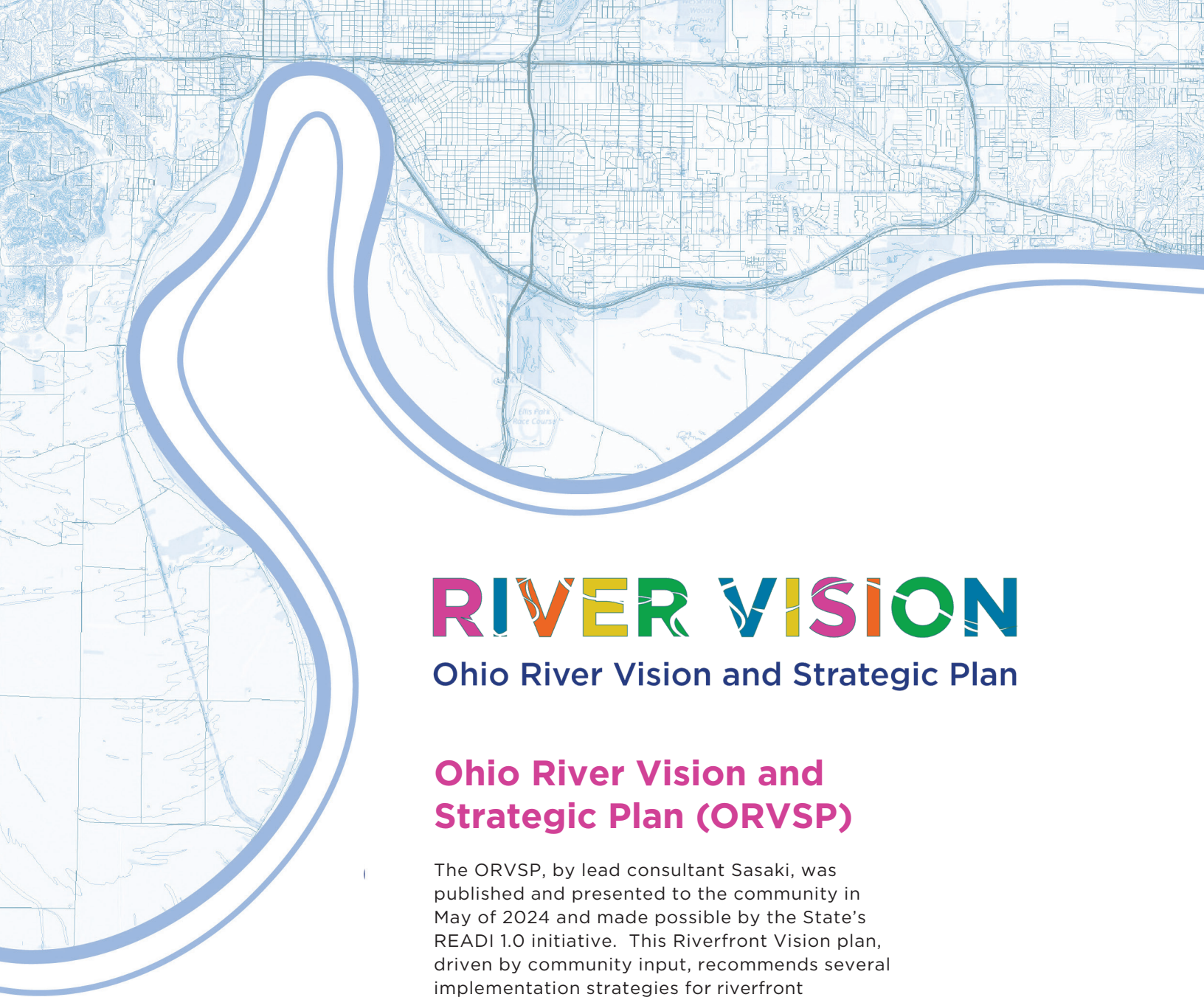


RIVER VISION

Ohio River Vision and Strategic Plan

PARKING STUDY Town of Newburgh





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Ohio River Vision and Strategic Plan

Ohio River Vision and Strategic Plan (ORVSP)

The ORVSP, by lead consultant Sasaki, was published and presented to the community in May of 2024 and made possible by the State's READI 1.0 initiative. This Riverfront Vision plan, driven by community input, recommends several implementation strategies for riverfront redevelopment in three key focus areas along 50 miles of riverfront: Downtown Evansville, Downtown Mt. Vernon and Downtown Newburgh.

As part of Sasaki's recommendations for the Town of Newburgh to accomplish a sustainable downtown resurgence, a parking study is needed. The entire plan is available at orvsp.engage.sasaki.com

The Evansville Regional Economic Partnership, as the driver of the Ohio River Vision, and in collaborating with Newburgh stakeholders, invites qualified and experienced consultants to submit a proposal for a comprehensive parking study focusing on the historic downtown core in the Town of Newburgh, Indiana.



About the Town of Newburgh:

The Town of Newburgh is a historic community situated on the scenic banks of the Ohio River, which has played a significant role in the town's history and continues to be a focal point of the community today. Newburgh proudly celebrates its historic river town heritage as a central and defining part of its identity and as a consumer and tourism draw. People are proud of the quaint, riverfront, small-town atmosphere; a pride seen throughout the community's various historic neighborhoods and downtown district, along the riverfront, in numerous local businesses, and within the dedicated community organizations and committees that strive to uphold Newburgh as a great place to live and visit.

Newburgh's location and charm make the town of just over 3,300 people an attractive location for residents and visitors alike. The area around Newburgh has grown significantly within the last several years. However, that growth is not reflected in Newburgh's population over the last decade. Newburgh is well-positioned to capitalize on regional growth trends but must do so in a manner that reinforces its unique small-town identity and responds to the physical and man-made constraints facing the Town.

Town officials are looking to identify goals and strategies to ensure business growth and retention while still maintaining downtown Newburgh as a prosperous historic district and community core. Many businesses and residents have stated parking is a challenge when it comes to growing their business or attracting new types of businesses.

Parking is a key factor for a business's success by making consumers feel welcome. There is also a need to pursue the redevelopment of underutilized river front property currently being used as private surface parking while complimenting the historic fabric of the town.

The purpose of this study is to inventory and assess the availability of public parking in the downtown and to provide targeted recommendations to address real and perceived parking concerns. The plan should identify replacement parking strategies allowing maximum development of surface parking, while maintaining the charm and scale of the community. The project study area is shown in the included map (Figure 1) and encompasses the Historic Downtown Commercial Core and Expanded Historic District commercial area.

OBJECTIVES - Downtown Newburgh Parking Study:

To inventory and assess the utilization of publicly available parking across the day, during events and throughout each season.

To identify downtown needs and opportunities in relation to recognized standards of similar communities.

To identify surface parking areas that could be development opportunities and how to replace any lost parking spaces while complimenting the historic nature of the town.

To develop recommended parking management strategies and programs to address current and future downtown parking needs.

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ALL FORMAL PROPOSALS MUST INCLUDE THE FOLLOWING:

A. SCOPE OF WORK

1. Project Launch

- a. Conduct a virtual kickoff meeting to discuss the Project objectives, deliverables, and timelines.
- b. Develop a detailed project plan outlining milestones and key activities.

2. Existing Inventory

- a. Assess and map public and private on-street, off-street, and surface parking within the study area showing the number, location, time limit, hours of service, loading zones and ADA-accessible parking.
- b. The study should provide insight into changing dynamics of the area to determine low and peak demands or congested and problem areas of the existing inventory.

3. Trend Analysis

- a. Assess and map the existing public and private parking inventory in the downtown area, including types, sizes, and conditions.
- b. Analyze parking information and data, key factors affecting supply and demand, needs and opportunities.
- c. Analyze and evaluate existing materials and information including the ORVSP, Newburgh Comprehensive Plan, parking agreements between businesses and/or the town, as well as review parking policies and land use ordinances.
- d. Create parking demand projections, and make recommendations to address parking

concerns, including public policies, programs and management, and public-private partnerships.

4. Stakeholder Engagement on site

- a. The consultant shall propose a methodology for surveying and/or interviewing merchants, employees, residents, visitors, developers, and Town staff to help determine parking needs.
- b. Survey instruments should aim to identify needs, concerns, experiences, and issues with current parking conditions.
- c. Stakeholder engagement shall have several response opportunities, to reach a broad cross-section of respondents.

5. Final Parking Study and Parking plan

- a. Compile findings into a comprehensive parking study and needs assessment report.
- b. Develop a Parking Plan that includes recommendations for creative and innovative parking strategies complimentary to a historic downtown area that include a phased implementation plan for current and future growth.
- c. Provide 6 print and bound copies of the study, and deliver an electronic version as well.

B. TIMELINE AND ESTIMATED BUDGET

The Project is expected to be completed within 120 days of consultant selection.

The budget for this consultancy does not exceed \$30,000. Proposals should provide a single cost for the study, followed by a thorough breakdown of deliverables and expense. Note: this single cost must include all travel expenses. Please include a cost per hour for additional services related to the study should they be client requested.

