

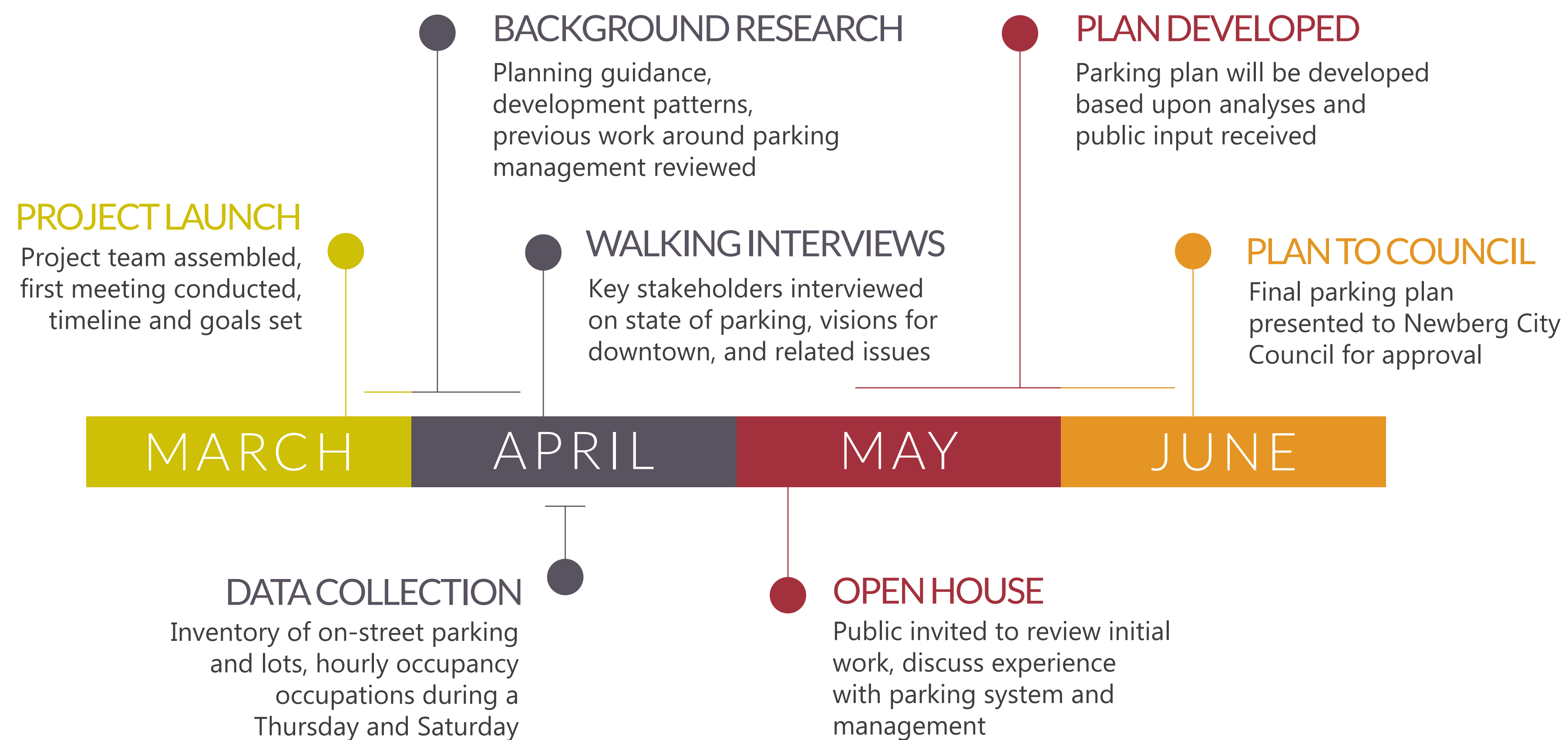
# Project Objectives

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

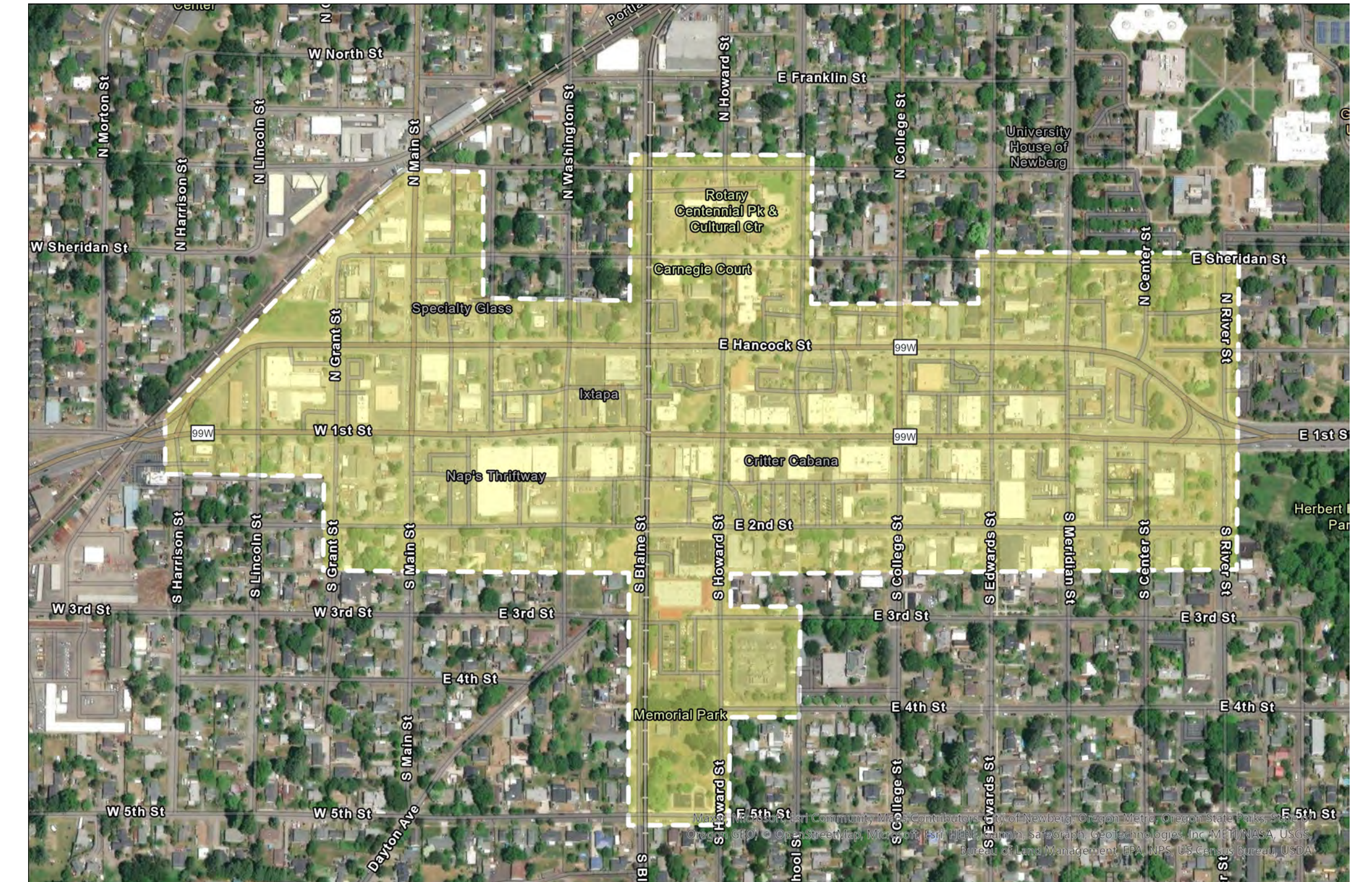
# Tonight's Goal

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

# Project Timeline:



# Study Area



# Parking Management Goals

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



# Parking Management Tools & Examples

## **Wayfinding**



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

## **Parking lot signage & branding**



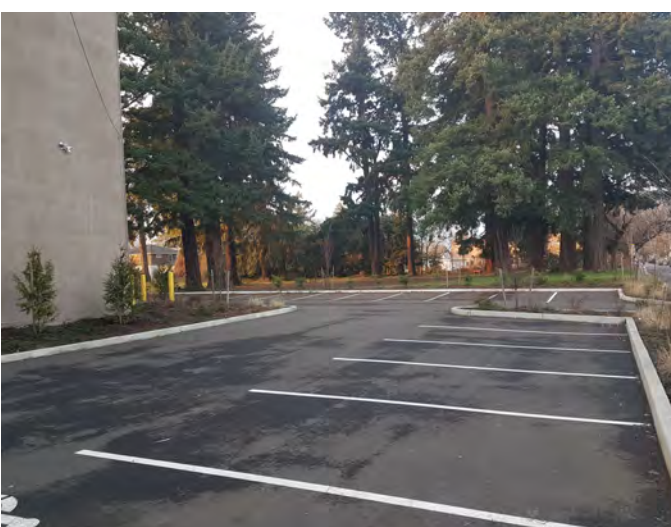
Branding and signage help people identify public lots, providing guidance and affirmation on where to park. Ideally, these efforts are integrated with websites, visitors centers, and other public-facing resources.

## **Enforcement**



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

## **Shared Parking / Event Parking**



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

## **Metered parking**



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

## **Permit programs**

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



## **New Supply**

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



## **Striping and Lighting**

Striping stalls can improve efficiency by providing guidance and affirmation. It's relatively uncontentious and inexpensive but does require regular maintenance/refreshing. Sometimes residents oppose striping adjacent to their properties as it's seen to encourage parking.

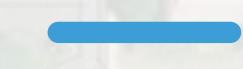



Similarly, street lighting can activate underutilized parking by making parking areas feel safe, welcoming, and connected during evenings or winter months.



# Inventory & Resources

# Legend

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

## Key Questions:

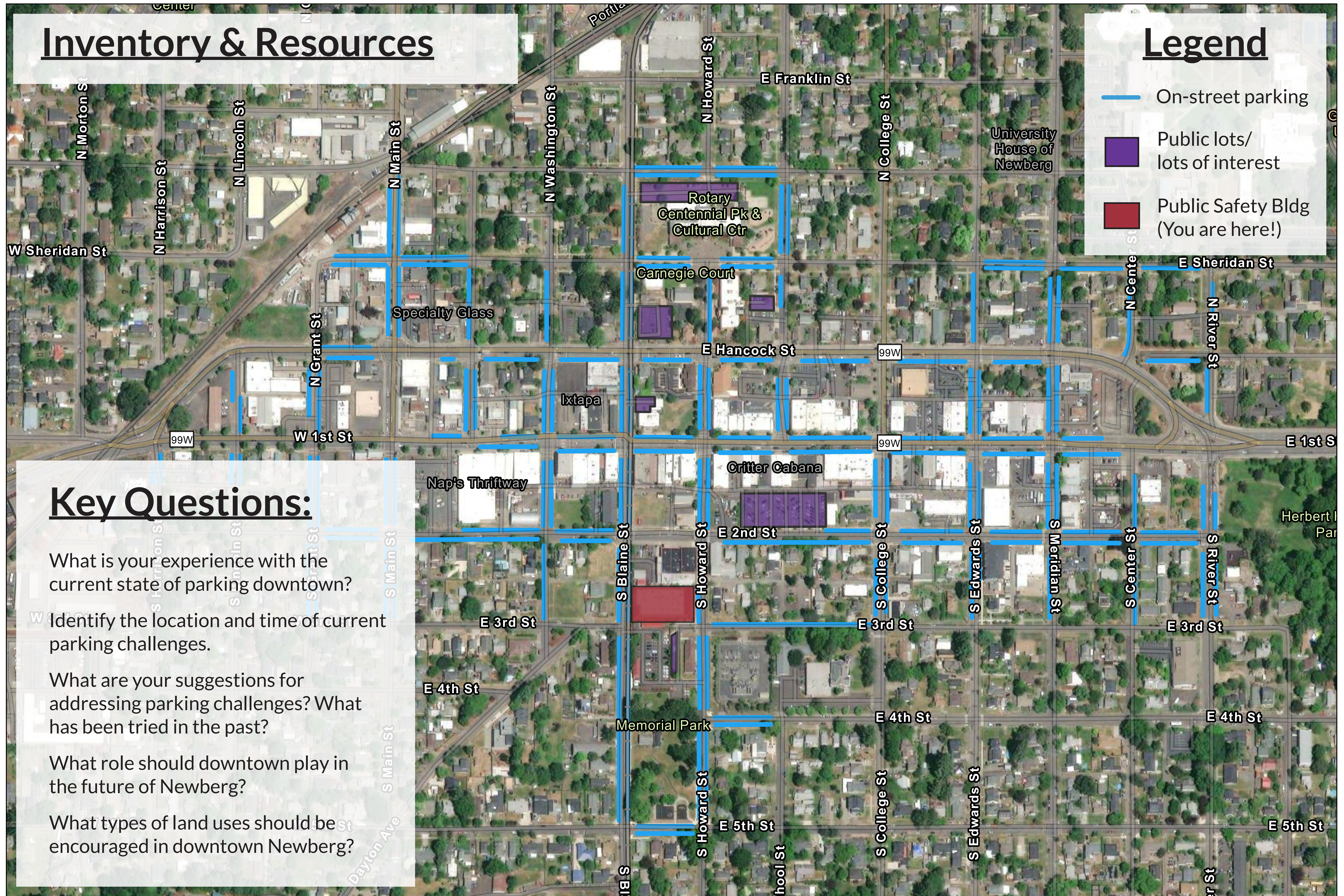
What is your experience with the current state of parking downtown?

Identify the location and time of current parking challenges.

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

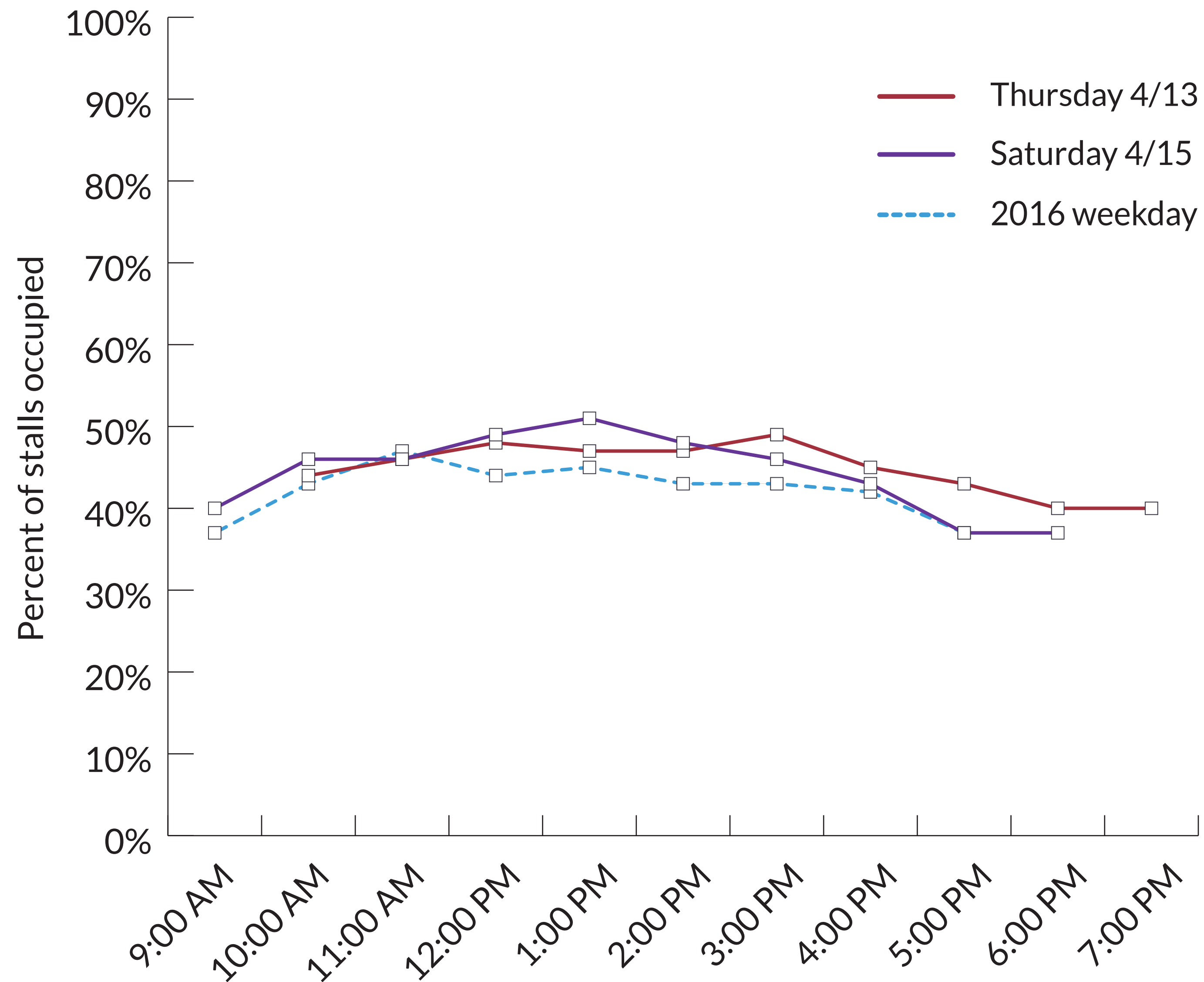
What role should downtown play in the future of Newberg?

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



# Preliminary Analysis

Parking Occupancy  
Downtown Study Area



## Questions:

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

What are the key events that impact parking demand?

