaller signs or pavement markings indicating directions and walking times to lots and destinations.

- The City should also consider wayfinding for **bicyclists**, helping guide them between bike lanes, bike parking, and destinations. As described below, there are good cycling conditions in Newberg and initial discussions with ODOT resulted in a recommendation to add bike parking to 1st Street. This can help alleviate pressure on the City's auto parking resources.

To the extent possible, the wayfinding system should incorporate the branding recommended above.

4. Install additional ADA stalls within the downtown core.

While there is ADA-compliant parking within the public parking lots, this parking is fairly distant from many key destinations,



Figure 18: Example of well-branded pedestrian wayfinding from Forest Grove



especially the core commercial area on and near 1st Street. Multiple participants in the feedback process express concerns about finding well-located ADA parking downtown. As a simple and low-cost way to improve accessibility, the City should install one to two additional ADA stalls within the downtown core. Ideally, one stall would be located adjacent or near the intersection of 1st/College and the other adjacent or near the intersection of 1st/Howard. The two stalls should be located on opposite sides of 1st Street. This configuration will greatly improve the number of destinations that can be accessed within a short distance of ADA parking.

5. Work with ODOT to improve pedestrian environment and crossings along First Street and Hancock Street. Consider parking and walking impacts in redesign of these streets.

A consistent theme that arose during the outreach regarding the state of downtown generally was the difficulty of crossing the key east-west streets through downtown, First Street and Hancock Street. Senior citizens and families traveling with children in particular described significant difficulties in crossing the streets given their width, travel speeds, and the relative paucity of high-quality crossings. The results of the analysis highlight the concern, as parking demand was observed to concentrate on the same sides of these streets as key demand generators, particularly during the observed events.

A key challenge in addressing safety and livability considerations along the road is that it is under the jurisdiction of the Oregon Department of Transportation (ODOT) rather than the City. The project team has begun initial outreach with ODOT representatives to discuss the possibilities and challenges inherent in improving the walking environment along and across the couplet. Based upon

these conversations, the following improvements are recommended in the near- to mid-term.

5.A. Improve crossing First Avenue/School Street

The crossing of First Street at School Street is located centrally within the one of the busiest commercial areas of downtown Newberg. This crossing can be useful for accessing street and off-street parking resources nearby and for pedestrian circulation generally. The City and ODOT should work together to upgrade this crossing, potentially with a rectangular rapid-flashing beacon, as well as adding a curb extension to the north side of the crosswalk. The striping marking the crosswalk and pavement underneath should be refreshed to eliminate walking/tripping hazards and maximize visibility and accessibility.

5.B. Optimize signal timing for pedestrians and improve crossings generally at First/Howard, Hancock/Howard, First/College, and Hancock/College

The crossings at First/Howard, Hancock/Howard, and First/College are signalized and currently see the most demand for pedestrians within downtown given their proximity to destinations and parking. The crossing of Hancock/College is a bit less busy as it lies farther from the busiest core, but the same dynamics are in place. Despite the signals in place at these intersections, the crossings can be intimidating or entail delay due to volumes on the First/Hancock couplet. The City should work with ODOT to optimize signal timing for pedestrians at these crossings, reducing delays and increasing conflict-free opportunities to cross.

The intersections of First/Howard and Hancock/Howard may be ideal to consider a “pedestrian scramble,” where all automotive traffic on both streets is served a red indication and all pedestrian



movements (including diagonal movements) are served a “walk.” This can serve as a placemaking component of establishing a “cultural corridor” as described below in addition to upgrading the walking environment.

Similarly, a leading pedestrian interval (LPI), where pedestrians are served a “walk” signal for several seconds before adjacent automotive traffic is shown a green indication, may represent an effective upgrade of the crossings at First/College and Hancock/College. The segment of College Street between the couplet is striped and heavily utilized for north-south circulation and thus there are many turns onto and off of the couplet at these intersections. Implementing an LPI at these intersections can reduce conflicts with turning vehicles and increase the safety and comfort of these crossings.

For all four intersections above, right turn on red prohibitions should be implemented along with the improved signal timing to secure the exclusivity of the pedestrian phases. Additionally, in recent years ODOT has increasingly used more substantial International striping at signalized crossings versus the more scant Standard striping; it is recommended that International striping be implemented at these signals to maximize visibility and clearly communicate to drivers to expect pedestrian crossings here. These crosswalk striping schemes are illustrated in Figure 19.

5.C. Explore potential improvements at crossings of First/Blaine and Hancock/Blaine

The intersections of First/Blaine and Hancock/Blaine are again important in connecting destinations and parking on the north and south sides of the couplets and to the potential Cultural Corridor described below. However these intersections are not signalized and the crosswalk markings are inconsistent and in poor condition.

The crosswalk markings here should be refreshed and consistent, preferably with the more substantial International striping. While signals at these intersections are possible in the long-term, there may be potential in the shorter term to improve these crossings with a beacon or similar infrastructure, perhaps utilizing the existing structures or electricity supporting the rail crossing.

5.D. Add curb extensions where not currently in place to reduce crossing distances and improve pedestrian experience generally

Aside from the intersections of First/Howard and First/Hancock, all intersections described above as well as others along the couplet could be improved with additional curb extensions to reduce crossing distances and improve visibility of pedestrians entering crosswalks. Curb extensions should be added to these intersections where presently absent. It is noted that curb extensions can be added quickly and cheaply in the short-term utilizing paint and

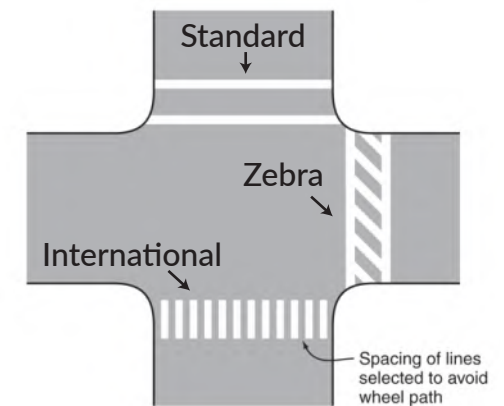


Figure 19: Crosswalk striping examples (image: MUTCD)

plastic bollards. This strategy has been successfully implemented in Portland and elsewhere on a temporary basis while waiting for an opportunity to add permanent curb extensions.

5.E. Add a bike corral to First Street

The First Street/Hancock Street couplet features an east/west couplet of bike lanes, and the side streets in Newberg tend to be low-volume and comfortable for all abilities cycling. The pressures on the automotive parking system could be reduced by reconfiguring a stall or two as a bike corral, allowing for the parking of as many as ten bicycles per automotive stall converted. The south side of First Street between College and Howard Streets represents the optimal location due to its accessibility via existing bike infrastructure and its proximity to important destinations. Adding a corral to the immediate west of the intersection with College could also help improve this crossing by “daylighting” the crosswalk. A corral to the immediate west of the intersection of First/Howard or the north side of First Street to the immediate west of School Street would also improve the crossings via daylighting, although these locations may attract less demand than First/College.

5.F. Wayfinding signage

The City currently has small signs guiding visitors to parking in several locations along the couplet. As described above, it is recommended that the City improve the consistency and clarity of these signs. The City should work with ODOT to replace the existing “public parking” signs with newer and larger signs, and implement wayfinding to encourage circulation further west (e.g., along Blaine) rather than College for those looking for a place to park. Pedestrian wayfinding should be implemented as well, as described above.

5.G. Consider parking and walking impacts in the eventual redesign of First/Hancock

In coordination with the ongoing development of the Newberg-Dundee bypass, there will be an opportunity to redesign First and Hancock Streets to accommodate the new traffic and circulation patterns that emerge. The City should seek to balance the needs of the walking and parking systems as plans for the redesign begin. Reducing Hancock Street to two travel lanes and adding a parking protected bike lane on the north side represents a potential win/win by adding parking supply while improving the cycling and walking environments on the street. Similarly, reducing First Street to two lanes and adding diagonal parking to the south side of the street would increase parking supply along in the highest-demand areas while improving the safety and walkability of this street.

6. Continue creation of a Civic Corridor along Howard Street and integrate with plans for Ewing Young Trail to further improve connectivity and connect parking resources at the north and south ends of downtown.

As described in the Planning Framework section of this report, the City previously conducted initial visioning and scoping work around creating a Civic Corridor along Howard Street between Memorial Park and the Chahalem Cultural Center. The 2016 Newberg Downtown Improvement Plan echoes this recommendation, albeit without the level of specificity of the prior Civic Corridor Streetscape Project

Moving forward with the placemaking elements for the civic corridor as described in the Newberg Downtown Improvement Plan and detailed in the Civic Corridor Streetscape document will benefit the parking system as well. As noted throughout this report, the



highway couplet currently has a divisive impact upon downtown, and improving north-south connectivity and enhancing crossings as the Civic Corridor envisions would better connect parking resources on the two sides of the couplet and the block between. With significant parking assets located on both the north and south ends of the corridor, improving the north-south connectivity in tandem with wayfinding and branding efforts detailed above could alleviate pressure on the busiest parking resources within the downtown core. Chehalem Parks and Recreation's plan to use this segment as part of the Ewing Young Trail presents a further opportunity to improve parking management via placemaking and pedestrian-focused initiatives.

7. Improve street lighting within and around the 2nd Street Lot. Reopen the breezeway connecting this lot to 1st Street. Consider reconfiguration of lot to maximize efficiency.

The 2nd Street Parking Lot is a uniquely important resource within the Newberg parking system, given its size and central location within the downtown core. While it sees reasonably heavy usage under existing conditions, the City should pursue opportunities to increase the utility of this lot through additional lighting and visibility, and should explore the possibility of configuring the lot to add capacity.

During the engagement for this project, a paucity of lighting within and near the 2nd Street Lot was mentioned on several occasions as a barrier to using the 2nd Street Lot. This combines with the narrow nearby alleyway and the recently closed breezeway to 1st Street to create an unwelcoming feeling in the lot, especially at nighttime (Figure 20). It is thus recommended that the City pursue additional lighting within the lot as budget allows, and work with the

breezeway's property owner to reopen the Breezeway to improve both the connectivity and visibility of the lot.

It is also noted that the configuration of this parking lot is somewhat unusual with four entrances and exits, and with 90 stalls it is at the lower end of what one might expect from a 30,000+ s.f. lot. This lot appears to need restriping at a minimum in the near future. The City should explore whether it makes sense to reconfigure this lot, particularly if capacity could be expanded by closing the redundant entry and exit points. If the four central accesses were closed, this could free up an additional 200 feet of street frontage for parking, enough for 8 additional stalls using the city's current 24-foot stall size. Further, this lot could then be enforced automatically under the scenario detailed below, whereas this is impossible under existing conditions due to the multiple access points.



Figure 20: Narrow alleyway next to the 2nd Street Lot and closed breezeway to 1st Street that can make some users feel unsafe



8. Provide safe and well-located parking for downtown employees and residents.

Ideally, owners and employees of downtown businesses would park in lower demand areas, leaving parking in high-demand areas for customers and visitors. However absent regulation, employees will often select the high-demand stalls simply because they represent the most visible parking, and employees will arrive at times when they are available. This is problematic since these employee trips represent long-duration stays in parking stalls, so they have an outsized impact on parking congestion.

Further, several buildings located within the busiest core of downtown include residences with no dedicated off-street parking. This creates a similar dynamic, where residents occupy centrally-located parking for long-duration stays.

The City should work directly with businesses and commercial interests to accommodate employee parking at sites outside the busiest areas, ideally within the 1st Street Lot and Hancock Street Lot. The City could designate some portion of stalls within these lots as “employee/resident only” as a “carrot” to accompany the enforcement “stick” recommended below, with the goal of pushing longer parking stays into the designated stalls within the lots. The City can explore a permitting program to formalize this process, however costs to administer this without an existing framework may outstrip potential benefits. In the near-term, it is recommended that the City engage partners and businesses to educate users of the parking system and encourage buy-in.

It is noted that this recommendation assumes that the City also improve lighting/visibility within the 2nd Street Lot, as detailed above. Many employees leave work during late hours and carry cash,

so safety considerations are paramount, and a lack of lighting within this lot was cited extensively as a concern during the outreach process.

9. Implement automated enforcement of key on-street stalls. Consider re-establishing metered parking.

The on-street parking supply within the study area generally has appropriate time limits for the contexts, with many stalls within the busiest areas signed as two-hour stalls or shorter. However, the lack of enforcement under existing conditions is well-known. This was continually mentioned as a concern during the outreach process, and the analysis hints at significant impacts from overstays.

Historically, parking enforcement of timed stalls has been difficult and effective to conduct on a cost-effective basis. However in recent years a number of new automated solutions have entered the marketplace, and based upon initial discussions between the project team and Newberg Police Department, it is likely that automated enforcement represents a revenue-neutral or even potentially revenue-positive way of improving operations. It is thus recommended that the City implement a targeted program enforcing the two-hour limits within the busiest core of downtown as identified previously: Along 1st Street between Washington and Edwards Street, and on the immediately adjacent block faces of Washington, Blaine, Howard, School, College, and Edwards Streets between 2nd and Hancock Streets. Enforcement could be expanded to further block faces as needed or to the 2nd Street Lot if configured to have a singular point of entry/exit.



As a longer term measure, the City could consider pricing parking within the highest demand area if enforcement and other measures prove ineffective at helping alleviate demand here. It is noted that Newberg previously had parking meters within downtown; these represent a powerful tool both for proactively managing parking and potentially generating new revenue to implement other management efforts.

10. Monitor parking at different times of year/ events to ensure management of range of issues. Engage with partners on a regular basis to proactively address problems.

As described previously, parking data collection efforts have been centered around the spring months, which are busy in downtown Newberg but slightly less so than the peak season of July-August. While it is likely that peak season would simply translate to somewhat more traffic in the downtown core, which this plan contemplates and addresses, it is possible that the small increase may manifest in unexpected ways. Similarly, the impact of events on the parking system are studied and contemplated in detail here, but the gamut of events closes various streets at various times, all with their own unique impact.

Ideally, a future data collection effort would include a springtime weekday to provide a reference point to this study and the 2016 study, as well as sampling from other events or times of year. This would lend insights to both how parking utilization changes from season to season or based on the event schedule, as well as how it is changing over a longer timeline of years. This will help maximize the value of the data and the utility of the recommendations from future studies.

Three partner organizations were active participants in conducting this parking study: Newberg Downtown Coalition, Taste Newberg, and Chehalem Valley Chamber of Commerce. These partners and their members have an excellent working knowledge of the current issues and operations of the parking system and could serve as natural partners for the City in monitoring the ongoing state of the system in between formal data collection efforts.

11. Consider a fee-in-lieu program.

As a longer-term initiative, the City should consider implementing a fee-in-lieu program to encourage the development of public resources in lieu of private resources. Many of the private parking lots within downtown are vastly underutilized, and degrade the walking environment and general sense of place downtown.

Many sorts of development within C-3 zoning district, which comprises much of the study area, have minimal or no off-street parking requirements. However, some development do have off-street parking requirements, most notably residential uses, and often development forward where parking is not required.

The City might instead require or incentivize development to provide new public or shared use parking, which would be more consistent with existing planning guidance and feedback received during this study. Ideally, the long term impact of such a policy would be to allow the city to acquire or expand a public resource while reducing the overall number of stalls downtown by targeting underutilized private parking. Along with the parking policies already in place with in the C-3 zoning district, a fee-in-lieu policy can be a powerful tool to alleviate parking issues by enhancing walkability and reducing single-use parking spaces that induce short-distance car trips.



Feasibility & implementation

A key goal of this project was to produce recommendations that are both potentially effective but also actionable. With that in mind, the recommendations detailed above have been vetted with key partners such as ODOT and the Newberg Police Department as an initial feasibility test.

Along these lines, several recommendations are notably absent from the plan detailed herein because it is unlikely that they would be effectively implemented in the reasonably foreseeable future. For example, improved transit service can often mitigate parking issues and was suggested at times during the outreach process, however

there does not appear to be a path at present to introduce the type and frequency of transit needed to significantly impact parking demand. Similarly, while the excess capacity at the private lots could ideally be used for public purposes at busy times via shared parking arrangements, the City has pursued this in the past without success.

Instead, this plan focuses on straightforward and actionable recommendations, most of which can be achieved in the short- to mid-term. A summary of recommendations along with a high-level timelines and costs is provided in Table 2.



Table 2: List of recommendations from the Downtown Newberg Parking Study and Management Plan along with impact, timeline, and expense estimates

Recommendation	Timeline*	Impact	Expense**
1. Resource branding & naming	Near-term	Improve recognition, activate underutilized stalls	~\$10K-\$20K
2. New on-street striping	Immediate	Add striped stalls, improve recognition and efficiency of street parking	~\$1K-\$2K/year
3. Improved wayfinding & materials	Near-term	Improve walking environment, improve recognition and utility of resources	~\$20K-\$50K
4. New ADA stalls	Immediate	Improve safety & accessibility	Minimal
5. ODOT coordination and highway crossing improvements	Mid-term	Improve walking environment, connect parking resources across highway	\$100K+ but state funding potentially available
6. Continued Civic Corridor development	Mid-term	Improve walking environment, connect parking resources across highway	~\$250K-\$500K
7. 2nd Street Lot improvements	Mid-term	Improve utility and safety of lot, improve appearance, potentially add new stalls	~\$100K-\$300K
8. Employee / residential parking	Immediate	Designate long-term parking stalls in lots, freeing street parking	Mostly staff time but could be significant if a formal program established
9. Enforcement enhancements	Near-term	Ensure intended stay times are followed within busiest areas	Revenue neutral or positive
10. Future data collection	Mid-term	Monitor demand, update and refine plans as conditions change	~\$50K every ~3-5 years
11. New fee-in-lieu program	Long-term	Replace underutilized private parking with right-sized public facilities	Minimal

*"Immediate" = Within 6 months; "Near-term" = 6 months-2 years; "Mid-term" = 2-5 years; "Long-term" = >5 years

** All expenses listed are approximate and intended as planning-level estimates;



5. Appendix



Engagement Materials





Figure A1: Advertisement for the questionnaire (May 10-16, 2023)



Figure A2: Postcard publicizing the open house (May 9, 2023)



Downtown Newberg Parking Inventory and Utilization Study

Stakeholder Walk & Talk | April 6, 2023

Name	Organization
Dennis Lewis	Lewis Audio+Video (Chamber)
Scott Parker	Chehalis Chamber of Commerce
Jennifer Sitter	Pulp+ (Circumstance (NDC))
Aubrey Nichols	Newberg Downtown Coalition
Clay Downing	City of Newberg (Comm. Dev. Dept.)
Brian Davis	Studio Davis PDX
Molly Olsen	City of Newberg / NDC
Emily Salisbury	City of Newberg (City Admin)
Doug Rux	City of Newberg (Comm. Dev. Dept.)
Fran Stoller	(Chamber)
Allyn Brown	(NDC)

Input Received



What is your relationship with downtown Newberg? (Check all that apply).

- Resident Employee Business Owner Visitor
 Other: _____

What is your experience with the current state of parking downtown?

Great ^{Exceptions} Wells Fargo corner ^{Both ways}
2 Roundabouts behind Walgreens

Identify the location and time of current parking challenges.

What are your suggestions for addressing parking challenges? What has been tried in the past?

See above 😊

What role downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Do any special events (i.e., recurring public events with more than ~50 attendees impact your experience parking? Which events, and when and where do they take place?

All of them @ Cultural Center.
I love it!

What is your relationship with downtown Newberg? (Check all that apply).

- Resident Employee Business Owner Visitor
 Other: _____

What is your experience with the current state of parking downtown?

I never have trouble finding parking.
I am handicapped & cannot walk more than a short distance from parking. I have never had a problem accessing the places I want to go.

Identify the location and time of current parking challenges.

What are your suggestions for addressing parking challenges? What has been tried in the past?

A walking plan would help a lot to get people out of their cars.

What role downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Better communication between stakeholders
as a place to submit concerns to be addressed.

Do any special events (i.e., recurring public events with more than ~50 attendees impact your experience parking? Which events, and when and where do they take place?

No.

5/9/23 Open House

What is your relationship with downtown Newberg? (Check all that apply).

- Resident Employee Business Owner Visitor
 Other: _____

What is your experience with the current state of parking downtown?

Parking is bad it makes me not want to go downtown. Newberg has many little shops & restaurants that could be experienced better with more parking.

Identify the location and time of current parking challenges.

Typically rush hour is bad especially with the side street parking which causes difficulty with the chance of cars not seeing other cars that are coming at them.

What are your suggestions for addressing parking challenges? What has been tried in the past?

Probably a parking lot & charge program for parking there then create a pass for workers who are parked there for a long time to make it cheaper for the workers. That being said there needs to be proof of working at the business.

What role downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Keep a small square block. I think having another park in town would be a good idea. Also better building & parking lot would be smart.

Do any special events (i.e., recurring public events with more than ~50 attendees impact your experience parking? Which events, and when and where do they take place?

Old fashioned festival is one of the worst times for parking. Basically any of the festivals involving bus.

5/9/23 Open House

What is your relationship with downtown Newberg? (Check all that apply).

- Resident Employee Business Owner Visitor
 Other: _____

What is your experience with the current state of parking downtown? Downtown when walking I see many cars stop traffic trying to park and not enough parking spots for people trying to shop, harming downtown businesses.

Identify the location and time of current parking challenges.

Downtown along the stretch. Around 3-5 pm.

What are your suggestions for addressing parking challenges? What has been tried in the past?

More public spots close to the Downtown stretch. More lots. ^{to park}

What role downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

More visitors go downtown to shop and view Newberg and with harder parking less customers will shop. More parking lots.

Do any special events (i.e., recurring public events with more than ~50 attendees impact your experience parking? Which events, and when and where do they take place?

Yes, Wednesday Market but its worth it so dont get rid of it, please.



Clay,

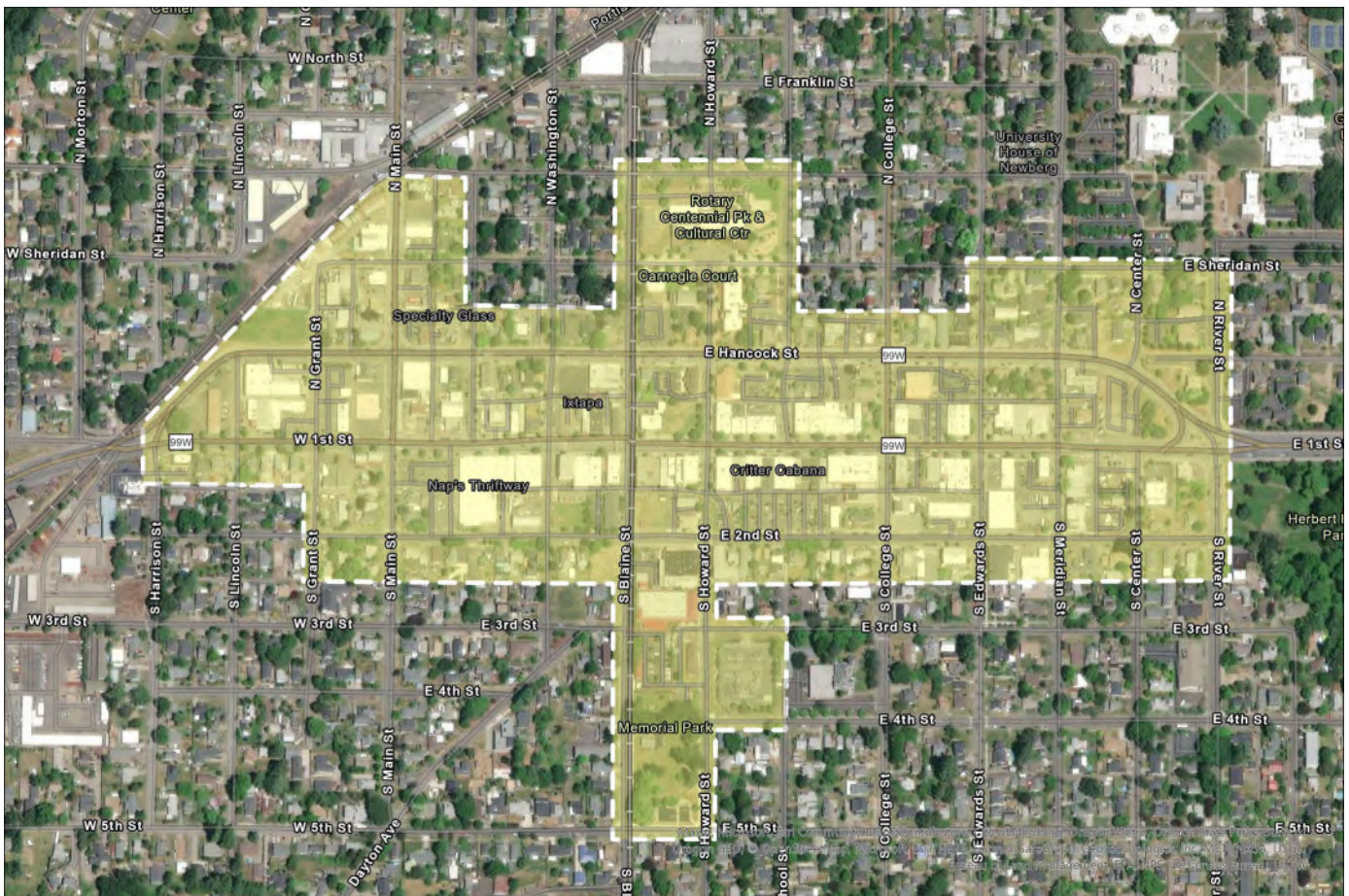
Thanks for this. My input is that we have plenty of parking. In the 33 years I have been working in the center of town, on an annual basis, I only have to circle the block a half a dozen times a year. I do think it is a retail error to occupy parking in front of your own retail store. When we have diagonal parking it will be even better.

John T. Bridges
Brown Tarlow Bridges & Palmer, PC
515 East First Street
Newberg, Oregon 97132
(503) 538-3138
(503) 538-9812 Fax
www.newberglaw.com

Downtown Newberg Parking Study Feedback

The City of Newberg and Studio Davis are currently conducting the **Downtown Newberg Parking Study** which will evaluate the supply and usage of parking in downtown Newberg. We are inviting residents, employees, and visitors, and others who park downtown to share your thoughts and experiences to help inform this study.

What part of Newberg is included in the Downtown Newberg Parking Study? This map shows the portion of downtown that is included within the parking study.



What is your relationship with downtown Newberg? *

Check all that apply.

I am a resident.

I am an employee of a downtown business or organization.

I am downtown business owner.

I am a downtown visitor.

Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Generally negative, but it's better than McMinnville's downtown parking. _____

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

There could always be more public parking available, but the public lot the city provides east of city hall is too cramped (I acknowledge the opposition of these statements). The lack of available parking is most evident in the nicer weather when people want to explore the downtown, which is great, but this makes it difficult for delivery drivers and employees of downtown businesses to find places to park. _____

What are your suggestions for addressing parking challenges? What has been tried in the past?

My biggest concern is the public lot east of city hall usually being dirty. There is trash that stays on the ground for weeks and I see cars with flat tires that never move. Overall I feel like this inadvertently conveys to people that the city doesn't care about little things like thrown trash. _____

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

I think the city should encourage businesses to fix up their exteriors and show the community that this is a nice place to live. I also think that the city should spend more time on things like landscaping in the downtown area. All of these little things convey a message to the community and I want our town to feel like we're invested in being a nice place, and not simply trying not to slide too far back next year.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

Not really. Most are in the evenings or weekends and I am not parking in the downtown area during those times without already having my parking space from earlier in the day.

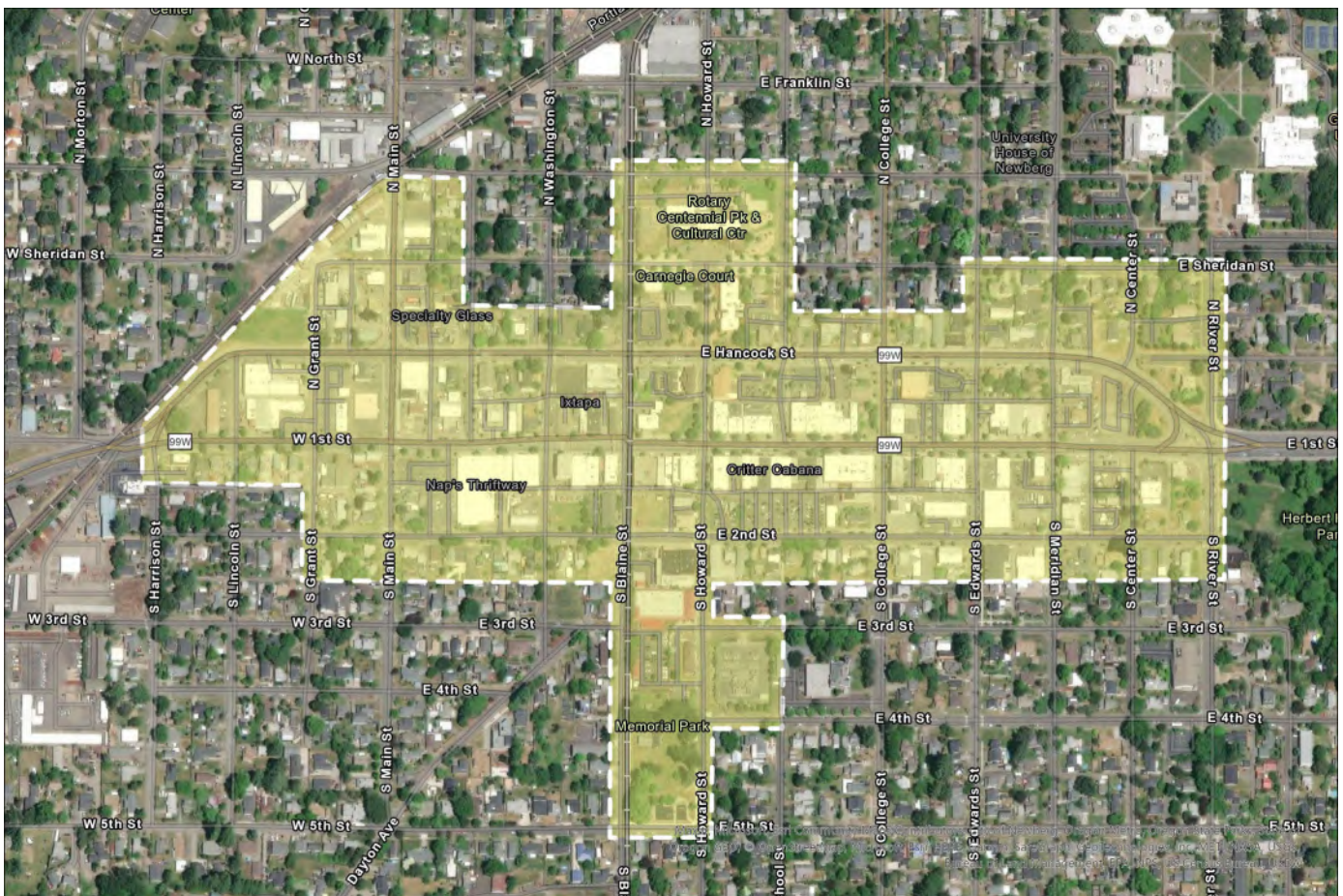
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- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

I've never had an issue finding a parking space. I rely almost exclusively on the lot at 2nd St, or parking on side streets (i.e., not the 99).

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

How to access the parking for some businesses isn't clearly marked and although the speed limit is 25 through downtown, it's easy to miss a turn off of that 99 with traffic pressure.

What are your suggestions for addressing parking challenges? What has been tried in the past?

Small no parking (red curb) areas to either side of parking entrances. This allows them to be more visible and allow for safer turns into parking areas when other cars can't park right up against the entrance.

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

I'd love a mix of businesses that create foot traffic. There seems to be a fair amount of office space that doesn't create foot traffic because of a small employee base and not being the type of office that has a lot of customers in and out (e.g., real estate offices, financial offices). I'd also like to see better integration of downtown. I consider downtown just a few core blocks along 1st. Once you get toward Naps and Leathers it is really a different feel. And aside from the Library and Cultural center, there's not much on Hancock.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

Wednesday Market is the best! It does change my parking habits. Since the baks are closed by the time I get to Wednesday market, I usually use one of their lots to park.

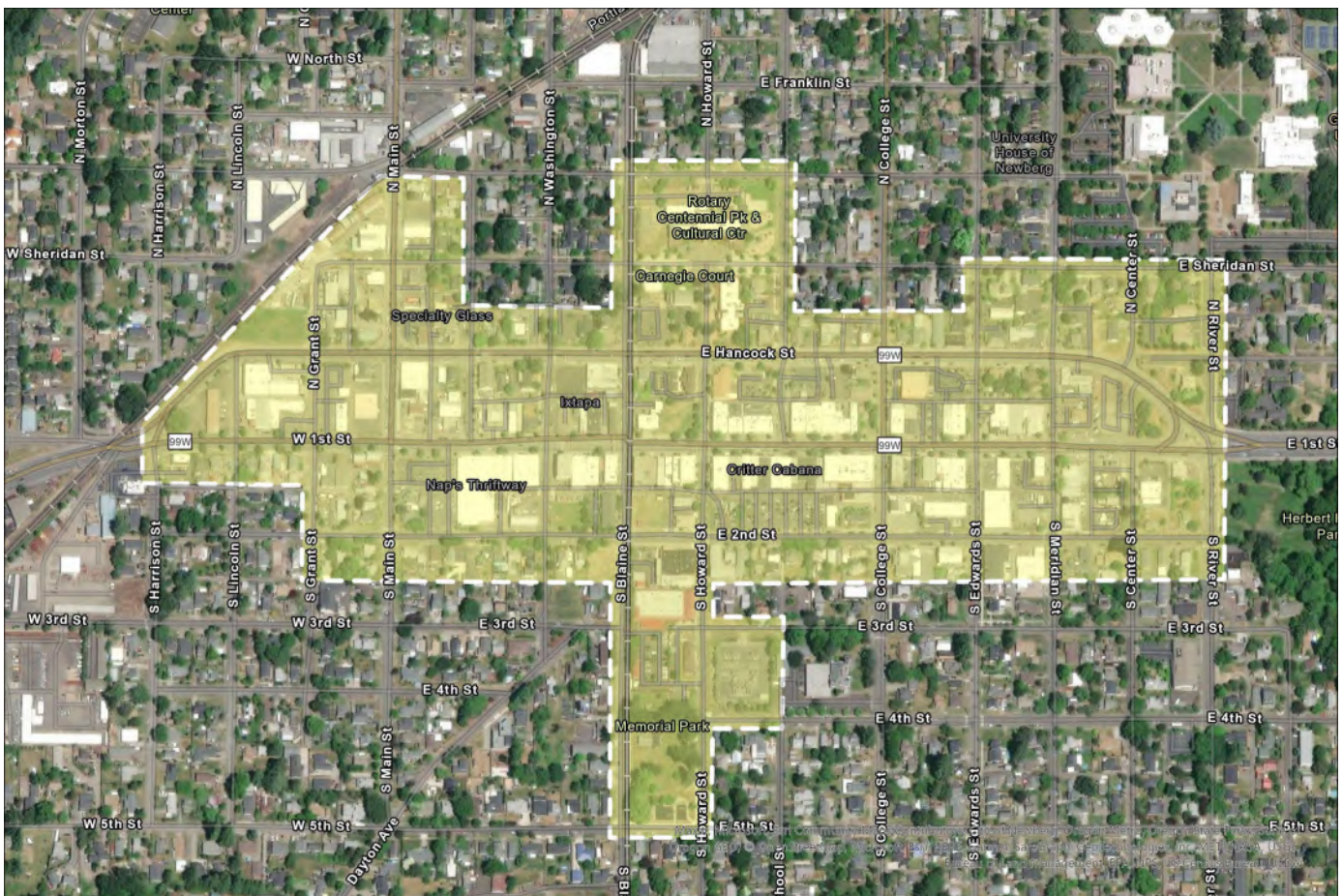
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Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

My experience is mixed. I generally can find parking when coming into work at 4am, however it is more challenging to find parking when wanting to eat out as a family between 5-8p on most nights of the week.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

As a business owner, I share a building that is occupied by residents above me. I often find that residents are using the street parking rather than the 2nd St. parking lot. This makes it difficult for my customers to find parking in the early morning when visiting.

What are your suggestions for addressing parking challenges? What has been tried in the past?

I am unsure what has been tried in the past, but I am not opposed to some form of monitoring for the 2hr. parking spaces and the 15-minute spaces. They tend to be utilized for much longer than the time allotted on the signage, and I feel if they are not going to be monitored then it is a waste of money to have the signage up.

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

There is never enough parking when the Old-Fashioned Festival is in town - However, it's an amazing community event and I think the parking challenges come with that.

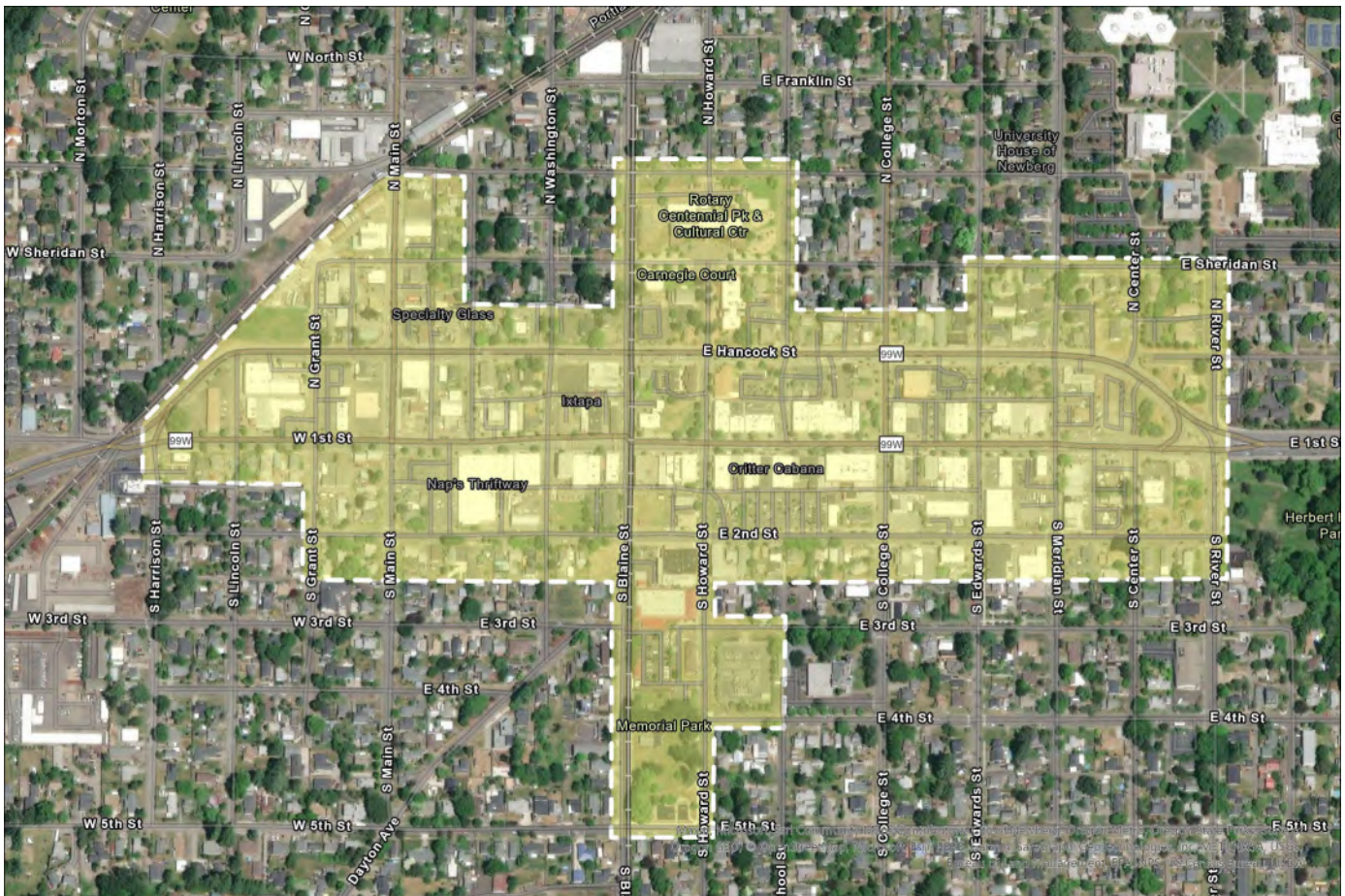
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- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

It is difficult to park on 1st street and people pay no attention to the 15 minute signs. _____

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

I try to pick up Chinese food and the spot that is for 15 minutes is taken by people who are usually in the bar. _____

What are your suggestions for addressing parking challenges? What has been tried in the past?

I dyknow _____

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

I love the business down there! There needs to be at least another lot. It appears during the day.. employees park in the one lot we have making it hard to park.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

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I think it is great to have public events! Just need another lot!

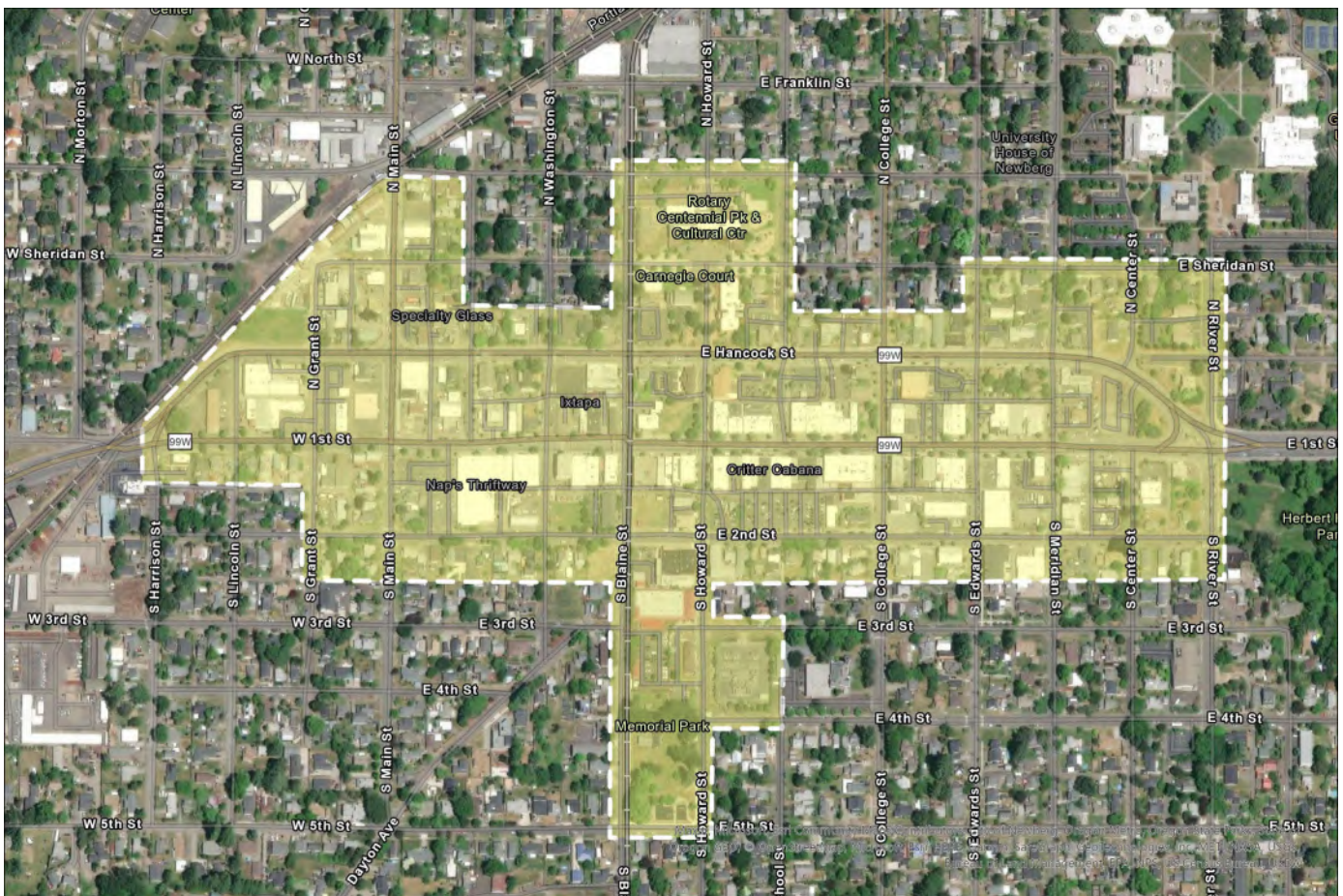
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- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

It's generally a pain to park but definitely worse when GFU students are in session because GFU does NOT have adequate parking in general.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

It is hard to park pretty much anywhere, but having kids that dance at CVDA it is very hard to find parking anywhere near there to take our kids into the studio.

What are your suggestions for addressing parking challenges? What has been tried in the past?

Make GFU build some parking structures. If they have the funds to add dorms and increase students, they should need to build parking for their students too!

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

I hope as the bypass gets finished that traffic will calm down and it will be easier to park downtown and visit businesses because it could be a really fun and great area!

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

First Friday, Wednesday Farmer's Market. Evenings in general near CVDA once the restaurants start getting busy, it's hard to park anywhere near the studio to drop kids off for classes and its a very busy area so it is important to be able to walk kids in.

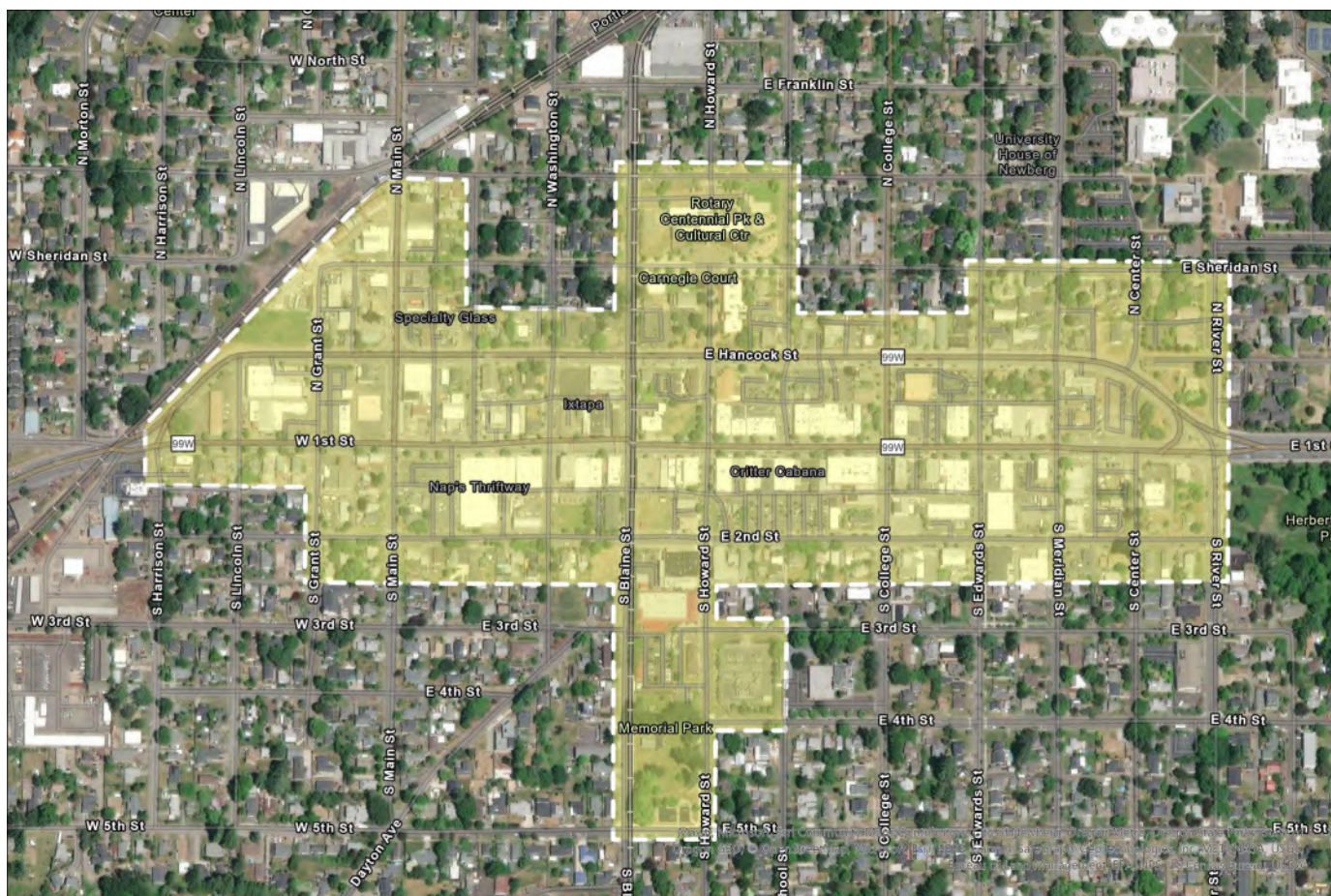
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- I am a downtown visitor.
- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Generally positive except when there are large events at the CCC.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Managing parking for large CCC events.

What are your suggestions for addressing parking challenges? What has been tried in the past?

First, focus on four different scenarios: day-to-day operations, special events downtown (such as First Friday), large events at the CCC, and large events at Memorial Park. CCC events need to do a better job of getting drivers to park in the lots along Hancock that have agreed to allow their use and also to effectively discourage drivers from parking in the residential areas. Remote parking at Jaquith and GFU with shuttles has been discussed but never tried. A serious Parking Management Plan should be created and actually followed. What has been created has neither been effective in its goals nor has it been followed carefully. For the non-CCC events, if the 2nd St parking lot is underutilized, the City should consider entering into an agreement with the owner of the property with the breezeway that allows pedestrians to travel between 1st St and the parking lot. It may require cameras in the breezeway for the City to monitor. Better signage would help to let people know that is open.

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

I think that downtown Newberg should play a very important role, though I have concerns that its importance will be significantly lessened as the properties in the NE corner and on the Riverfront are developed.

I think that the general types of businesses that are found downtown (retail, dining, residential upstairs, general commercial) are a good fit.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

Large events at the CCC can have a huge impact on parking, but more so outside of your survey area. I think it is unfortunate that the impact on residential parking around the CCC was excluded from this study. Large events at Memorial Park (such as the Old Fashioned Festival) also have a large impact on the area parking, but, as with the CCC, the impact on residential areas isn't included in this study.

I think that this survey would have been much more useful if it also had a place for general comments not prompted by questions.

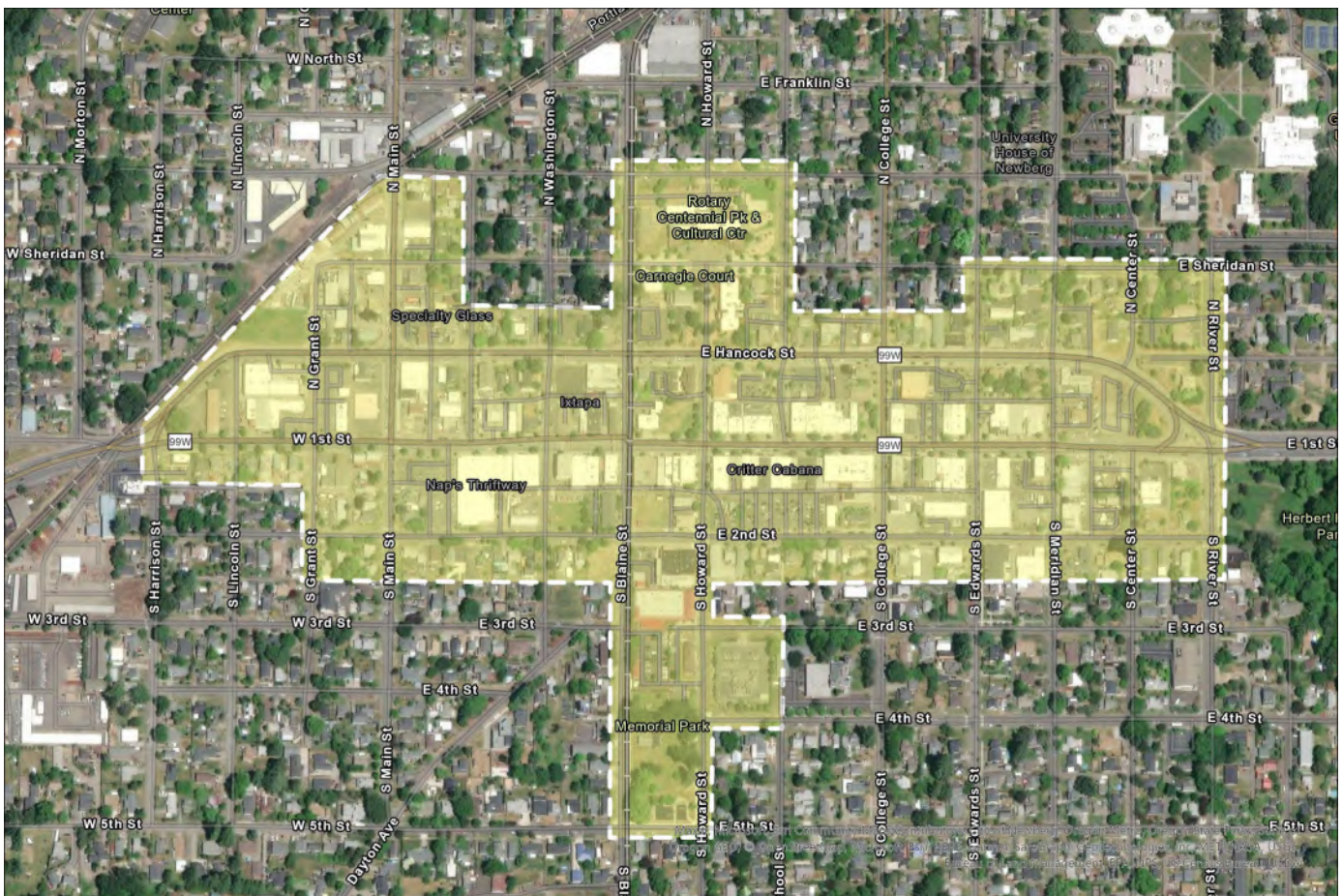
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I am downtown business owner.

I am a downtown visitor.

Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Negative _____

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Handicap parking near farmers market or first street shops. _____

What are your suggestions for addressing parking challenges? What has been tried in the past?

Do away with parallel parking, more parking lots. _____

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

All. I cannot attend the farmers market because of parking issues

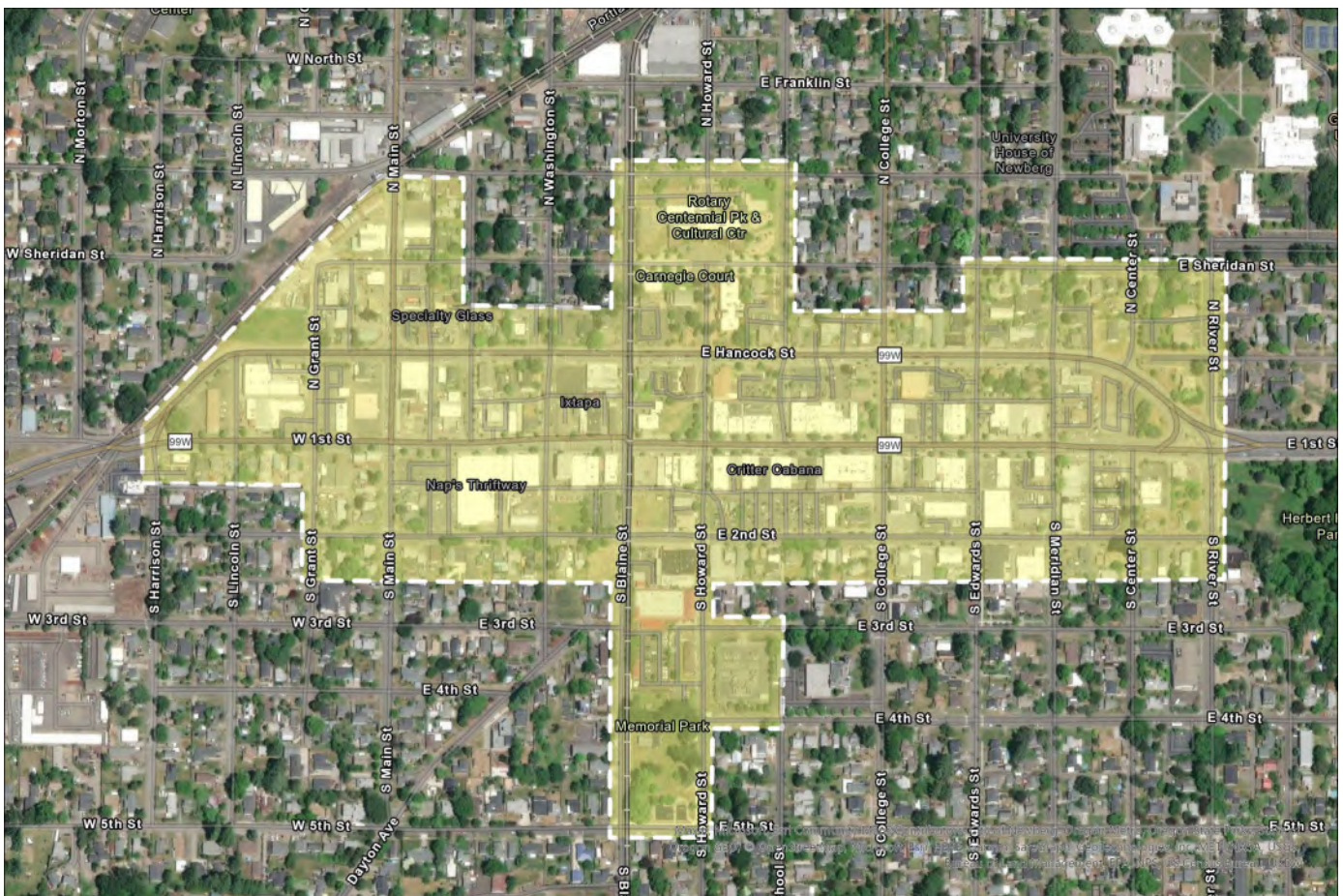
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- I am downtown business owner.
- I am a downtown visitor.
- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Depends on the day and time to easily find parking

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Parking challenges near restaurants and during 'first Friday'

What are your suggestions for addressing parking challenges? What has been tried in the past?

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

A VITAL downtown is critical to moving forward in providing shops/restaurants/services to the citizens

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

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First Friday

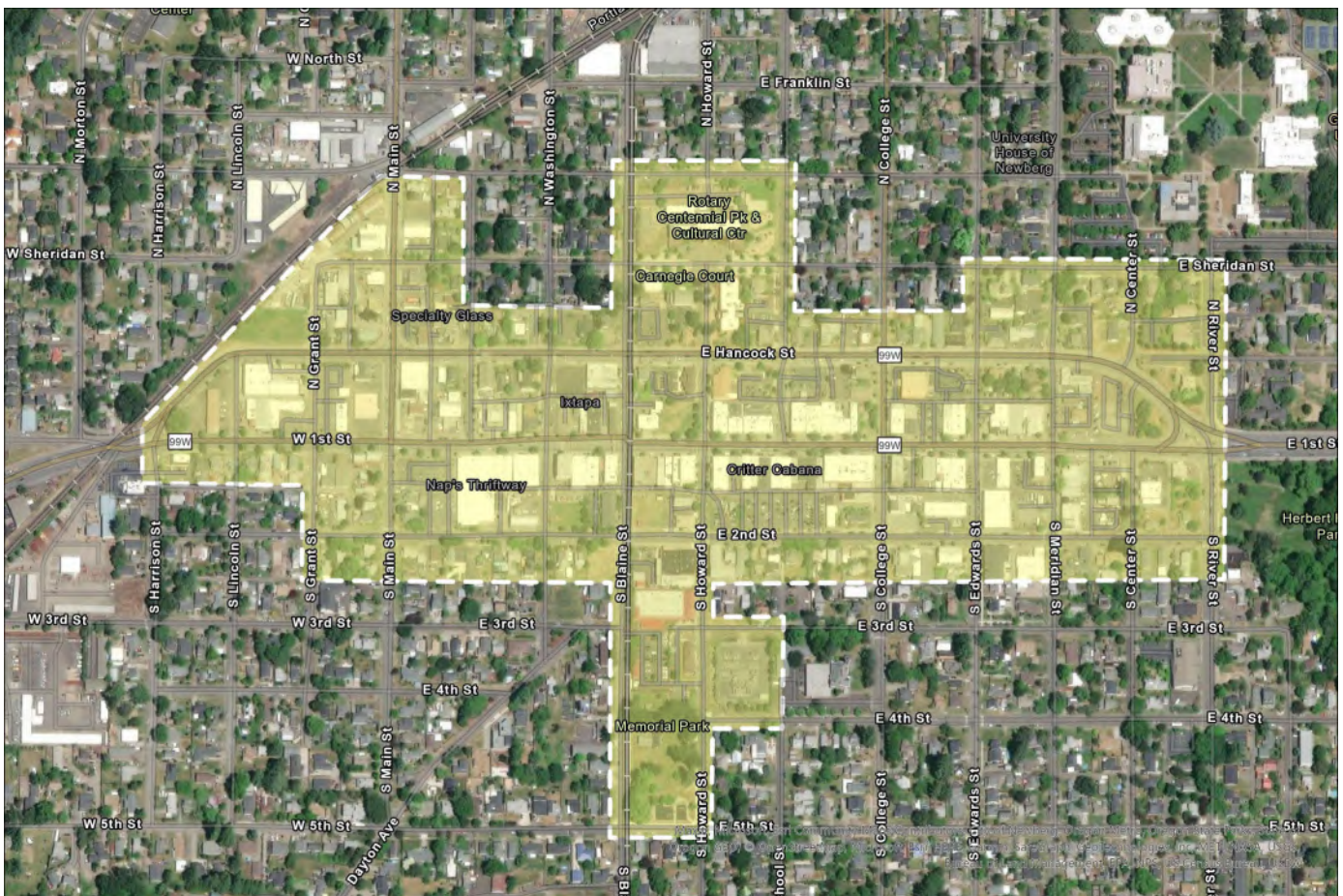
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- I am downtown business owner.
- I am a downtown visitor.
- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

I live in the Union Block Building (618 E 1st St), parking in the public parking lot is our only option. In total, there are about 30 tenants that need this reliable parking. Events like First Friday Art Walk, or Wednesday Market make it impossible to find parking when I come home from work.

I have to park near the police station and walk, then walk back to get my car.

Also, nobody abides by the 2hr limit, making it hard to find parking around the clock.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Many business vehicles (Uflora, Coldwell Banker, Stoors) all park their company vehicles in the prime spots, not moving them for weeks. It feels very unfair.

Events and businesses make it hard for me to find parking, I have no other option but to use the public parking lot and it is not working.

What are your suggestions for addressing parking challenges? What has been tried in the past?

Please reserve that first row, even just on one side for people who live in those apartments only.

That parking lot gets super scary at night, lots of homeless people smoking in the ally, and I no longer feel safe walking across the whole lot at night (8pm onward). Something needs to change.

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

It should be prioritized. It is a gem, and more needs to be done to enhance and preserve it.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

First Friday Art Walk
Wednesday Market
Kayts Kitchen (New)
Anything Art related

I love all these things, but it makes it impossible to park for residents that rely on that Public Parking Lot pad.

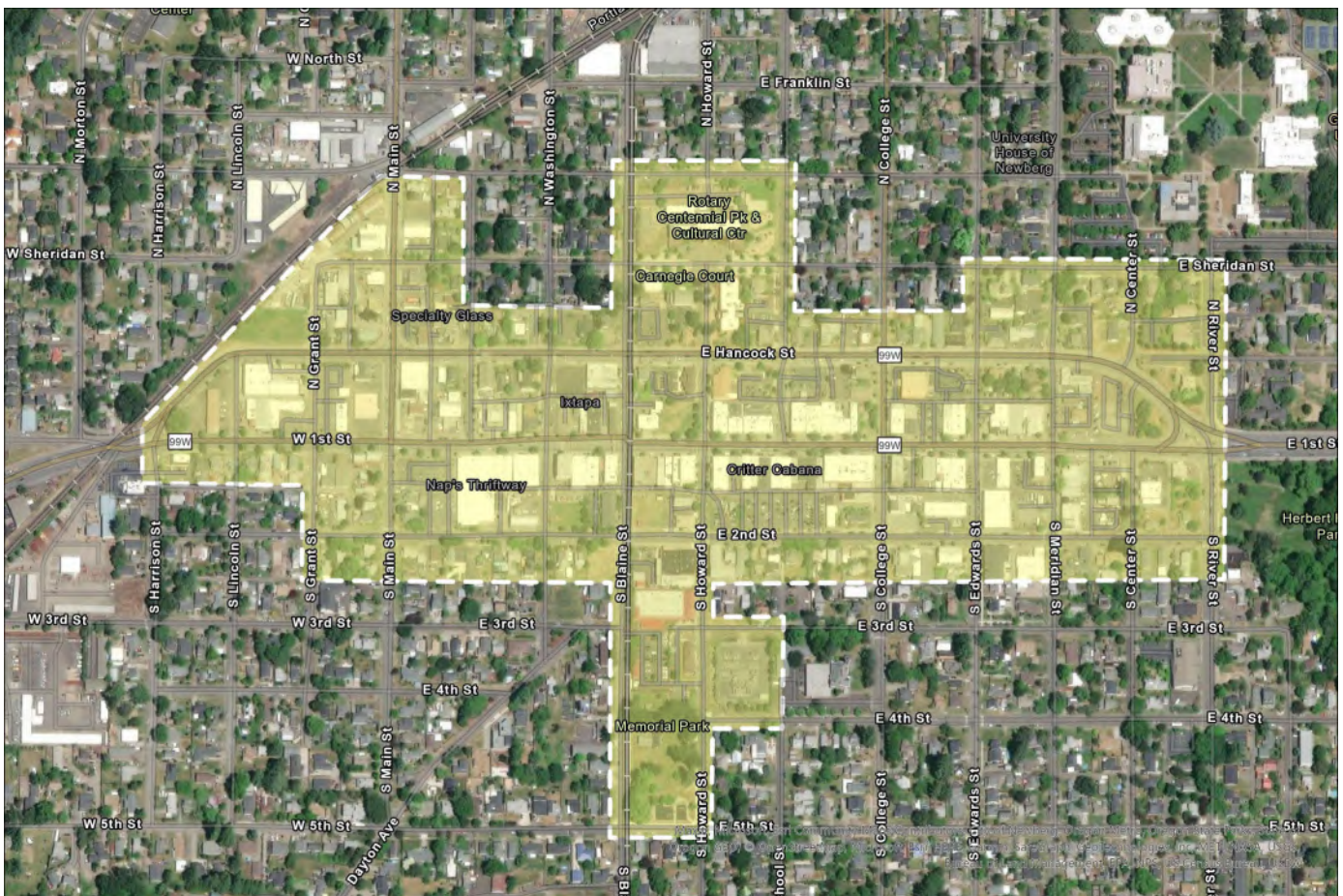
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- I am an employee of a downtown business or organization.
- I am downtown business owner.
- I am a downtown visitor.
- Other: Doordash driver

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

It's always an adventure when picking up food to deliver with doordash.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

It's very hard to find a spot between college and Main

What are your suggestions for addressing parking challenges? What has been tried in the past?

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

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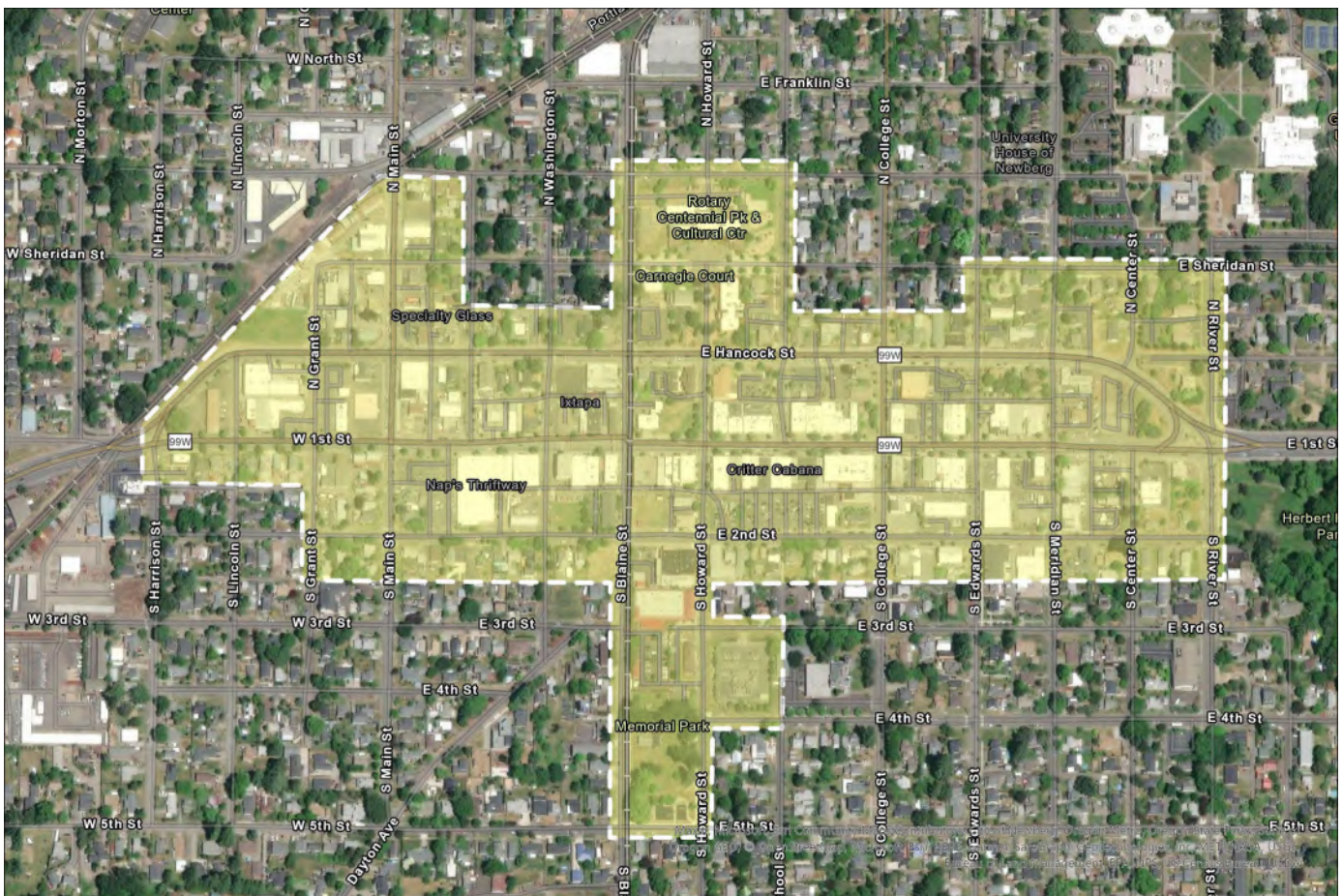
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- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

In general, they experience with downtown parking is very good. I have always been able to find parking even for events and I don't mind walking a few blocks. My only negative experience is when I have tried to park on the street downtown in my pick up truck. The spaces are too small and I have been blocked in before and had to wait for someone to move their car.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Parking on the street to run into it downtown business just difficult with a larger vehicle.

What are your suggestions for addressing parking challenges? What has been tried in the past?

I think the biggest parking challenges are to come with the growth of the city. We will need at least one more parking lot in the downtown area.

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Downtown is the heart of Newberg . I think it sets the tone for the rest of the city. It needs to be clean and welcoming. We need some open areas to remain where people could sit and enjoy food they have picked up at one of the local restaurants or food carts. I very much enjoy all of the small, unique businesses we have downtown.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

I attend the Camellia festival and the old fashion festival and the summer concerts Wednesday, farmers market and first Fridays. sometimes I have to walk a little longer than I would like to but it's not bad. I am guessing with the growth in the area we will need more parking or it will be a real problem.

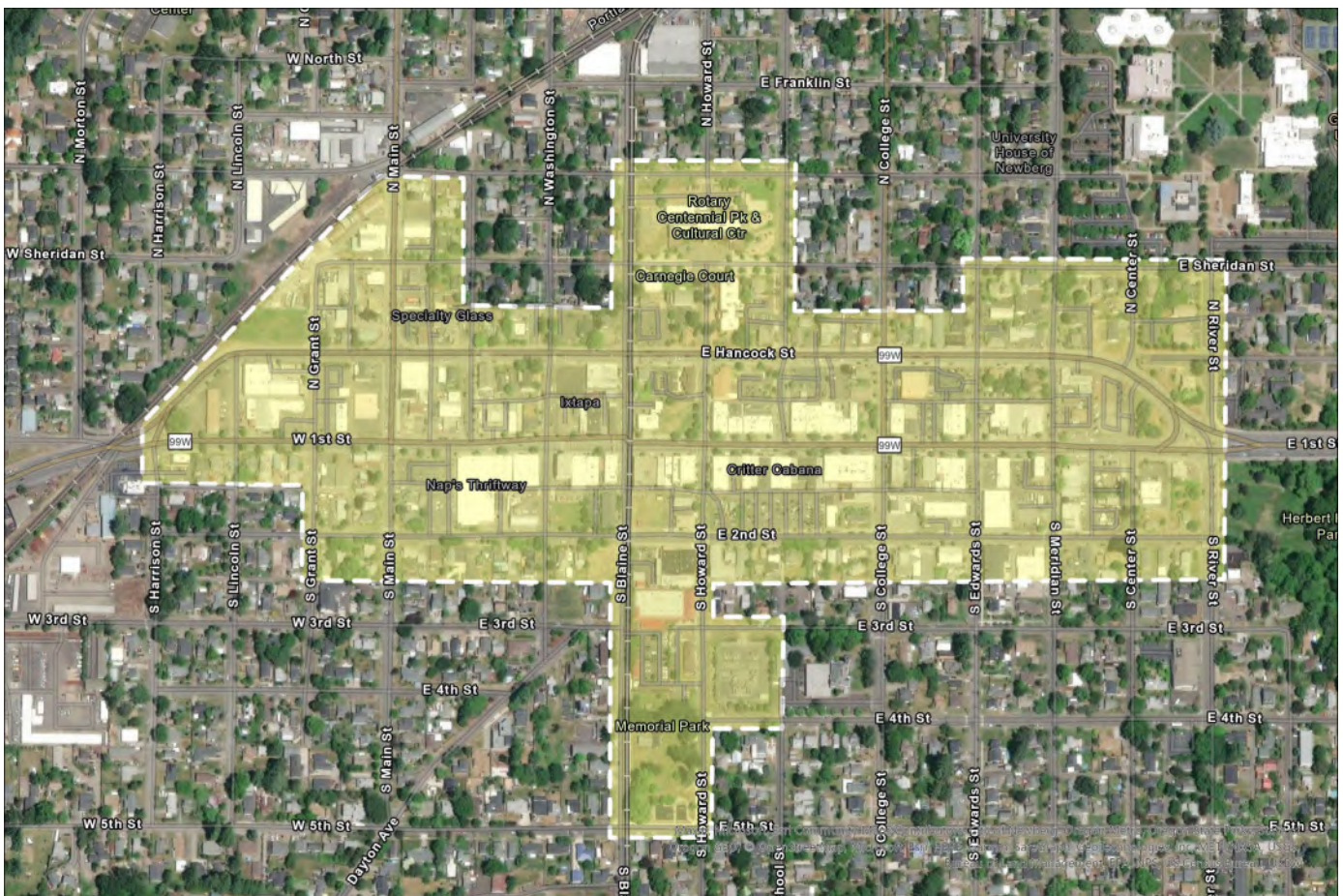
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- I am a downtown visitor.
- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Generally positive. I can typically find a spot within one block of my destination

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

People parking in ways that block the bike lane

What are your suggestions for addressing parking challenges? What has been tried in the past?

Reducing a lane and adding angle parking

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Tourism, shopping, restaurants, wine bars

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

We visit for first Friday, farmers market, camellia festival, truffle festival, tunes on Tuesday, exc.

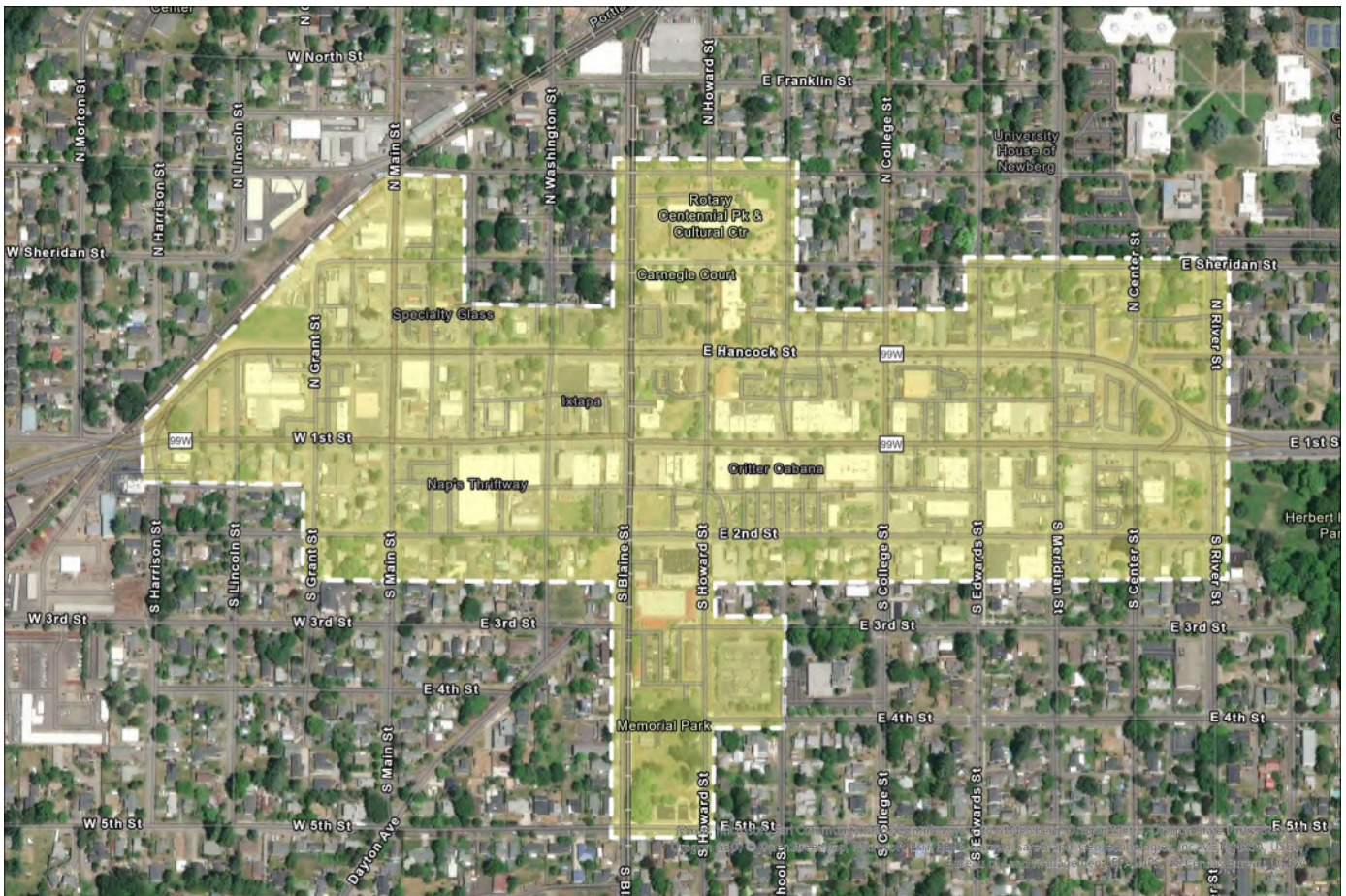
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- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Parking is good down town. There is always a spot open on the mainstreet or in a parking lot off street when we need it.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Some times when there are events in down town or at George Fox finding parking can get harder.

What are your suggestions for addressing parking challenges? What has been tried in the past?

Maybe building a second story car park over the existing down town parking lot on 2nd street could add additional parking without taking up more space.

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Downtown should be a place to shop, do business and work. I think the central strip on mainstreet gets too much of the city's focus, we need to encourage people to branch out. We were very upset with the former city council's misuse of ARPA funds in the downtown area. I always like green spaces to break up the dense development going on recently.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public event with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

Farmers market night, George Fox games, Old fashioned days. We love going to those events just as much as everyone else so we understand why parking is so crowded.

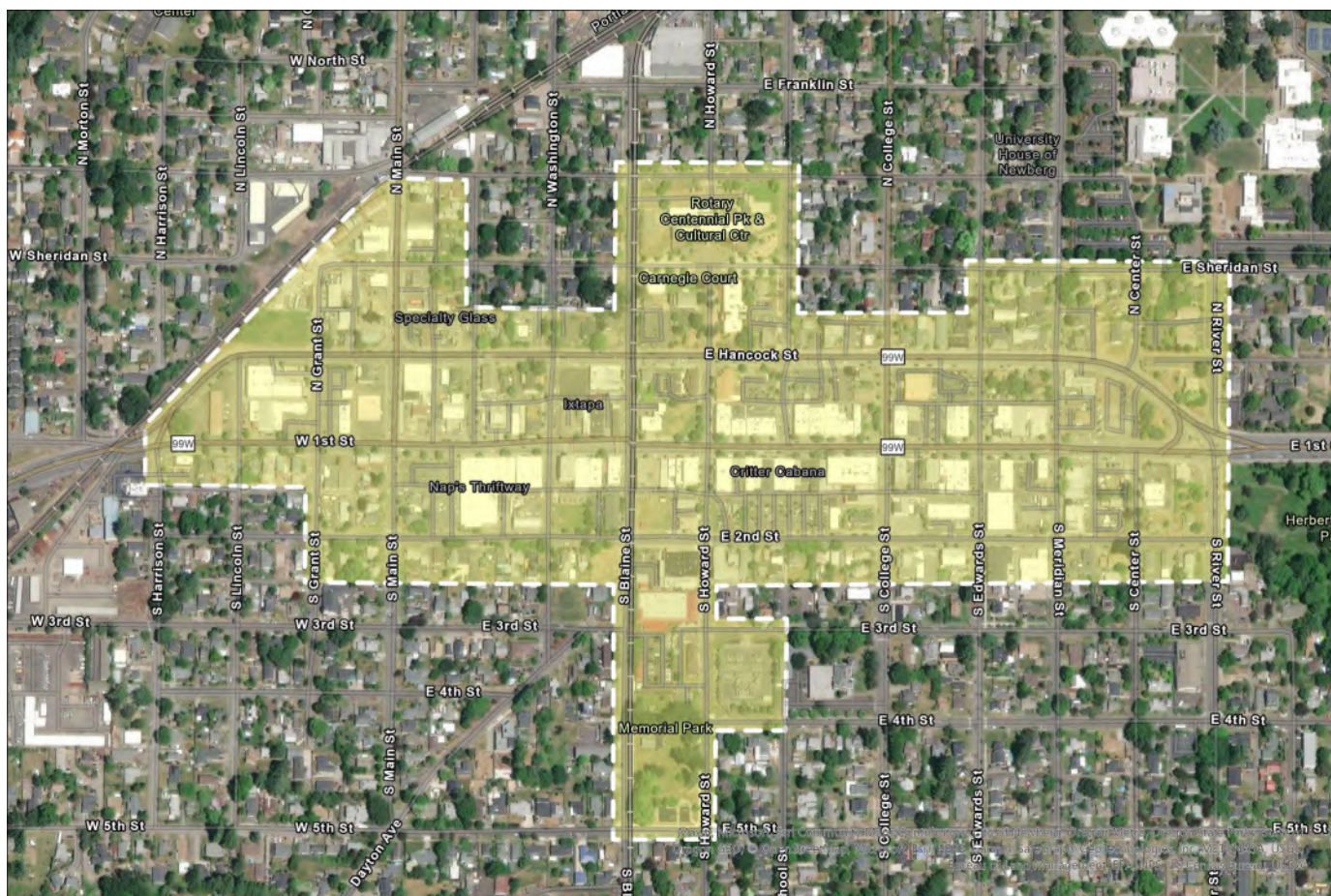
This form was created inside of Studio Davis.

Google Forms

Downtown Newberg Parking Study Feedback

The City of Newberg and Studio Davis are currently conducting the **Downtown Newberg Parking Study** which will evaluate the supply and usage of parking in downtown Newberg. We are inviting residents, employees, and visitors, and others who park downtown to share your thoughts and experiences to help inform this study.

What part of Newberg is included in the Downtown Newberg Parking Study? This map shows the portion of downtown that is included within the parking study.



What is your relationship with downtown Newberg? *

Check all that apply.

- I am a resident.
- I am an employee of a downtown business or organization.
- I am downtown business owner.
- I am a downtown visitor.
- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Positive, but I don't usually go downtown during special events or weekends.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Space availability along the road. Must either park on a side road or in one of the large underutilizes parking lots at either end of downtown at the grocery stores

What are your suggestions for addressing parking challenges? What has been tried in the past?

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Downtown should be a weekend destination spot that attracts people from the metro pdx area.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

Yes, but that's to be expected

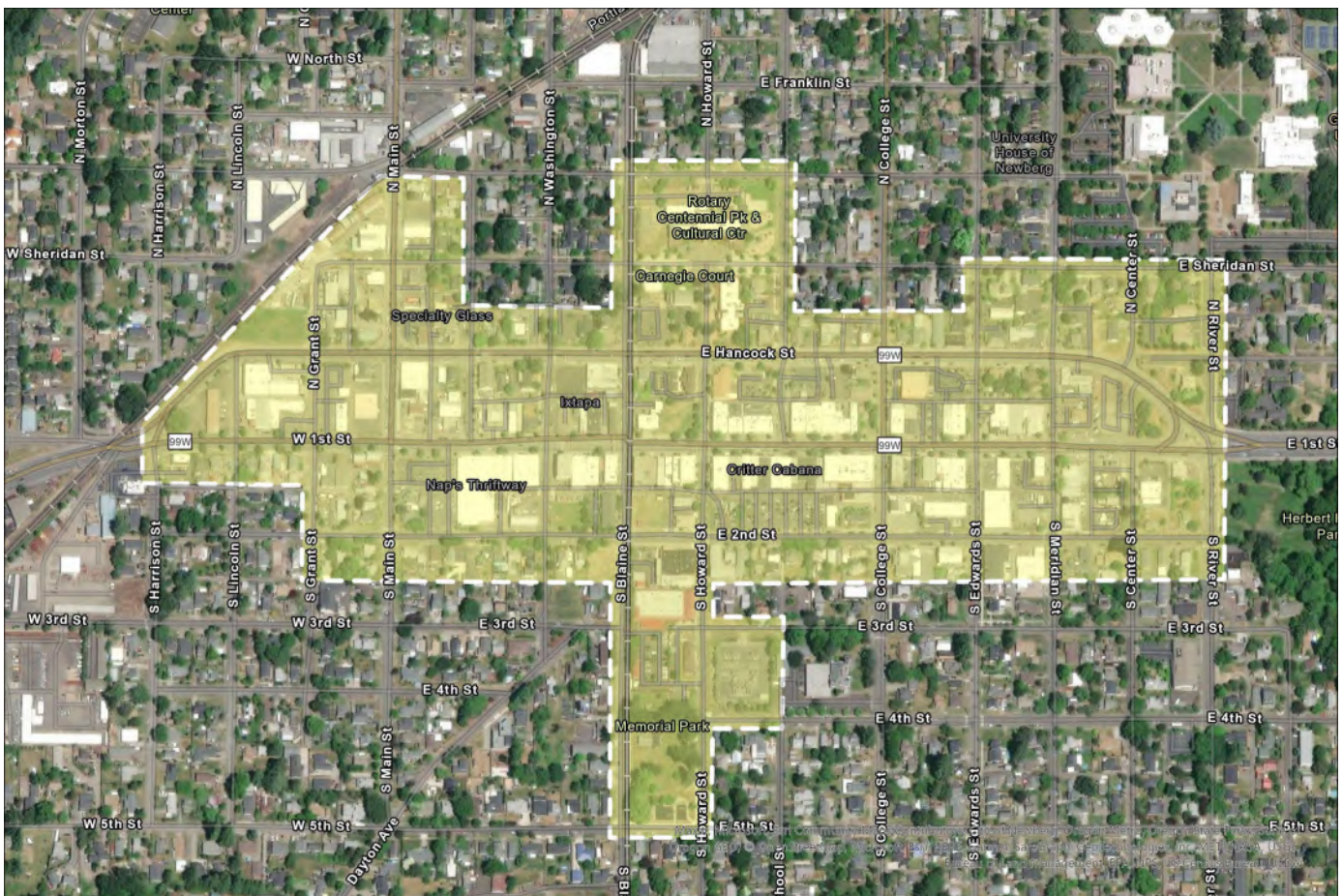
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- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

ITs very hard for customers to visit when parking is needed by all the employees of the same businesses. between 815 am and 7pm its total luck to find anything.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

not enough, hard to use only lateral spots, not close to all the stores only some, dark

What are your suggestions for addressing parking challenges? What has been tried in the past?

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

If hwy 99 is not going to eat our community feeling up then parking has to be easier. We cant choose local if we cant get to local stores.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

Tunes on Tuesday, Old Fashioned Festival have impacts only because there is not enough places to park. and its all parallel parking - my disabled parents wont use parallel. the sidewalks are uneven, the surface is uneven its too dangerous to use parallel spots. The spots on that one city lot are so narrow. And our staff have no where to park to work for us. Since our bus service from Yamhill county is horrible cars are what employees are using. take the lot across from city hall and make it a parking area with beautiful features like the library lot. then also buy that property behind Lucky Fortune to allow for more west end parking for those businesses. there is land available. We cant control hwy 99 so the city must control the other areas or the down town will dry up.

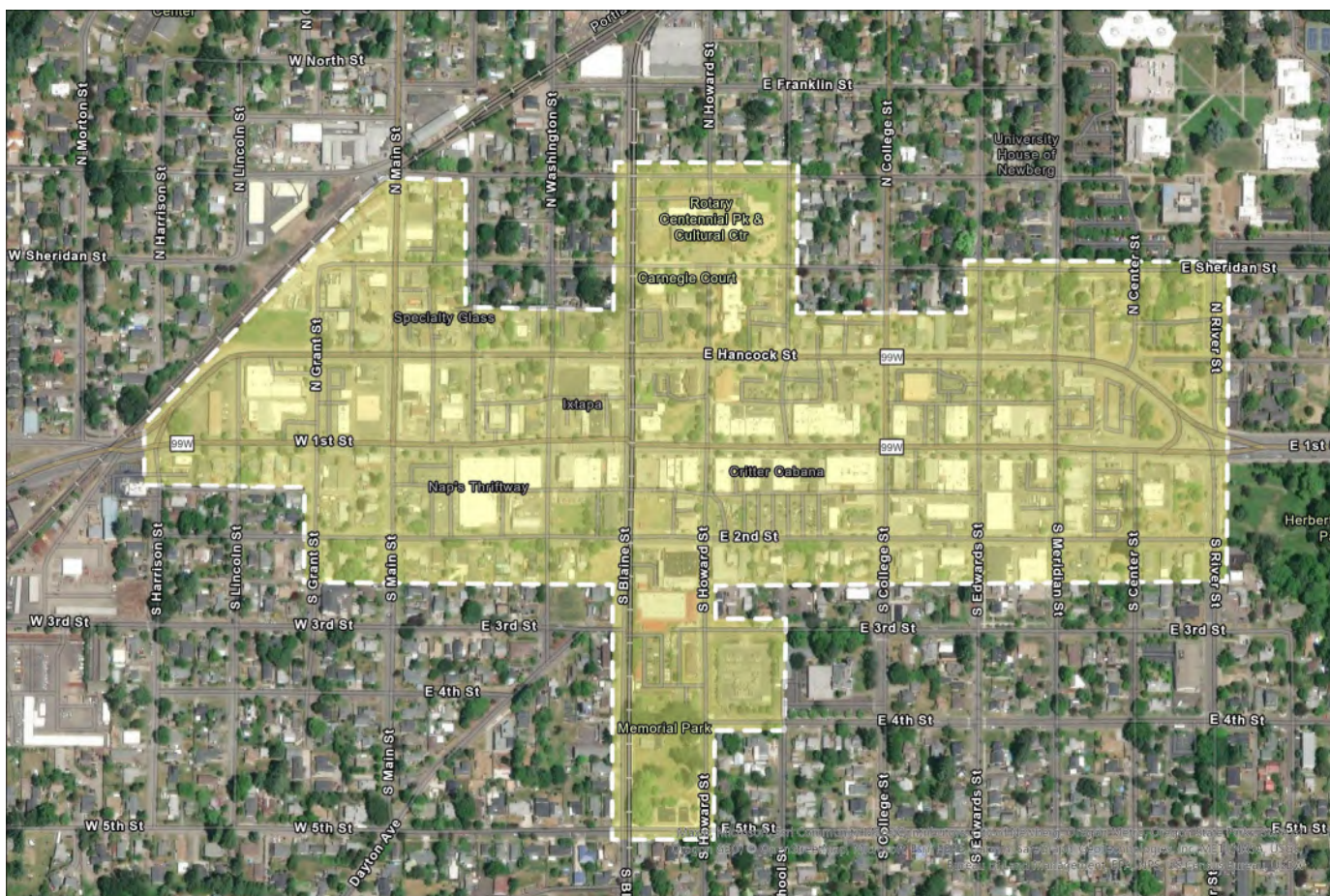
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- I am downtown business owner.
- I am a downtown visitor.
- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

It varies widely _____

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

Events create a issues. Too many vehicles not enough parking. _____

What are your suggestions for addressing parking challenges? What has been tried in the past?

Clearly identifiable public or open parking. _____

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

Halloween & Old Fashioned festival are the biggest impacts I have experienced. However, farmer's market & 1st Friday can be challenging.

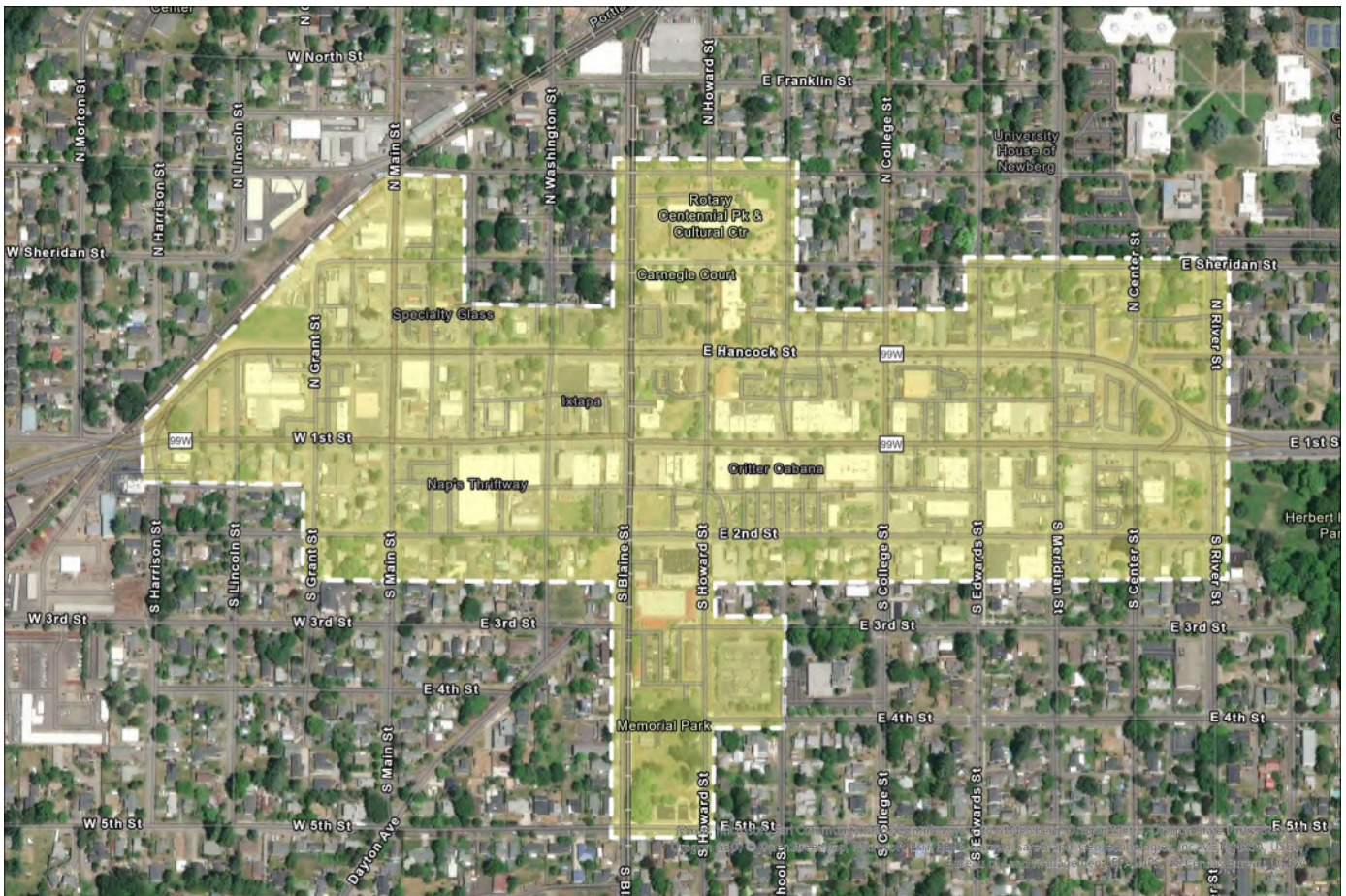
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- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

Generally positive. I have more issues with the divided road and finding where to turn to find my shop than I do parking. My biggest complaint is that some alley parking is very tight and unattractive. Also hesitant to pull out of store-front parking fearing a car will zip up unexpectedly.

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

The one-car wide alleys behind Pitter Patter has forced me to backup when meeting an oncoming car. I wish a bit more parking like that behind Critter Cabana were available—easy to navigate around. I often feel stuck in left-lane store-front spots on 2nd st during rush hour because there's not enough red light time to give me comfortable time to pull out into traffic.

What are your suggestions for addressing parking challenges? What has been tried in the past?

If any paid parking solution is considered/implemented, just please don't require me to download another app.

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

Would like to see more live/work opportunities downtown. I'm shocked at how dilapidated and underdeveloped some of the downtown properties are. Almost every Building should be 2-3 stories with housing upstairs.

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

The furthest I've ever had to walk was 3 blocks for the Wednesday market. If city parking is to be increased anywhere, proximity to the market area would be my pick.

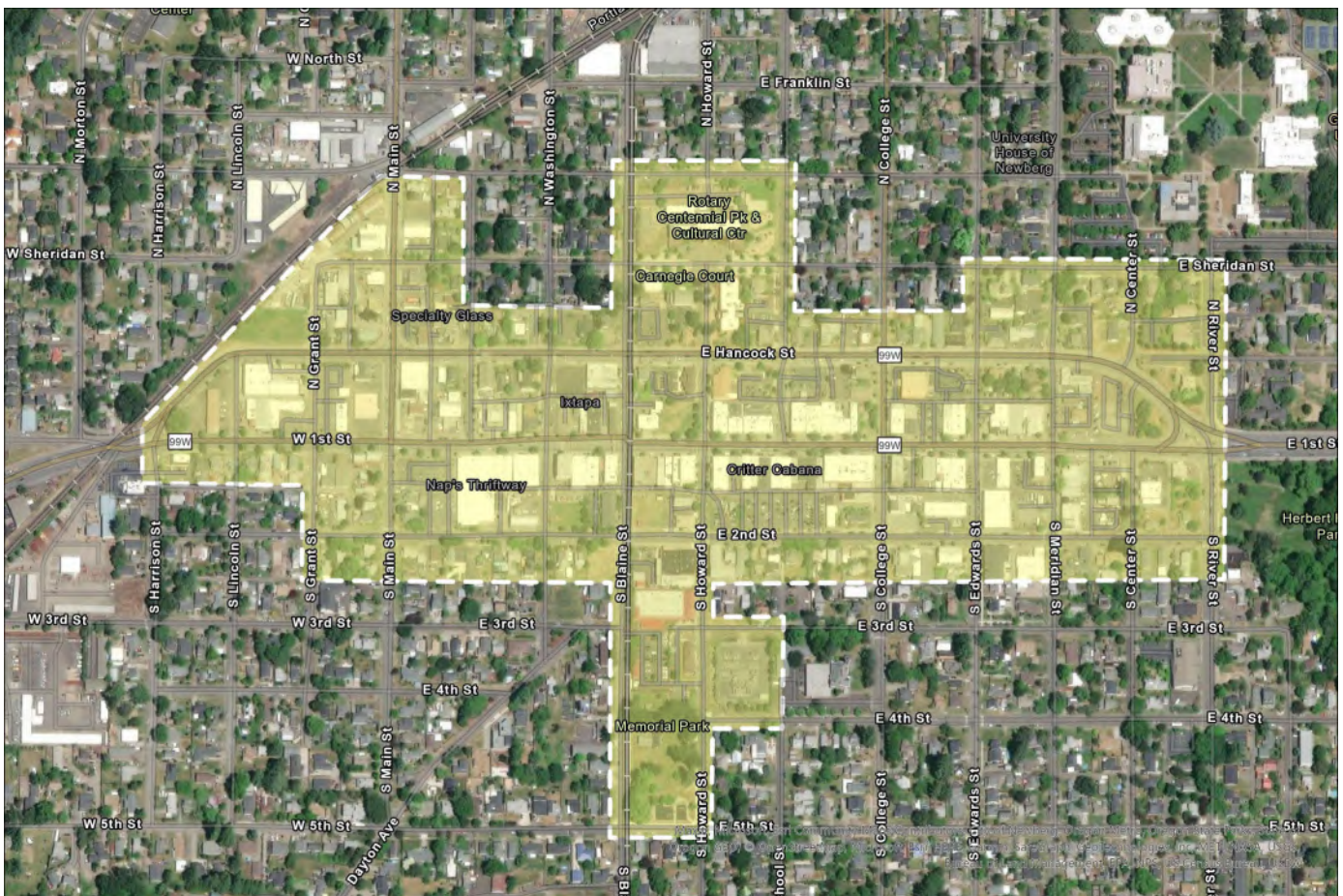
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- I am downtown business owner.
- I am a downtown visitor.
- Other: _____

What is your experience with the current state of parking downtown?

Is your experience generally positive or negative? Does it change throughout the year or with time of day?

I've never had a problem finding decent parking in downtown Newberg. _____

What are downtown Newberg's parking challenges?

Identify the location, time, and other characteristics of current parking challenges.

What are your suggestions for addressing parking challenges? What has been tried in the past?

What role do you think downtown should play in the future of Newberg? What types of land uses should be encouraged in downtown Newberg?

I think the idea to partner with private lots during normally unused hours for large civic events is a great way to save the city money that could be used elsewhere. _____

Do any "special events" impact your experience parking in downtown? Which events, and when and where do they take place?

For this question, a "special event" is a recurring public events with more than ~50 attendees. Special events may be annual, monthly, weekly or occur on other schedules.

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Hourly Occupancy Maps



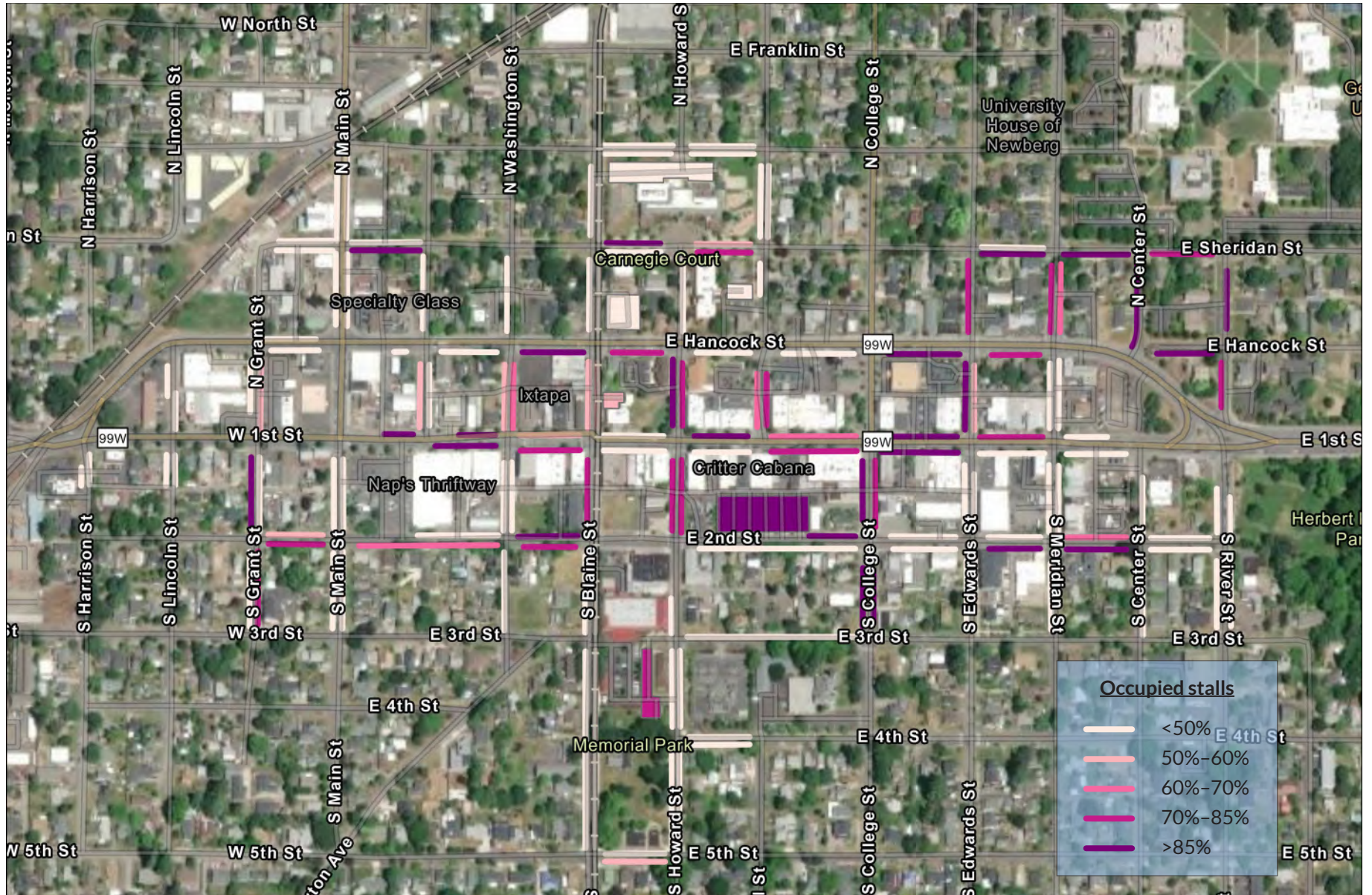


Figure A3: Parking occupancy at 10:00am Thursday April 13, 2023

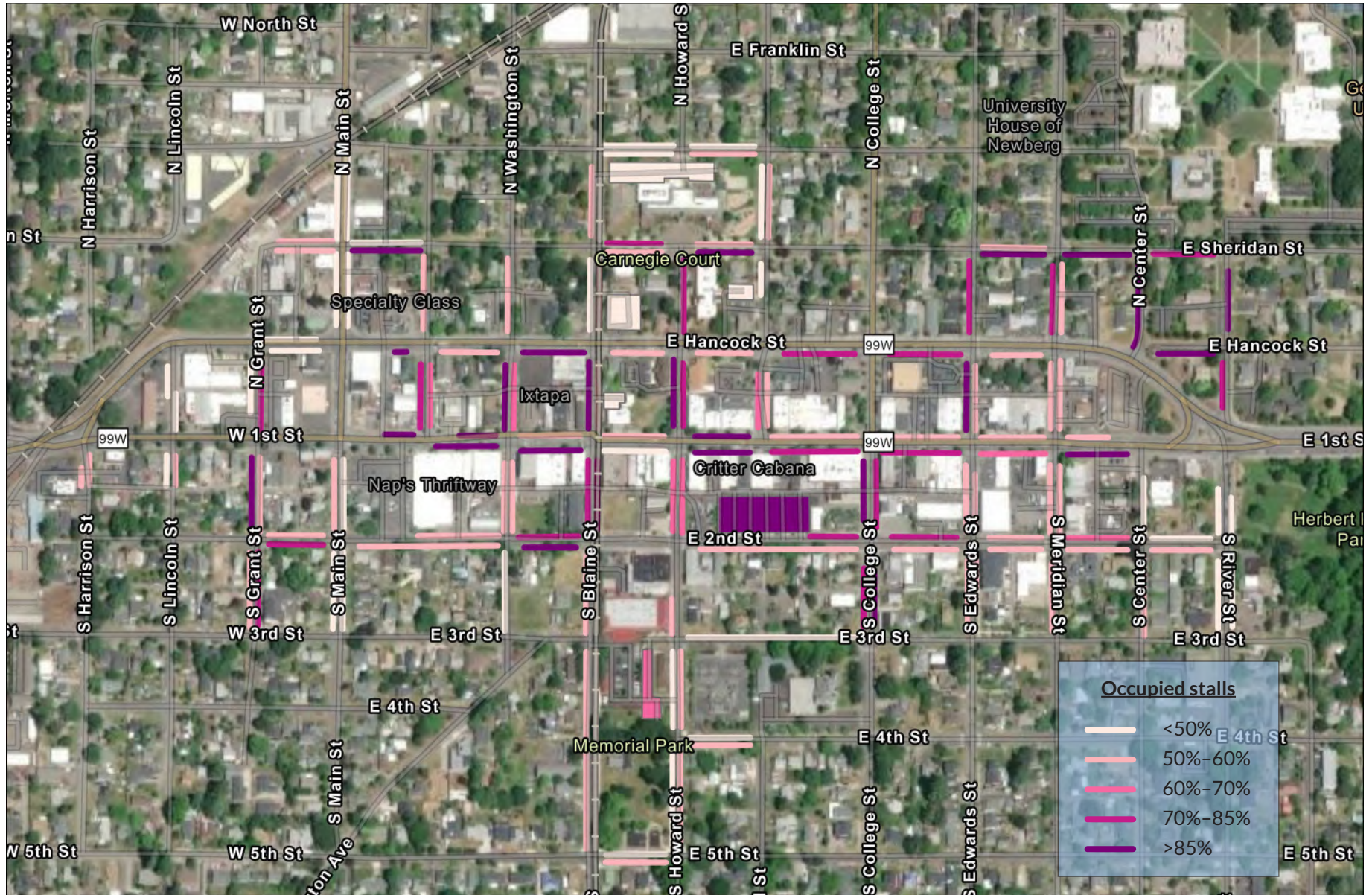


Figure A4: Parking occupancy at 11:00am Thursday April 13, 2023

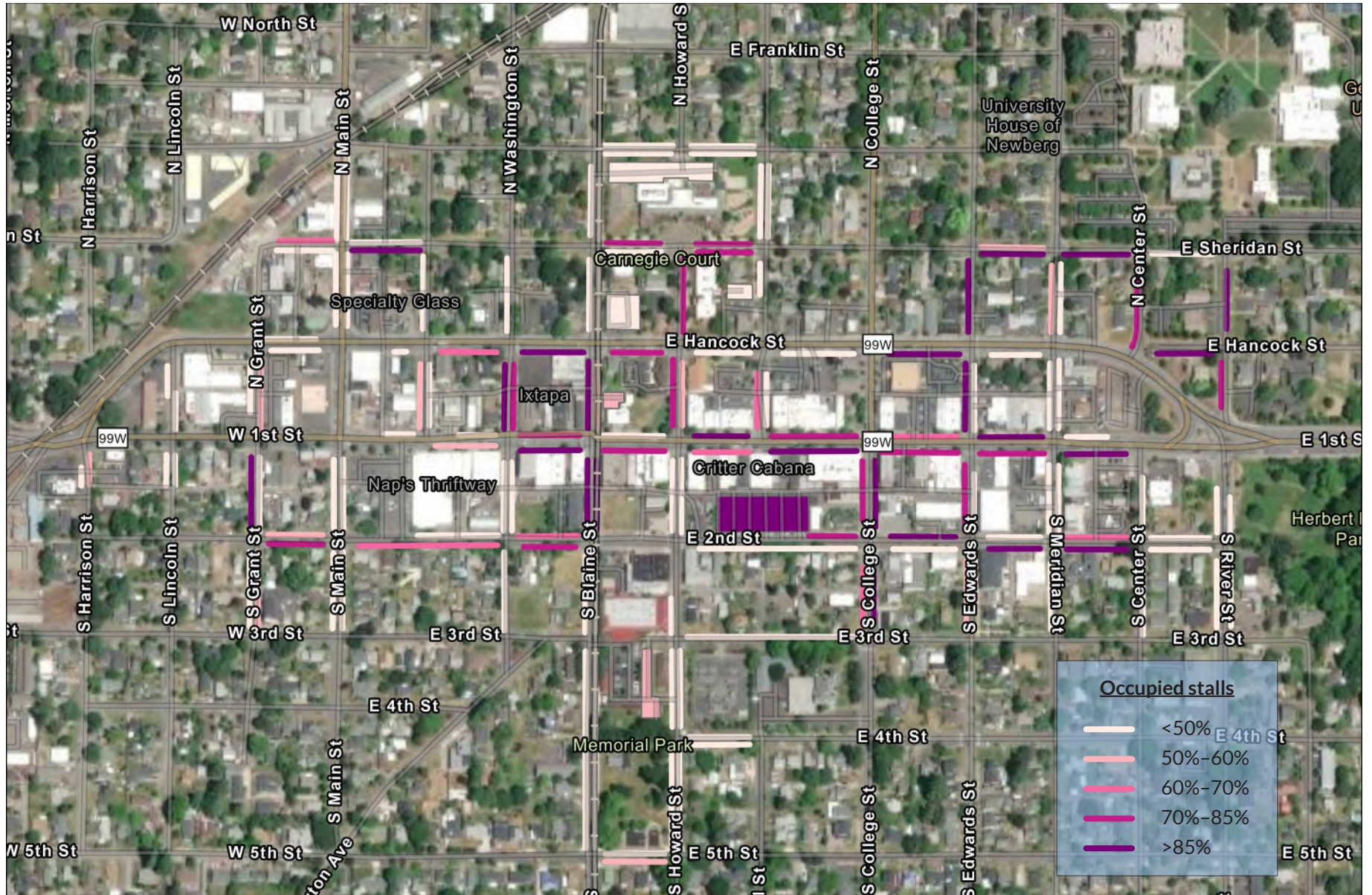


Figure A5: Parking occupancy at 12:00pm Thursday April 13, 2023



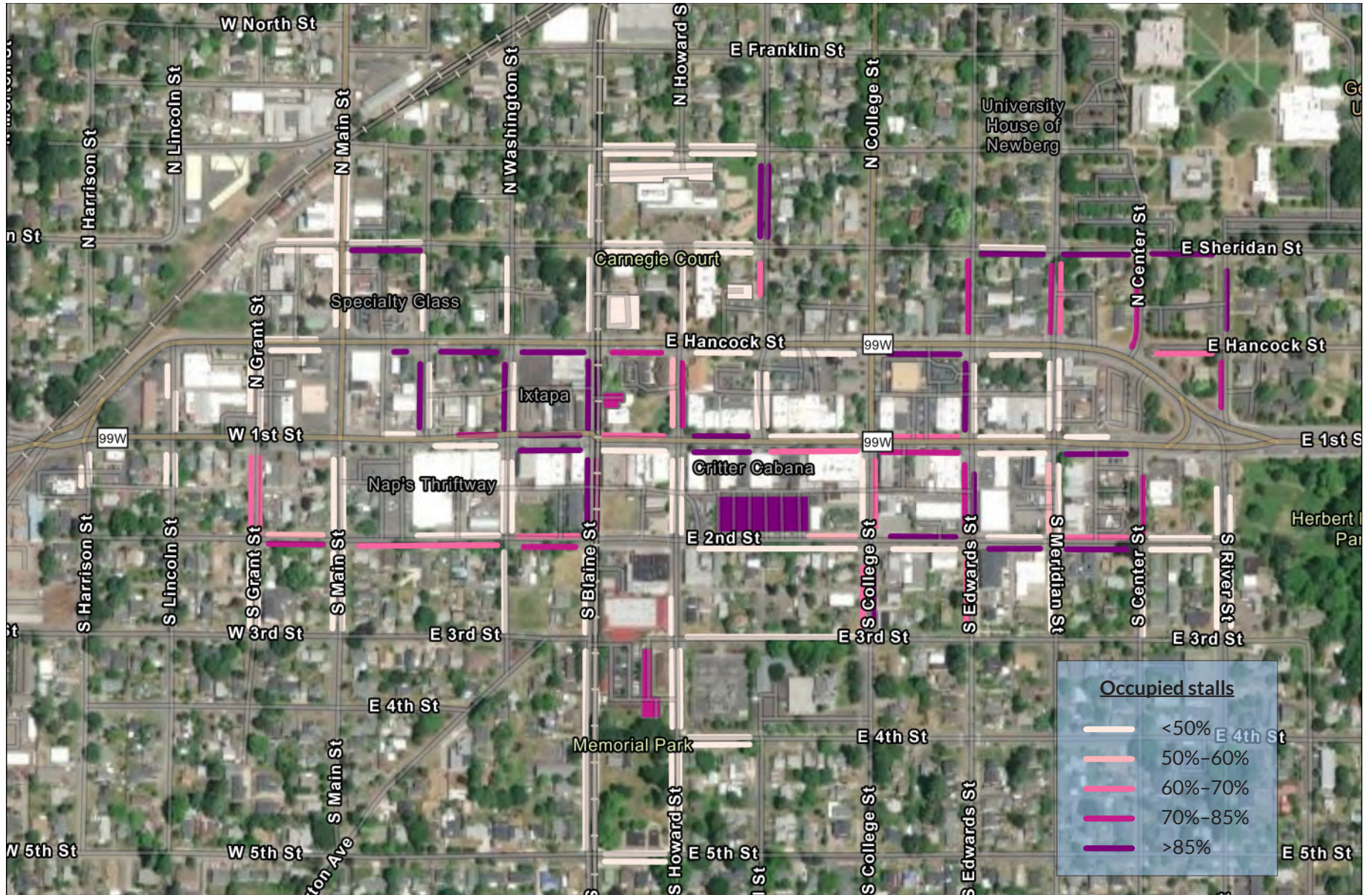


Figure A6: Parking occupancy at 1:00pm Thursday April 13, 2023

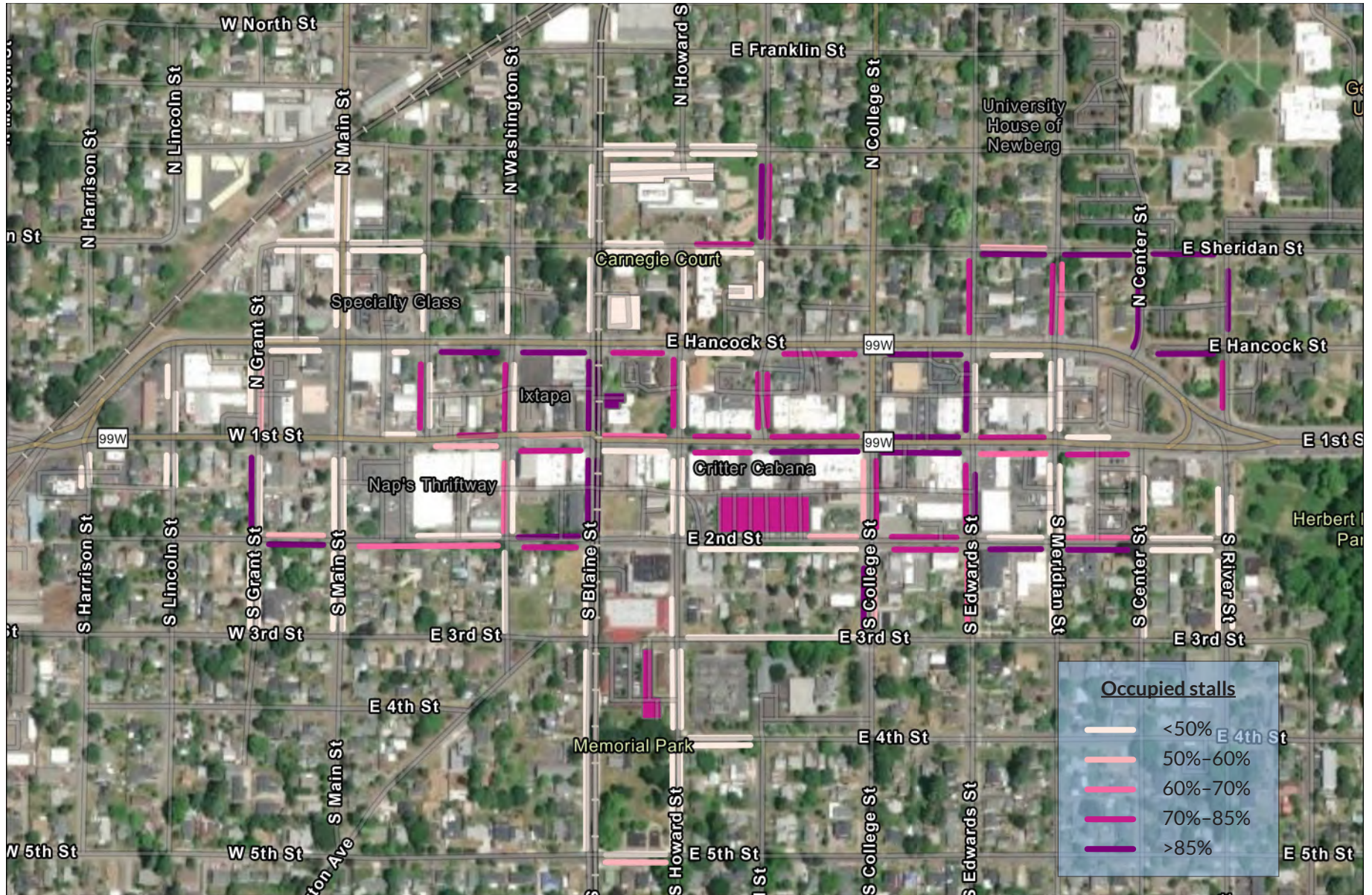


Figure A7: Parking occupancy at 2:00pm Thursday April 13, 2023

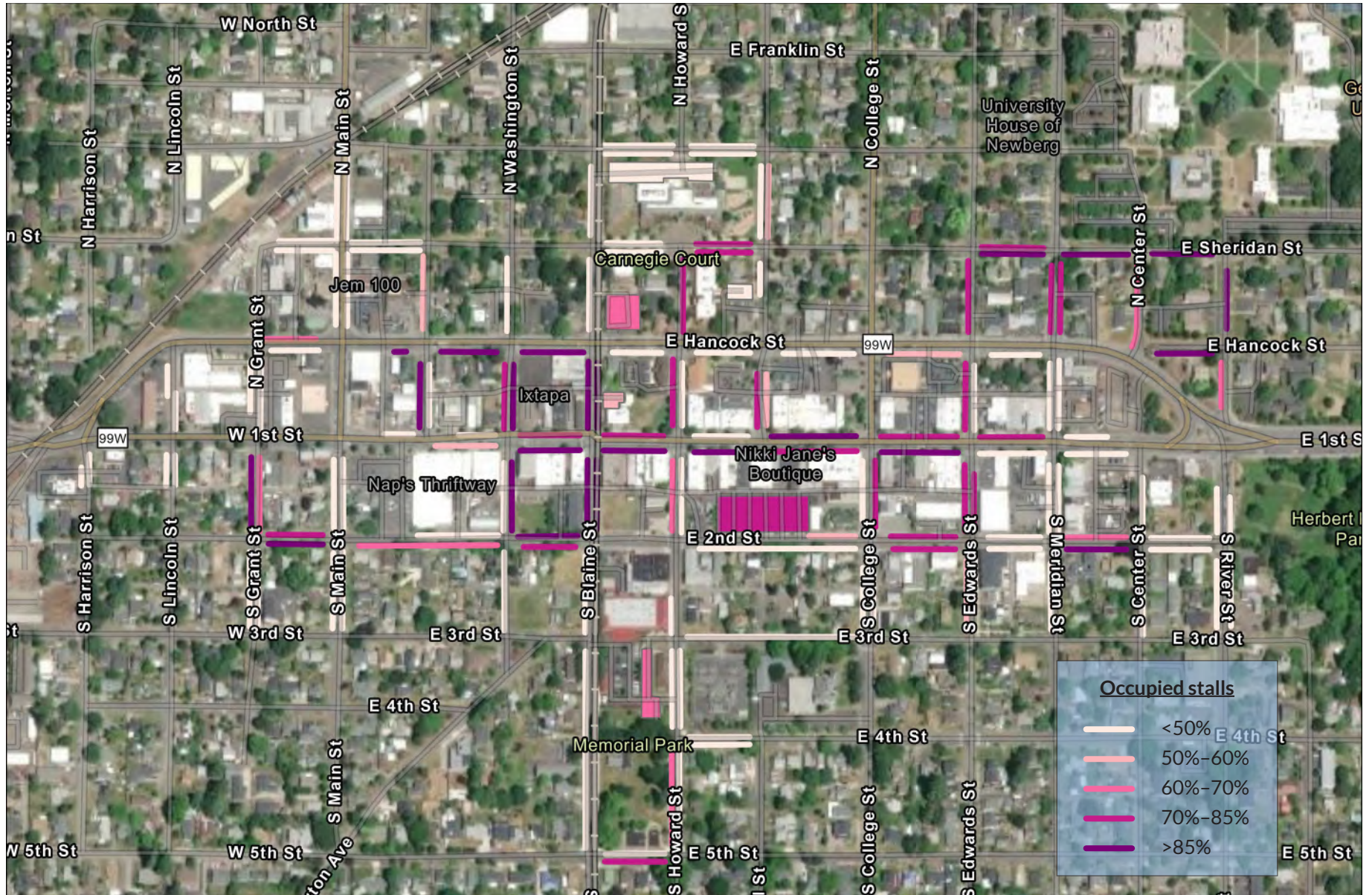


Figure A8: Parking occupancy at 3:00pm Thursday April 13, 2023

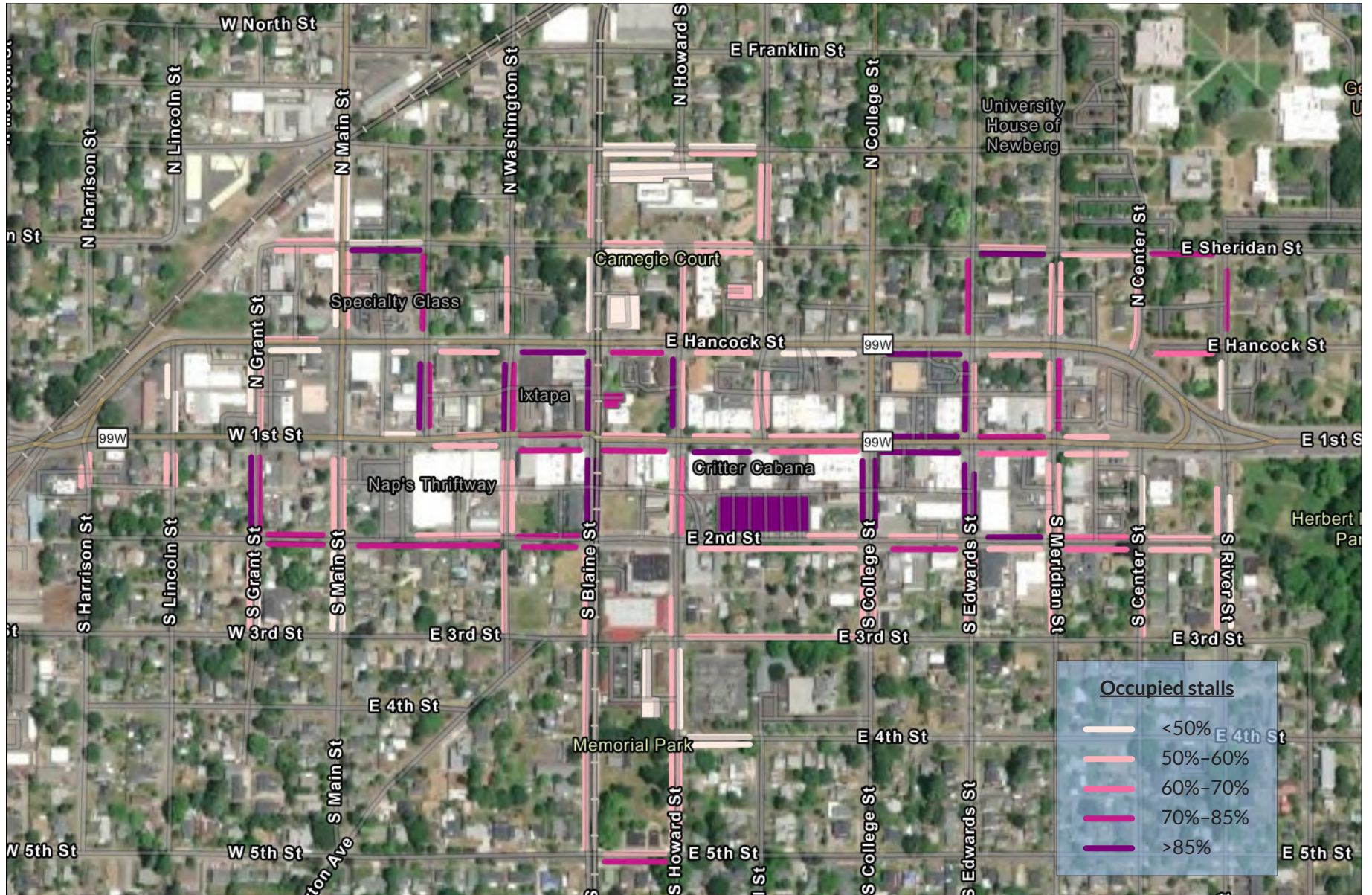


Figure A9: Parking occupancy at 4:00pm Thursday April 13, 2023

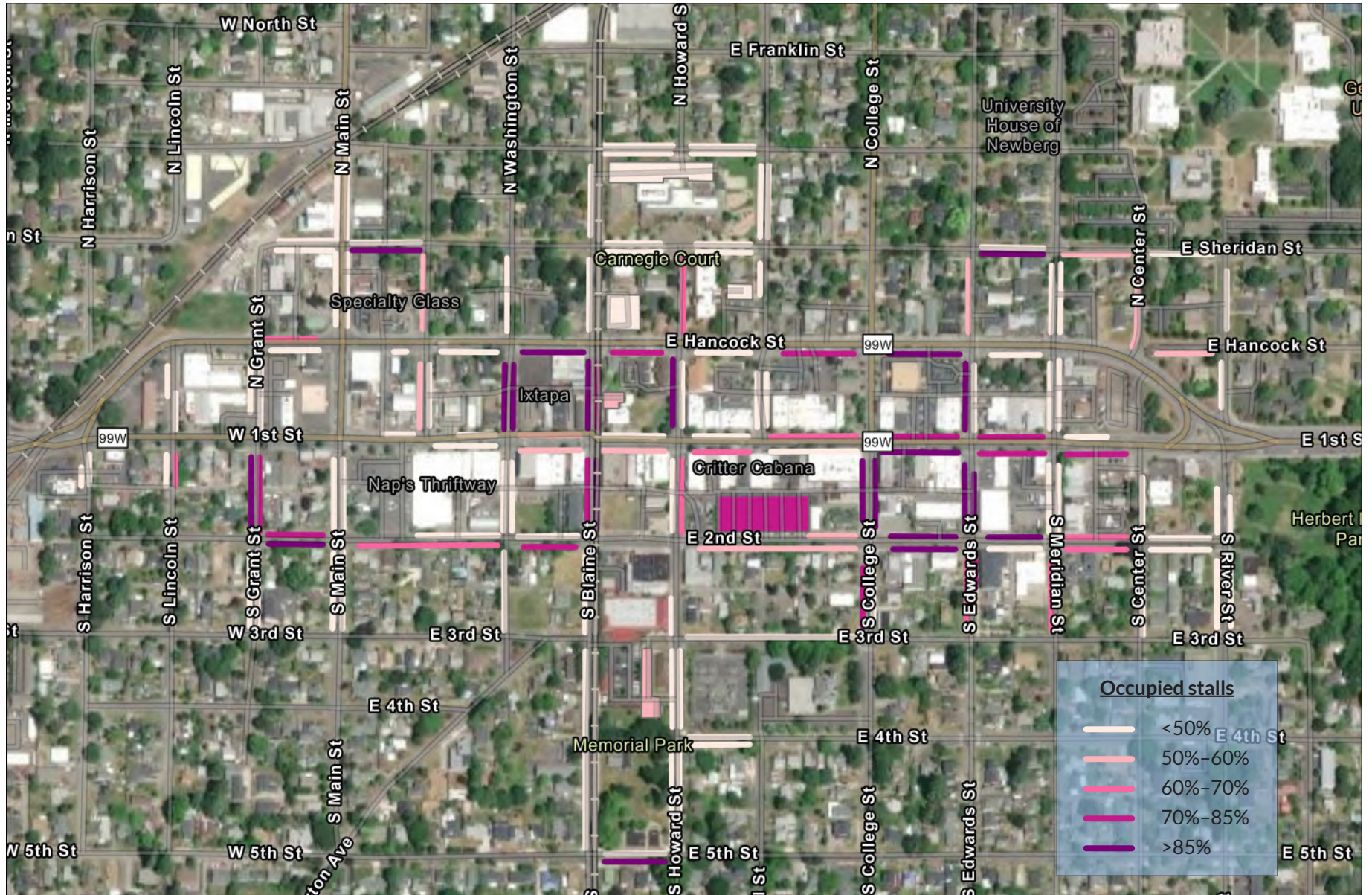


Figure A10: Parking occupancy at 5:00pm Thursday April 13, 2023

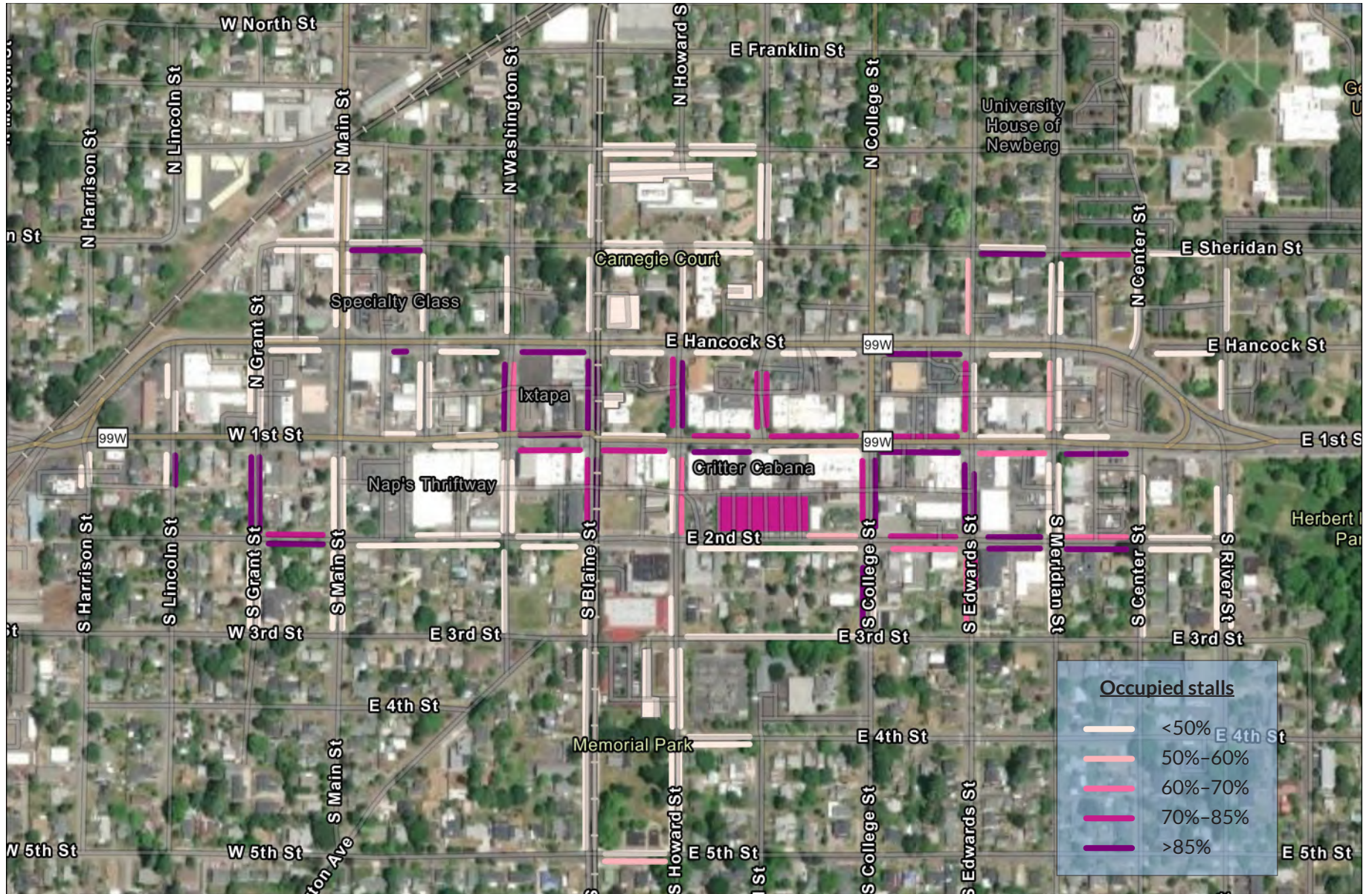


Figure A11: Parking occupancy at 6:00pm Thursday April 13, 2023

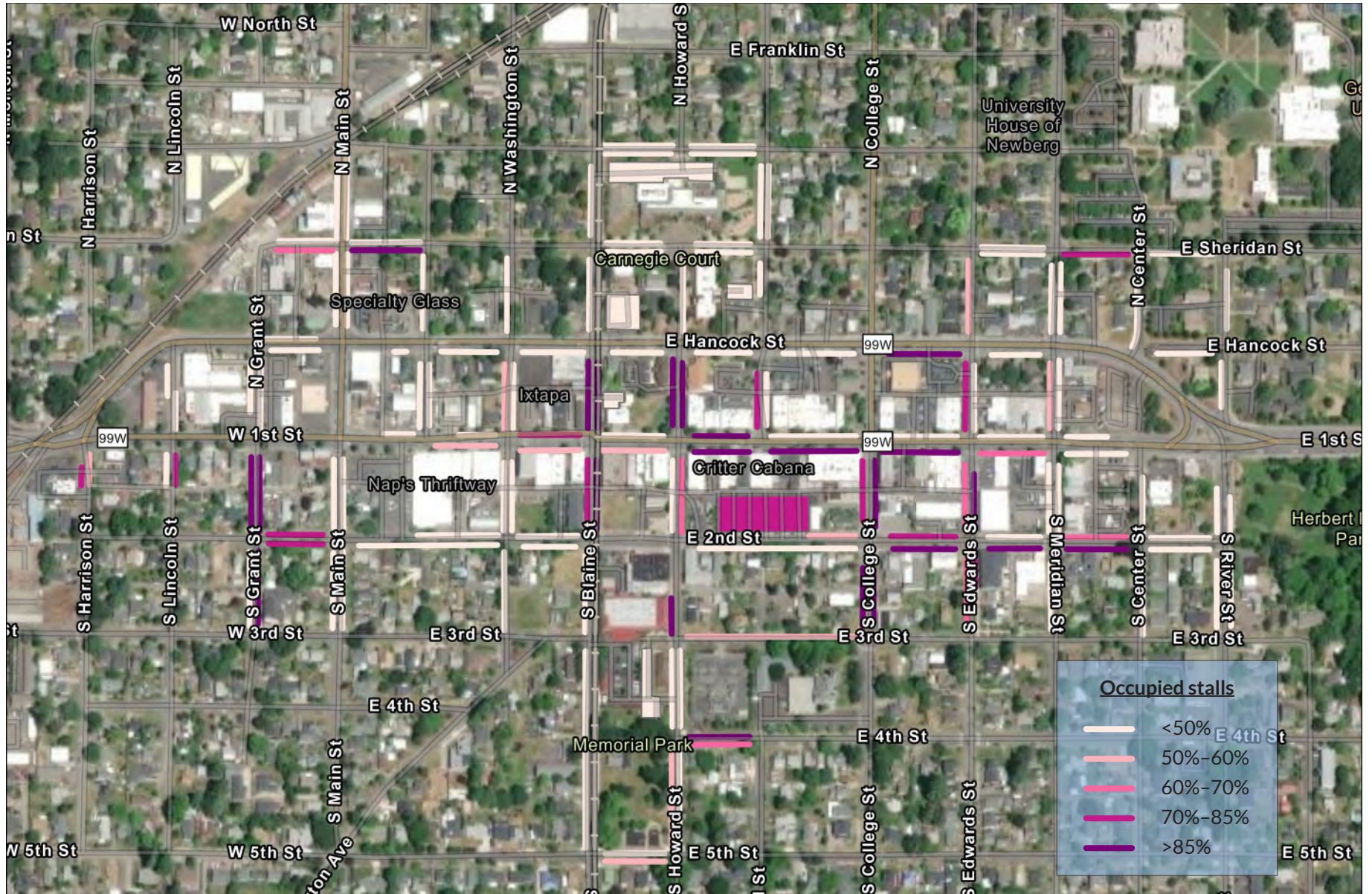


Figure A12: Parking occupancy at 7:00pm Thursday April 13, 2023

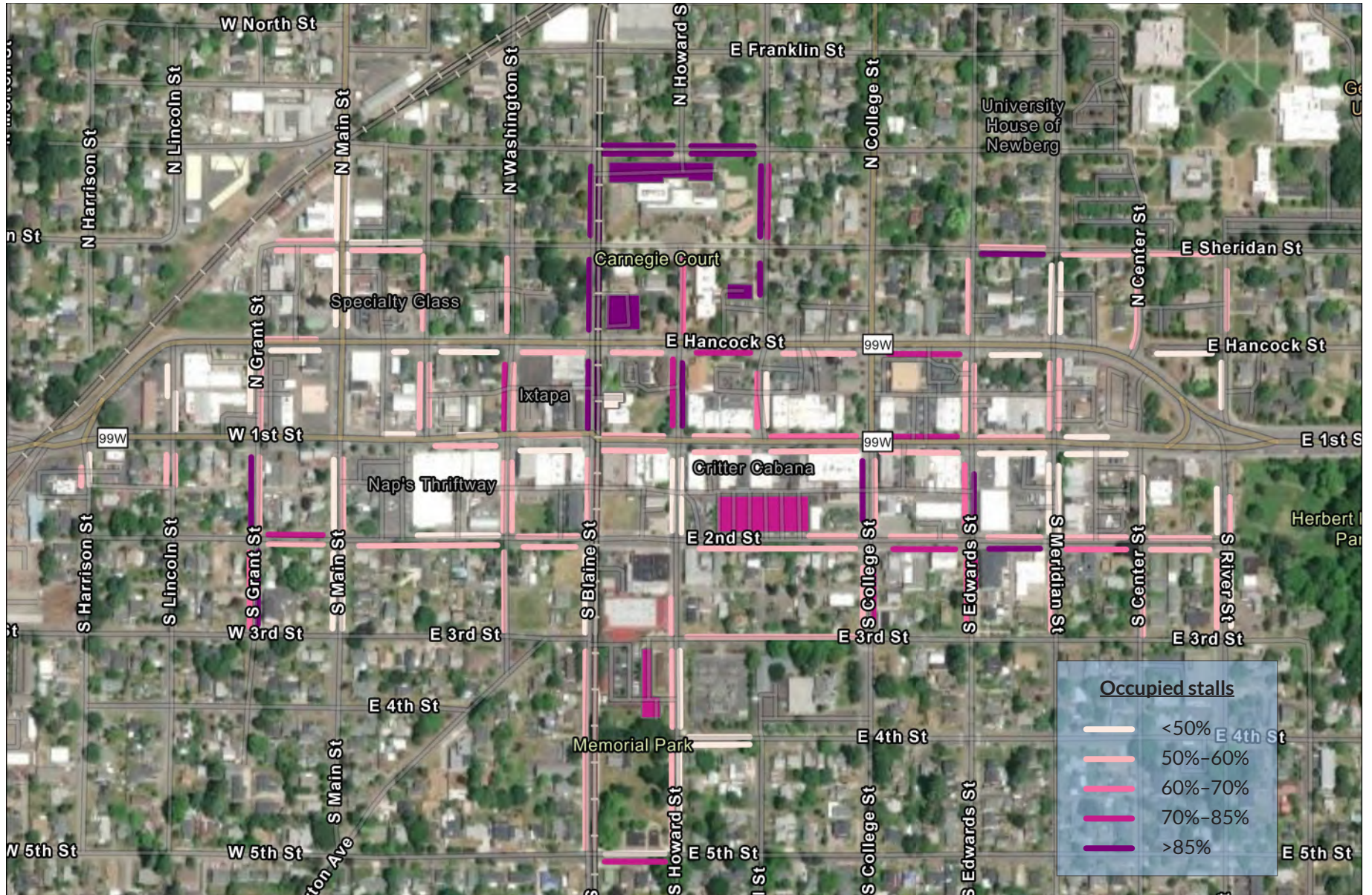


Figure A13: Parking occupancy at 10:00am Saturday April 15, 2023

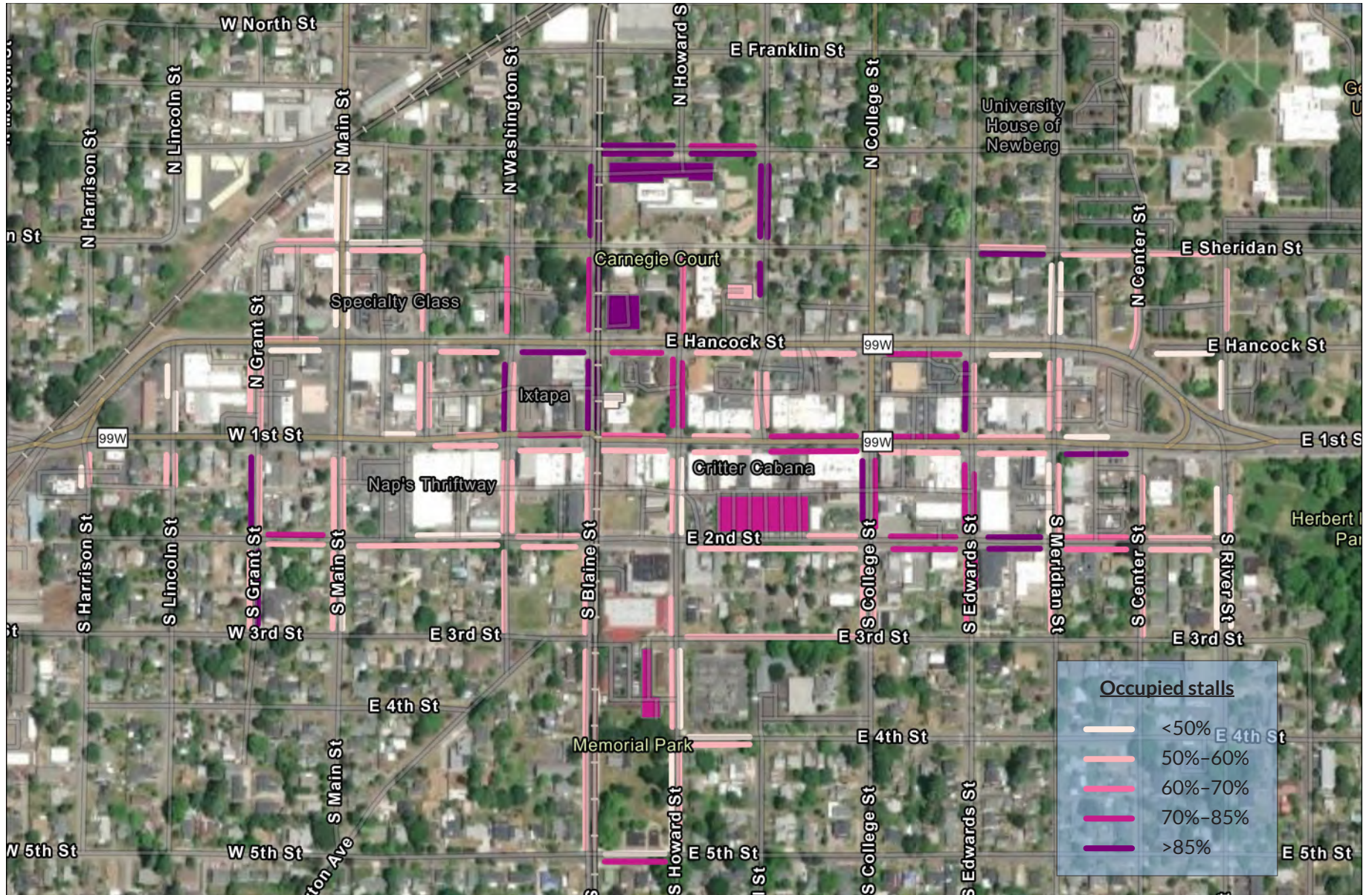


Figure A14: Parking occupancy at 11:00am Saturday April 15, 2023

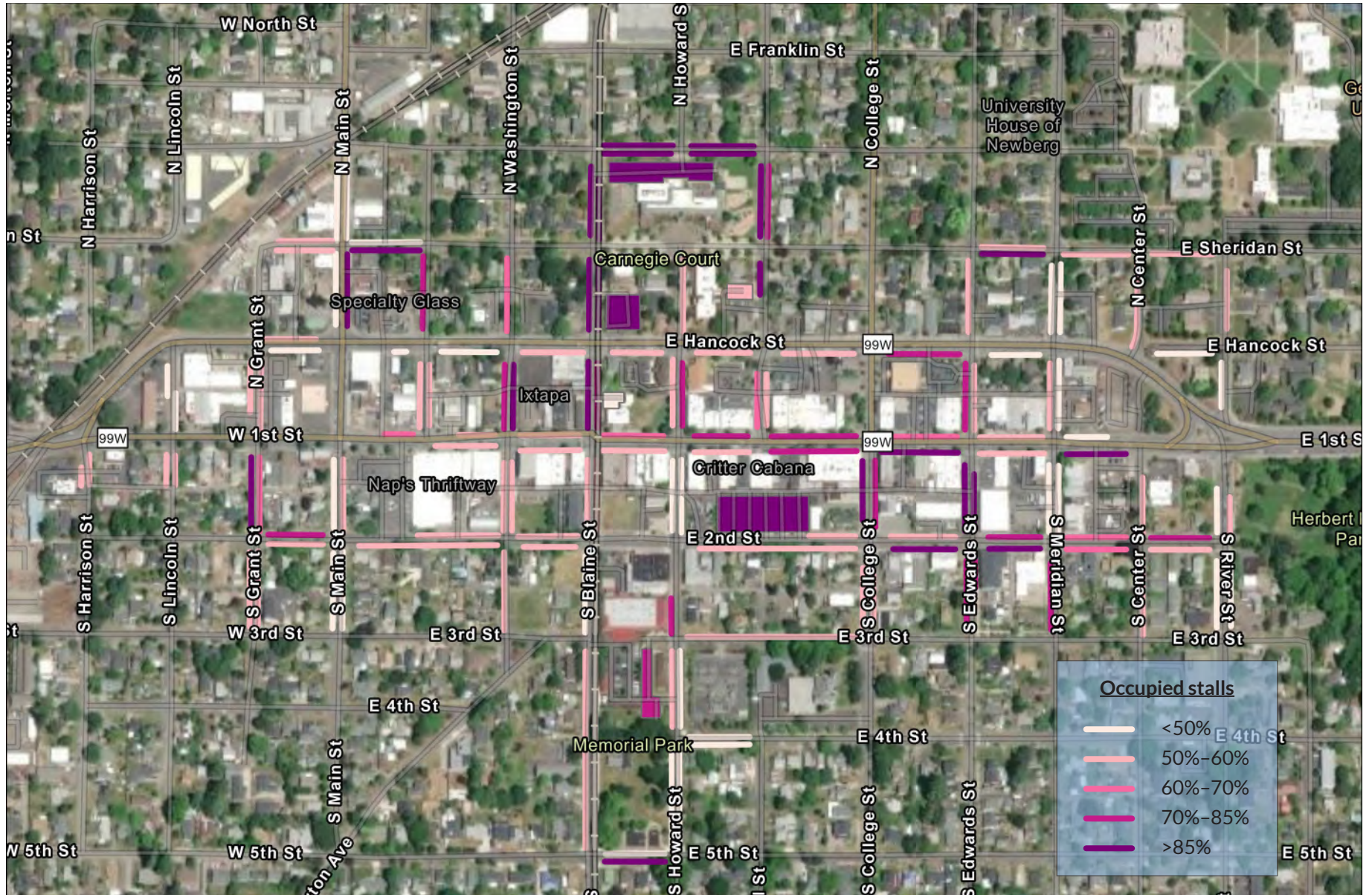


Figure A15: Parking occupancy at 12:00pm Saturday April 15, 2023

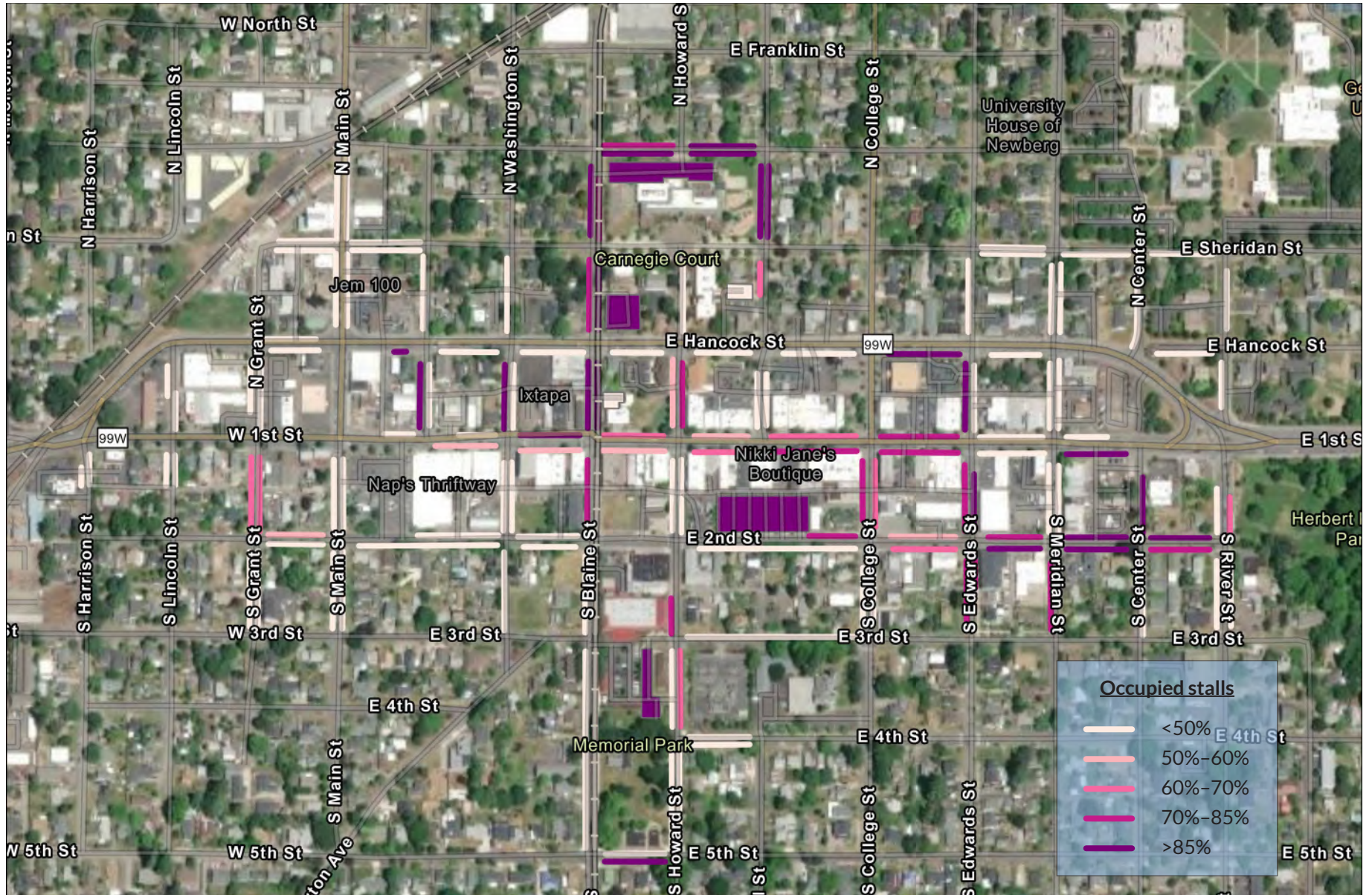


Figure A16: Parking occupancy at 1:00pm Saturday April 15, 2023

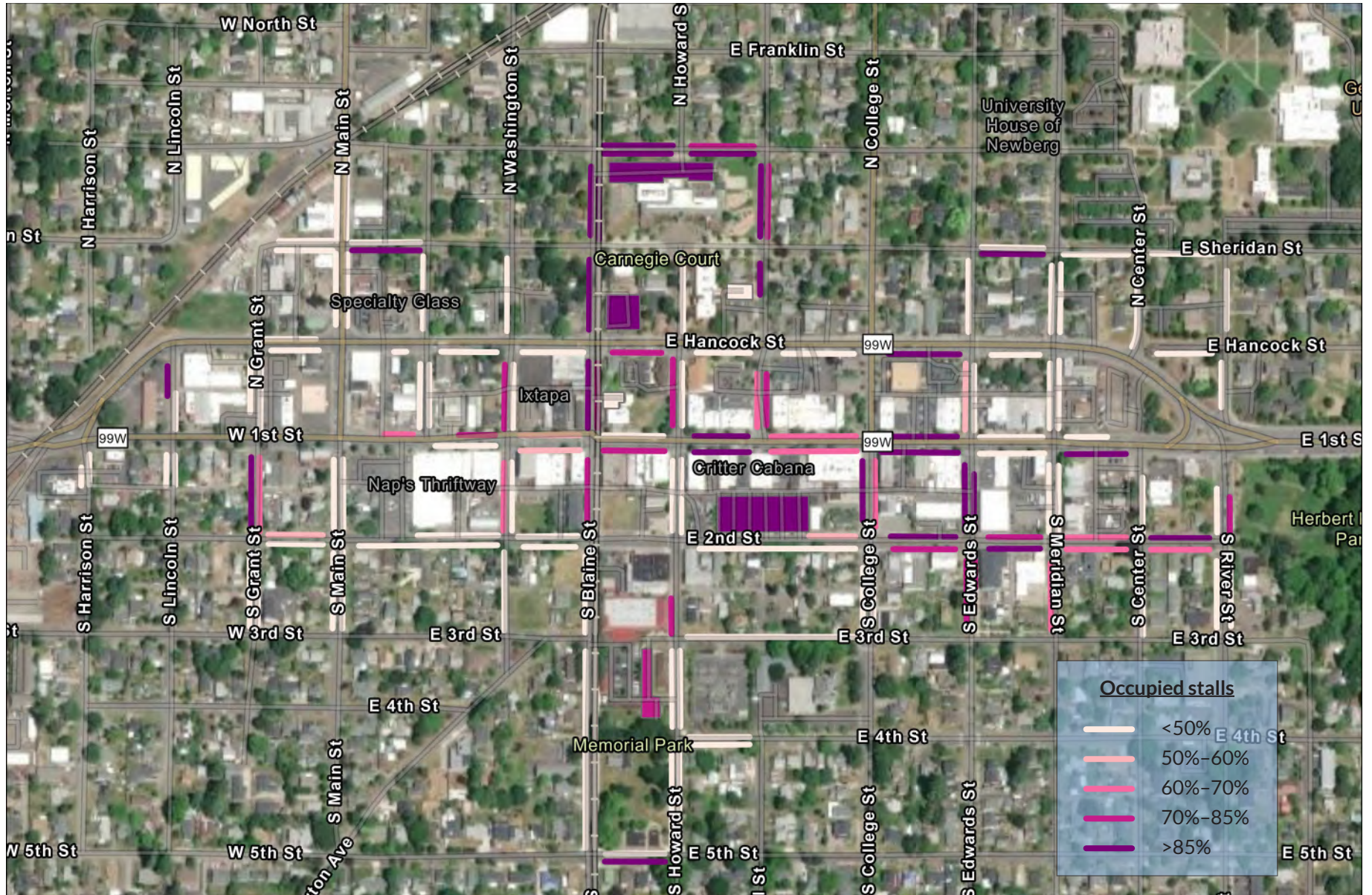


Figure A17: Parking occupancy at 2:00pm Saturday April 15, 2023

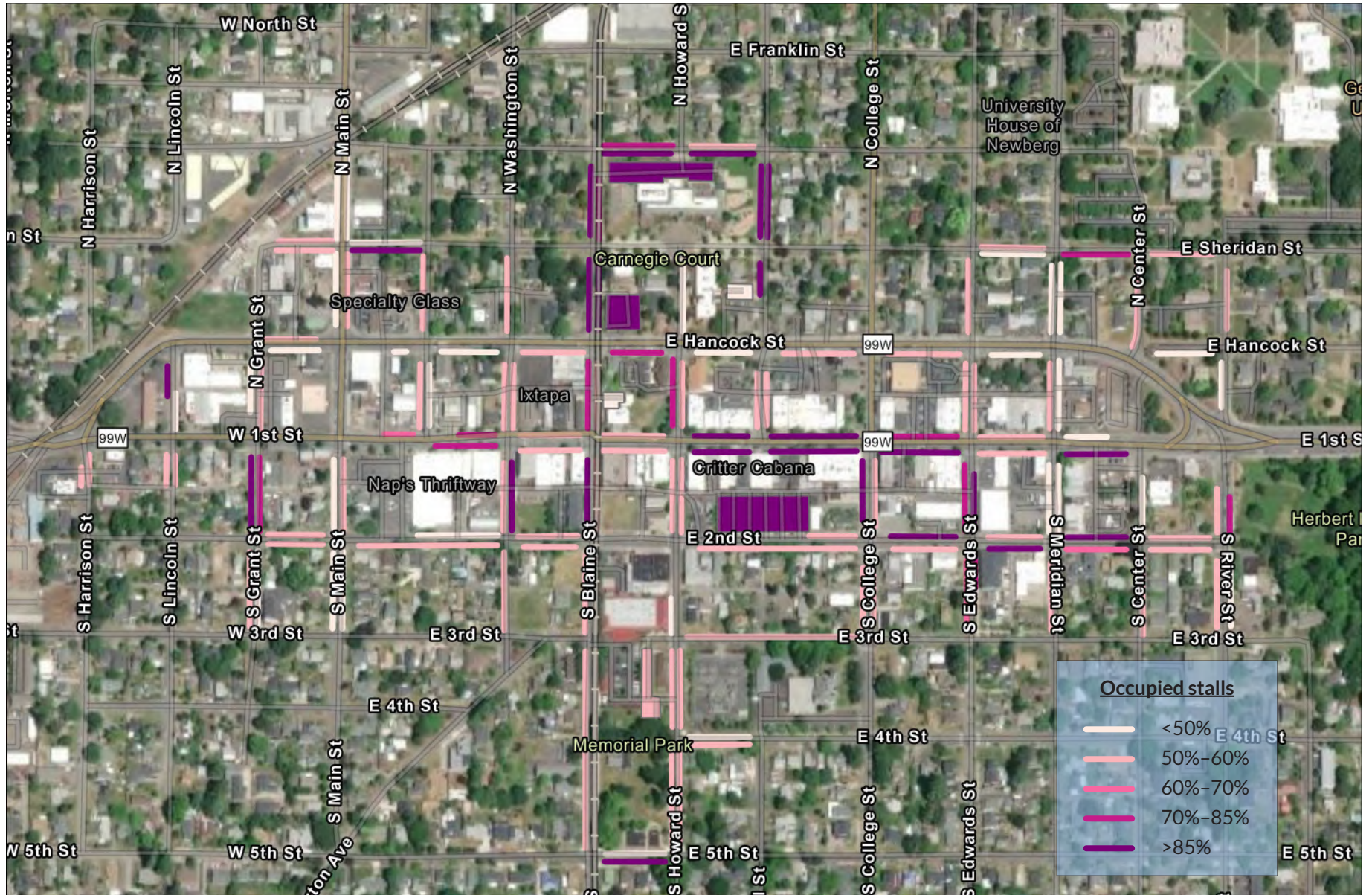


Figure A18: Parking occupancy at 3:00pm Saturday April 15, 2023

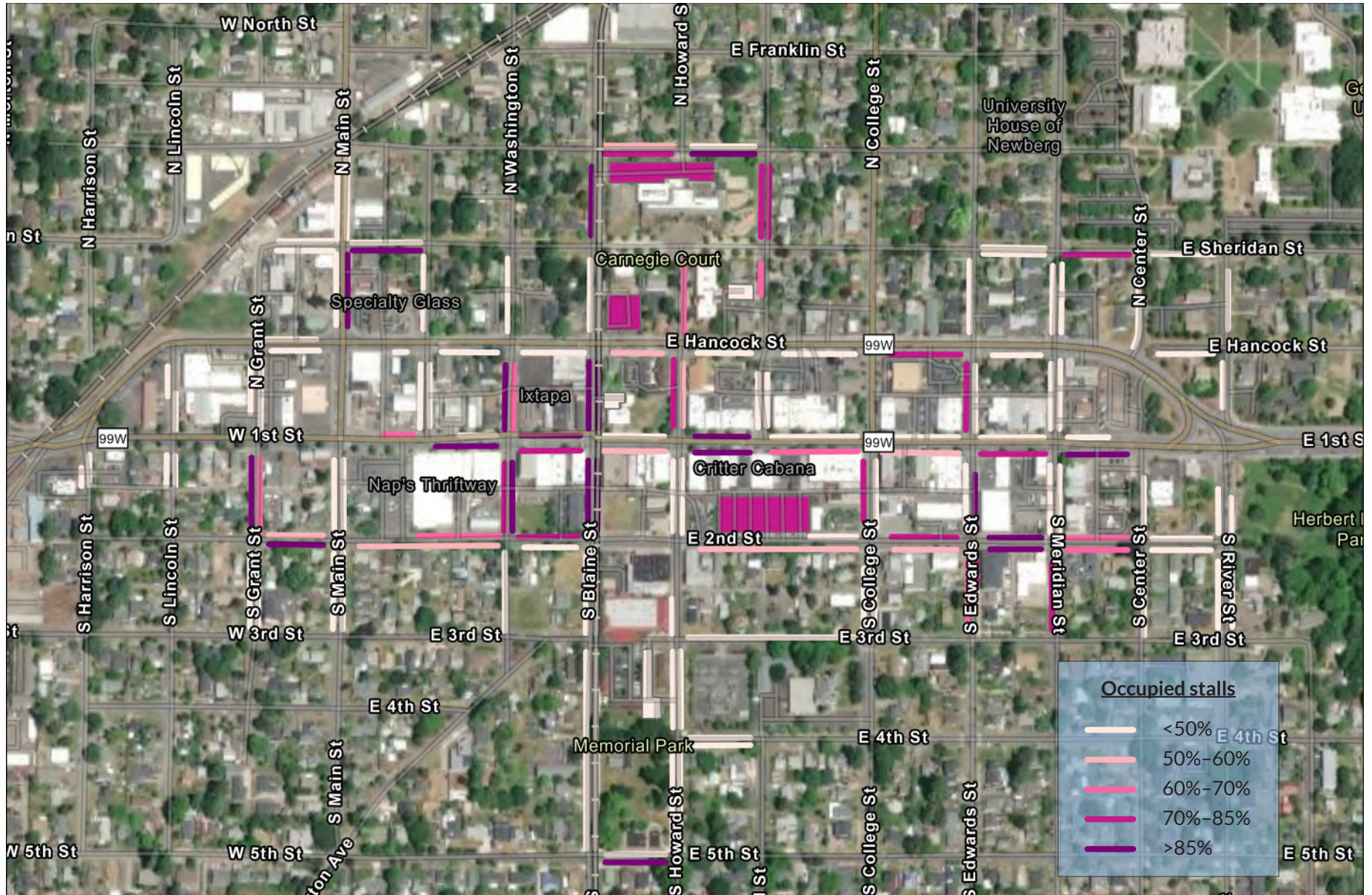


Figure A19: Parking occupancy at 4:00pm Saturday April 15, 2023

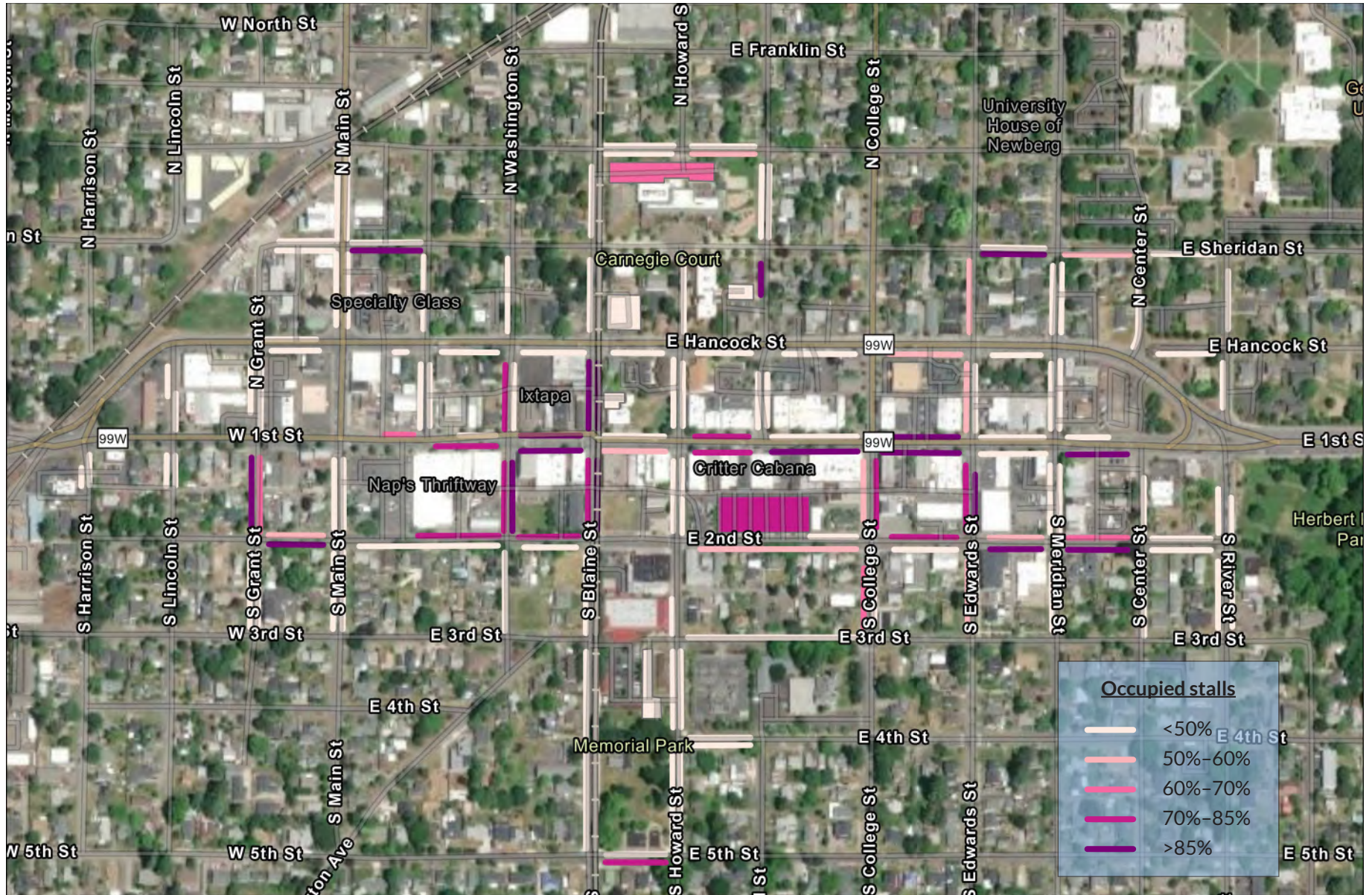


Figure A20: Parking occupancy at 5:00pm Saturday April 15, 2023

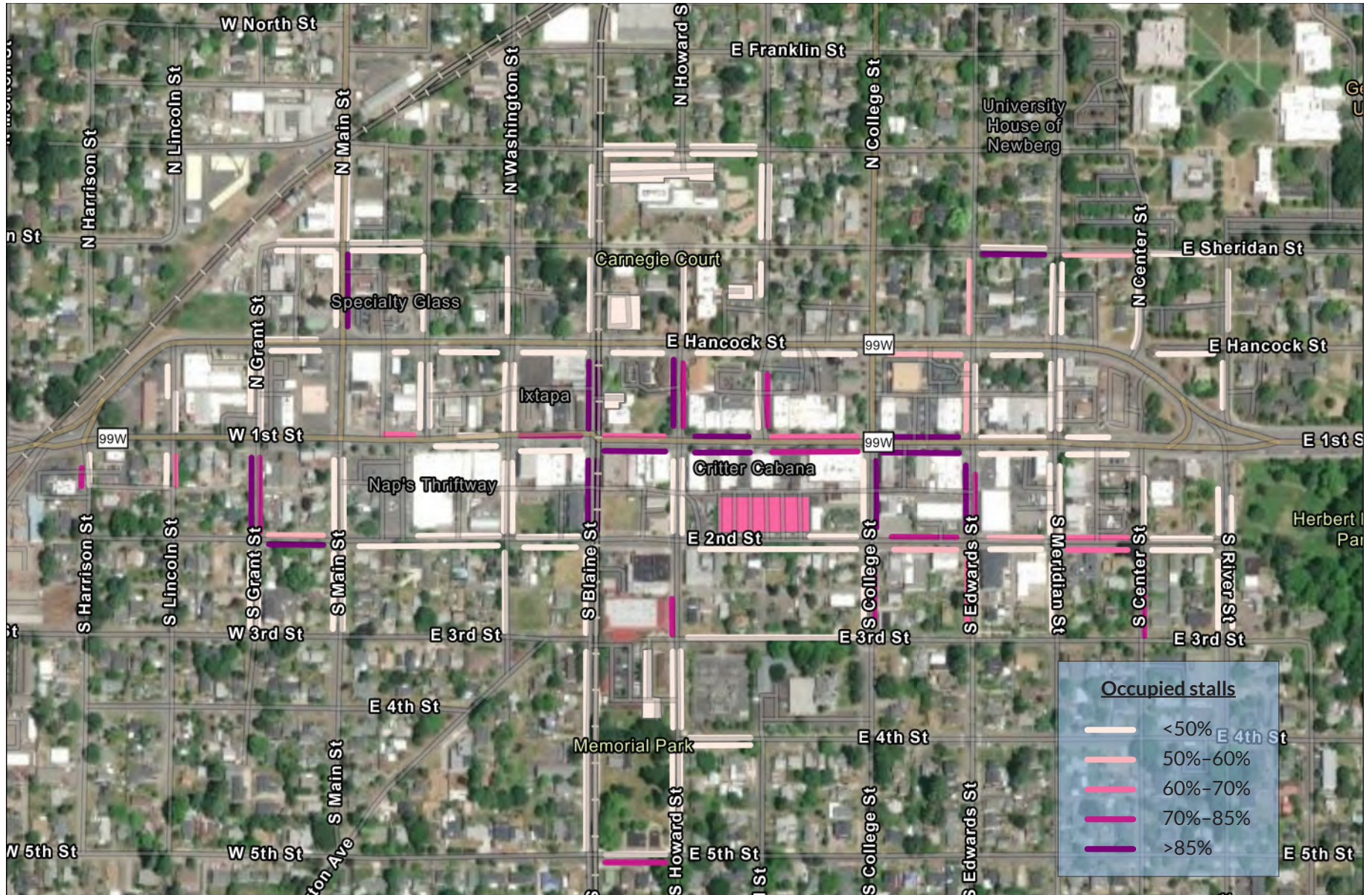


Figure A21: Parking occupancy at 6:00pm Saturday April 15, 2023