

2016

City of Newberg, Oregon Downtown Strategic Parking Management Plan

PROJECT SUMMARY AND RECOMMENDATIONS FOR PARKING MANAGEMENT

FINAL REPORT
July 28, 2016



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ATTACHMENT A: PARKING EXISTING CONDITIONS

ATTACHMENT B: SUMMARY OF PARKING UTILIZATION – DATA SUMMARY REPORT

EXECUTIVE SUMMARY

Rick Williams Consulting was retained by the City of Newberg to conduct an evaluation of the downtown parking system and develop a comprehensive Strategic Parking Management Plan. The evaluation entailed a review of existing automobile and bicycle parking development code and related policy language. Actual use dynamics and access characteristics of the on and off-street parking supplies in downtown Newberg were studied as well. The findings create the foundation for a comprehensive strategic parking management plan that responds to the unique environment, goals, and objectives of downtown Newberg.

A total of 15 strategies are recommended for implementation by the City of Newberg. Successfully completed, these strategies will improve the efficiency of the City's parking system and provide a solid foundation for decision-making and accommodating future growth.

The full detailed parking management plan begins on page 4.

RECOMMENDED PARKING MANAGEMENT STRATEGIES

These strategies should be implemented within 36 months of plan adoption.

1. Establish Guiding Principles for Parking.
2. Establish a Parking Work Group as a forum for addressing parking issues in the downtown.
3. Amend code guidelines related to shared parking opportunities that could impede efficiencies for new development.
4. Simplify on-street time-stay allowances and reduce the number of "No Limit" parking stalls.
5. Create a critical path to a new parking brand that can be utilized at all City-owned lots and shared supplies and in marketing/communications.
6. Upgrade on-street parking signage and striping.
7. Upgrade public lots to set a standard for design and presentation.
8. Enhance the City's "front door" by improving the appearance and quality of privately owned surface parking in the downtown.
9. Create an east/west gateway communication system that is replicated throughout downtown.
10. Add bike parking at strategic locations to create connections between parking and the downtown.
11. Identify off-street shared-use opportunities based on data from 2016 off-street occupancy study. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.

12. Develop a reasonable schedule of data collection to assess performance of the downtown parking supply, including on- and off-street inventory and occupancy/utilization analysis.
13. Establish business-to-business outreach and communications on parking issues and planning.
14. Explore and develop funding options for maintaining the existing parking supply and funding future growth.
15. Identify strategically located surface parking lot for lease or purchase as a long-term public parking asset

The City may elect to reorder, accelerate, or moderate strategies depending on community support and consensus, opportunity, and/or funding. All strategies will require consistent and dedicated management with active participation by the private sector.

Estimated implementation timelines and cost estimates, where available, are detailed for each strategy recommendation in Section F beginning on page 13.

DOWNTOWN NEWBERG: SUMMARIZING BETTER PARKING MANAGEMENT

With support from the Oregon Department of Transportation, Rick Williams Consulting (RWC) was retained to examine parking management issues for the City of Newberg in conjunction with the update of the Newberg Downtown Improvement Plan (NDIP). The project's goals were to:



- Provide insight into the current parking environment in downtown Newberg;
- Get input from stakeholders and City staff to better understand needs and foster stronger public support;
- Assess current and future opportunities;
- Review and suggest changes to the parking code; and
- Take advantage of innovative parking management concepts to promote a vibrant and attractive downtown.

A. BACKGROUND

With construction of the Newberg Dundee Bypass underway, Newberg's downtown is primed for revitalization. Lined with early 20th-century buildings of architectural and historical significance, Highway 99W (also known as First Street) currently experiences heavy traffic volumes that can, at times, create an unfriendly environment for pedestrians and for retail storefront growth. However, when the Bypass is completed in late 2017, congestion along 99W will be significantly reduced, transforming the "feel" of downtown Newberg. This presents an opportunity for the City to reexamine and reinvest in its downtown, and create a safer and more pleasant place to live, work, visit, and shop.

Parking will play a key role in striking a balance between broader community goals for development, growth, and vitality and retaining downtown Newberg's historic character.

Parking management should support the system's intended users and contribute to a successful and well-functioning downtown. This report examines how the existing parking system is functioning and makes recommendations that will help Newberg flourish. These recommendations are sensitive to the historic, pedestrian-friendly nature of downtown and recognize the importance of economic growth. The report also provides a basis for future community discussions on enhancing the downtown parking system and experience. The information and recommendations in this report are intended to complement broader transportation and economic development efforts.



B. FORMAT OF INFORMATION – GETTING TO SOLUTIONS

This project has allowed the City and stakeholders to take a fresh look at the parking situation in Newberg with a view to improving the quality and ease of access in the downtown.

This report summarizes:

- Parking challenges and barriers
- Downtown parking inventory (on- and off-street)
- Existing parking utilization
- Recommendations for near-, mid-, and long-term solutions

C. SUMMARY OF CHALLENGES AND BARRIERS

From field observations and conversations with stakeholders and City staff, the consultant team developed a list of parking-related challenges and barriers in downtown Newberg. As solutions are developed (see **Section F**, page 13) they should relate directly to these issues.

1. *The appearance of Newberg's parking system can be improved.*

Surface parking can affect a downtown's overall image. When parking lots dominate the environment and are poorly designed or maintained, they undercut efforts to make downtown a vibrant, attractive area. With 85 surface lots, Newberg's parking system needs a fresh set of eyes to ensure that its appearance supports the economic vitality of a changing downtown. Shared-use agreements between the public and private sectors could be an effective strategy to achieve this.

2. *There is a lot of parking in Newberg, if seen as a shared resource.*

Although there appears to be a lot of parking, especially off-street parking, in the downtown on a typical day, it is not being used efficiently. Most parking is under private ownership and may only be used by specific businesses or institutions (outlined in 15.440.050(A/B)). Maximizing use of existing parking assets through well-managed shared use¹ could provide better access to downtown.

3. *Routine collection of usage data will support decision-making, planning, and management of the parking supply.*

The consultant team catalogued all parking in the downtown and conducted a "typical day" utilization study (see **Sections D/E** and **Attachment B**), establishing a solid foundation for understanding current parking dynamics. As the downtown develops, however, new demand

¹ Not bound by special covenant agreements

will put added pressure on the parking supplies. Routinely collecting data on system performance will greatly benefit the City and its stakeholders.

4. *Changes will require partnership-building.*

More vigorous parking management must be founded on a strong set of principles and priorities, and supported by a system of communication and clearly identified targets and outcomes. There must be consensus among the City and affected stakeholders on a plan of action, to be guided by and overseen through ongoing partnerships. This will involve determining and clarifying the City's role in facilitating, managing, and most importantly growing the parking supply.

5. *Better signs and clear striping will benefit the parking system.*

Appropriate signage communicates useful information to users and promotes a sense of uniformity throughout the system. Additional on-street striping that clearly delineates on-street stalls and no-parking or special-use zones will reinforce signage upgrades.

6. *Connections must be made between parking and the downtown.*

Parking should provide better access for all users of the downtown and surrounding areas. There should be multiple locations where users can park once, then easily walk or bike to primary and secondary destinations. Uniformly connecting this system with gateway signage at both ends of the downtown and other visual cues will make it easier for visitors to patronize Newberg's downtown businesses.

7. *Identification of surface lots for purchase.*

As the downtown grows, the City may want to consider purchasing surface lots for strategic development. If the City determines that it has a key role to play in developing parking, acquisition of strategic sites in advance of new growth would be beneficial and cost-effective.

D. PARKING INVENTORY SUMMARY

The consultant team inventoried the entire supply of on- and off-street parking in the downtown. This section summarizes key components of that effort.²

1. *Study Area*

The study area was determined during the initial project scoping process by the City of Newberg and the consultant team. It is generally bounded by S Harrison Street on the west, E 2nd Street on the

² **Attachment B**, at the end of this report, provides a detailed *Parking Utilization Summary Data Report* that presents the complete inventory and utilization analysis. This section provides a shortened version of that report.

south, E Sherman Street on the north, and S River Street on the east. The inclusion of Memorial Park extends the southern boundary to E 5th Street.

Figure A illustrates the study area.

Figure A
Downtown Study Area



2. Key Findings

Table 1 (next page) provides a complete summary of on- and off-street parking in downtown Newberg. There are 2,106 stalls in the study area: 960 on-street and 1,146 off-street.

On-street

As **Table 1** indicates, on-street parking in this area has a mix of time-stay options, comprised of nine categories ranging from 10 minutes to No Limit.

- A majority of stalls do not have a designated time stay, referred to here as No Limit. Of the 960 total stalls, 654 (68.1%) are No Limit. This is a very high percentage of the on-street system dedicated to long-term use, particularly if higher visitor activity is desired. Stalls with stays of

one or two hours, generally more associated with visitor use, make up only 28% of the on-street supply.

Table 1
2016 Downtown Newberg Parking Inventory

Downtown Newberg Parking Inventory – On and Off-Street		
Stall Type	Stalls	% of On-Street Stalls
10 minutes	3	< 1%
15 minutes	14	1.5%
30 minutes	1	< 1%
1 hour	6	< 1%
2 hours	269	28.0%
No Limit	654	68.1%
Accessible (ADA)	9	< 1%
Theater Only	3	< 1%
Reserved	1	< 1%
On-Street Subtotal	960	46%
Off-Street Subtotal (85 sites)	1,146	54%
Total (All On and Off-Street)	2,106	100%

- The remainder of the on-street supply includes 10-, 15- and 30-minute stalls that combine for slightly less than 2% of the supply.
- Special use parking, including Accessible (ADA), Theater Only, and Reserved, totals 13 stalls (slightly more than 1%).

With the large number of No Limit stalls, the current format favors long-term parking. While overall occupancy levels are relatively low at present (see **Section E**), reformatting time limits to include more short-term parking should be considered to encourage retail development.

Off-street

To better understand their purpose, lots were sorted by their typical manner of use. **Table 2** (next page) identifies all lots by use type, and indicates the number of lots of that type, the combined number of stalls per type, and the percentage of total stalls that represents. This is summarized on the left half of the table. The table also provides a glimpse at the 27 lots that were sampled during the data collection effort. This is summarized on the right half of the table.

Table 2
Off-street Inventory - By Use Type

Use Type	Number of Lots Inventoried	Stalls	% of Total	Number of Lots Surveyed	Stalls	% of Total
Auto	4	36	3%	0	0	0%
Bank	3	48	4%	2	36	3.1%
Church	2	18	2%	1	15	1.3%
Civic	2	95	8%	1	54	4.7%
Institution	1	32	3%	1	32	2.8%
Medical	2	24	2%	1	18	1.6%
Office	14	163	14%	4	52	4.5%
Public	4	131	11%	4	130	11.3%
Residential	4	36	3%	0	0	0%
Restaurant	10	128	11%	2	43	3.8%
Retail	20	279	24%	7	135	11.8%
Service	14	98	9%	3	40	3.5%
Unknown	5	59	5%	1	24	2.1%
Total	85	1,146	100%	27	579	50.5%

- The majority of off-street parking is private: 81 of 85 lots, comprising 1,016 stalls and representing 89% of all off-street parking.
- Parking for retail uses represents the largest portion of off-street parking at 24%, with 279 stalls on 20 lots. This is followed by parking for office uses at 14%, with 163 stalls on 14 lots.
- Publicly-owned parking represents 11% of the off-street supply, with 130 stalls on four lots.
- The current balance of private and public parking is not unusual for downtowns, but does mean that shared-use agreements can be more complex, involving negotiations with individual owners of private lots.

E. KEY FINDINGS: PARKING UTILIZATION

Utilization and occupancy data was collected on April 13, 2016 for the on- and off-street parking systems. This section summarizes key findings from that effort.³

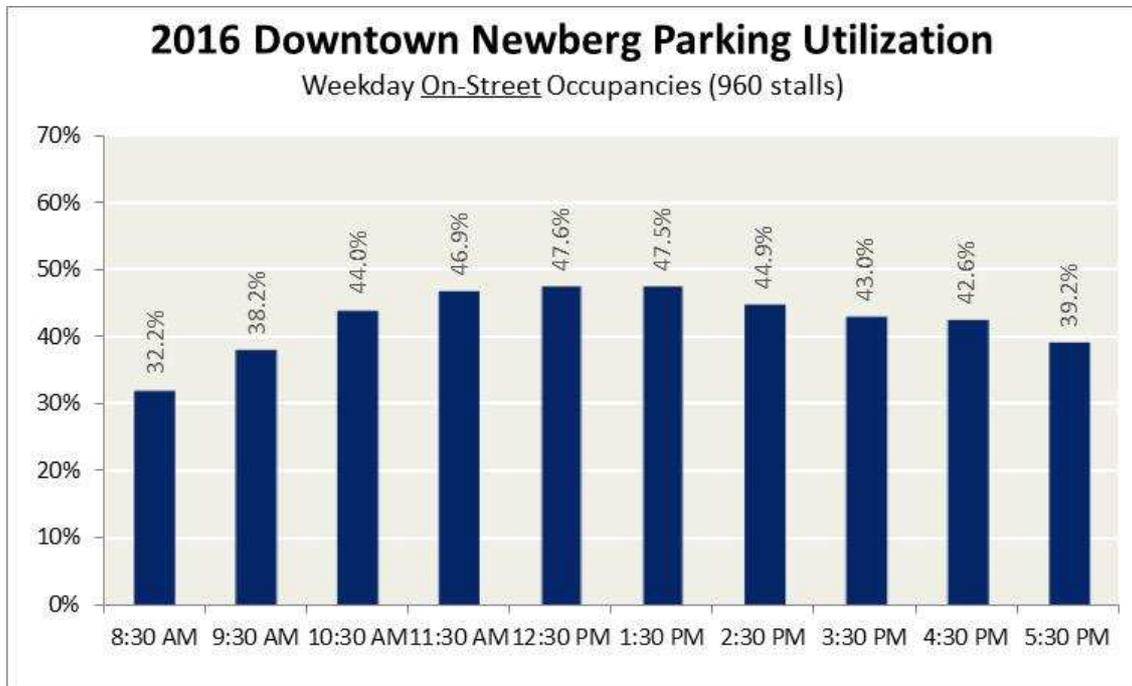
1. On-Street Parking Summary

The on-street survey involved hourly counts of occupied parking stalls in the study area. Surveyors recorded the license plate numbers of parked vehicles each hour from 8:00 AM to 6:00 PM. All 960 on-street stalls were surveyed. **Figure B** (next page) provides an hour-by-hour look at occupancy performance on the survey day.

- The peak hour for all on-street parking is from noon to 1:00 PM. During this hour, 460 stalls (47.6%) are occupied, leaving 500 stalls empty.
- The overall low occupancy level of 47.6% indicates that parking is readily available on-street throughout the day. There are very few instances where the system is constrained for any sustained period of time.
- There is abundant parking available, with significant capacity to absorb new trips.
- The average length of stay for all on-street parkers is 2 hours 50 minutes. This average includes those parking in No Limit stalls.

³ As with information related to the parking inventory, **Attachment B**, at the end of this report, provides a more detailed *Parking Utilization Summary Data Report*.

FIGURE B
2016 Newberg on-Street Utilization



2. Off-Street Parking Summary

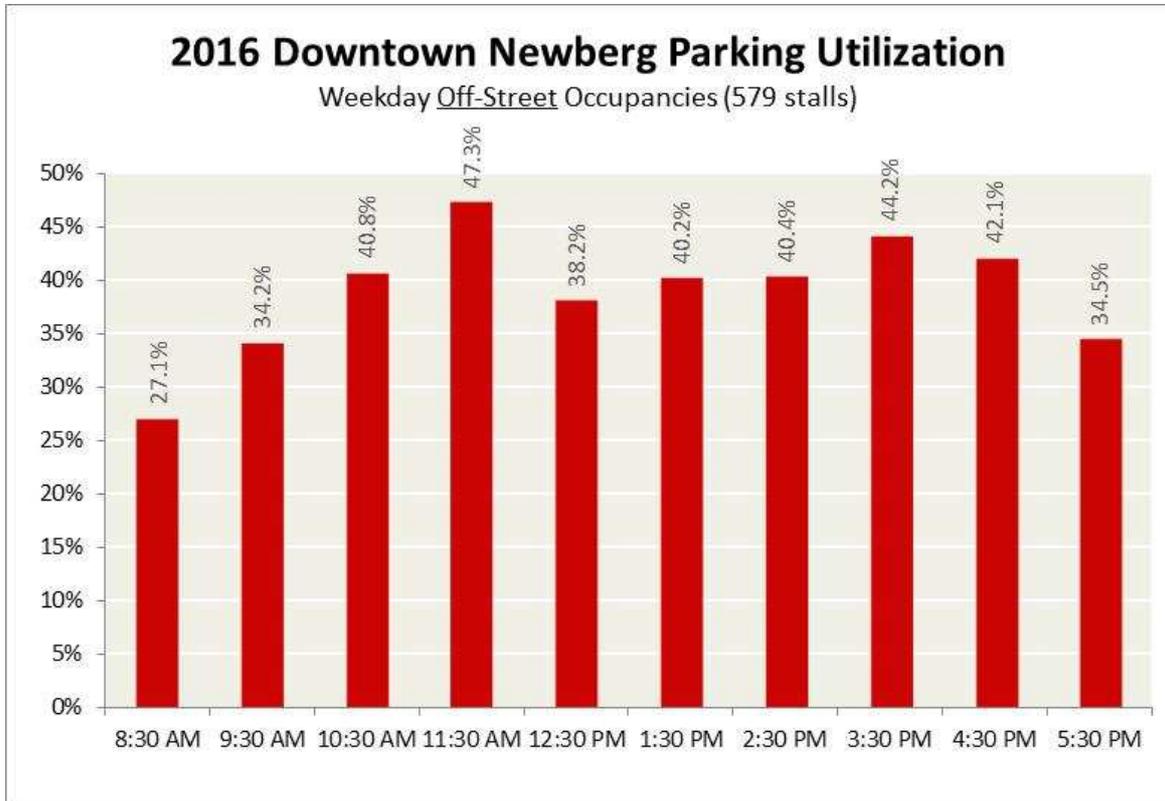
Off-street facilities were also surveyed on April 13th, 2016. A sample of 27 lots totaling 579 stalls was selected for data collection. This sample represents 50.5% of all off-street parking in the study area and accurately reflects the overall system in terms of type, size, and location. Occupancy counts were conducted at each lot every hour between 8:00 AM and 6:00 PM; unlike the on-street survey, however, license plate numbers were not recorded.

Figure C (next page) illustrates occupancy levels for each hour of the ten-hour survey day.

- The highest occupancy occurred between 11:00 AM and 12:00 PM, one hour earlier than the on-street system.
- During the peak hour, the off-street supply reached 47.3% occupancy, leaving 305 stalls available for use.⁴
- As with the on-street system, this is a low rate of use, leaving an abundance of parking available to accommodate new growth and increases in parking demand.

⁴ When combined with the on-street system, approximately 808 total stalls were empty at the peak.

Figure C
Hourly Parking Utilization



3. Conclusion: Data Findings

The 2016 data analysis of parking in downtown Newberg indicates that the system is operating at a low level of capacity. The combined peak-hour occupancy level hovers around 47%, and parking is generally available on- or off-street throughout the study area. Recalibrating on-street time stays to more accurately reflect the needs of short-term users will be one step in encouraging ground-level business. This would begin with strategically reducing the number of No Limit stalls in the downtown and replacing them with 2-hour stalls. Working with owners of private off-street parking to create partnerships and discuss shared parking opportunities will complement reformatting of the on-street supply.

F. PARKING MANAGEMENT: RECOMMENDED SOLUTIONS

The solutions outlined below support recommendations that grew from discussions among the City, its downtown partners, and the consultant team. They follow a logical progression in which each action provides a foundation for subsequent actions.

Actions are described in phases ranging from near to long-term. Overall, the implementation schedule is flexible and the order of projects may be changed as opportunities and resources are identified. All strategies will require a level of support, coordination, commitment, and resource identification that goes well beyond what is currently in place. Where possible, cost estimates are provided, but only within the framework of planning. Final costs would require additional evaluation, scoping, and estimating.

STRATEGY 1: Establish Guiding Principles for Parking.

Guiding Principles are based on the premise that growth and development in the downtown will require an integrated and comprehensive package of strategies to support economic development and redevelopment. The ensuing parking plan becomes but one critical element of a larger coordinated package for economic growth.

TIMELINE: Near-term (0 – 12 months)

- Create a uniform appearance for on- and off-street parking, including signage, striping, and landscaping.
- Brand signage by creating a name, symbol, or design that clearly identifies all public parking.
- Use the 85% Rule to facilitate decision-making.⁵
- Include bike parking and access as a key strategy.
- Expand shared-use partnerships whenever possible and treat all parking as a community resource.
- Provide a forum for ongoing community involvement in parking decisions.
- Treat parking management as a partnership between the City and the business community.
- Ensure that the public parking system is financially sound and self-sustaining.
- Ensure that the City is ready to respond to growth, and recognize that funding will require a varied package of resources and partnerships.

Estimated Costs (STRATEGY 1)

There should be no costs associated with this recommendation other than normal staff costs for moving the plan to City Council for endorsement or approval.

⁵ The 85% Rule is an operating principle and parking industry standard. When occupancies routinely reach 85% in the peak hour, more *intensive and aggressive* parking management strategies are called for.

STRATEGY 2: Establish a Parking Work Group as a forum for addressing parking issues in the downtown.

Active participation by those affected guarantees an understanding of and consensus on parking management and trigger points for decision-making. This is best accomplished through an established advisory committee that reviews performance, serves as a sounding board for issues, and acts as a liaison to the broader stakeholder community.



The City should develop a process through which a representative cross-section of downtown interests *routinely* assists in the review and implementation of the Downtown Parking Management Plan. This effort could be coordinated through the Newberg Downtown Coalition. The new Parking Work Group can use the recommendations in this plan as a basis for action, discussion, stakeholder communications, and tracking progress.

TIMELINE: Near-term (0 – 12 months)

- Schedule regular meetings to advocate for, shepherd, track, and communicate the plan.
- Establish a draft parking brand.

TIMELINE: Mid-term (12 - 24 months)

- Establish business-to-business outreach.
- Facilitate data collection efforts.
- Assess Plan progress.
- Provide advisory input to City Council.
- Coordinate communications with the broader downtown business community.
- Determine and implement action items.

TIMELINE: Long-term (24 – 36+ months)

Over time, the work group could evolve into a formal advisory committee to City Council on downtown parking issues and meet on a more frequent schedule.

Estimated Costs (STRATEGY 2)

There should be no additional costs associated with this recommendation if it can be initiated as a volunteer effort, hosted by the City in partnership with downtown business interests.

STRATEGY 3: Amend code guidelines related to shared parking opportunities that could impede efficiencies for new development.

The consultant team briefly evaluated the City's current parking regulations and policies, and highlighted the following challenges:⁶

- A. Use of shared use facility due to accessory designations and conditions placed on mixed uses outlined in 15.440.050(A/B).
- B. Existing surface lot landscaping/coverage requirements may be too restrictive in the C-3 zone, and there is a lack of standards for appearance.

TIMELINE: Mid-term (0 – 12 months)

- Examine changes to the code as described in the Opportunities and Constraints section of the *Downtown Newberg Parking Existing Conditions Memorandum* (see **Attachment A**).

Estimated Costs (STRATEGY 3)

There should be no additional costs associated with this recommendation if it can be initiated as a staff-led effort in consultation with the City Council.

STRATEGY 4: Simplify on-street time-stay allowances and reduce the number of No Limit parking stalls.

Multiple time-stay designations are often confusing to users, particularly shorter stays that do not provide enough time for a typical customer visit. There are currently nine different time-stay designations in the downtown, while the majority of on-street parking (68%) is unregulated No Limit parking. Short-term and No Limit stalls should be reduced or eliminated to ensure that block faces fronting ground-level businesses provide 2-hour parking. This will bring clear and consistent time-stays to downtown and encourage greater employee use of currently unused off-street parking (see Strategy 11).

TIMELINE: Mid-term (0 – 12 months)

- Use 2016 inventory to identify No Limit stalls that front businesses.
- Schedule replacement of these stalls with 2-hour parking per Strategy 6 below.

⁶ **Attachment A** provides the full summary.

Estimated Costs (STRATEGY 4)

Costs associated with this strategy would be incorporated into signage upgrades outlined in Strategy 6 below.

STRATEGY 5: Create a critical path to a new parking brand that can be utilized at all City-owned lots and shared supplies, and in marketing/communications.

The second Guiding Principle recommended in Strategy 1 encourages the City to “brand signage by creating a name, symbol, or design that clearly identifies all public parking.” It is recommended that a simple stylized “P”, coordinated with colors associated with the City of Newberg, be developed as the brand. This brand can then be used at parking sites and, ideally, as part of a wayfinding system throughout the downtown, and including a gateway signage project (see Strategy 9). It can also be incorporated into marketing and communications efforts, such as maps, websites, etc.

Several brand examples are provided below.



TIMELINE: Near to mid-term (0 – 24 months)

- With the Parking Work Group (Strategy 2), engage a design firm to develop an attractive and recognizable parking brand for use by the City of Newberg at all of its public off-street facilities, and any shared-use facility that offers visitor access. The design professional would:
 - a) Work with stakeholders and the City to create a new parking brand for Newberg.
 - b) Develop options and assist in developing a final recommended brand/logo.
 - c) Develop cost estimates for the creation and placement of new brand/logo signage packages at all City-owned off-street sites and shared-use facilities.
 - d) Assist in signage creation.

TIMELINE: Long-term (24 - 36 months)

- Deploy brand.

Estimated Costs (STRATEGY 5):

It is estimated that engaging a design consultant to carry out the above tasks would range from \$15,000-\$20,000.

STRATEGY 6: Upgrade on-street parking signage and striping.

Among the noticeable challenges observed by our team was parking signage and striping that is inconsistent, out of date, and at times confusing. Signage should be consistent and communicate clear and positive messages to users. Effective striping will communicate “you can park here,” reduce incidents of damage to vehicles, and facilitate compliance.

Additionally, incorporating the City’s parking logo into the on-street system should be considered as a means of integrating the on- and off-street systems. In Springfield, Oregon, a stylized “P” was created for the public parking system and incorporated into on- and off-street signage (see illustration, bottom right.). For Newberg, this would provide a recognizable reference on-street and raise awareness of the parking brand off-street.



Newberg: 2-Hour and Two-Hour signage



Newberg: Faded striping

TIMELINE: Mid-term (12 – 24 months)

- Replace/upgrade signage.
- Repaint/repair curbs and curb markings.
- Stripe all on-street areas where parking is allowed.

Estimated Costs (STRATEGY 6)

In a previous study conducted for Prineville, Oregon, the City estimated it spends \$145 per block to stripe parallel parking in its downtown. Using this estimate, a budget of \$5,000 annually for on-street stripe upgrades and maintenance would accommodate nearly 35 typical city blocks. This budget is likely to decrease as routine maintenance is implemented. Individual street signs average \$150-\$300 each.



Example (Springfield, OR): Parking Logo into on-street signage.

STRATEGY 7 Upgrade public lots to set a standard for design and presentation.

Given the variety of public and private off-street facilities in the downtown, upgrading and standardizing the four public lots would set a higher standard for appearance, format, and design. The lots should be branded so as to clearly communicate their purpose to users (see Strategy 5).

A model format for public lots would set a new standard for parking in Newberg, encouraging private lot owners to upgrade and setting the tone for future parking development.

TIMELINE: Near-term (0 – 12 months)

- Upgrade the four public lots in the downtown core.

TIMELINE: Mid- to Long-term (12 – 24 months)

- Complete lot upgrades.

Estimated Costs (STRATEGY 7)

Not enough is known regarding ownership, land costs, availability, and other factors to estimate costs at this time.

STRATEGY 8: Enhance the City’s “front door” by improving the appearance and quality of privately owned surface parking in the downtown.

There do not appear to be comprehensive standards for paving, lighting, buffering, or signage that would lead to a *uniform appearance* for the numerous surface parking facilities in the downtown (see 15.440.060 of the Municipal Code).

When someone arrives by vehicle, their first impression of the downtown is created by a parking facility. The quality of that impression should be equal to that of the community’s buildings, businesses, and vision. Improving the appearance of parking facilities improves the appearance and experience of downtown.

TIMELINE: Near-term (0 – 12 months)

- Implement simple, low-cost improvements to *existing* lots. These can include landscape improvements, the use of



Example: inexpensive but functional landscaping

planters and screens (see example, right), or creative murals along blank building walls. This can likely be accomplished through voluntary efforts and/or small incentives.

TIMELINE: Mid- to Long-term (12 – 36+ months)

- Explore and develop incentives for upgrading poor-quality lots, such as urban renewal initiatives, grants, public/private partnerships, etc.
- Review and revise design standards to ensure a uniform appearance for surface lots in the downtown.

Estimated Cost (STRATEGY 8):

Costs associated with this strategy need to be further refined based on potential public/private partnerships and use of existing resources. Code changes recommended within the larger NDIP process are likely not cost issues so much as staff time and scheduling, and Council involvement.

STRATEGY 9: Create an east/west gateway communication system that is replicated throughout downtown.

Gateway signage located at the east and west ends of downtown (Hancock Street and 1st Street) would begin to create an integrated system of guidance based on a consistent design format. If possible, the consulting team recommends that the parking brand be incorporated into the gateway signage. Similar but smaller scale signage would be placed at public lots to assure users that they are parking in the correct facility. This also reinforces the Newberg parking brand.



Examples: Portal Parking Signage

TIMELINE: Near- to mid-term (0 – 12 months)

- Locate, research, and design gateway signage

TIMELINE: Long-term (12 - 24+ months)

- Implement at gateways and coordinate with Strategies 5–7.

Estimated Costs (STRATEGY 9)

Not enough is known regarding the overall cost of a gateway signage program to estimate costs at this time.

STRATEGY 10: Add bicycle parking at strategic locations to create connections between parking and the downtown.

When we talk about parking management, we're not just talking about cars. Communities throughout Oregon support bicycling as a key sustainable transportation strategy, and the Oregon Transportation Planning Rule requires it for new developments. Newberg can become a city that encourages a "park once" philosophy, where people park their vehicles and then bike or walk to shop, dine, and recreate in the downtown. Providing adequate bicycle parking can also expand the capacity of the overall parking supply. The city has a few staple racks in front of retail stores, but more racks are a visible indicator of a bike-friendly community.

It is recommended that the City expand its approach to bike parking to deliver a four-strategy approach. It is assumed that this would support future efforts to expand the City's bike lane network.

The four-strategy approach includes:

- a) *Sidewalk bike parking*
Identify locations for added bike parking in pedestrian amenity zones.
- b) *Bike corrals*
Identify locations for bike corrals on-street and in plaza areas adjacent to high-traffic businesses.
- c) *Bike parking on private property*
Identify areas on private property for bike parking improvements, especially for employees, e.g. interior bike cages, wall rack locations, and other secure areas.
- d) *Identify funding/incentives*
Assemble funding sources necessary to implement a) – c).

TIMELINE: Near- to Mid-term (0 – 24 months)

- Identify on- and off-street locations for bike racks, bike boxes, and bike corrals.



Example: Bike Corral Ashland, OR



Example: Art Rack Baker City, OR

- Add high-visibility bike parking throughout downtown, encouraging visitors to stop and shop across both ends of downtown.

TIMELINE: Long-term (24 – 36 months)

- Consider using bike corrals or clusters in parking areas to maximize bike parking.

Estimated Costs (STRATEGY 10)

The cost of inventorying potential bike parking locations could be incorporated into the data collection portion of Strategy 12 below. Site identification could also be done through volunteer efforts and by working with downtown stakeholders and bike advocates. Costs are likely minimal.

Estimated unit costs⁷ for actual bike infrastructure:

- Staple or inverted U racks⁸: \$150-\$200
- Wall-mounted racks: \$130-\$150
- Bike corral \$1,200⁹
- Art rack variable based on design

STRATEGY 11: Identify off-street shared-use opportunities based on data from 2016 off-street occupancy study. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.

The majority of parking in the downtown is off-street in privately owned assets. Per the 2016 downtown parking study, there are significant surpluses in the off-street supply. Based on the principle that “all parking should be seen as a community resource,” shared uses of privately owned parking should be identified and pursued.

Figure D (next page) provides an illustration from the 2016 study of peak-hour occupancies in off-street lots. At the 27 sites surveyed, 305 stalls are empty in the peak hour. As the figure indicates, these unused stalls are uniformly distributed throughout the downtown.

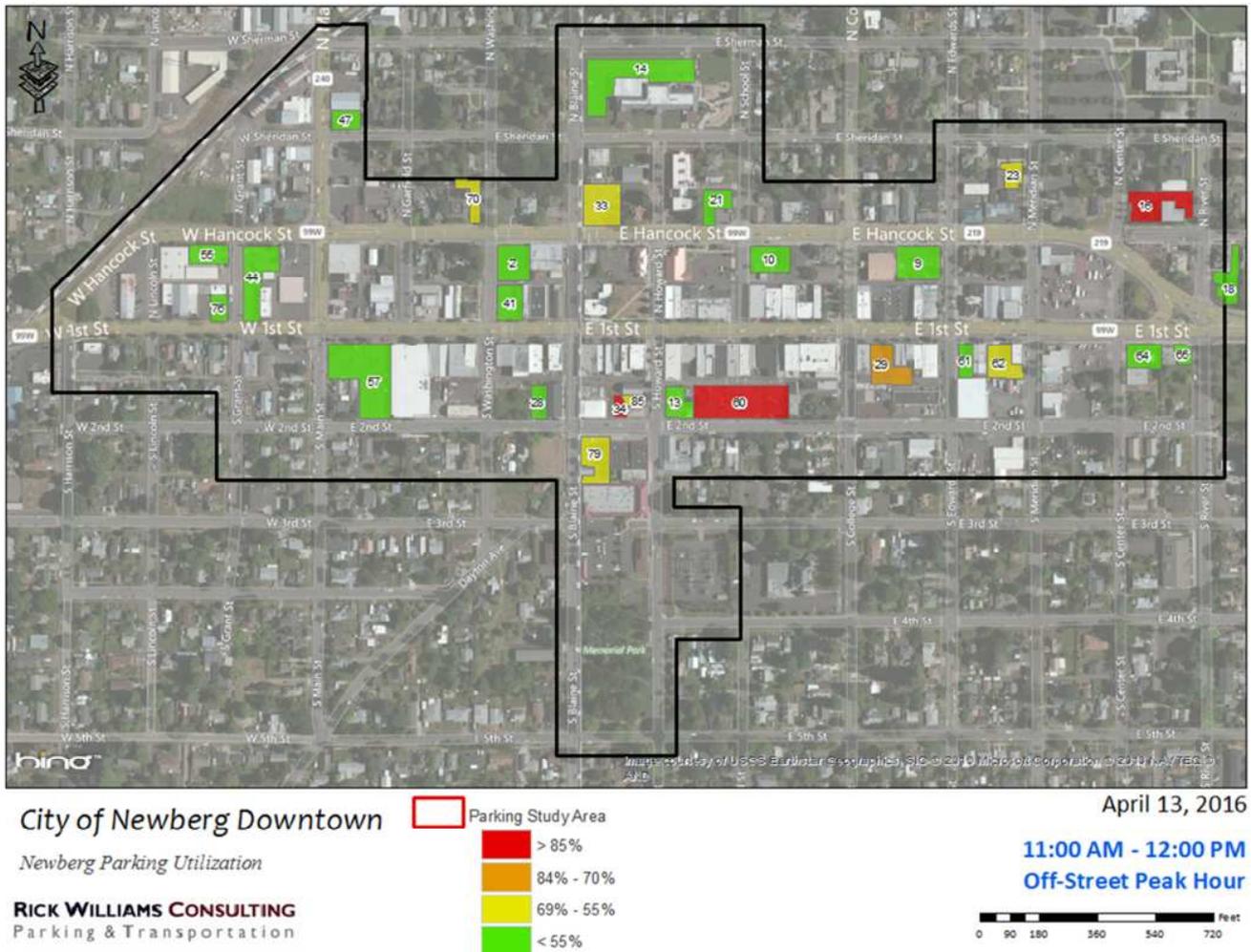
Extrapolating this data to the entire off-street supply (85 sites) would leave as many as 604 stalls unused in the peak hour. This is an untapped resource for “getting the right parker to the right stall”—in this case, transitioning employees to off-street facilities—and for absorbing new demand.

⁷ Does not include the cost of installation.

⁸ The consultant discourages the use of ‘wave’ racks, as they are more difficult to get a bike in and out of and do not provide two points of contact on the bicycle, which makes them more prone to falling over.

⁹ Based on City of Portland cost estimate for six staple racks (12 bike parking spaces), striping, bollards, and installation.

Figure D
Potential Shared Use Opportunity Sites



TIMELINE: Near-term (0 - 12 months)

- Use data from the 2016 downtown parking study to identify facilities that could serve as reasonable shared-use opportunity sites. Criteria could include proximity to employers, a meaningful supply of empty stalls, pedestrian/bike connectivity, walking distance/time, safety and security issues, etc.
- Based on the above, develop a short list of opportunity sites and identify owners.
- Establish a target goal for the number of downtown employees to transition into opportunity sites.

TIMELINE: Mid-term (12 – 24 months)

- Begin outreach to owners of private lots.
- Negotiate shared-use agreements.

TIMELINE: Long-term (24 – 36+ months)

- Obtain agreements from downtown businesses to participate in the employee assignment program.
- Implement program.

Estimated Costs (STRATEGY 11):

Costs of outreach are not known at this time, but could be minimized through coordinated efforts of existing staff and volunteers and/or partnerships between the Newberg Downtown Coalition to identify opportunity sites and engage the private sector. Planning in this regard may determine that funds are needed to create incentives and/or improve the condition of lots or pedestrian/bike connections.

STRATEGY 12: *Develop a reasonable schedule of data collection to assess performance of the downtown parking supply, including on- and off-street inventory and occupancy/utilization analysis.*

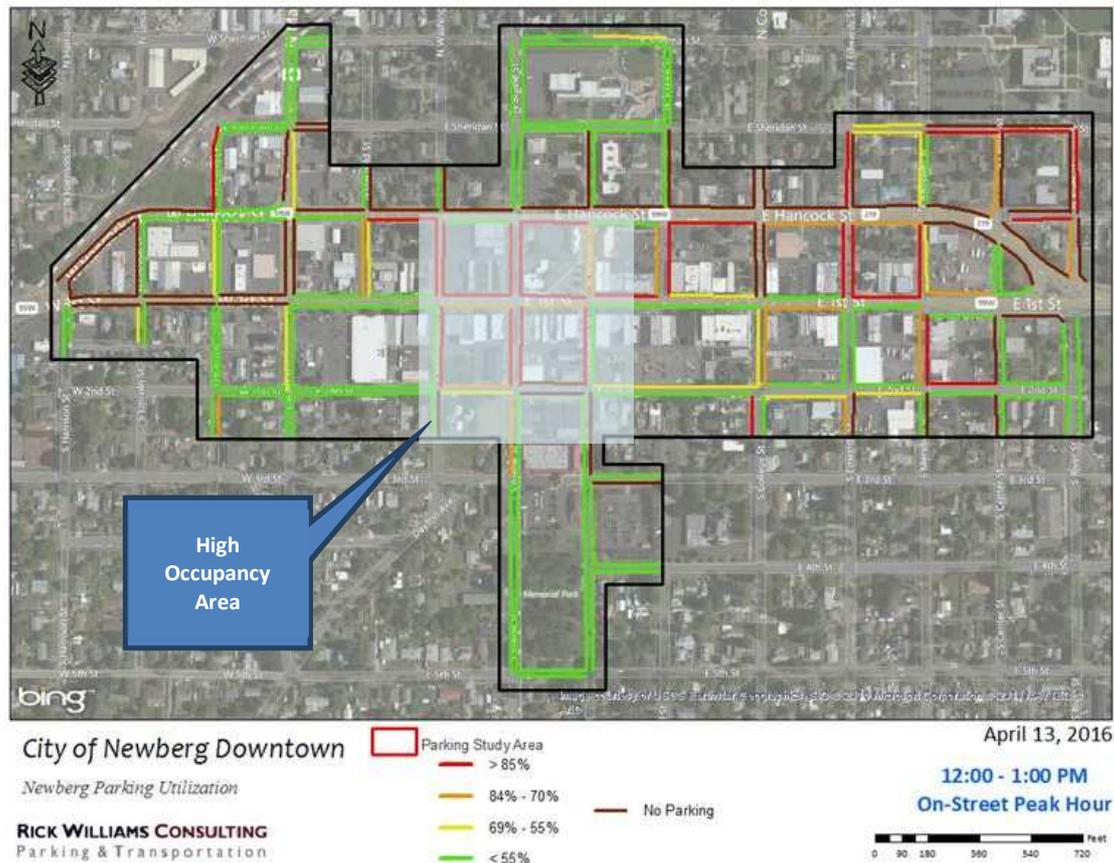
Objective, up-to-date data on occupancy, seasonality, turnover, duration of stay, patterns of use, and enforcement will help the City and stakeholders make better-informed decisions as the downtown grows. The data gathered in 2016 as part of the *Parking Utilization Summary Data Report (Attachment B)* is a baseline for future assessments of the parking supply.

The system for supplementing the baseline does not need to be elaborate, but it should be consistent, routine, and structured to answer relevant questions about the metrics listed above. Data can be collected in samples, and other measures of success can be gathered through third-party or volunteer processes. It is recommended that updates occur at least every two years.

The methodology for conducting the 2016 parking inventories and data analyses is provided in Oregon Transportation & Growth Management's *Parking Made Easy: A Guide to Managing Parking in Your Community*, specifically Chapter 7. The guide can be found at www.oregon.gov/LCD/TGM/docs/parkingprimerfinal71213.pdf.

Figure E illustrates the value of good data in understanding the dynamics of parking in a downtown.

Figure E
2016 Peak Hour Data Sample



TIMELINE: Mid- to long-term (12 – 36+ months)

- Conduct routine turnover and occupancy surveys of the on- and off-street facilities in downtown at least every two years.
- Replicate the 2016 RWC study boundary to have an accurate data comparison.
- Determine a routine schedule and timeline for implementation.
- The Parking Work Group can use this data to inform ongoing decisions in an objective manner.

Estimated Costs (STRATEGY 12)

It is estimated that a data inventory and turnover/occupancy study would range from \$25,000-\$30,000 if conducted by a third-party consultant. Costs can be minimized in subsequent surveys

through use of the inventory/database already in place, as well as through sampling and possible use of volunteers to collect data.

STRATEGY 13: Establish business-to-business outreach and communications on parking issues and planning.

This strategy is most likely an addendum to Strategy 2, which uses the Parking Work Group as a source for targeted strategic communications to downtown businesses, employees, and the broader community. However, it is listed here as Strategy 13 because outreach and communications are most successful when key plan elements are formalized and packaged in clear, focused, and concise terms.

A program of visits to downtown businesses with informational materials and “open ears” would be employed. This could be accommodated through the existing Newberg Downtown Coalition or Work Group volunteers. Information from such visits would be catalogued and reported back to the Work Group. Similar programs are in place in other cities, including Gresham (“Customer First”) and Oregon City (through the Oregon City Main Street Partnership).

TIMELINE: Near- to mid-term (0 – 24 months)

- Support outreach efforts of a downtown Parking Work Group.
- Work with the Newberg Downtown Coalition and City staff to participate in and support the Work Group in these efforts.

TIMELINE: Long-term (24 – 36+ months)

- Conduct ongoing outreach and communications with downtown stakeholders supported by sound data and targeted outcomes.

Estimated Costs (STRATEGY 13)

Key costs for outreach include materials development (graphic design of brochures, flyers, web-based resources, etc.). Estimated costs could range from \$1,500 to \$3,000 annually.

STRATEGY 14: Explore and develop funding options for maintaining the existing parking supply and funding future growth.

A wide range of funding sources and revenue streams could be used to implement an enhanced parking management plan and develop new parking capacity in Newberg. Given the costs of new infrastructure, considering new funding mechanisms is prudent. The list of potential sources here

are not exhaustive, nor are these sources mutually exclusive. Funding for parking facilities, particularly garages, in emerging urban areas generally requires multiple sources.

The use of fees continues to evolve as various State laws or City ordinances are authorized. Implementation of fees should be reviewed by the City Attorney to determine their feasibility in light of applicable laws.

The options below assume a more detailed discussion of the role of the City in future funding of parking, and public discussion regarding use of public funds to build and operate new systems.

Options Affecting Customers

User Fees

Many cities collect revenue through parking meters and/or sale of permits, and direct it to parking or transportation development enterprise funds. Transit or shuttle riders pay in the form of fares. These funds can be used to construct or bond for additional parking or transit capacity.

Event Ticketing Surcharges

Surcharges may be imposed in conjunction with local and regional facilities (e.g., performing arts, sports, and concert venues) to support development of access systems. Fees are generally applied to ticket costs.

Parking Fines

Revenues are collected for parking violations and a portion directed to parking development enterprise funds.

Options Affecting Businesses

Parking and Business Improvement Area or District (BIA or BID)

An assessment on businesses and/or property owners, these can be based on assessed value, gross sales, square footage, number of employees, or other factors established by the local legislative authority. Salem, Oregon assesses a fee on businesses in its downtown Parking District to support parking services and future supply. Portland assesses a business income tax through the State of Oregon to support transit.

Options Affecting Property Owners

Special or Local Improvement District (SID/LID)

An SID or LID is a property tax assessment that requires value-based approval by property owners within a specifically identified boundary. LIDs usually result from a petition process requiring a

majority of owners to agree to an assessment for a specific purpose—in this case, a parking facility infrastructure improvement.

Options Affecting Developers

Fee-in-Lieu

Developers may be given the option to pay a fee in lieu of providing parking with a new private development. Fees-in-lieu provide the developer access entitlements to public parking facilities near the development site.

Fees-in-lieu can be assessed up to the full cost of parking construction. However, most programs have fees that are less than the full cost of development. Therefore, fees-in-lieu do not provide sufficient revenue to fully fund parking facilities, and are combined with other revenue sources.

If a fee-in-lieu is considered a realistic funding source, the City should be clear on its role and responsibility in providing new parking supply. As mentioned in Section C regarding potential challenges, “determining and clarifying the City’s role in facilitating, managing, and most importantly growing the parking supply” is critical.

In this regard, there will need to be greater clarity on the intent and purpose of the fee, its use in increasing parking capacity, and the commitment(s) the City will make to those who pay the fee. Lack of specificity in this regard limits discussion of the type of fee, the rate, and the programs and strategies needed to achieve desired outcomes. A useful guide to the diversity of cash-in-lieu programs and their advantages and disadvantages is Donald Shoup, *Journal of Planning and Education Research*, 18:307-320, 1999.

Public/Private Development Partnerships

Development partnerships are generally associated with mixed-use projects in which parking is used to reduce the cost of private office, retail, or residential development. Public/private development can occur through a variety of arrangements, including:

- a. Public acquisition of land and sale or lease of land/air rights not needed for parking to accommodate private use.
- b. Private development of integrated mixed-use development with sale or lease-back of the public parking portion upon completion.
- c. Responsibility for public sector involvement directly by the City, through a public development authority or other special purpose entity, such as a public facility district created for the project district or downtown area.

Options Affecting the General Public

General Obligation (GO) Bonds

Local jurisdictions may issue voted or non-voted bonds to develop parking or transit infrastructure, subject to overall debt limit requirements. With GO bonding, the municipality pledges its full faith and credit to repayment of the debt from general fund resources. In effect, general fund revenues would be reserved to repay debt that could not be supported by parking or transit revenues alone. Again, there may be imposed limits on the municipality for voter-approved or non-voted debt.

Refinancing GO Bonds

This involves refinancing existing debt at lower rates, and pushing the savings from the general fund to debt coverage for new infrastructure. In these times of lower interest rates, the City of Newberg may have already maximized this option.

Revenue Bonds

Revenue bonds dedicate parking fees and other designated revenue sources to the repayment of bonds, but without pledging the full faith and credit of the issuing authority. Revenue bonding is not appropriate in situations where a local jurisdiction's overall debt limit is a factor and projected revenues are insufficient to cover required debt service.

63-20 Financing

A potential alternative to traditional GO bonds, revenue bonds, and LID bond financing, 63-20 financing allows a qualified nonprofit corporation to issue tax-exempt bonds on behalf of a government. Financed assets must be capital and must be turned over free and clear to the government by the time bonded indebtedness is retired. When a municipality uses this technique to finance a public facility, it can contract for the services of a nonprofit corporation (as the issuer) and a builder. The issuer acts on behalf of the municipality, but has no real business interest in the asset being acquired.

Community or Urban Renewal (Tax Increment Financing)

Though originally created for the limited purpose of financing the redevelopment of blighted communities, tax increment financing (TIF) has developed into an integral part of the revenue structure of many local governments. The rapid growth of TIF as an economic development technique of choice to finance land acquisition, site development, and property rehabilitation/revitalization began in the early 1980s. Tax increment financing can provide an ongoing source of local property tax revenue to finance economic development projects, and other physical infrastructure projects, without having to raise property tax rates. Moreover, TIF can leverage future general fund revenues to support the repayment of property-tax backed debt, without having to go directly to voters for approval, and without violating debt limitations.

State and Federal Grants

In the past, a variety of state and federal grant programs have been applied to funding parking and transit infrastructure in business districts. In the current environment of more limited government funding, there may no longer be readily identifiable programs suitable for parking facility development, though transit may be more feasible.

General Fund Contribution

Local jurisdictions may make either one-time capital or ongoing operating contributions to a downtown parking or transit/shuttle program.

TIMELINE: Near- to mid-term (0 – 24 months)

- Evaluate the range of funding options outlined above.
- Narrow to the most feasible and beneficial options.

TIMELINE: Long-term (24 – 36+ months)

- Implement and pursue the most promising strategies.

Estimated Costs (STRATEGY 14):

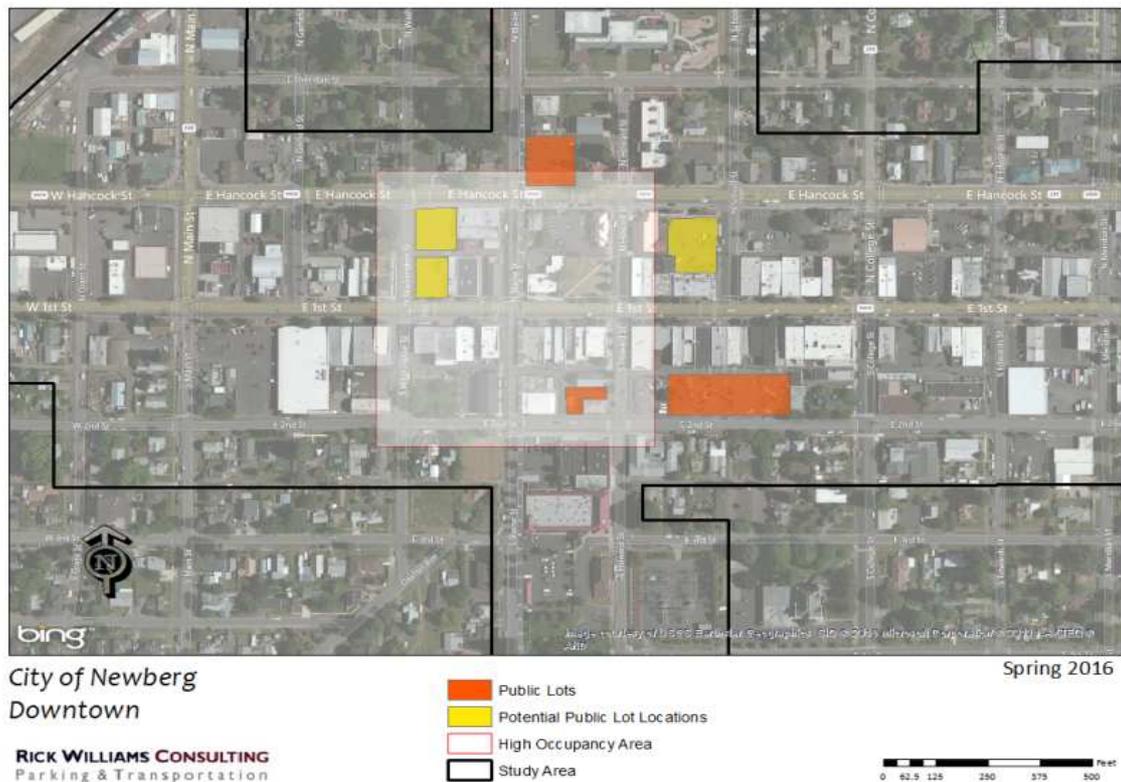
This is very much a process task, requiring research and conversations with City policy- and decision-makers and legal counsel, and discussion with a range of potentially affected stakeholders. For the purposes of this discussion, it is assumed that costs would be absorbed internally by the City.

STRATEGY 15: Identify a strategically located surface parking lot for lease or purchase as a long-term public parking asset.

Two of the four City-owned lots provide fairly convenient access to the downtown: one on the northeast corner of Blaine and Hancock, the second at the northeast corner of Howard and Second. However, neither is located between the two main streets of Hancock and First. Locating a public off-street facility between these corridors would increase visibility, provide convenient access for downtown users, and support the “park once” philosophy, which promotes walking rather than driving between downtown destinations.

Figure F identifies strategically positioned sites near the high-occupancy area of the downtown.¹⁰

Figure F
Potential Parking Opportunity Sites



A strategically positioned lot could, in the near-term, serve both customers and employees; transitioning to a visitor-only facility as parking demand continues to grow. When market factors are more favorable, the facility could expand capacity by adding parking decks, and be integrated into potential development and funding partnerships to support growth (see Strategy 14). Therefore, it is important that the proposed lot have a large enough footprint to allow for ramps, drive aisles, etc.

TIMELINE: Near- to Mid-term (0 – 24 months)

- Establish selection criteria that support City and community goals and provide flexibility for use of the site.
- Develop a list of potential sites for an additional off-street public parking facility.

¹⁰ In no way does the identification of these sites suggest that owners of the properties would be interested in selling or participating in a garage development project. They are only illustrated here as an example of how an identification process could begin, as a means to facilitate discussion of growing the existing parking supply and, possibly, informing a costing evaluation.

TIMELINE: Long-term (24 – 36+ months)

- Identify potential funding sources (Strategy 14).
- Narrow candidate sites based on approved criteria and consultations with potential developers.
- Begin conversations/negotiations with property owners of potential sites on the narrowed candidate list.
- Procure site through long-term lease or purchase.

Estimated Costs (STRATEGY 15)

This long-term strategy has potentially significant cost impacts, much of which will depend on the market value of land at the time of purchase.

G. SUMMARY

Newberg is on the cusp of reinventing its historic downtown and is likely to face new pressure on its parking supply. The strategies above represent a toolbox of methods with which to manage the parking-related challenges and barriers that come with a successful downtown Newberg.

This report recommends parking management strategies that directly address these issues through data analysis, observation, and stakeholder input. Strategies follow a logical order of implementation to achieve desired results, from near- to mid- to long-term, with estimated costs where appropriate. It is hoped that portions of this plan can be implemented as expediently as possible.

H. STRATEGY MATRIX

Table 3 (next page) summarizes the strategies recommended in **Section E**. This summary can be used as a concise outline of all recommendations and as a checklist of actions needing attention for a possible Downtown Parking Work Group.

Table 3: Summary of Recommendations

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
1. Establish Guiding Principles for Parking	<ul style="list-style-type: none"> Establish and adopt Guiding Principles 			No additional costs beyond staff time to adopt or endorse.
2. Establish a Downtown Parking Work Group as a forum for addressing parking issues in the downtown.	<ul style="list-style-type: none"> Schedule work group meetings routinely to advocate, shepherd, track and communicate plan. Establish a draft parking “brand.” 	<ul style="list-style-type: none"> Help facilitate data collection efforts. Assess Plan progress. Provide input to City Council. Coordinate communications with the broader downtown business community. Determine and implement actions. 	<ul style="list-style-type: none"> Evolve into a formal advisory committee to City Council on downtown parking issues and meet on a more frequent (i.e., monthly) schedule. 	There should be no additional costs associated with this recommendation if it can be initiated as a volunteer effort, hosted by the City and/or in partnership with downtown business interests.
3. Amend code guidelines related to shared parking opportunities that could impede efficiencies for new development.	<ul style="list-style-type: none"> Examine changes to the code as described in the Opportunities and Constraints section of the Downtown Newberg Parking Existing Conditions Memorandum (see Appendix A). 			There should be no additional costs associated with this recommendation if it can be initiated as a staff led effort in consultation with the City Council.
4. Simplify on-street time stay allowances and reduce the number of “No-Limit” parking stalls.	<ul style="list-style-type: none"> Use 2016 inventory to identify No-Limit stalls that front visitor oriented businesses. Schedule to replace these stalls with 2-hour parking per Strategy 6 below. 			Costs included in work related to Strategy 6.

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
<p>5. Create a critical path to a new parking brand that can be utilized at all City-owned lots and shared supplies and in marketing & communications.</p>	<ul style="list-style-type: none"> Engage a design firm to develop an attractive and recognizable “parking brand” for use by the City of Newberg at all of its public off-street facilities, and any shared use facility that offers visitor access. 		<ul style="list-style-type: none"> Deploy brand 	<p>It is estimated that engaging a design consultant to carry out the tasks identified above would range from \$15,000 - \$20,000.</p>
<p>6. Upgrade on-street parking signage and striping</p>	<ul style="list-style-type: none"> Replace/upgrade old signage. Repaint/repair curbs and curb markings. Stripe all on-street parking where parking is allowed. 			<p>A budget of \$5,000 annually for on-street stripe upgrades and maintenance would accommodate nearly 35 City blocks. This budget is likely to be lower as routine maintenance is implemented over time. Individual street signs average \$150 - \$300 each.</p>
<p>7. Upgrade public lots to set a standard for design and presentation.</p>	<ul style="list-style-type: none"> Upgrade the four public lots in the downtown core. 	<ul style="list-style-type: none"> Complete lot upgrades 		<p>Not enough is known at this time relative to ownership, land costs, availability and/or other factors to estimate costs at this time.</p>
<p>8. Enhance the City’s “front door” by improving the appearance and quality of privately owned surface parking in the downtown.</p>	<ul style="list-style-type: none"> Implement simple and low cost improvements to existing lots. This can include simple landscape improvements using planters and screening elements 	<ul style="list-style-type: none"> Explore/develop incentives to upgrade poor quality existing lots (urban renewal initiative, grants, public/private partnerships, etc.). Review and revise existing design standards for surface lots in the downtown that ensure a uniform foundation for quality of appearance. 		<p>Costs associated with this strategy need to be further refined based on investments the City could make through public/private partnerships and existing resources.</p>

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
9. Create an east/west gateway communication system that is replicated throughout downtown.	<ul style="list-style-type: none"> • Sign research and design. • Determination of effective locations for signage. 	<ul style="list-style-type: none"> • Implement at gateways and coordination with Strategy 5. • Ensure integration of parking brand into all communicative parking signage. 		<p>Costs should be minimal if signage is installed on public land. However, not enough is known at this time by the consultant relative to ownership, land costs, availability and/or other factors to estimate costs at this time.</p>
10. Add bike parking at strategic locations to create connections between parking and the downtown.	<ul style="list-style-type: none"> • Identify on and off-street locations for bike racks, bike boxes, and bike corrals. • Add high-visibility bike parking throughout downtown, encouraging visitors to stop and shop 		<ul style="list-style-type: none"> • Consider using bike corrals or clusters in parking areas to maximize bike parking. 	<p>Not enough is known at this time by the consultant relative to the overall cost of a downtown gateway signage program.</p>
11. Identify off-street shared-use opportunities based on data from 2016 off-street occupancy study.	<ul style="list-style-type: none"> • Use data from the 2016 downtown parking study to identify facilities that could serve as reasonable shared use opportunity sites. • Based on the above, develop a short list of opportunity sites and identify owners. • Establish a target goal for the number of downtown employees to transition into opportunity sites. 	<ul style="list-style-type: none"> • Begin outreach to owners of private lots. • Negotiate shared use agreements. 	<ul style="list-style-type: none"> • Obtain agreements from downtown businesses to participate in the employee assignment program. • Implement program. 	<p>Costs of outreach are not known at this time, but could be minimized through coordinated efforts of existing staff and volunteers and/or partnerships between the Newberg Downtown Coalition to identify opportunity sites and engage the private sector.</p>

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
<p>12. Develop a reasonable schedule of data collection to assess performance of the downtown parking supply, including on- and off-street inventory and occupancy and utilization analysis.</p>	<ul style="list-style-type: none"> • A baseline parking inventory of all on and off-street parking within the downtown has been completed in 2016. 	<ul style="list-style-type: none"> • Conduct routine turnover and occupancy surveys of the on and off-street facilities in downtown no less than every two years. • Replicate the 2016 RWC study boundary to have an ‘apples to apples’ data comparison. • Determine data collection routine schedule/timeline for implementation. • The Parking Work Group can use this data to inform ongoing decisions in an objective manner. 		<p>A turnover/occupancy study would range from \$25,000 - \$30,000 if conducted by a third party consultant.</p>
<p>13. Establish business-to-business outreach and communications on parking issues and planning.</p>	<ul style="list-style-type: none"> • Support outreach efforts of a Downtown Parking Work Group. • Work with the Newberg Downtown Coalition and City staff to participate in and support the Work Group in these efforts. 	<ul style="list-style-type: none"> • On-going outreach and communications with downtown stakeholders supported by sound data and targeted outcomes. 		<p>Key costs for outreach include materials development (e.g., brochures, flyers, etc.). It is estimated this could be adequately covered in the Newberg downtown for approximately \$2,500 annually.</p>
<p>14. Explore and develop funding options for maintaining the existing parking supply and funding future growth.</p>	<ul style="list-style-type: none"> • Evaluate the range of funding options outlined above. • Narrow to most feasible and beneficial. 		<ul style="list-style-type: none"> • Implement and pursue most promising strategies. 	<p>It is assumed that costs would be absorbed internally by the City.</p>

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
<p>15. Identify strategically located surface parking lot for lease or purchase as a long-term public parking asset</p>	<ul style="list-style-type: none"> Establish selection criteria that are supportive of City and community goals and provide flexibility for use of the site Develop a list of potential sites for an additional off-street public parking facility. 		<ul style="list-style-type: none"> Identify potential funding sources. Narrow candidate sites based on approved criteria and consultations with potential developers. Begin conversations/ negotiations with property owners of potential sites on the narrowed candidate list. Procure site through long-term lease or purchase. 	<p>This long-term strategy has potentially significant cost impacts, much of which will be dependent on the present market value of land at the time of purchase.</p>

**ATTACHMENT A:
PARKING EXISTING CONDITIONS**

RICK WILLIAMS CONSULTING

Parking & Transportation

PO Box 12546

Portland, Oregon 97212

PH: 503-459-7638

MEMORANDUM

TO: City of Newberg, Oregon

FROM: Owen Ronchelli, RWC
Rick Williams, RWC

DATE: September 24, 2015

RE: *Downtown Newberg Parking Existing Conditions*

Policy Framework

The following section identifies and summarizes sections of the Newberg development code that deals specifically with automobile and bicycle parking and the guidelines of how parking is built and managed. The policy citations have been condensed for brevity and are presented for reference purposes only. Full policy language can be found in the city development code.

Chapter 15.440 - Off-Street Parking and Bicycle Parking

15.440.010 Required off-street parking.

A. Off-street parking shall be provided on the development site for all R-1, C-1, M-1, M-2 and M-3 zones. In all other zones, the required parking shall be on the development site or within 400 feet of the development site which the parking is required to serve. All required parking must be under the same ownership as the development site served except through special covenant agreements as approved by the city attorney, which bind the parking to the development site.

B. Off-street parking is not required in the C-3 district, except for:

1. Dwelling units meeting the requirements noted in NMC 15.305.020.
2. New development which is either immediately adjacent to a residential district or separated by nothing but an alley.

While the Newberg Development Code for C-3 zone (Downtown) generally does not require off-street parking for new commercial development, if off-street parking is built it must meet landscaping requirements, such as a 10 foot deep landscaped front yard, and 5 foot deep landscaped buffers along the property lines.



15.440.020 Parking area and service drive design.

- A. All public or private parking areas, parking spaces, or garages shall be designed, laid out and constructed in accordance with the minimum standards as set forth in NMC 15.440.070.
- B. Groups of three or more parking spaces, except those in conjunction with single-family or two-family dwellings on a single lot, shall be served by a service drive so that no backward movement or other maneuvering of a vehicle within a street, other than an alley, will be required.

15.440.030 Parking spaces required. Below is a condensed list of parking minimums by land use.

Use	Minimum Parking Spaces Required
Residential Types	
Dwelling, multifamily and multiple single-family dwellings on a single lot	
Studio or one-bedroom unit	1 per dwelling unit
Two-bedroom unit	1.5 per dwelling unit
Three- and four-bedroom unit	2 per dwelling unit
Five- or more bedroom unit	0.75 spaces per bedroom
<ul style="list-style-type: none"> • Unassigned spaces 	With > 10 spaces on a lot, at least an additional 15% of the required parking spaces must be provided as unassigned
<ul style="list-style-type: none"> • Visitor spaces 	If > 10 spaces on a lot, then it must provide at least 0.2 visitor spaces per dwelling unit.
<ul style="list-style-type: none"> • On-street parking credit 	On-street parking spaces may be counted toward the minimum for developments with > 10 spaces on a lot. The on-street spaces must be directly adjoining and on the same side of the street as the subject property.
<ul style="list-style-type: none"> • Available transit service 	At City’s discretion, affordable housing projects may reduce the required off-street parking by 10 percent if there is an adequate continuous pedestrian route no more than 1,500 feet in length from the development to transit service with an average of less than one hour headways during commuting periods.

Use	Minimum Parking Spaces Required
Commercial neighborhood district (C-1)	1 for each dwelling
Dwelling, single-family or two-family	2 for each dwelling unit on a single lot
Fraternalities, sororities, cooperatives and dormitories	1 for each three occupants for which sleeping facilities are provided
Hotels, motels, motor hotels, etc.	1 for each guest room
Special needs housing	1 space per 3 beds or actual parking needs as demonstrated through a parking analysis.
Institutional Types	
Churches, clubs, lodges	1 for every 4 fixed seats or every 8 feet of bench length or every 28 sq. ft. where no permanent seats or benches are maintained

Use	Minimum Parking Spaces Required
Continuing care retirement community	1 space per living unit
Day care facility	5 spaces per each 1,000 gross sq. ft.
Hospitals (including accessory retail wholly contained within a hospital building)	2 spaces for each 1,000 gross sq. ft.
Libraries, museums, art galleries	1 for each 250 sq. ft. of gross floor area
Medical/dental offices and laboratories	3.5 spaces for each 1,000 gross sq. ft.
Nursing homes, homes for the aged, group care homes, asylums, etc.	1 for each 3 beds
Schools	Colleges – “commuter” type, 1 for every full-time equivalent student (plus 1/2 of the requirements for accessory buildings)
Schools	Colleges – “resident” type, 1 for every 3 full-time equivalent students (plus 1/2 of the requirements for accessory buildings)
Schools	Elementary or junior high, 1-1/2 for each teaching station plus 4 for every classroom, or 1 for every 42 sq. ft. of seating area where there are no fixed seats in an auditorium or assembly area
Schools	High schools, 1-1/2 for each teaching station, plus 8 for every classroom, or 1 for every 28 sq. ft. of seating area where there are no fixed seats in an auditorium or assembly area
Schools	Colleges – commercial or business, 1 for every 3 classroom seats (plus 1/2 of the requirements for accessory buildings)
Welfare or correctional institutions	1 for each 5 beds
Commercial Types	
Barber and beauty shops	1 for each 75 sq. ft. of gross floor area
Bowling alleys	6 for each bowling lane
Establishments or enterprises of a recreational or an entertainment nature:	
Establishments for the sale and consumption on the premises of food and beverages with a drive-up window	1 for each 75 sq. ft. of gross floor area
Establishments for the sale and consumption on the premises of food and beverages without a drive-up window	1 for each 100 sq. ft. of gross floor area
Participating type, e.g., skating rinks, dance halls	1 for each 75 sq. ft. of gross floor area
Spectator type, e.g., auditoriums, assembly halls, theaters, stadiums, places of public assembly	1 parking space for each 4 seats
Office buildings, business and professional offices	1 for every 400 sq. ft. of gross floor area
Pharmacies	1 for each 150 sq. ft. of gross floor area
Retail establishments, except as otherwise specified herein	1 for each 300 sq. ft. of gross floor area
Retail stores handling bulky merchandise, household furniture, or appliance repair	1 for each 600 sq. ft. of gross floor area

15.440.040 Parking requirements for uses not specified.

The parking space requirements for buildings and uses not set forth herein shall be determined by the director through a Type I procedure. Such determination shall be based upon the requirements for the most comparable building or use specified herein.

15.440.050 Common facilities for mixed uses.

- A. In the case of mixed uses, the total requirements for off-street parking spaces shall be the sum of the requirements for the various uses. Off-street parking facilities for one use shall not be considered as providing parking facilities for any other use except as provided below.
- B. Joint Uses of Parking Facilities. The director may, upon application, authorize the joint use of parking facilities required by said uses and any other parking facility; provided, that:
 - 1. The applicant shows that there is no substantial conflict in the principal operating hours of the building or use for which the joint use of parking facilities is proposed.
 - 2. The parking facility for which joint use is proposed is no further than 400 feet from the building or use required to have provided parking.
 - 3. The parties concerned in the joint use of off-street parking facilities shall evidence agreement for such joint use by a legal instrument approved by the city attorney as to form and content.
- C. Commercial establishments within 200 feet of a commercial public parking lot may reduce the required number of parking spaces by 50 percent.

15.440.060 Parking area and service drive improvements.

All public or private parking areas, outdoor vehicle sales areas, and service drives shall be improved according to the following:

- A. All parking areas and service drives shall have surfacing of asphaltic concrete or portland cement concrete or other hard surfacing such as brick or concrete pavers.
- C. All parking areas, except those required in conjunction with a single-family or two-family dwelling, shall provide a substantial bumper which will prevent cars from encroachment on abutting private and public property.
- D. All parking areas, including service drives, except those required in conjunction with single-family or two-family dwellings, shall be screened in accordance with NMC 15.420.010(B).
- E. Any lights provided to illuminate any public or private parking area or vehicle sales area shall be so arranged as to reflect the light away from any abutting or adjacent residential district.

Table of Dimensions (In Feet)
Stall Width with Corresponding Aisle Width

Stall Width = X	9	9.5	10	10.5	11	12
Aisle Width = Y	24	24	22	22	20	20

Diagram 2

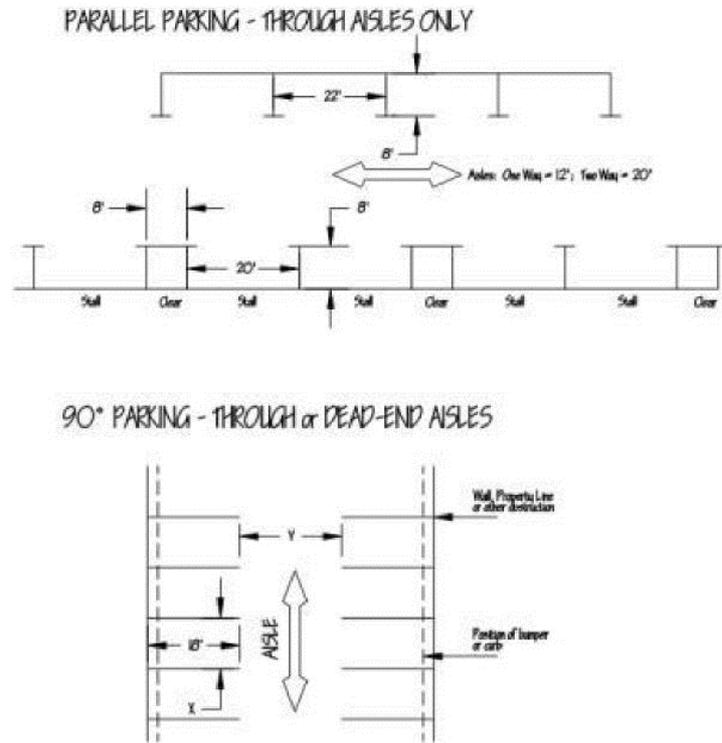
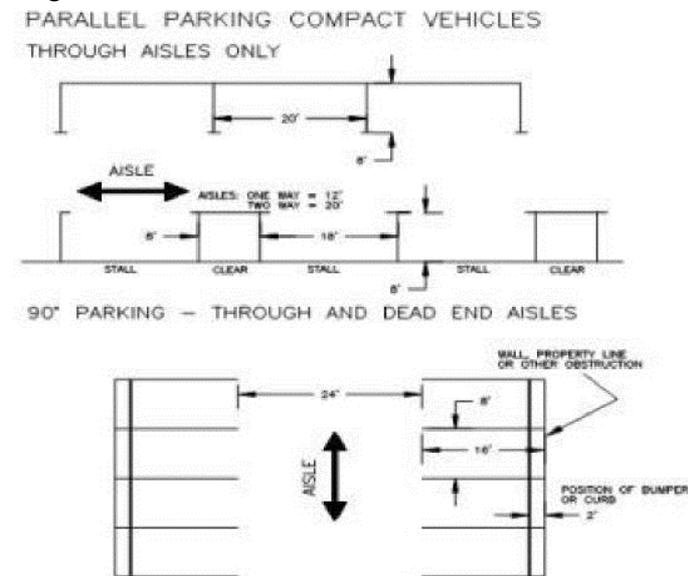


Diagram 3



Notes:

1. Bumpers must be installed where paved areas abut street right-of-way (except at driveways).
2. No stalls shall be such that cars must back over the property line to enter or leave stall.
3. Stalls must be clearly marked and the markings must be maintained in good condition.
4. The sketches show typical situations to illustrate the required standards. For further information or advice, contact the planning department.

Article II. Bicycle Parking

15.440.090 Purpose.

Cycling is a healthy activity for travel and recreation. In addition, by maximizing bicycle travel, the community can reduce negative effects of automobile travel, such as congestion and pollution. To maximize bicycle travel, developments must provide effective support facilities. At a minimum, developments need to provide a secure place for employees, customers, and residents to park their bicycles.

15.440.100 Facility requirements.

Bicycle parking facilities shall be provided for the uses shown in the following table. Fractional space requirements shall be rounded up to the next whole number.

Use	Minimum Number of Bicycle Parking Spaces Required
New multiple dwellings, including additions creating additional dwelling units	One bicycle parking space for every four dwelling units
New commercial, industrial, office, and institutional developments, including additions that total 4,000 square feet or more	One bicycle parking space for every 10,000 square feet of gross floor area. In C-4 districts, two bicycle parking spaces, or one per 5,000 square feet of building area, must be provided, whichever is greater
Transit transfer stations and park and ride lots	One bicycle parking space for every 20 vehicle parking spaces
Parks	Two bicycle parking spaces within 50 feet of each developed play-ground, ball field, or shelter

15.440.110 Design.

- A. Bicycle parking facilities shall consist of one or more of the following:
 - 1. A firmly secured loop, bar, rack, or similar facility that accommodates locking the bicycle frame and both wheels using a cable or U-shaped lock.
 - 2. An enclosed locker.
 - 3. A designated area within the ground floor of a building, garage, or storage area. Such area shall be clearly designated for bicycle parking.
 - 4. Other facility designs approved by the director.
- B. All bicycle parking spaces shall be at least six feet long and two and one-half feet wide. Spaces shall not obstruct pedestrian travel.
- C. All spaces shall be located within 50 feet of a building entrance of the development.
- D. Required bicycle parking facilities may be located in the public right-of-way adjacent to a development subject to approval of the authority responsible for maintenance of that right-of-

way.

15.445.165

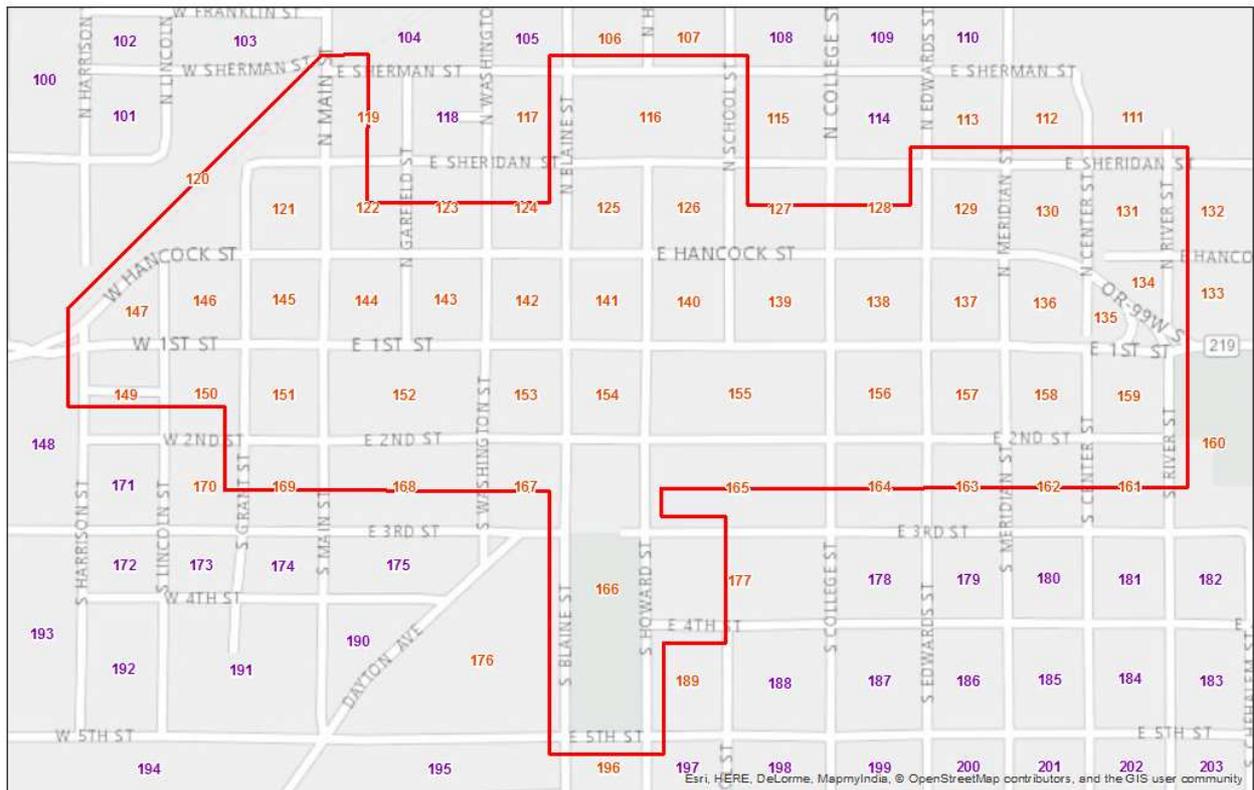
C. Parking and Storage of recreational vehicles – no recreational vehicle can be parked on-street for more than 48 hours.

Existing Conditions Summary

Parking Inventory Methodology

The consultant team has assembled a complete inventory of all parking located within the study area. The inventory was initiated using a combination of aerial maps and Google Maps Streetview imagery. This allowed for preliminary identification of parking sites and their special relationship to specific land uses. Two draft Excel databases were developed from this assessment, one for the on-street and one for the off-street system. The on-street database identifies all curbside parking within the study area by block face and by stall type (i.e., 15-Minute, 2-Hour, Handicap, etc.). To accomplish this each block in the study area was assigned a unique block number (see Figure A), each block face was assigned a letter (e.g., A, B, C, D), and finally each stall was assigned an ascending number based on its location on the block face working from left to right in a clockwise fashion around the block. This approach allows the consultant team to precisely categorize stalls geographically, numerically, and characteristically (e.g., time restriction, striping, angled or parallel, etc.).

Figure A: Downtown Newberg Study Area with Assigned Block Numbers



City of Newberg Downtown
 Parking Study Area
 Newberg, Oregon

RICK WILLIAMS CONSULTING
 Parking & Transportation

- Updated Parking Study Boundary
- ### Blocks Inside Study Boundary
- ### Blocks Outside Study Boundary



September 2015

The off-street database was populated with information derived from multiple on-site inspections by consultant team surveyors. Inspections included visits to sites, physical counts of parking stalls, supportive research on property (site) ownership and type of parking identified (e.g., retail, office, residential, etc.). Where specific stall type designations were found (e.g., visitor, employee, reserved, etc.), these were noted and added to the database.¹ Table 1 provides an accounting of Newberg’s on and off-street parking system within the downtown study area.

Table 1: 2015 Newberg On and Off-Street Parking Inventory

Downtown Newberg Parking Inventory On-Street and Off-Street		
Stalls by Type	Total Stalls	% of Total Stalls
10 Minutes	3	<1%
15 Minutes	14	1.5%
30 Minutes	1	<1%
1 Hour	6	<1%
2 Hours	267	28.3%
No Limit	640	67.8%
Handicap	9	1.0%
Theater	3	<1%
Reserved	1	<1%
<i>Subtotal</i>	<i>944</i>	<i>100%</i>
Total On-Street Stalls	944	45.1%
Total Off-Street Stalls	1,146	54.8%
Total Stalls	2,090	100%

The combined downtown parking system for Newberg includes 2,090 stalls, nearly evenly split between on-street, 944 stalls (45% of all spaces) and off-street 1,146 stalls (55% of all spaces) options. The on-street system is comprised of 9 different stall types, the majority (68%) of which are unregulated, No Limit, with no time restriction. An additional 28% of stalls are 2-Hour stalls, primarily located along First Street and the south side of Hancock Street. The remainder of stall types are a mix of 10-Minute (3 stalls), 15-Minute (14 stalls), 30-Minute (1 stall), 1-Hour (6 stalls), Handicap (9 stalls), Theater (3 stalls), and Reserved (1 stall). Table 2 provides an aggregated list of off-street parking lots by their observed use type.

¹ It should be noted that very few stalls within the study area are designated for specific uses/users.

Table 2: Downtown Newberg Off-Street Parking Inventory by Use Type

Use Type	Number of Lots	Stalls	% of Total
Auto	4	36	3%
Bank	3	48	4%
Church	2	18	2%
Civic	5	121	11%
Institution	1	32	3%
Medical	2	24	2%
Office	13	146	13%
Public	3	124	11%
Residential	3	33	3%
Restaurant	10	128	11%
Retail	20	279	24%
Service	14	98	9%
Unknown	5	59	5%
Total	85	1,146	100%

The table above shows a thematic interpretation of how parking is allocated based on observed land use types. The breakout is ‘thematic’ due in part because it was created using the observations made by surveyor inventory crews and the data has not been verified by City staff or downtown stakeholders. While the table is thematic in nature it reveals a broad array of land uses present in the downtown with a dedicated parking supply. Nearly a quarter (24%) of off-street parking is dedicated to retail uses, 13% of parking serves office uses, and 11% of parking is dedicated to civic, restaurant use and public (general) uses.

A complete list of off-street lots and the number of stalls associated with that lot can be found in Table 3, below. Lots were identified² by either posted signage or by an adjacent or accessory use. Corresponding Lot numbers and their stall totals can be found on Figure B.

² Lot descriptions may not accurately describe the true owner or operator of the lot, but is used as an ‘in-the-field’ identification system for surveyors when they will be out collecting occupancy counts when the utilization study takes place.

Figure B: 2015 Downtown Newberg Off-Street Parking Inventory

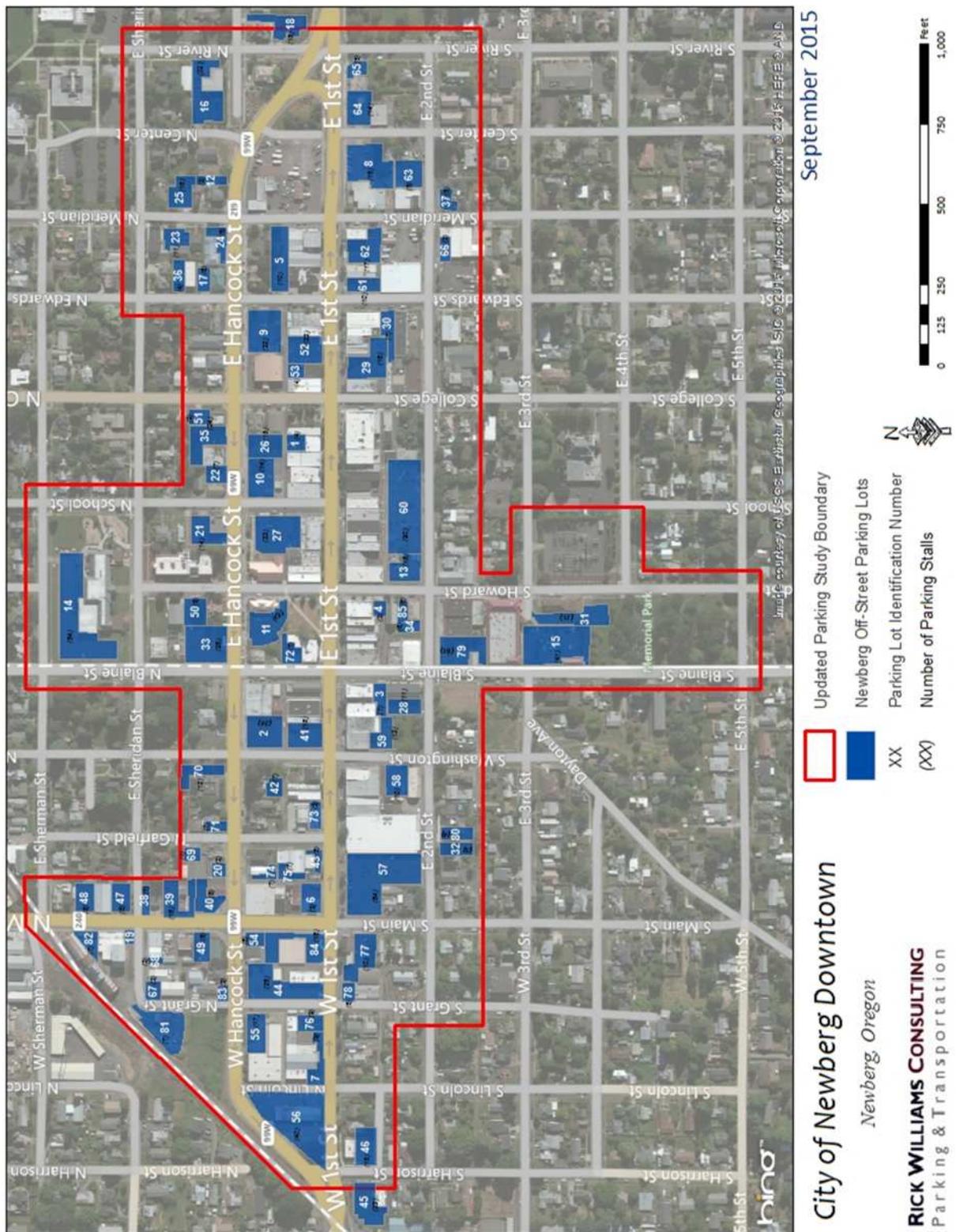


Table 3: Downtown Newberg Individual Off-Street Parking Inventory by Lot

Lots	Description	Stalls	Use Type	Lot Type
1	Gonzales Panaderia & Taqueria (Alley)	4	Restaurant	Alley
2	Roped off, not striped	24	Unknown	Alley
3	Alley Parking- Tenant/Customer Parking	7	Retail	Alley
4	Alleyway, behind City Hall	3	Civic	Alley
5	True Form Collision Repair	10	Auto	Private
6	Leif's Auto Collision/ Gas Station	3	Auto	Private
7	Newberg Tire and Auto Repair	8	Auto	Private
8	Newberg Body & Paint	15	Auto	Private
9	First Federal Bank	22	Bank	Private
10	Wells Fargo + Drive Thru	14	Bank	Private
11	First Community Credit Union	12	Bank	Private
12	Church Parking	3	Church	Private
13	Newberg World of Faith Center	15	Church/Retail	Private
14	Chehalem Cultural Center	54	Civic	Public
15	Secured Public Safety Vehicles	41	Civic	Private
16	Campus Residential Parking	32	Institution	Private
17	Dr. Brecke Office - Dental	6	Medical	Private
18	River Street Dental	18	Medical	Private
19	Rita Wolff Oregon Broker	3	Office	Private
20	Valley Realty Professionals LLC	2	Office	Private
21	First American Title	14	Office	Private
22	Newberg Travel & Cruise	7	Office	Private
23	Meridian St. Building	11	Office	Private
24	State Farm	6	Office	Private
25	Meridian St. House/Social Work	16	Office	Private
26	Chehalem Valley Chamber, Personal Farmer, Worxplace	15	Office	Private
27	The Newberg Graphic	33	Office	Private
28	Joshua Suites Professional Building	11	Office	Private
29	Private - Law Office	16	Office	Private
30	Unknown	7	Office	Private
31	Public Safety Bldg/Thrift Shop/Park	17	Civic	Public
32	Income Tax - Thomas L. Deines LLC (FOR LEASE)	5	Office	Private
33	Public Parking	28	Public	Public
34	6 City Vehicles	6	Civic	Public
85	6 General Parking	6	Public	Public
35	Apartments 611	24	Residential	Private
36	Unknown	4	Residential	Private
37	Apartments	5	Residential	Private
38	Nara Teriyaki	7	Restaurant	Private

39	Jem 100 Ice Cream	16	Restaurant	Private
40	Papa Murphy's	8	Restaurant	Private
41	Ixtapa Restaurant	18	Restaurant	Private
42	Recipe	7	Restaurant	Private
43	Jac's Deli and Frozen Custard	5	Restaurant	Private
44	Pasquale's Italian Restaurant	25	Restaurant	Private
45	Dairy Queen (CLOSED)	23	Restaurant	Private
46	Subway	15	Restaurant	Private
47	Anam Cara Cellars	8	Retail	Private
48	Back side of Anam Cara Cellars	8	Retail	Private
49	Rays Produce	8	Retail	Private
50	Wine Country Antiques	8	Retail	Private
51	Lucky Finds Thrift Store	9	Retail	Private
52	Mixed retail (Dominos)	23	Retail	Private
53	Ken & Daughter Jewelers	4	Retail	Private
54	Quick Stop Market	6	Retail	Private
55	Terry's Crush Cellar	17	Retail	Private
56	American Classic and Hot Rods	40	Retail	Private
57	Thriftway	64	Retail	Private
58	Chehalem Sign Company	10	Retail	Private
59	Pitter Patter	13	Retail	Private
60	Multi-tenant retail	90	Public	Public
61	Unknown	10	Retail	Private
62	American Family Insurance	17	Retail	Private
63	Delano Supply	5	Retail	Private
64	Chehalem Tasting Room	14	Retail	Private
65	Newberg Food Mart	5	Retail	Private
66	Mr. Rooter	3	Retail	Private
67	Newberg steel	3	Service	Private
68	First Street Yoga	3	Service	Private
69	Specialty Contracting Glass and Door	1	Service	Private
70	Dr. Robert C. Wilde, D.M.D. General Dentistry	12	Service	Private
71	Trinity Hair Design	7	Service	Private
72	Post Office	7	Service	Private
73	Leather Gas Station	3	Service	Private
74	Newberg Family Chiropractic (Alleyway Parking)	7	Service	Private
75	Alleyway Parking (for Leifs repairs)	7	Service	Private
76	1st Street Laundromat	9	Service	Private
77	Jay's Custom Fabrication	10	Service	Private
78	Studio 601 Hair Design	6	Service	Private

79	Newberg Fire	19	Service	Private
80	Strong Hands Massage Therapy	4	Service	Private
81	Gravel Lot CONSTRUCTION	7	Unknown	Private
82	Habitat for Humanity Restore (CLOSED) (BLOCKED OFF)	7	Unknown	Private
83	111 N Grant St or N Hancock St	3	Unknown	Private
84	FOR LEASE	18	Unknown	Private
	Total (85 inventoried sites)	1,146		

Opportunities and Constraints



Downtown Newberg is a quintessential Main Street town with the majority of its retail and restaurant business focused on First Street (and Hancock). First provides for a pleasant pedestrian experience with its scarcity of off-street parking lots and zero lot line buildings fronting the sidewalks. Hancock and Second Streets are secondary retail streets with more punctuated building frontages interspersed with surface parking lots. The on-street parking on First Street and perpendicular streets are nicely formatted with individual stalls delineated with pavement striping, which is a 'customer-friendly' treatment. In general, on-street parking signage is clear to the user, but the system could benefit from design standards for how the frequency of signage is deployed in the right-of-way.

Opportunities

Parking activity in the downtown at first glance appears brisk particularly on-street, a downtown visitor's first choice in parking, while in general the off-street system has much greater stall availability.

- Consequently, the off-street lots, in cooperation with willing property owners, present an opportunity for additional shared use supply. For example, there are at least two banks in the downtown that are closed on weekends that could provide additional visitor (or employee) parking with proper signage.
- Another opportunity is the availability of select developable parcels in the study zone, which could provide for a branded district parking facility.

Challenges

- A potential challenge going forward that may hinder the ability of using existing surface parking lots as shared use facilities is the accessory designation and conditions placed on mixed (or shared) uses outlined in 15.440.050(A/B) of the development code. If possible, however, this condition may not apply to existing parking uses in the C-3 zone.
- For developers choosing to build off-street parking in the C-3 zone, the City may want to consider substituting urban design treatments for surface lots in-lieu of the existing landscaping/coverage requirements. 'Urban fence' or similar treatments could be used to create

visual separation of parking, establish clean, discernable edges, and help maximize parking capacity while providing an urban aesthetic to district.

**ATTACHMENT B:
PARKING SUMMARY REPORT**

CITY OF NEWBERG, OREGON

**2016 City of Newberg
Summary of Parking Utilization**

DATA SUMMARY REPORT

Prepared for:
City of Newberg
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MAY 2016

**2016 City of Newberg
Summary of Parking Utilization**

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ATTACHMENT A

Parking Study

Newberg Inventory Analysis – Existing Conditions

I. INTRODUCTION

The purpose of this 2016 Parking Summary Report is to derive a comprehensive and detailed understanding of actual use dynamics and access characteristics associated with parking in downtown Newberg. Metrics related to occupancy, turnover, duration of stay, and hourly patterns of activity represent industry best practices for evaluating both on and off-street parking systems. This data can assist the City in near-term decision-making on existing parking, in understanding where parking constraints and surpluses exist, and in determining whether factors such as abuse of time limits adversely affect access. The data will also aid in long-term planning for parking relative to future development,.

II. EXECUTIVE SUMMARY –2016 KEY FINDINGS

Key findings from the 2016 data collection effort and analysis, as well as from the comparative analysis, are presented here. Comprehensive documentation and data supporting these findings are found in Sections VI and VII below.

A. 2016 On-Street Parking

- ✓ The format of on-street parking favors long-term stays—nearly 70% of all parking is No Limit. This is a very high percentage of the on-street system dedicated to long-term use, particularly if higher visitor activity is desired and efforts to grow ground-level businesses are pursued.
- ✓ The peak hour is between 12:00 and 1:00 PM, when stalls are 47.6% occupied. At this hour, 460 on-street stalls are occupied, leaving 500 stalls available in the study area.
- ✓ The average time stay for all on-street parkers is 2 hours 50 minutes.
- ✓ On-street turnover (3.54) falls below the standard (5.0) for a parking system designed to attract and support high activity.
- ✓ Violation rates are high (23%), though low occupancies indicate that at this time users are not being denied access in a manner that would require greater enforcement.
- ✓ Parking is readily available on-street throughout the day.

B. 2016 Off-Street Parking

- ✓ The overall occupancy of the off-street system is 47.3% at the peak hour, which occurs between 11:00 AM and 12:00 PM.
- ✓ The combined off-street system is underutilized, with up to 604 empty stalls during the peak hour (extrapolated).

- ✓ The majority of off-street parking is private: 81 of 85 lots, comprising 1,016 stalls and representing 89% of all off-street parking. Greater and more efficient use of the off-street system will require conversation and partnerships with owners of private lots.

III. INVENTORY ANALYSIS

Elements of the data collection effort and analysis included:

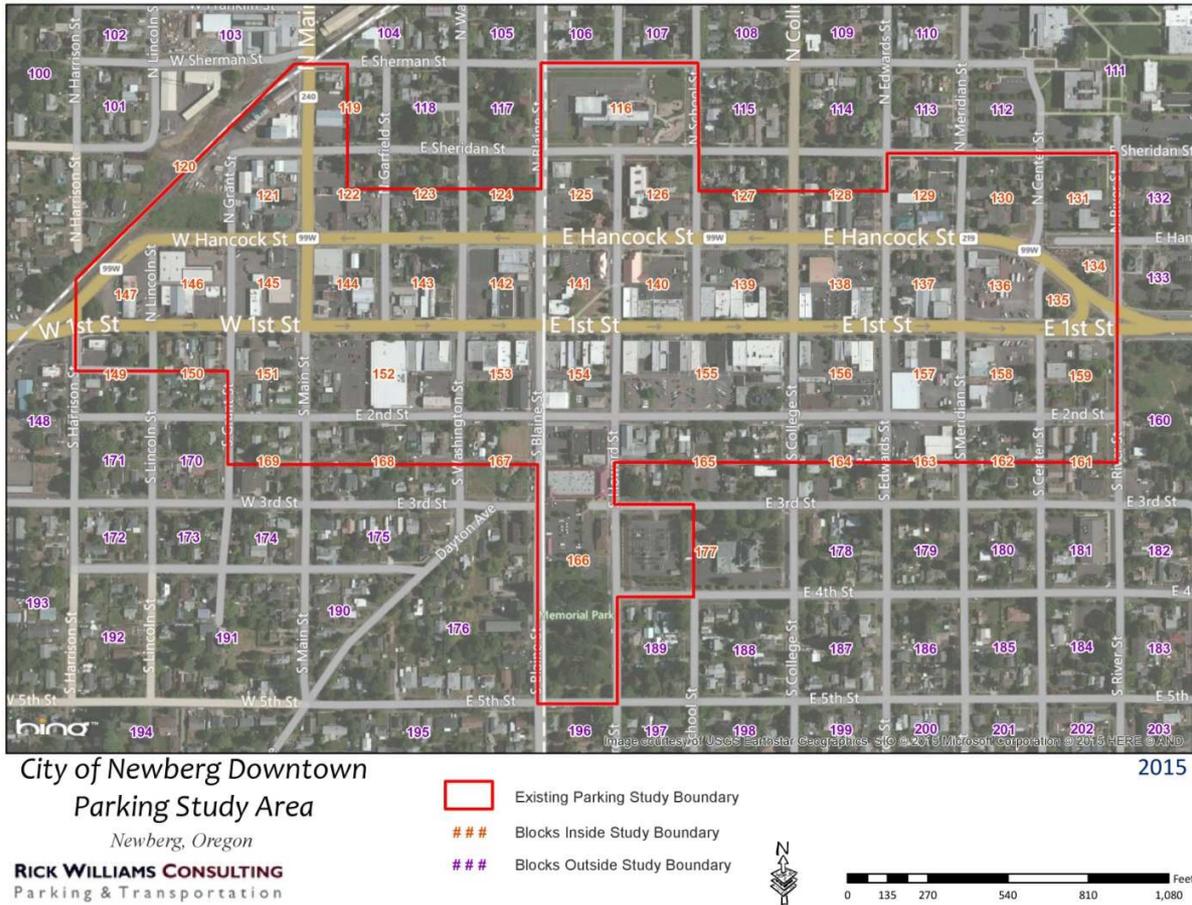
- (1) Development of a data template for all on- and off-street parking in the study area, denoting stalls by time-stay type where applicable.
- (2) A complete survey of on- and off-street parking use on a "typical day"—Wednesday, April 13, 2016¹.
- (3) Analysis of parking utilization and turnover that included:
 - a. Quantification of the parking inventory for the entire study area.
 - b. Hourly occupancy counts from 8:00 AM to 6:00 PM for the on- and off-street inventory.
 - c. Parking turnover analysis (on-street).
 - d. Parking duration-of-stay analysis (on-street).
- (4) Identification of surpluses and constraints within the parking supply.

IV. STUDY AREA

The parking inventory study area was determined during the initial project scoping process by the City of Newberg and the consultant team. It is generally bounded by S Harrison Street on the west, E 2nd Street on the south, E Sherman Street on the north and S River Street on the east. The inclusion of Memorial Park extends the southern boundary to E 5th Street. **Figure A** (next page) illustrates the study area.

¹ This date was chosen in consultation with the City of Newberg.

Figure A
Newberg Parking Study Area



The study area is in Newberg’s Downtown and is bisected by the heavily traveled 99W couplet (1st Street and E Hancock Street). With Phase 1 of the Newberg-Dundee Bypass expected to open in late 2017, congestion along this corridor will ease, creating an opportunity for the City of Newberg to reexamine its historical and commercial center.

V. METHODOLOGY

An inventory of all public parking in the study area was taken in advance of the survey. On-street stalls were identified by type (i.e., time or use restriction), block number, and block face. Off-street lots were identified by block location, number of stalls, ownership (public or private), and assumed manner of use. The resulting inventory comprised 2,106 parking stalls: 960 on-street and 1,146 off-street in 85 lots. This is further detailed in **Section VI**.

A. On-Street Data Collection

The survey involved hourly counts of occupied on-street parking stalls in the study area. Surveyors recorded the license plate numbers of parked vehicles each hour from 8:00 AM to 6:00 PM. All 960 on-street stalls were surveyed.

The survey took place on Wednesday, April 13th, 2016. The survey day was selected in consultation with the City of Newberg to represent a typical downtown weekday. The day was sunny, dry, and cool, with temperatures in the low to mid-60s).

B. Off-street Data Collection

Off-street facilities were surveyed on the same day, Wednesday, April 13th, 2016. A sample of 27 lots totaling 579 stalls was selected for data collection. This sample represents 50.5% of all off-street parking in the study area and accurately reflects the overall system in terms of type, size, and location. The distribution of the sample set is detailed in **Table 2** (page 6) below.

Occupancy counts were conducted at each lot every hour between 8:00 AM and 6:00 PM; unlike the on-street survey, however, license plate numbers were not recorded.

VI. FORMAT OF THE PARKING SUPPLY - 2016

The study area includes a total of 2,106 parking stalls, of which 960 are on-street, comprising 46% of the total parking supply. Off-street parking comprises 1,146 stalls across 85 lots and represents 54% of all parking. Parking in the study area is primarily free both on-street and off.

Table 1 presents an inventory of all parking surveyed in the 2016 Newberg Study Area.

**Table 1
2016 Parking Inventory – Newberg**

Downtown Newberg Inventory – On-Street and Off-Street		
Stalls by Type	Total Stalls	% of Total On-street Stalls
10 minutes	3	< 1%
15 minutes	14	1.5%
30 minutes	1	< 1%
1 hour	6	< 1%
2 hours	269	28.0%
No Limit	654	68.1%

Accessible (ADA)	9	< 1%
Theater Only	3	< 1%
Reserved	1	< 1%
On-Street Supply	960	46%*
Off-Street Supply (85 sites)	1,146	54%*
Total (All On and Off-Street)	2,106	100%

* Percentage distribution of on and off-street stalls as portion of total study area inventory.

A. On-Street Parking Time Stay Format

As **Table 1** indicates, on-street parking in this area has a mix of time stay options, comprised of nine categories ranging from 10 minutes to No Limit. Key elements of the on-street time stay format are:

- A majority of stalls do not have a designated time stay, referred to here as No Limit. Of the 960 total stalls, 654 (68.1%) are No Limit. This is a very high percentage of the on-street system dedicated to long-term use, particularly if higher visitor activity is desired. Stalls with stays of one or two hours, generally more associated with visitor use, make up approximately 28% of the on-street supply, with six 1-hour stalls (< 1%) and 269 2-hour stalls (28%).
- The remainder of the on-street supply includes 10-, 15- and 30-minute stalls that combine for slightly less than 2% of the supply.
- Special use parking, including Accessible (ADA), Theater Only, and Reserved, totals 13 stalls (slightly more than 1%).

With the large number of No Limit stalls, the current format favors long-term parking. While overall occupancy levels are relatively low at present (see **Section VII**), reformatting time limits to include more short-term parking should be considered to encourage retail development.

B. Off-Street Parking Format

As indicated in **Table 1**, off-street parking in the study area is distributed across 85 sites totaling 1,146 stalls. A listing of each individual site is provided in **Attachment A**.

To better understand their purpose, lots were sorted by their typical manner of use. **Table 2** identifies all lots by use type, and indicates the number of lots of that type, the combined number of stalls per type, and the percentage of total stalls that represents. This is summarized on the left half of the table. The table also provides a glimpse at the 27 lots that were sampled during the data collection effort. This is summarized on the right half of the table.

Table 2
Off-street Inventory - By Use Type

Use Type	Number of Lots Inventoried	Stalls	% of Total	Number of Lots Surveyed	Stalls	% of Total
Auto	4	36	3%	0	0	0%
Bank	3	48	4%	2	36	3.1%
Church	2	18	2%	1	15	1.3%
Civic	2	95	8%	1	54	4.7%
Institution	1	32	3%	1	32	2.8%
Medical	2	24	2%	1	18	1.6%
Office	14	163	14%	4	52	4.5%
Public	4	131	11%	4	130	11.3%
Residential	4	36	3%	0	0	0%
Restaurant	10	128	11%	2	43	3.8%
Retail	20	279	24%	7	135	11.8%
Service	14	98	9%	3	40	3.5%
Unknown	5	59	5%	1	24	2.1%
Total	85	1,146	100%	27	579	50.5%

Key elements of the off-street system are:

- The majority of off-street parking is private: 81 of 85 lots, comprising 1,016 stalls and representing 89% of all off-street parking.
- Parking for retail uses represents the largest portion of off-street parking at 24%, with 279 stalls on 20 lots. This is followed by parking for office uses at 14%, with 163 stalls on 14 lots.
- Publicly-owned parking represents 11% of the off-street supply, with 130 stalls on four lots.
- The current balance of private and public parking is not unusual for downtowns, but does mean that shared use agreements can be more complex, involving negotiations with individual owners of private lots.

VII. CHARACTERISTICS OF THE 2016 PARKING SUPPLY

A. On-Street Parking Summary

During the survey day of April 13, 2016, peak hour for the on-street inventory was from 12:00 to 1:00 PM. During this hour, just under half (47.6%) of the stalls in the study area were occupied. A total of 500 stalls remained empty.

Table 3 below summarizes occupancies and peak hours by stall type, the number of stalls available at the peak hour, average length of stay, and rate of violation. **Figure B** (page 8) illustrates on-street occupancies for each hour of the 10-hour survey day.

Table 3
2016 Newberg On-Street Parking Summary by Time Stay

2016 Downtown Newberg On-Street Parking Utilization						
Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
On-Street Peak	960	12:00 – 1:00 PM²	47.6%	500	2 hr/ 50 min	23.0%
10 minutes	3	11:00 AM – 1:00 PM	66.7%	1	4 hr/ 30 min	100.0%
15 minutes	14	9:00 – 10:00 AM 12:00 – 1:00 PM	50.0%	7	1 hr/ 32 min	5.4%
30 minutes	1	9:00 – 10:00 AM 12:00 – 1:00 PM 3:00 – 4:00 PM	100.0%	0	N/A	N/A
1-hour	6	10:00 AM – 12:00 PM	100.0%	0	3 hr/ 32 min	61.5%
2-hours	269	12:00 – 1:00 PM	70.3%	80	2 hr/ 8 min	23.1%
No Limit	654	11:00 AM – 12:00 PM	38.8%	394	3 hr/ 43 min	N/A
Handicapped	9	1:00 – 2:00 PM	33.3%	6	1 hr/ 26 min	N/A
Theater Only	3	1:00 – 3:00 PM	100.0%	0	1 hr/ 50 min	N/A
Reserved	1	10:00 – 11:00 AM 1:00 – 2:00 PM 3:00 – 4:00 PM	100.0%	0	1 hr/ 0 min	N/A

From **Table 3** and associated figures, the following can be derived:

- The peak hour for all on-street parking is from noon to 1:00 PM. During this hour, 460 stalls (47.6% of the supply) are occupied; leaving 500 stalls empty in the study area.
- The average length of stay for all on-street parkers is 2 hours 50 minutes.

² Peaks may vary between the on and off-street parking systems *and* peaks may vary between off-street lots. The 12:00 – 1:00 PM peak captures the highest peak hour for the study zone, when use of the on system, combined, is at its highest point. The third column in Table 3 illustrates the variation in peak hours by stall types.

- Vehicles parked in 2-hour stalls had an average length of stay of 2 hours 8 minutes, very close to the posted limit. These stalls also have a moderate level of occupancy (70.3%), suggesting that the current limit is appropriate to user need.
- The average length of stay in No Limit stalls is 3 hours 43 minutes, which may indicate use by both visitors and employees.
- Average length of stay at 10-minute stalls was anomalous in that two vehicles were parked for a sustained period, generating an average stay of 4 hours 30 minutes. Further evaluation of the location and necessity of these stalls is needed.
- 15-minute stalls showed moderate use at 50% occupancy, but had an average stay of about 90 minutes. As with the 10-minute stalls, further evaluation is warranted.
- The overall low occupancy level of 47.6% in the study area indicates that parking is readily available on-street throughout the day. There are very few instances where the system is constrained for any sustained period of time.
- Even though rates of violation are high (23%), low occupancies indicate that users are not being denied access to parking in a manner that would require greater enforcement to ensure availability.

Figure B provides an hour-by-hour look at occupancy performance on the survey day. Overall occupancy is low throughout the day. The peak hour reaches 47.6% between noon and 1:00 PM. Overall occupancy remains just above 40% between 10:30 AM and 4:30 PM. There is abundant parking available, with significant capacity to absorb new trips.

FIGURE B
2016 Newberg on-Street Utilization

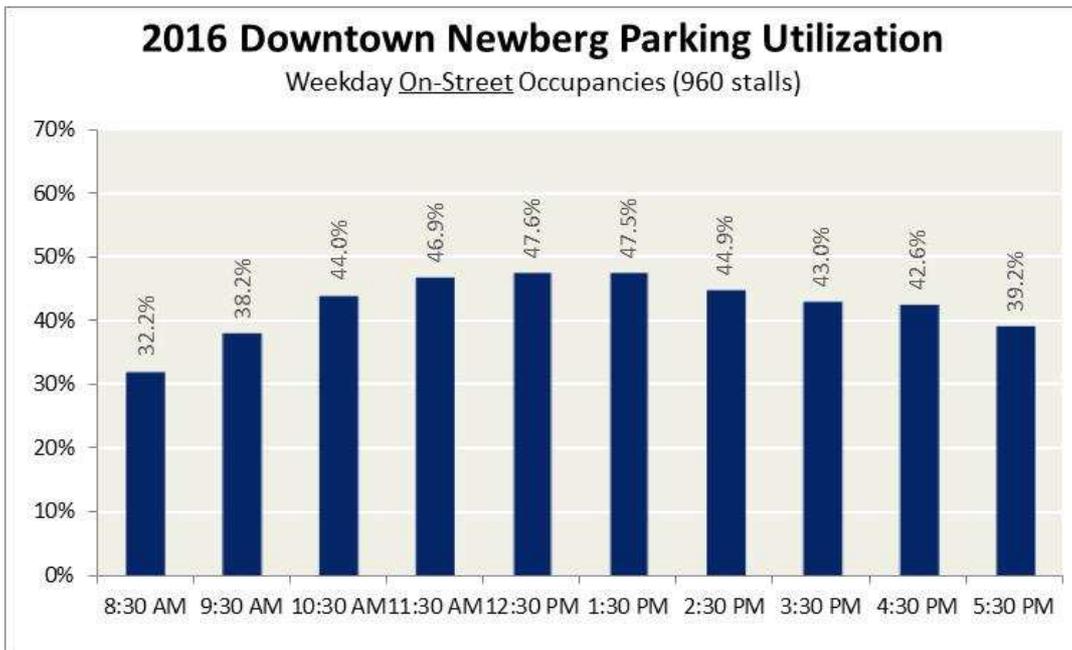
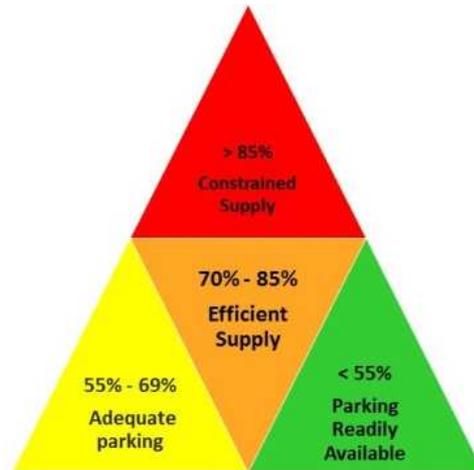
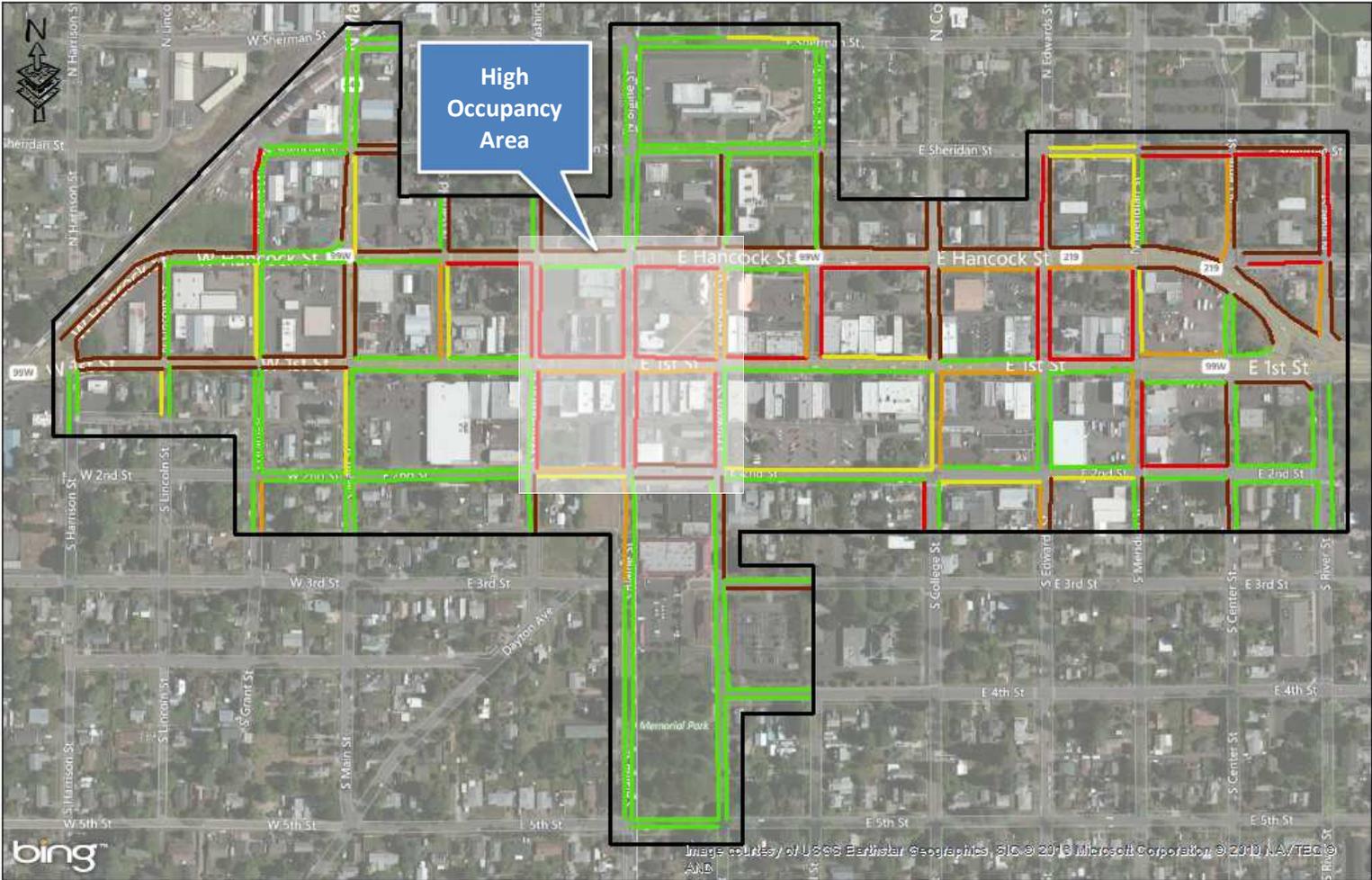


Figure C (next page) summarizes occupancy in the peak hour by block face via a “heat map” of the study area. A heat map uses color to display degrees of occupancy as measured against an industry standard of 85%: when occupancy exceeds that level, the system is considered constrained. Block faces marked in red indicate areas of constraint. Green represents areas of underutilized parking, while yellow and orange represent the middle ranges of occupancy. See figure at right.



In the study area, there are a total of 175 block faces where on-street parking is allowed. As **Figure C** illustrates, 28 of those block faces are constrained at the peak hour, about 16% of the study area. Thirteen of the 28 constrained block faces are clustered between E Hancock and E 2st Street between Washington and Howard. Even in this high-occupancy area (highlighted in the white box in **Figure C**), parking is available within a block or two, if not on an adjacent block face. However, the clustering of high demand on these block faces may create the perception among users that parking is generally constrained downtown, particularly for those not inclined to walk even a short distance.

FIGURE C
2016 Newberg On-Street Heat Map



City of Newberg Downtown

Newberg Parking Utilization

RICK WILLIAMS CONSULTING
Parking & Transportation

- Parking Study Area
- > 85%
- 84% - 70%
- 69% - 55%
- < 55%

No Parking

April 13, 2016

12:00 - 1:00 PM
On-Street Peak Hour



1. *On-Street: Usage Characteristics (Duration of Stay, Volume, Turnover and Exceeding Time Stays)*

Table 4 summarizes a number of performance metrics for the on-street system.

Table 4
On-Street Parking: Summary of Use Characteristics
Complete Study Area (960 stalls)

	Use Characteristics	All Users
a	Average length of stay per vehicle per occupied stall	2 hr 50 min
b	Number of Unique License Plates	1,303
c	Actual turnover rate (number of cars to use a single occupied stall over a 10 hour period)	3.54
d	% of unique vehicles violating the posted time stay	23.0%
e	Actual number of vehicles parked for time stays over 5 hours	88

a. Average length of stay

- The average stay for all on-street parking stalls is 2 hours 50 minutes.
- The high number of No Limit stalls, with an average stay of 3 hours 43 minutes, clearly brings up the overall average.

b. Number of unique vehicles

The recording of license plate numbers allows us to identify the total number of unique vehicles using the on-street system.³

On the survey day, 1,303 unique license plate numbers were recorded on-street between 8:00 AM and 6:00 PM. This translates to approximately 130 vehicles arriving each hour over the course of an average business day. Overall, this is a low to moderate volume of parking activity.

c. Turnover: Efficiency of the Parking System

In most cities, the primary time limit allows for calculation of an *intended turnover rate*. For example, if the limit for a stall is two hours, and over a 10-hour period that stall is occupied by five unique vehicles, it's intend. As such, if turnover were demonstrated to be at a rate of less than 5.0, the system would be deemed inefficient. A rate in excess of 5.0 would indicate a system that is operating efficiently.

³Note this does not represent all vehicles in the study area, as license plate numbers were not recorded in off-street facilities.

In the Newberg study area, the on-street parking system has an average turnover rate of 3.54. This indicates a system that does not support vital street-level activity or retail businesses. This is due to more than half the supply being given over to No Limit stalls, which are more conducive to commuter trips than to visitor/customer trips.

With the Newberg-Dundee Bypass opening late next year, measures must be taken to support higher turnover rates and accommodate growing demand for retail parking. The number of No Limit stalls will need to be gradually reduced, particularly in areas where street-level business activity is desired.

d. Rate of Violation - Exceeding Posted Time Stays

Approximately 23% of unique vehicles parked in time-limited stalls downtown exceed the posted time stay.⁴ On the survey day, 299 vehicles exceeded the posted stay on-street. The industry best-practice standard for time stay violations is between 5% and 9%. Newberg's total is well above the high side of the standard, but is not troublesome at this time as occupancies are so low. Enhanced enforcement would only be recommended in situations where the rate of violation exceeds the industry standard in a constrained parking environment, where high rates of violation result in less access. This is not currently the case in Newberg.

e. Excessive time stay

Some violations of posted time stays can be considered abuse of the system. The consultant team tracked vehicles parked in time-limited stalls for periods of five hours or more. On the survey day, 88 vehicles fell into this category. These vehicles were parked in 10-minute, 15-minute, 30-minute, 1-hour and 2-hour stalls. It is likely that these vehicles belong to employees.

f. Moving to Evade

"Moving to evade" refers to vehicles moving between time-limited on-street stalls over the course of a day. This metric can indicate abuse of the system, particularly if those moving their vehicles are employees. Users who shuffle their vehicle from one stall to the next reduce the number of on-street parking opportunities for visitors and customers, creating an artificial constraint on the system. Ideally, those wanting to park for longer periods of time would be directed to off-street lots. This would preserve the on-street supply for higher turnover users.

Table 5 (next page) summarizes the number of unique vehicles identified as moving from one stall to another during the survey day. As indicated, 74 vehicles fell into this category, representing about 6% of all vehicles parked on-street on the survey day.

⁴ Time stay violations can only occur in time-limited stalls. The majority of stalls in Newberg are No Limit. The 23% rate of violation established here is only for parking in the 293 of 960 stalls that are time-limited.

Table 5
Summary of 'Moving to Evade' – Downtown Newberg

<i>Moving To Evade Parking Citations</i>	Values
Occurrence of license plates observed moving to evade parking citations (e.g., employees moving their car every few hours)	74 (5.7% of unique vehicles)
Average moves per unique license plate	1.1

As with rates of violation above, this metric may not be of consequence at this time due to the low rates of occupancy in downtown Newberg.

B. Off-Street Parking Summary

Although the current peak occupancy level of the on-street supply is low at 47.6%, future constraints in the system will need to be directed to off-street locations. To this end, understanding how the off-street system operates in relation to the on-street system, and determining its capacity to absorb growth in parking demand, will be important.

Figure D (next page) illustrates occupancy levels for each hour of the ten-hour survey day. The highest occupancy occurred between 11:00 AM and 12:00 PM, one hour earlier than the on-street system. During this hour, the off-street supply reached 47.3% occupancy, leaving 305 stalls available for use.⁵ As with the on-street system, this is a low rate of use, leaving an abundance of parking available to accommodate new growth and increases in parking demand.

⁵ When combined with the on-street system, approximately 808 total stalls were empty at the peak.

Figure D
2016 Newberg Off-Street Utilization

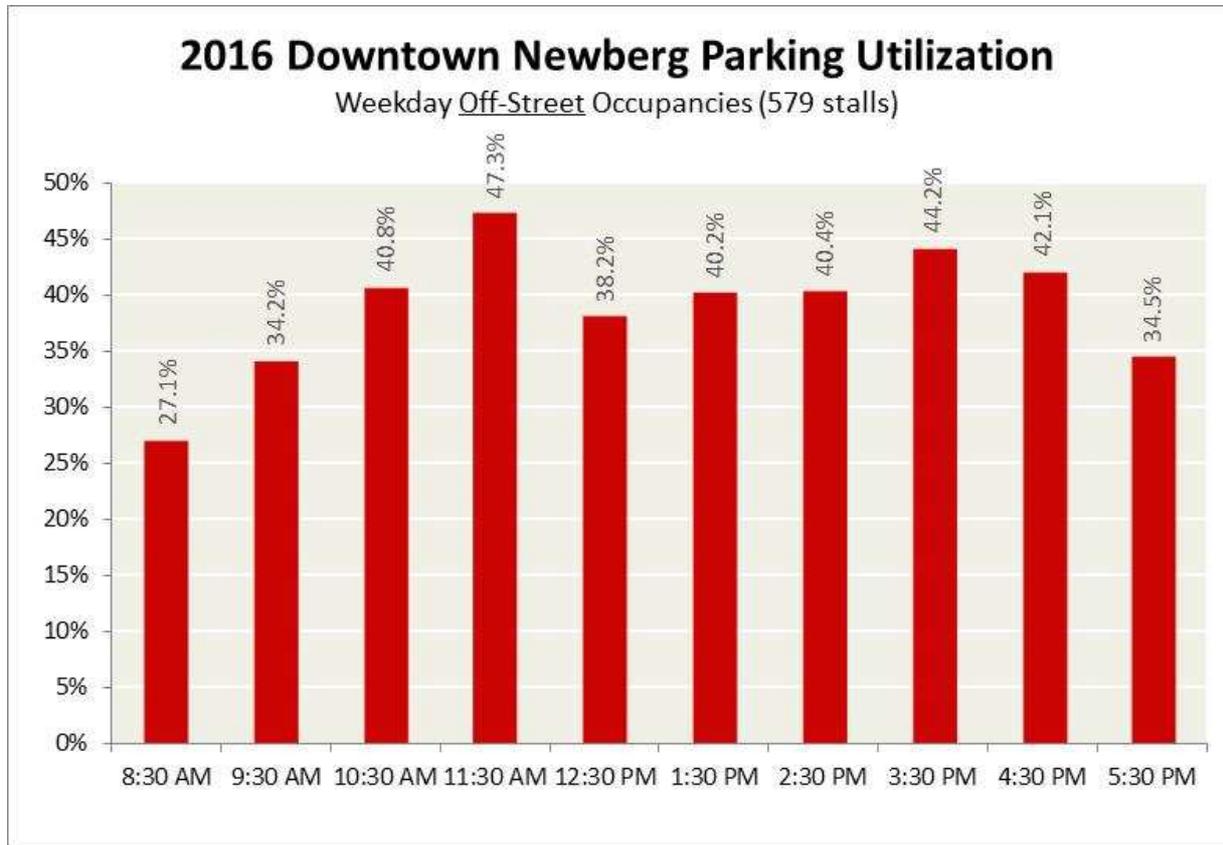


Table 6 provides a peak-hour usage summary for each of the 27 surveyed off-street lots. As the table demonstrates, most lots are small to medium in size. The largest lot (Lot 60) is a 90-stall lot serving multi-tenant retail. Some lots do have moderate to high peak occupancies, but the overall average is still less than 50%, and the availability of parking is evenly distributed throughout the downtown (see **Figure E** below). If findings from the survey sample (27 lots, 549 stalls) are extrapolated to the entire off-street supply (85 lots, 1,146 stalls), there would be a total of 604 empty off-street stalls at the peak hour. This is summarized in the bottom row of **Table 6**.

Table 6
2016 Newberg Off-Street Parking – Surveyed Lots

Lot Number	Parking Facility	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available
2	Roped off, not striped	24	N/A	0.0%	24
9	First Federal Bank	22	9:00 – 10:00 AM 11:00 AM – 12:00 PM	50.0%	11
10	Wells Fargo + Drive Thru	14	1:00 – 2:00 PM	78.6%	3
13	Newberg World of Faith Center	15	11:00 AM – 12:00 PM 3:00 – 4:00 PM	26.7%	11

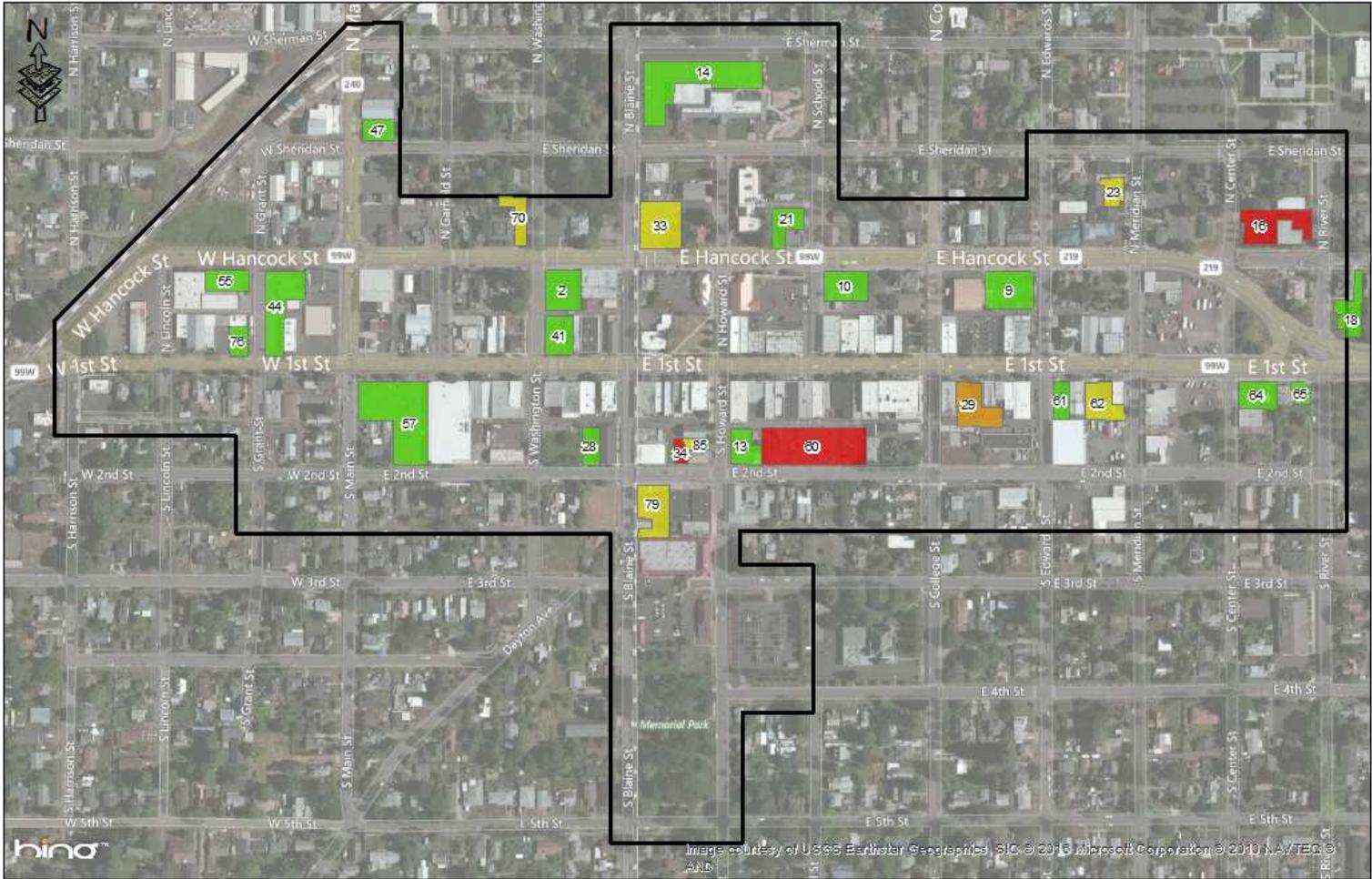
14	Chehalem Cultural Center	54	11:00 AM – 12:00 PM	18.5%	44
16	Campus Residential Parking	32	1:00 – 2:00 PM	93.8%	2
18	River Street Dental	18	N/A	0.0%	18
21	First American Title	14	4:00 – 5:00 PM	42.9%	8
23	Meridian St. Building	11	3:00 – 4:00 PM	81.8%	2
28	Joshua Suites Professional Building	11	4:00 – 5:00 PM	72.7%	3
29	Private - Law Office	16	3:00 – 4:00 PM	93.8%	1
33	Public Parking	28	11:00 AM – 12:00 PM	60.7%	11
34	6 Civic Vehicle Parking	6	8:00 AM – 12:00 PM 1:00 – 4:00 PM	100.0%	0
41	Ixtapa Restaurant	18	5:00 – 6:00 PM	50.0%	9
44	Pasquale's Italian Restaurant	25	8:00 – 9:00 AM	20.0%	20
47	Anam Cara Cellars	8	10:00 AM – 12:00 PM 1:00 – 3:00 PM	25.0%	6
55	Terry's Crush Cellar	17	11:00 AM – 12:00 PM	47.1%	9
57	Thriftway	64	3:00 – 4:00 PM	51.6%	31
60	Multi Tenant Retail	90	11:00 AM – 12:00 PM	87.8%	11
61	Unknown	10	5:00 – 6:00 PM	60.0%	4
62	American Insurance Family	17	12:00 – 2:00 PM	70.6%	5
64	Chehalem Tasting Room	14	11:00 AM – 4:00 PM	21.4%	11
65	Newberg Food Mart	5	4:00 – 5:00 PM	100.0%	0
70	Dr. Robert C. Wilde, D.M.D. General Dentistry	12	11:00 AM – 12:00 PM	66.7%	4
76	1st Street Laundromat	9	5:00 – 6:00 PM	44.4%	5
79	Newberg Fire	19	10:00 – 11:00 AM	68.4%	6
85	General Vehicle Parking	6	3:00 – 4:00 PM	83.3%	1
	Off-Street Supply Surveyed (27 sites)	579	11:00 AM – 12:00 PM	47.3%	305
	All Off-Street Supply (85 inventoried sites - extrapolated)	1,146	11:00 AM – 12:00 PM	47.3%	604

Figure E (page 16) provides a heat map that illustrates off-street peak-hour occupancy. Three off-street lots (#16 – Campus Residential Parking; #34 – 5 Civic Vehicle Parking; #60 – Multi-Tenant Retail) have peak occupancy over 85%. This is a small segment of all parking in the study area, but could raise the perception that parking is constrained overall.

The availability of off-street parking presents an opportunity to begin conversations on potential shared use agreements with owners of private parking.

A longer-term potential project is identifying land parcels that could be purchased for long-term parking. This would allow the City to manage the on-street system and direct long-term parkers into additional public lots. The four public lots surveyed had a combined occupancy of 86.9%. Again, this is a longer-term consideration, as current occupancies are low enough that typical weekday users do not experience significant difficulty finding parking within a short walk of most any location.

FIGURE E
2016 Newberg Off-Street Heat Map



City of Newberg Downtown

Newberg Parking Utilization

RICK WILLIAMS CONSULTING
Parking & Transportation



April 13, 2016

11:00 AM - 12:00 PM
Off-Street Peak Hour



C. Combined Parking Summary

Combining both the on- and off-street systems allows for a more holistic understanding of how the entire parking system is working. **Table 7** provides a summary of on- and off-street usage, resulting in a combined peak occupancy of 46.8%. A total of 818 stalls surveyed were unoccupied; extrapolated to the entire system, 1,119 stalls were unoccupied. Both the on- and off-street supplies have ample capacity for absorption in the future.

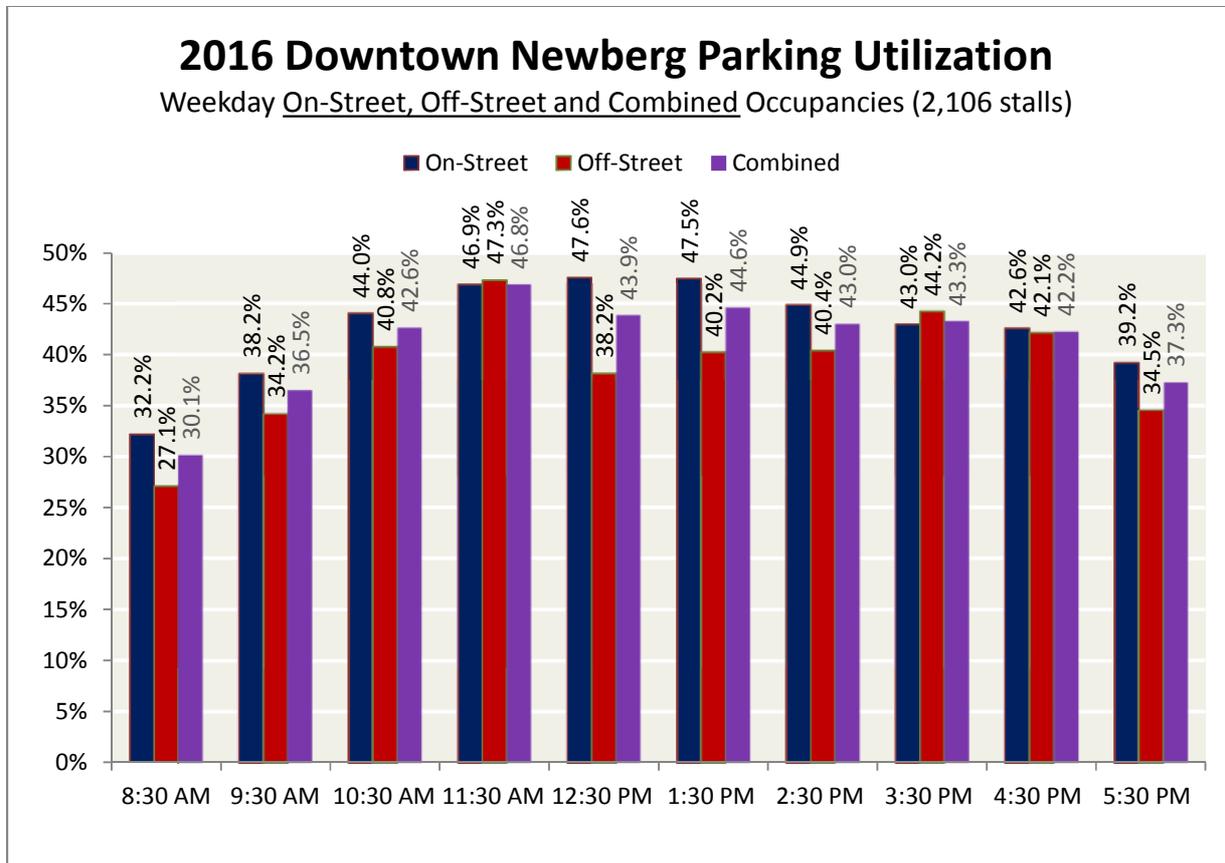
Table 7
2016 Newberg Combined Parking Utilization

Use Type	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available
On-Street Supply Surveyed	960	12:00 – 1:00 PM	47.6%	500
Off-Street Supply Surveyed	579	11:00 AM – 12:00 PM	47.3%	305
Total Supply Surveyed	1,539	11:00 AM – 12:00 PM	46.8%	818⁶
Total (All On and Off-Street) Extrapolated	2,106	11:00 AM – 12:00 PM	46.8%	1,119

Figure F (next page) illustrates the on-street, off-street and combined occupancies for each hour of the ten-hour survey day.

⁶ Note that the “total supply surveyed” totals 818, rather than 808 as the two rows above would suggest. This is a function of the two different peak hours for the on- and off-street supplies. When both supplies are combined, the peak hour occurs between 11 AM and noon, causing the 10-vehicle difference.

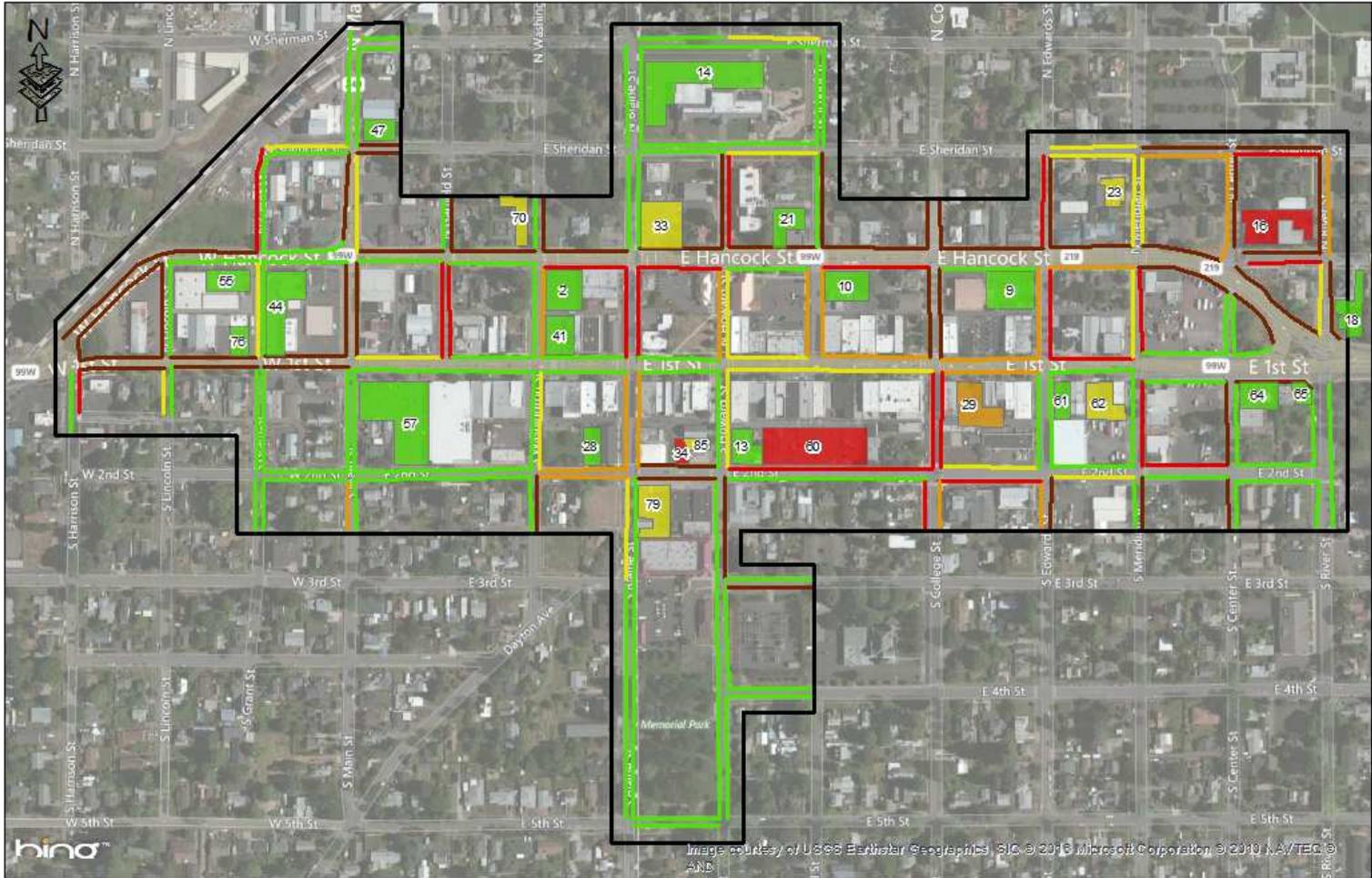
Figure F
2016 Newberg On-Street/Off-Street/Combined Occupancies



The combined graphic of peak hours shows that even though the on- and off-street systems share a similar peak occupancy of just over 47%, the on-street system tends to sustain occupancies throughout the midday, while the off-street experiences a more substantial drop in use. The off-street system does show an upward spike between 3:30 PM and 4:30 PM. This graphic underscores the abundant amount of unused parking in the downtown parking supply at all hours of the day.

Figure G (next page) illustrates combined on- and off-street peak occupancy. At the combined peak hour of 11:00 AM to noon, the few locations that do have 85% or higher occupancies are all convenient to either on- or off-street supplies of empty parking. Overall, any location that is constrained has empty parking directly adjacent or, at worst, within a block.

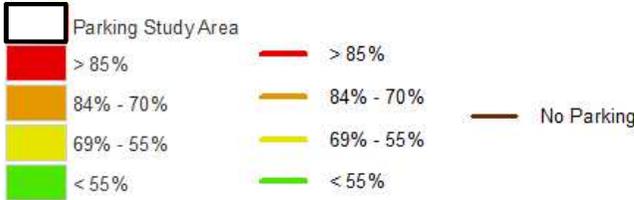
FIGURE G
2016 Newberg Heat Map



City of Newberg Downtown

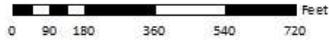
Newberg Parking Utilization

RICK WILLIAMS CONSULTING
Parking & Transportation



April 13, 2016

11:00 AM - 12:00 PM
Combined Peak Hour



IX. SUMMARY

The 2016 data analysis of the on- and off-street parking in downtown Newberg indicates that the system is operating at a low level of capacity. The on-street system shows indication of inefficiencies, as the parking turnover rate is relatively low (3.54) and the violation rate is high (23%). This combination does not support a robust retail environment. Off-street parking is abundant, with numerous lots with low to moderate occupancies.

The combined peak-hour occupancy level hovers around 47%, and parking is generally available at any location in the study area. Recalibrating on-street time stays to more accurately reflect the needs of users will be one step in encouraging ground-level business. This would begin with strategically reducing the number of No Limit stalls in the downtown and replacing them with 2-hour stalls. Working with owners of private off-street parking to create partnerships and discuss shared parking opportunities will complement reformatting of the on-street supply. These few steps are important elements in anticipation of the exciting changes coming to a revitalizing Newberg.

ATTACHMENT A
2016 Newberg Off-Street Inventory by Site
(Red indicates lots surveyed on 4/13/2016)

Lot Number	Parking Facility	# of Stalls	Use Type	Lot Type
1	Gonzales Panaderia & Taqueria (Alley)	4	Alley	Private
2	Roped off, not striped	24	Alley	Private
3	Alley Parking- Tenant/Customer Parking	7	Alley	Private
4	Alleyway Residents only	3	Alley	Private
5	True Form Collision Repair	10	Auto	Private
6	Leif's Auto Collision/ Gas Station	3	Auto	Private
7	Newberg Tire and Auto Repair	8	Auto	Private
8	Newberg Body & Paint	15	Auto	Private
9	First Federal Bank	22	Bank	Private
10	Wells Fargo + Drive Thru	14	Bank	Private
11	First Community Credit Union	12	Bank	Private
12	Church Parking	3	Church	Private
13	Newberg World of Faith Center	15	Church	Private
14	Chehalem Cultural Center	54	Civic	Private
15	Secured Public Safety Vehicles	41	Civic	Private
16	Campus Residential Parking	32	Institution	Private
17	Dr. Brecke Office - Dental	6	Medical	Private
18	River Street Dental	18	Medical	Private
19	Rita Wolff Oregon Broker	3	Office	Private
20	Valley Realty Professionals LLC	2	Office	Private
21	First American Title	14	Office	Private
22	Newberg Travel & Cruise	7	Office	Private
23	Meridian St. Building	11	Office	Private
24	State Farm	6	Office	Private
25	Meridian St. House/Social Work	16	Office	Private
26	Chehalem Valley Chamber, Personal Farmer, Workplace	15	Office	Private
27	The Newberg Graphic	33	Office	Private
28	Joshua Suites Professional Building	11	Office	Private
29	Private - Law Office	16	Office	Private
30	Unknown	7	Office	Private
31	Public Safety Bldg/Thrift Shop/Park	17	Office	Private
32	Income Tax - Thomas L. Deines LLC (FOR LEASE)	5	Office	Private
33	Public Parking	28	Public	Public
34	6 Civic Vehicle Parking	6	Public	Public
35	Apartments 611	24	Residential	Private
36	Unknown	4	Residential	Private
37	Apartments	5	Residential	Private
38	Nara Teriyaki	7	Restaurant	Private

39	Jem 100 Ice Cream	16	Restaurant	Private
40	Papa Murphy's	8	Restaurant	Private
41	Ixtapa Restaurant	18	Restaurant	Private
42	Recipe	7	Restaurant	Private
43	Jac's Deli and Frozen Custard	5	Restaurant	Private
44	Pasquale's Italian Restaurant	25	Restaurant	Private
45	Dairy Queen (CLOSED)	23	Restaurant	Private
46	Subway	15	Restaurant	Private
47	Anam Cara Cellars	8	Retail	Private
48	Back side of Anam Cara Cellars	8	Retail	Private
49	Rays Produce	8	Retail	Private
50	Wine Country Antiques	8	Retail	Private
51	Luck Finds Thrift Store	9	Retail	Private
52	Mixed retail (Dominos)	23	Retail	Private
53	Ken & Daughter Jewelers	4	Retail	Private
54	Quick Stop Market	6	Retail	Private
55	Terry's Crush Cellar	17	Retail	Private
56	American Classic and Hot Rods	40	Retail	Private
57	Thriftway	64	Retail	Private
58	Chahalem Sign Company	10	Retail	Private
59	Pitter Patter	13	Retail	Private
60	Multi Tenant Retail	90	Public	Public
61	Unknown	10	Retail	Private
62	American Insurance Family	17	Retail	Private
63	Delano Supply	5	Retail	Private
64	Chehalem Tasting Room	14	Retail	Private
65	Newberg Food Mart	5	Retail	Private
66	Mr. Rooter	3	Retail	Private
67	Newberg Steel	3	Service	Private
68	First Street Yoga	3	Service	Private
69	Specialty Contracting Glass and Door	1	Service	Private
70	Dr. Robert C. Wilde, D.M.D. General Dentistry	12	Service	Private
71	Trinity Hair Design	7	Service	Private
72	Post Office	7	Service	Private
73	Leather Gas Station	3	Service	Private
74	Newberg Family Chiropractic (Alleyway Parking)	7	Service	Private
75	Alleyway Parking (for Leif's repairs)	7	Service	Private
76	1st Street Laundromat	9	Service	Private
77	Jay's Custom Fabrication	10	Service	Private
78	Studio 601 Hair Design	6	Service	Private
79	Newberg Fire	19	Service	Private
80	Strong Hands Massage Therapy	4	Service	Private

81	Gravel Lot CONSTRUCTION	7	Unknown	Private
82	Habitat for Humanity Restore (CLOSED) (BLOCKED OFF)	7	Unknown	Private
83	111 N Grant St or N Hancock St	3	Unknown	Private
84	FOR LEASE	18	Unknown	Private
85	6 General Vehicle Parking	6	Public	Public
	Off-Street Supply - Surveyed (27 sites)	579	50.5%	
	All Off-Street Supply - Inventoried (85 sites)	1,146	100%	