

# Downtown Newberg Parking Study and Management Plan: Goals & Timeline

Over the course of Spring, 2023, The City of Newberg and Studio Davis collaborated on a robust outreach effort, analysis, and planning work related to parking management within downtown Newberg. The goals of this project were to identify timing & nature of parking issues experienced by residents, employees, and visitors to Newberg, discuss and identify potential solutions with robust public input, and deliver a context-appropriate set of recommendations to help Newberg manage parking now and into the future

The work and recommendations resulting from the study and management plan are showcased in this brochure. More information on the work and a copy of the full report can be obtained by contacting the City of Newberg's Community Development Department or visiting [newbergoregon.gov/cd](http://newbergoregon.gov/cd).

The downtown study area for this project is shown in Figure 1, and the project timeline is shown in Figure 2.

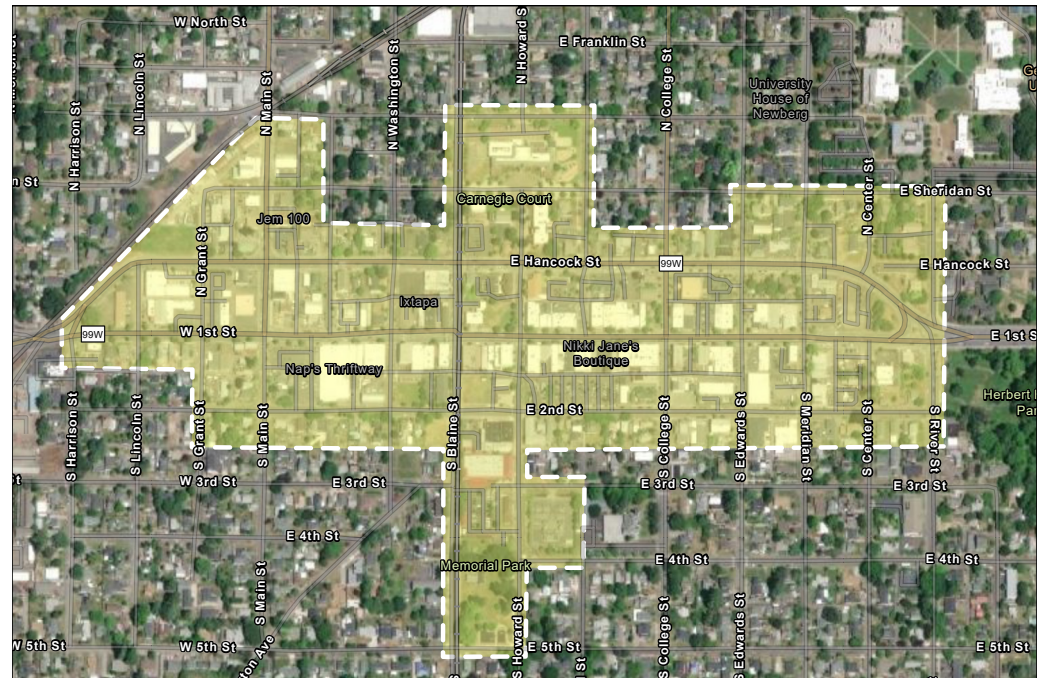


Fig. 1: Study area

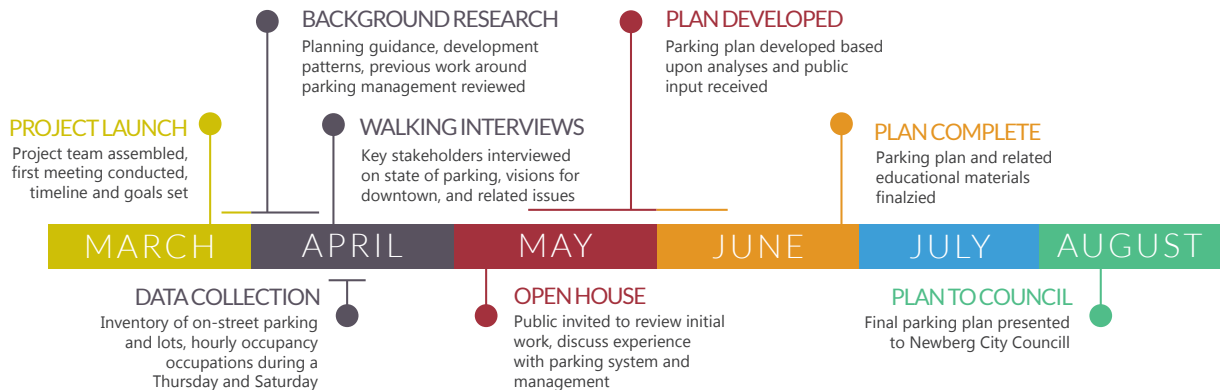


Fig. 2: Project timeline

# Downtown Newberg Parking Study and Management Plan: Outreach/Visitors

A key goal of this project was to “lead with engagement”, so stakeholders & public have meaningful opportunity to shape analysis, recommendations. Engagement initiatives included:

- A stakeholder walking meeting (April 6, 2023)
- A public open house (May 9, 2023)
- An online questionnaire (open from May 10-16, 2023)

The City publicized the feedback opportunities in a variety of ways, with two examples shown in Figures 3 and 4. In total, the meetings were attended by 22, and 23 pieces of written feedback were received including one illustration (Figure 5).

The project team also collaborated with Taste Newberg to obtain and analyze visitation data, to better understand how seasonal changes impact parking. The numbers and origins of visitors to downtown Newberg by month are shown in Figure 6.

Fig. 3: Advertisement for the questionnaire



Fig. 4: Postcard publicizing the public open house

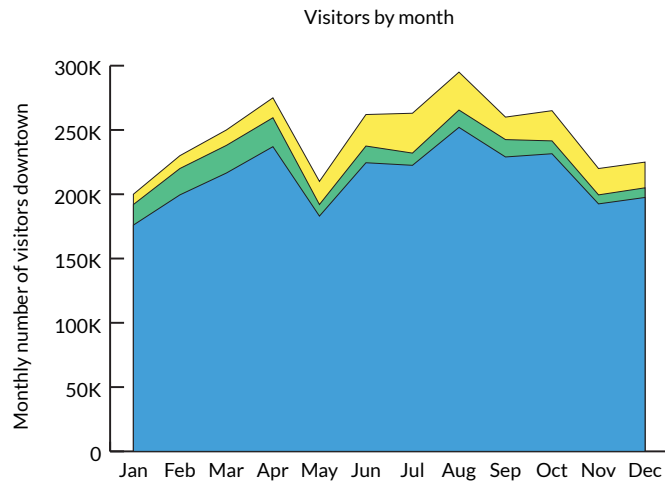
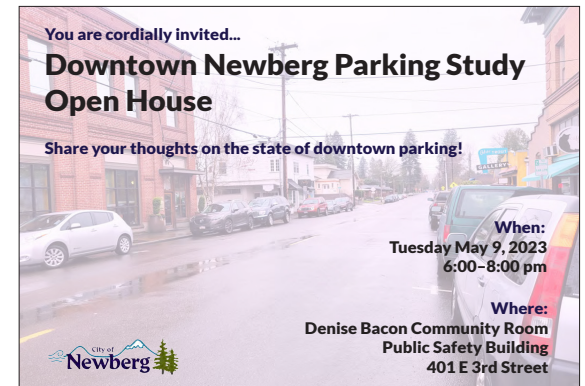


Fig. 6: Visitors to downtown Newberg by origin and month

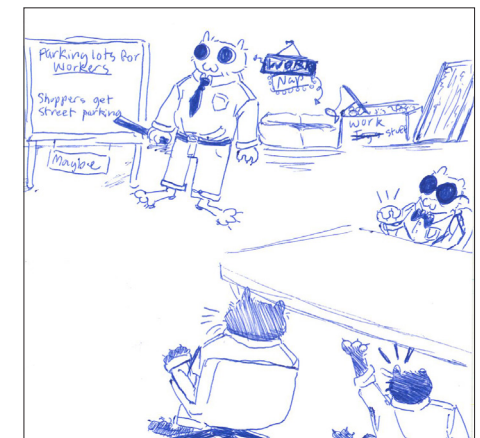
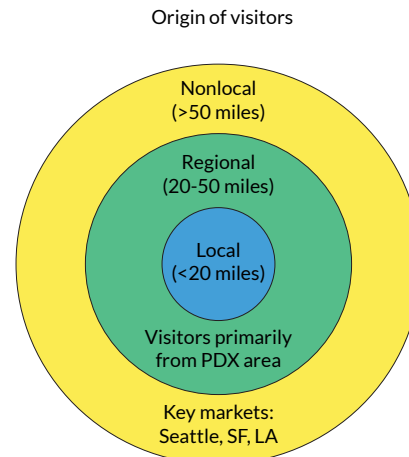


Fig. 5: Sketch received as feedback



# Downtown Newberg Parking Study and Management Plan: Analysis & Findings

The study examined demand over the course of two days: A Thursday chosen to represent typical operating conditions, and a Saturday chosen to see the impacts of an event: The 2023 Camellia Festival. The overall results painted a picture of a downtown that has enough parking to handle demand loads in aggregate, however occupancies were consistently high in the City's commercial core and the impacts of the Camellia Festival to the local neighborhood were significant.

The maps shown in Figures 7 and 8 and the chart in Figure 9 summarize the demand patterns observed. Based upon a combination of the analysis and outreach work, the project team offered a number of recommendations to address issues. These are shown in Figure 10 on the following page.

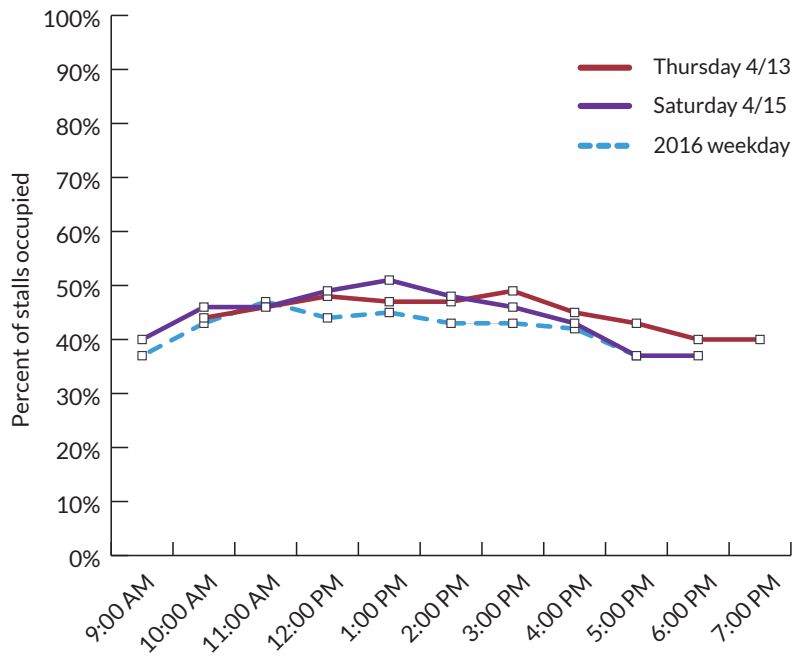


Fig. 9: Parking occupancy by hour

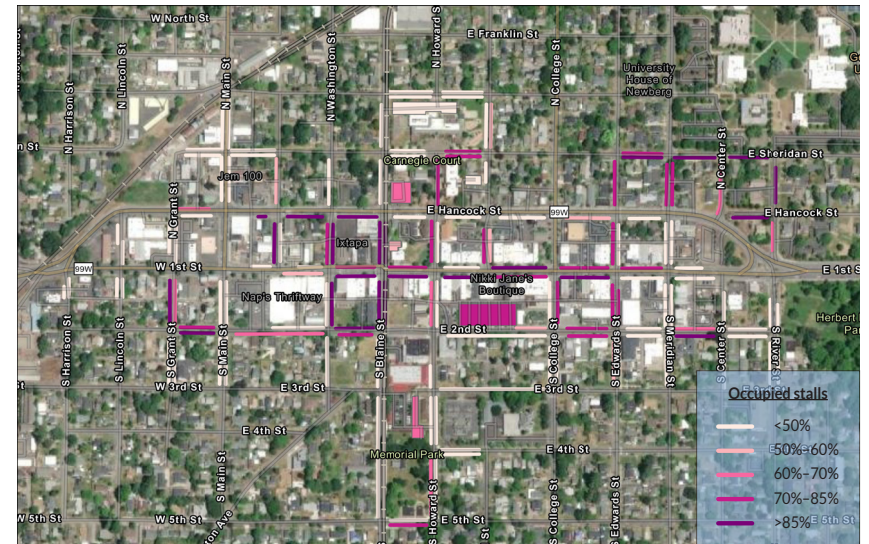


Fig. 7: Peak hour parking demand on Thursday April 13, 2023

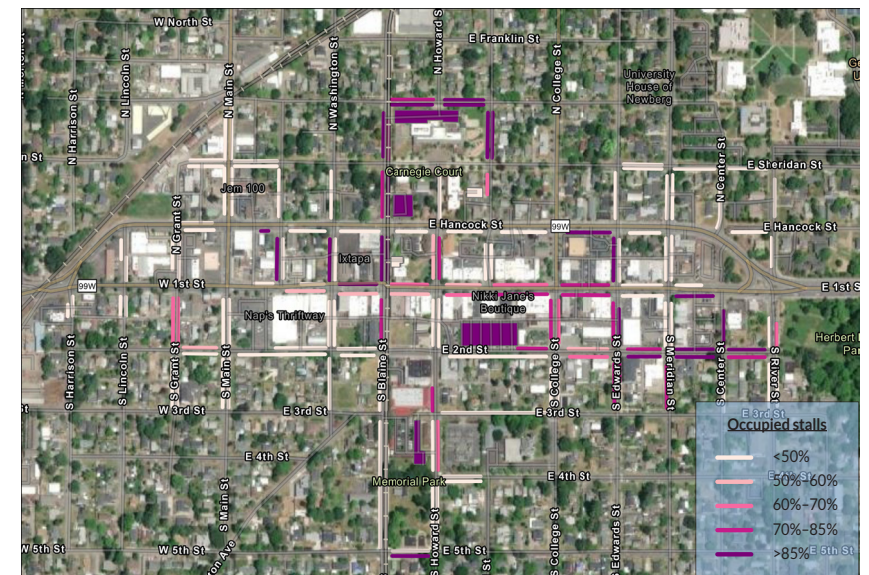


Fig. 8: Peak hour parking demand on during the Camellia Festival, Saturday April 15, 2023



# Downtown Newberg Parking Study and Management Plan: Recommendations

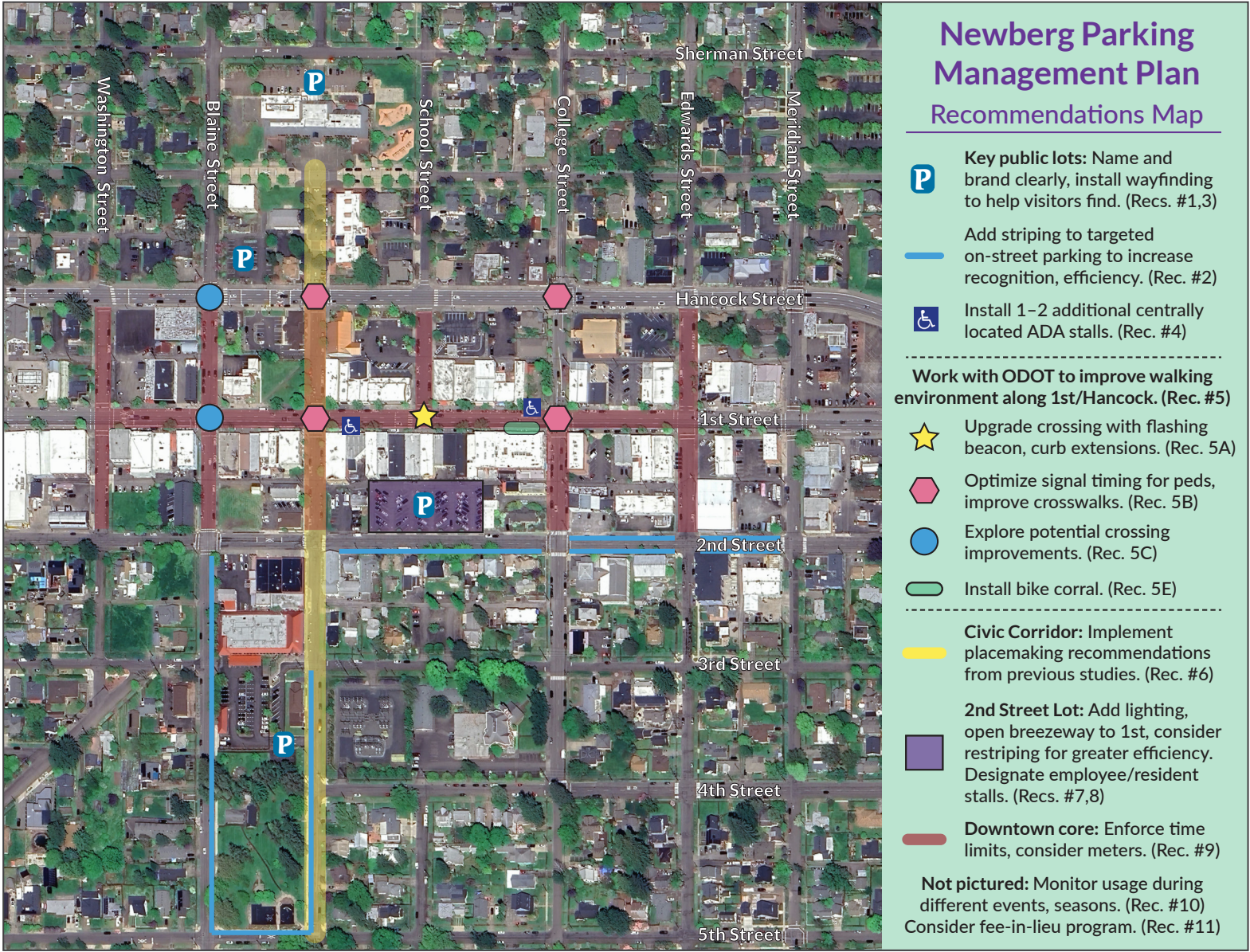


Fig. 10: Summary of parking recommendations