

FINAL DRAFT

NW DISTRICT



PARKING MANAGEMENT PLAN

2012



**CITY OF
PORTLAND**
BUREAU OF
TRANSPORTATION

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INTRODUCTION

THE CHARGE

The charge to develop a parking plan for the NW District is found in Policy 4 of the NW District Plan (**Appendix B, pg. 89**), which was adopted by the City Council following a lengthy and inclusive public process, on November 5, 2003.

Policy 4 recommends that on-street parking be managed with a “pay-to-park” district and a permit program to discourage commuter parkers. Policy 4 also recommends establishing a Transportation and Parking Management Association (TPMA), increasing the supply of off-street parking and making efficient use of existing off-street parking.

The adopted NW District Plan was challenged over several recommendations, including those related to off-street parking. The plan was upheld by the Land Use Board of Appeals and readopted by the City Council on October 21, 2009. At that same meeting, the Council adopted Resolution 36744 (**Appendix B, pg. 99**), which directed the Bureau of Transportation to accomplish four specific tasks: create a meter district, create a permit district, establish a meter fee and create a TPMA. This plan is the fulfillment of that charge.

OVERVIEW

Portland’s Northwest District is a vital, active and dense urban neighborhood that represents a unique and important area for employment, residential living, educational and religious institutions, medical offices and retail businesses.

Situated in the area north of W. Burnside Street and west of I-405, the District is home to several corridors of concentrated commercial and institutional use, surrounded by residential areas. Because of its position as a destination neighborhood, the NW District handles a large volume of traffic from outside the area in addition to traffic generated by the residents and employees of the District. This creates higher demand for free on-street parking, which impacts residential livability and business vitality in the area, as well as the perception of the District by outsiders.

To support and encourage continued livability and vitality, the City, with the help and guidance of the Stakeholder Advisory Committee (SAC), undertook the NW District Parking Management Plan to ensure that access and parking keep pace with the District’s expanding needs.

At the outset, the project team researched and analyzed parking within the NW District, taking into consideration input provided by the SAC and public forums. DKS Associates conducted a full inventory of every on- and off-street parking space in the NW District, while also taking a representative sample of on-street parking utilization. E.D. Hovee & Company prepared a District economic analysis, and DHM Research conducted 400 phone and 130 intercept surveys to further inform its work.¹

Generally, when the total parking supply in the District is most crowded, 90 to 96 percent of the on-street parking spaces in commercial areas and 81 to 93 percent of the on-street parking spaces in residential zones are occupied. According to the survey of visitors to the District, parking constraints are already adversely influencing decisions to visit the area.

The forecast for the District indicates even more growth, which implies even greater future demand for parking. It is worth noting that all of the current supply of off-street parking is in private lots and is in large part unavailable for general use, which contributes to broad inefficiency in the parking system. Overall, it is becoming apparent that current management of the parking supply will not meet future need nor balance competing demand.

This Introduction serves to identify the issues that the NW District Parking Management Plan seeks to address. Subsequent sections of this Plan detail specific elements and implementation. Two Appendices provide historical information on the project and the actions and processes that led to this study.

The NW District Plan of 2003 (readopted in 2009) provides a vision and direction for the District, calling for an even more compact and transportation-efficient urban form. What it lacked was a clear and flexible blueprint for using parking management to support and facilitate a longer-term strategic vision. This Plan provides that blueprint.

SUMMARY OF ISSUES

The NW District Parking Management Plan addresses key issues that encompass current deficiencies in the utilization of available parking in the area as well as impediments to the future growth of private parking.

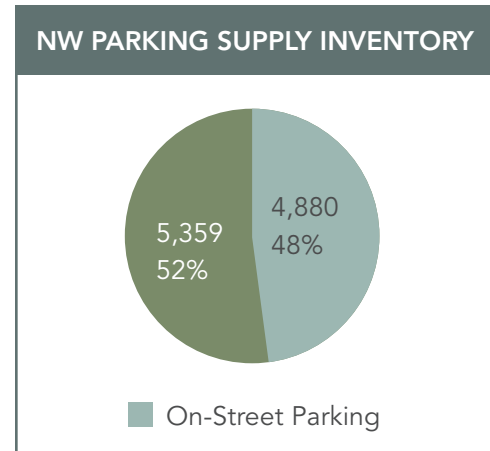
More people want to park than there are parking spaces available.

Total parking supply in the area is just over 10,000 stalls — 48 percent of which are on-street parking. High demand, constrained supply and on-street congestion harm this uniquely vibrant neighborhood business district.

¹Work provided by DKS Associates and DHM Research was the result of a partnership arrangement between the City and the Oregon Department of Transportation (ODOT). Materials associated with these two work products are available in Appendix A, beginning on page 19..

Outdated regulations and large “No Time Limit” areas restrict parking availability for residents, visitors and employees.

The NW District features a complex mix of rules that negatively impacts parking availability. There are on-street parking stalls, areas requiring permits and areas with no parking regulations. The District is a jumble of on-street time limits, with 42 percent of the on-street system unregulated. The availability of unregulated, “No Time Limit” parking encourages a large number of employees from downtown to use the District as a free park-and-ride during the day. Better management would move downtown employees out of the District and free up space to accommodate demand by residents, businesses, employees, customers and guests.



From DKS Associates 2011 Parking

Potential business customers avoid the District because they must compete with residents, visitors and local employees for the same limited number of parking spaces.

According to data compiled by DHM Research for this project (**provided in Appendix A, pg. 35**), survey respondents considered parking in the NW District difficult and perceived it as a deterrent for more visits. Eighty percent of those surveyed said finding parking in the area is “difficult,” with 32 percent saying it is “very difficult.”

A notable majority of those surveyed (57 percent) indicated that they hesitate to visit the area because of parking issues. According to study results, 39 percent of those surveyed do not visit the District due to reservations about parking (28 percent) or congestion (11 percent). Overall, parking concerns keep potential customers from visiting the District more often.

RESPONSE CATEGORY	PHONE SURVEY	VISITOR SURVEY
Very difficult	32%	25%
Somewhat difficult	48%	28%
Not too difficult	13%	12%
Not at all difficult	6%	35%
Don't know	2%	0%

From 2011 DHM Research Survey on Parking

Events at Jeld-Wen Field contribute to an already overcrowded parking situation.

Large events at Jeld-Wen Field result in increased congestion in neighborhood areas on event days, as well as additional problems related to parking constraints. Solutions for “event-day” parking are challenging, but they will ensure that District priorities for parking are met.

Free on-street parking and zoning restrictions hinder the efficiency of off-street parking in the district.

As more development occurs in the District, it seems likely that demand for parking will increase. Historically, drivers will circle and search for free parking rather than seek out available paid parking. Therefore, pricing the on-street system for current drivers is a necessary step that will encourage utilization of off-street paid parking when it becomes available.

Due to zoning codes in the NW District, a majority of the off-street parking supply must be used exclusively for the site that it serves, also known as “accessory” use/operation. This categorization precludes those lots from operating as a shared, generally accessible resource. A number of private accessory lots have relatively limited use on specific days or times of day. Increased utilization by the general public could occur without the added expense of new parking structures.

All of these parking constraints impact the District’s livability.

Few areas of Portland maintain the sustained high level of parking demand that characterizes the NW District. There is an overall sense that the status quo for managing the system needs to change. Alongside this need for change, the City and the District share a common desire to balance the needs and priorities of both residents and businesses. Given projections for continued growth in the District, parking management will become one tool for addressing this growth in a manner that is sensitive to and values the vitality and livability of the area and the need to protect it.



THE PLAN ELEMENTS

OVERVIEW

The core concept of the NW District Parking Management Plan is a Permit and Meter District with two base time zones: 90-minute and 3-hour, shown respectively in yellow and blue in **Figure 1, pg. 14**. The base time standards simplify the on-street parking system for all users, and the Permit and Meter District designation allows for the issuance of parking permits to District residents and business employees and provides for future implementation of paid parking.

Within this district, a “commercial zone” (**Figure 2, pg. 15**) bound by NW 24th (west), NW 20th (east), NW Pettygrove (north) and W. Burnside (south) will feature pay-to-park meters, with permit parking allowed at meters on all streets except NW 21st and NW 23rd during hours of enforcement. This commercial parking area will encourage turnover in the commercial center of the District.

The current Zone K program (**Figure 1, pg. 14**) is recommended to continue as is, and its permit committee will make any necessary adjustments.

Council Resolution 36744 (**Appendix B, pg. 99**) calls for a “revenue allocation plan” to accompany paid on-street parking in the District and for forming a Transportation and Parking Management Association (TPMA) to provide a system of parking self-governance for residents and businesses in the District, along with a means to manage parking revenue. A TPMA allows members of a neighborhood and business district to come together and act as a forum to act on, plan and implement new programs. It can also debate and decide exemptions and exceptions to base time zones. Priorities for using District-generated parking revenue would be established by the TPMA in conjunction with the Bureau of Transportation. Without a TPMA, it will be very difficult to coordinate and implement all of the Plan Actions in the NW District Parking Management Plan.

Finally, to meet future demand the District may eventually develop a limited number of small parking structures on sites identified in the 2003 NW District Plan. It is recommended that accessory lots within the commercial zone be allowed to provide public or shared paid-parking arrangements.

THE PLAN ELEMENTS

This section describes the various tools, actions and policies necessary for the City to implement the Plan. It includes policy changes and steps required to move the NW District towards a parking management system that meets the needs of the businesses, property owners and residents of the area. This section includes the following:

1. ESTABLISHMENT OF A NW DISTRICT PARKING MANAGEMENT PLAN PERMIT AND METER DISTRICT
2. PARKING FORMAT DETAILS, BASE TIME STANDARDS AND PERMIT AREAS
3. HOURS OF OPERATION AND ENFORCEMENT
4. METERS AND PRICING
5. PERMIT PROGRAM
6. OFF-STREET PARKING
7. EXCEPTIONS PROCESS DETAILS
8. EVENT-DAY MANAGEMENT
9. REVENUE ALLOCATION PLAN
10. TRANSPORTATION AND PARKING MANAGEMENT ASSOCIATION FORMATION

1. Establishment of a NW District Parking Management Plan Permit and Meter District

The NW District Parking Management Plan establishes the area identified in **Figure 3, pg. 16** as the NW District Parking Management Plan Permit and Meter District. The district encompasses the entire NW District Plan Area as defined in the City of Portland's Central City Plan and is bounded generally by NW Vaughn (on the north), W. Burnside (on the south), NW Cornell and Westover Roads (on the west) and I-405 (on the east). Setting this boundary as a Permit and Meter District allows for near-term implementation of strategies recommended in this document. Processes and decision-making benchmarks that inform future revisions, expansions and refinements will occur as a collaborative effort between the City and District stakeholders within the future TPMA. Formally establishing the District streamlines future decision-making and provides for District oversight as outlined in this Plan.

2. Parking Format Details, Base Time Standards and Permit Areas

Existing time limits for District parking are not calibrated to actual residential and customer needs or laid out in a manner that mitigates parking by out-of-District users (i.e., downtown commuters). This leads to a confusing mix of time stay limits for on-street parking and unnecessary constraints in supply. The NW District Parking Management Plan simplifies on-street parking time stays by doing the following:

- The City establishes two base time parking standards for the District. **Figure 1, pg. 14** illustrates the two base parking standards as 90-minute (yellow on map) and 3-hour (blue on map). Any requests for changes to base time standards in any zone will be handled through an exceptions process (**pg. 11**).
- The City establishes a commercial zone in **Figure 2, pg. 15** bounded by NW 24th (east), NW 20th (west), NW Pettygrove (north) and W. Burnside Street (south). All parking in the commercial zone will be metered. During normal enforcement hours, employees and residents displaying permits may park in excess of the posted time at meters on streets in the commercial zone, except on NW 21st and NW 23rd.
- North of NW Pettygrove, NW 21st and NW 23rd will be signed as 3-hour parking during normal hours of enforcement.² There will be no meters in this area.
- All other areas outside the commercial zone and NW 21st and NW 23rd will be signed 90-minute or 3-hour and by-permit, allowing authorized business and residential permit holders to park all day at signed, time-limited stalls. There will be no meters in this area.
- All residents with registered vehicles and 85 percent of full-time employees in the NW District Parking Management Permit and Meter District will be eligible to purchase permits that allow all-day parking in signed time spaces. Issuance of a permit allows for extended parking, but it does not guarantee a place to park in the District.
- Streets where time zones transition will have the same time zone on both sides of the street.
- Zone K, an established and adopted parking permit district, will continue to be managed in its current format. Zone K will be included in the exceptions process.

² Block faces that serve an exclusive residential use would be eligible for 2-hour or permit parking through the exceptions process.

3. Hours of Operation and Enforcement

The NW District Parking Management Plan establishes enforcement hours as between the hours of 9 a.m. and 7 p.m., Monday through Saturday. There will be no enforcement on Sundays.

Hours of enforcement may be extended, if necessary, for Event-Day Management (pg. 12).

4. Meters and Pricing

It is recommended that where meters are installed:

- The City employs meter technology currently in place in the downtown, Pearl and Lloyd Districts. These areas utilize parking pay stations and a “pay-and-display” format (receipt displayed in curbside window). This would assure consistency between parking districts and convenience for users.
- The initial hourly rate is \$1.60 per hour, which is the current rate in downtown. In consultation with the TPMA, rates may be adjusted up or down in the future based on utilization.
- Placement of pay stations in residential areas should be coordinated with residents to minimize visual and physical impacts.

The TPMA and the City of Portland collaborate to consider future expansions of the commercial zone or install parking pay stations (meters) in other areas of the District. Compelling reasons to expand paid parking include:

- Parking constraints as measured against current occupancy. When peak-hour occupancies routinely approach the limit of available supply, more intensive management strategies are necessary to make parking available for customers and visitors.
- New development in the District that constrains available on-street parking for customer and visitor access.
- Requests by businesses that want metered parking.
- Change in street-level land use. A block face where retail, restaurant or entertainment business usage exceeds 50 percent could trigger an inclusion into the commercial zone.

It is recommended that the Meter Program be implemented in February 2013.

5. Permit Program

The following guidelines define Eligibility and Usage of residential and business employee permits.

ELIGIBILITY

- All residential vehicle owners within the program boundaries will be eligible to purchase permits. This is consistent with current City policy for Area Residential Parking Permit Programs.
- Businesses will be eligible to purchase permits for 85 percent of their total full-time employees (FTE). Current mode split data indicate that 84 percent of current employees commute to the District by themselves.
- Existing Zone K permits and hours of enforcement will remain in place.
- Good Samaritan/Legacy employees will be limited to parking within the designated Good Samaritan campus growth boundary, as agreed to in the Good Neighbor Agreement.
- Nonprofit organizations are eligible to receive single-day guest permits to satisfy the daily needs of their volunteers. These permits will be issued at no cost.
- Businesses and organizations with multiple facilities within the District may combine their eligible employee permits (not to exceed 85% of full-time employees at all locations) and distribute the permits among the facilities at their discretion.
- The Permit District may be expanded at a later date to include neighborhoods on the boundary of the District, if those neighborhoods request to be annexed into the Permit District.

USAGE

- Valid permits will allow all-day parking at metered spaces during enforcement hours, except on NW 21st and NW 23rd in the commercial zone.
- Valid permits will allow all-day parking at signed time zones during enforcement hours.
- Resident and business permits currently cost \$60 per year, which is consistent with current pricing for permit programs in other areas of the City. The cost of the permit will be reviewed annually and is subject to future change.

- Residents may purchase additional permits for a charge of \$60 per registered vehicle, which is consistent with current City policy for residential permit programs.
- Residents may purchase guest permits in books of 10 for \$10. The cost for guest permits is subject to future change. However, there will be a limit on the number of guest permit books issued to preclude sales to unauthorized users.
- The issuance of a permit will not guarantee a place to park in the District.

It is recommended that the Permit Program be implemented in August 2012.

6. Off-Street Parking

The NW District Plan (adopted in 2003 and readopted in 2009) provides specific development requirements and guidelines for operation of off-street parking. Title 33.562.120 – 130 of this plan identifies six sites for development **(see Figure 4, pg. 16)** but limits the amount of parking allowed in new garages to 650 stalls. Similarly, Title 33.562.130G allows a limited number of existing surface lots operating as accessory lots to be converted to commercial use to better utilize existing parking resources.

It is recommended that the TPMA evaluate and address barriers to new parking development on the six sites identified in the NW District Plan. It can also use peer-to-peer contact to target efforts to maximize commercial parking opportunities on existing accessory lots and privately owned off-street facilities, which could require further refinements or allowances in the existing code.

The City and TPMA should negotiate shared-use and/or lease agreements with owners of existing private surface lots to provide for a more flexible and available supply of parking for visitors, residents and employees. In developing the NW District Parking Management Plan, DKS Associates analyzed existing, privately owned, off-street parking lots located throughout the study area. In general, many lots were underutilized, even during peak times. Off-street parking currently comprises more than 5,000 stalls. The ability of the District to “capture” available, privately owned stalls will provide a relatively low-cost near- to mid-term strategy for mitigating potential parking constraints resulting from growth and redevelopment. It is essential that the City and TPMA work as partners to evaluate these resources in an innovative and strategic manner.

7. Exceptions Process Details

The base time standards in this Plan simplify the on-street parking system for customers and visitors and provide a consistent message for how long they can park in the District. However, these times may not always be appropriate for certain types of businesses, particularly those that rely on high customer turnover. For these businesses, such as coffee shops, dry cleaners and courier services, a shorter base time may be necessary. Similarly, some commercial block faces may be exclusively residential and more appropriate for permit use (e.g., a limited number of block faces along NW 21st and NW 23rd, and some areas of W. Burnside).

The NW District Parking Management Plan establishes criteria and a framework for granting exceptions to base time standards. These criteria will be finalized and implemented by PBOT but may be adjusted through a collaborative process involving PBOT and the TPMA.

The TPMA will coordinate all exception requests. First, it will review the exception application based on the criteria detailed below. Then, the TPMA will make its recommendation to PBOT, which will make a final decision and enact necessary sign changes as appropriate.

CRITERIA FOR HIGH-TURNOVER SPACES

- An exception will be granted to any business or property owner in permit areas requesting a reduction from the base “3-hour or by-permit” standard to “2-hour or by-permit” parking.
- An exception will be granted for permit parking on block faces along NW 21st and NW 23rd where the block face (and ground-level land use) is exclusively residential.
- High-turnover exception spaces will be located at ends of blocks (next to intersections) to simplify signage and provide easy access (via convenient crosswalks) to all surrounding businesses.
- High-turnover exception spaces are defined as 15- or 30-minute and 1-hour stalls.
- It is important to limit the number of exceptions to the base standard. As such, a large number of different stall types is not encouraged.
- High-turnover exception spaces will be used for specific types of businesses. The businesses must document a high percentage of short transactions. PBOT and the TPMA should collaborate to establish a detailed list of businesses in the NW District that have high-turnover needs.
- High-turnover exception spaces are not encouraged where private parking spaces are available. High-turnover spaces will be limited

or not approved for businesses that have adjacent, off-street private parking lots or private garage spaces for short-term customers.

- High-turnover exception spaces will be used where on-street parking occupancy exceeds 85 percent. Data showing occupancy on block faces adjacent to a business exceeding 85 percent during peak hours will justify a reduced base time standard.
- High-turnover exception spaces will revert back to the base standard if citation data indicate these spaces are not used for short stays. If citations increase at an exception space, the space is needed for longer-term stays and may be better served at the base standard.

ONGOING MONITORING

PBOT or the TPMA will survey the inventory of exception spaces and adjacent businesses no less than every two years to determine if conditions supporting their use have changed. If business uses have changed, PBOT or the TPMA will initiate the removal process as stated in the final exception standard above.

8. Event-Day Management

Given that a majority of the NW District will transition to “3-hour or by-permit” parking as a result of this Plan, it is recommended that the City continue the event-day parking program implemented for the first Portland Timbers soccer season. Key elements of that pilot program include:

- Signage on all streets in the NW Parking Management District south of Irving that imposes a 2-hour time stay restriction on authorized event days.
- An event-day program that deploys additional enforcement staff.
- Authorized residential and business permits are valid on event days in all areas, except on NW 21st and NW 23rd in the commercial zone.
- The boundaries for Event-Day Management are shown on **Figure 5, pg. 18**.



9. Revenue Allocation Plan

The City of Portland Parking Meter District Policy (**Appendix B, pg. 81**), adopted January 1996, provides policy direction for the allocation of parking meter revenue. The revenue allocation plan for the NW District Parking Management Plan is consistent with this policy.

The revenue allocation plan recommended for the NW District Parking Management Plan will allocate 51 percent of net revenues derived from metered parking in the District to programs and projects in the District. Net revenue is defined as surplus revenue that remains after normal operating expenses for the operation, management and maintenance of the meter program are covered. The 51 percent net revenue allocation is consistent with current policy.

10. Transportation and Parking Management Association Formation

A TPMA is a commonly used public-private partnership model that works within a district to promote the allocation and use of transportation options for its members. A TPMA can provide a unified voice and advocate on behalf of the District on transportation-related issues, including parking, signage and business promotion. It can also provide a venue for distributing transit passes to residents and businesses.

Upon adoption of the NW District Parking Management Plan, the City, businesses, neighborhood representatives and other stakeholders will begin the process of forming a TPMA to serve the businesses, residents and visitors of the NW District.

At the outset of the program, the TPMA will be chartered by the City Council, and the TPMA's primary source of funding will be the district's share of revenue generated from parking pay stations installed in the commercial zone. Once established, the NW District TPMA may choose to operate under non-profit status.

THE TPMA WILL ACT IN THREE WAYS:

- As a representative body to evaluate District transportation needs and priorities and set forth priority projects and programs to support and facilitate more efficient transportation access to the NW District.
- As the forum through which the District could monitor the performance of the parking system. This would include (but not be limited to) parking occupancy and utilization updates, transit mode split surveys, infrastructure inventories and periodic monitoring of key economic indicators of residential and business vitality.
- As the forum through which District programs are delivered. This could include (but not be limited to) allocation and distribution of residential and business parking permits, transit pass sales and bike/walk programs, parking exceptions requests, trip planning programs and educational events, to name a few.

It is recommended that the TPMA be implemented by October 2012.

Figure 1: Recommended Parking Management District

Northwest District: Paid Parking District and Permit Program Options

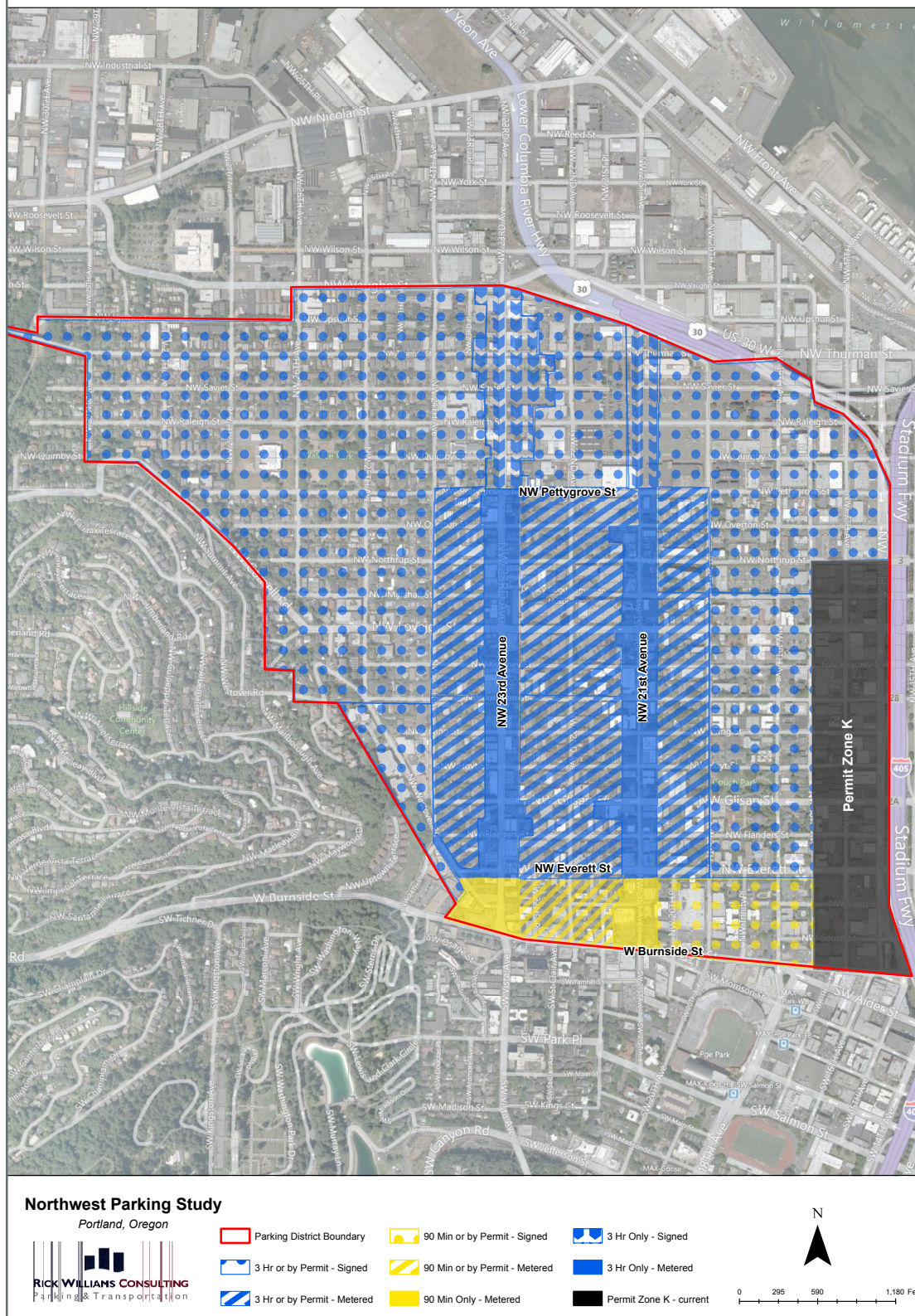


Figure 2: Recommended Commercial Zone

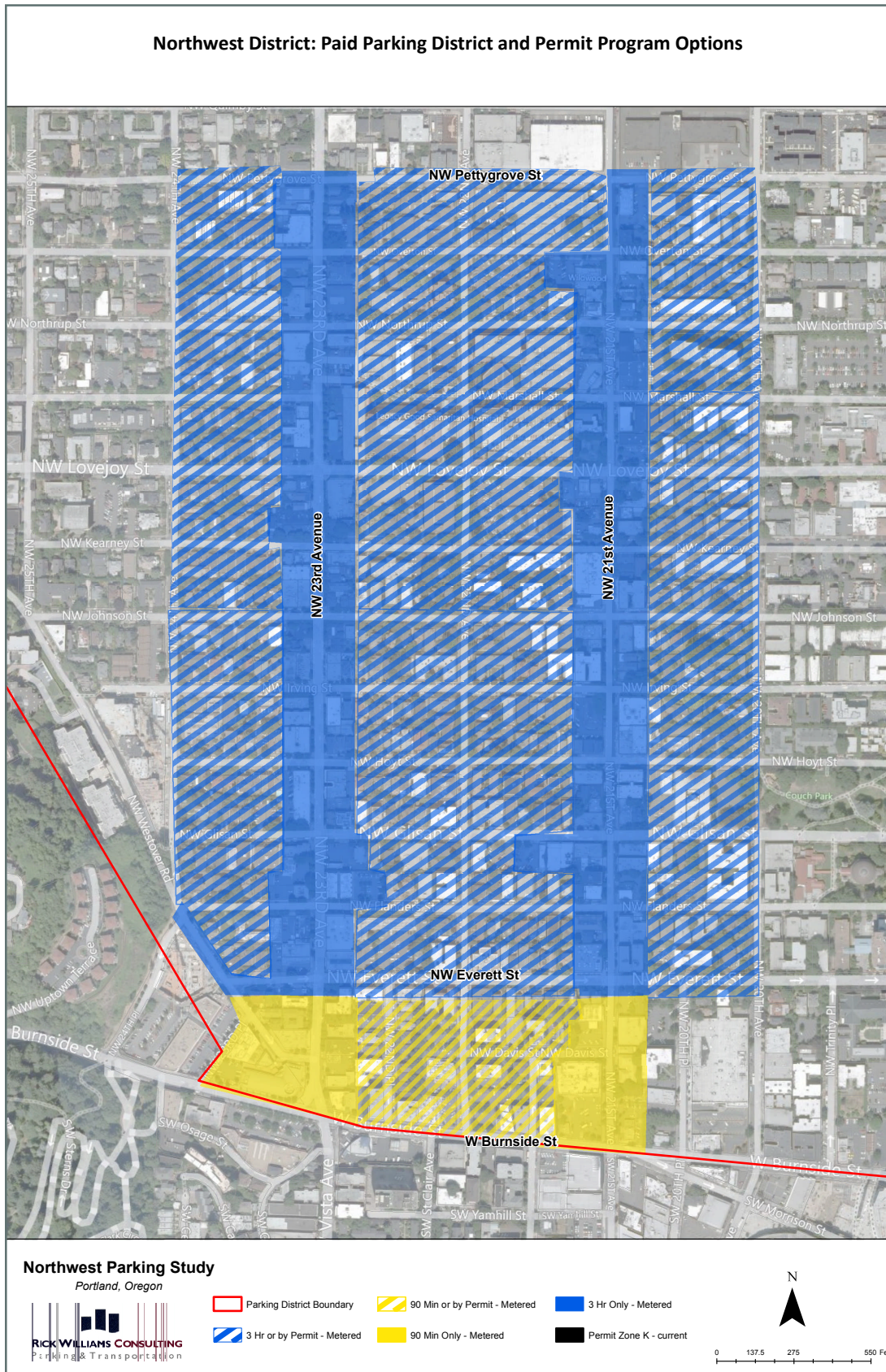


Figure 3: Permit and Meter District Boundary



Figure 4: Approved Off-Street Parking Sites in the NW District Plan.

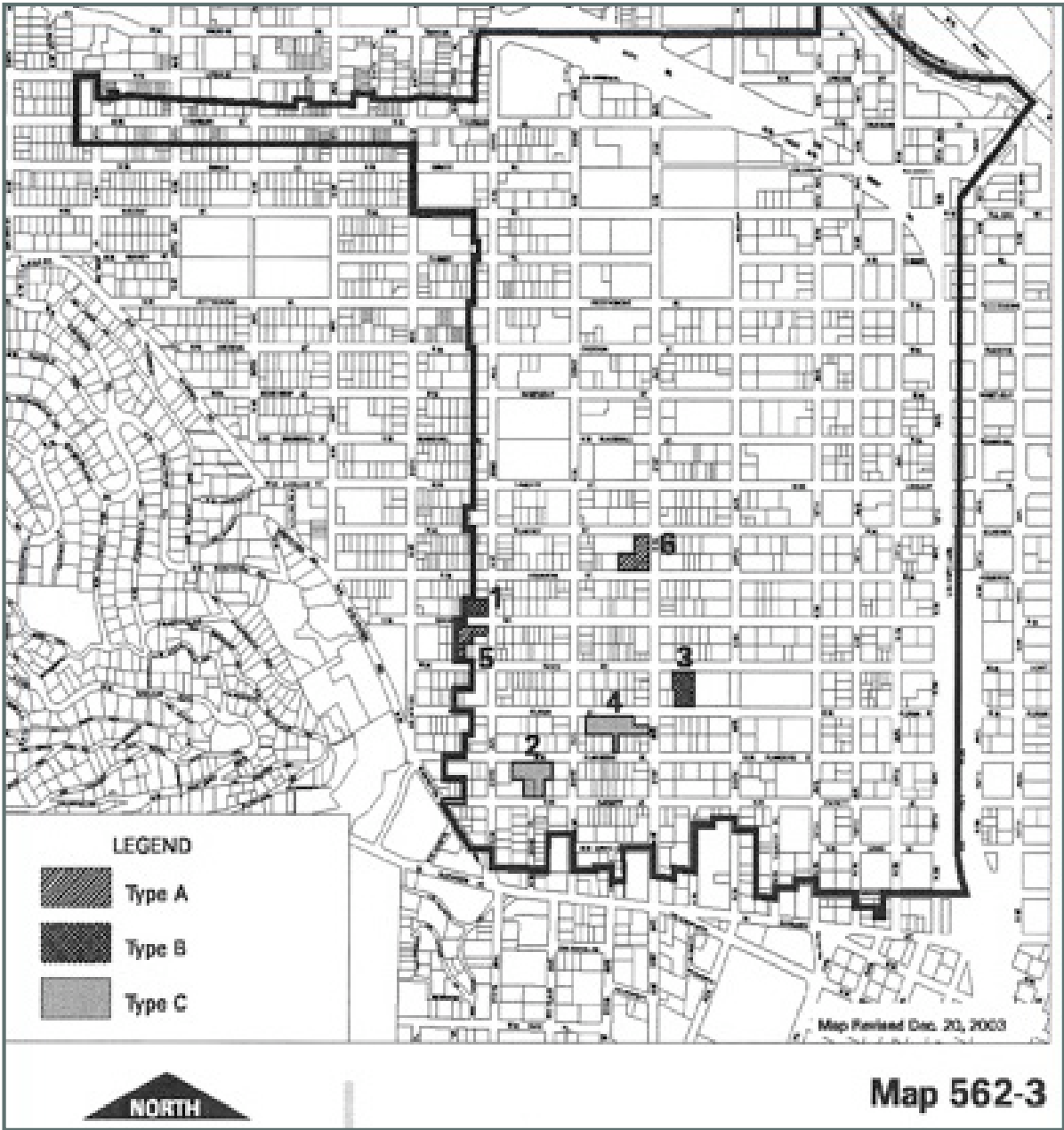
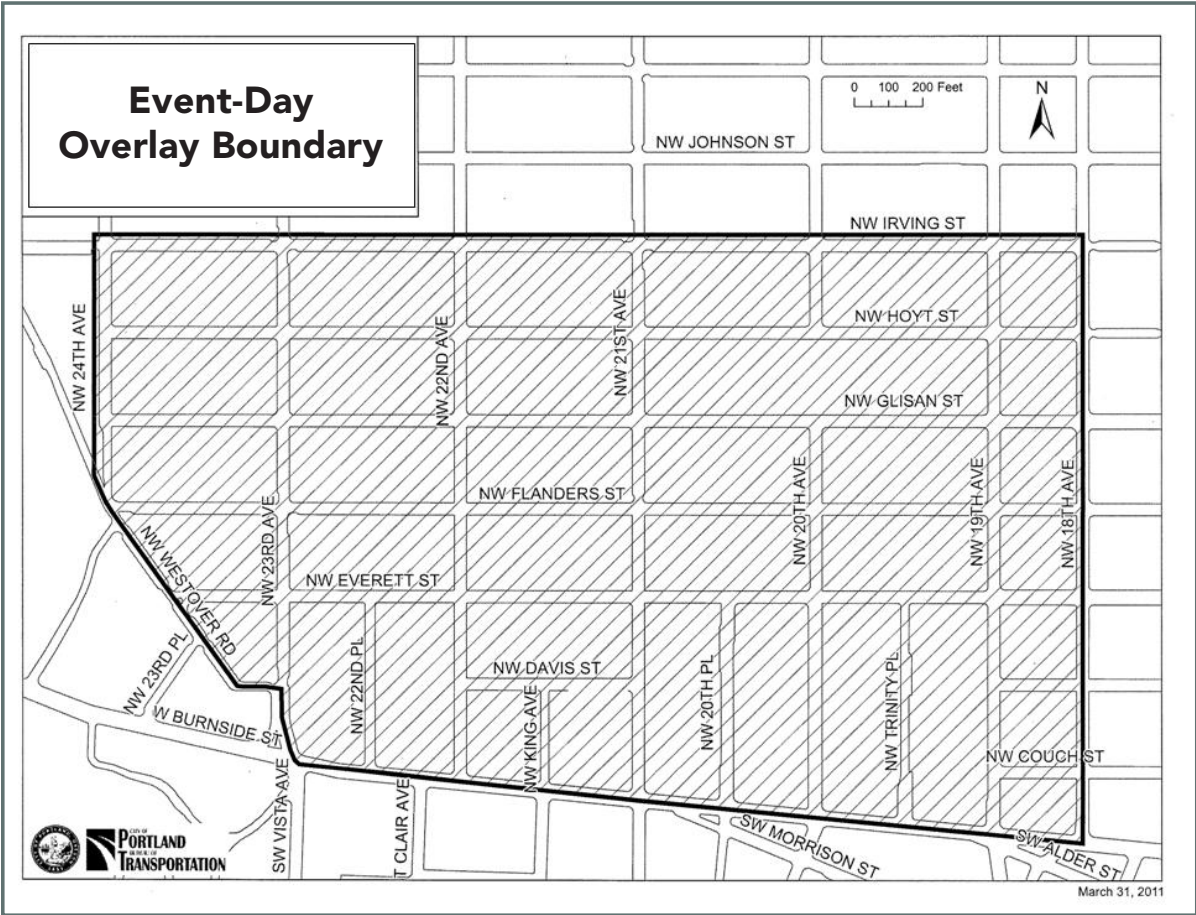


Figure 5: Event-Day Overlay Boundary



APPENDIX A

Pg. 21 STAKEHOLDER ADVISORY COMMITTEE
AND PUBLIC INVOLVEMENT

Pg. 25 DKS ASSOCIATES TECHNICAL MEMORANDUM

Pg. 35 DHM RESEARCH BRIEF

Pg. 55 E.D. HOVEE & COMPANY NW DISTRICT ECONOMIC
ASSESSMENT AND IMPACT SURVEY

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STAKEHOLDER ACTION COMMITTEE AND PUBLIC INVOLVEMENT

In 2010, a Stakeholder Advisory Committee (SAC), made up of a group of property owners, business owners and representatives from the residential community, formed to guide the development of the NW District Parking Management Plan and determine its impact.

Mayor Sam Adams convened the SAC to assure that this parking plan would reinforce opportunities for economic vitality and neighborhood livability in the NW District.

In the SAC's initial meetings over the summer of 2010, it was briefed on a series of economic and community indicators. In these briefings, the SAC contrasted the current state of the District with prior years and compared it to the rest of the City and metro region as well. The SAC then moved to address the parking needs of the NW District. The SAC met monthly through November 2011 while developing the NW District Parking Management Plan.

This process also included citizen participation in the form of several public forums that took place between May and October of 2011.

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STAKEHOLDER ADVISORY COMMITTEE

The SAC was made up of a diverse group of property owners, business owners and representatives from the residential community. (A full list of members is found in the “Acknowledgements” section of this document’s Table of Contents.) During the course of the planning process, the SAC met 14 times between April 2010 and September 2011. Meetings were held at Portland’s City Hall and typically included a presentation by the project team and a facilitated discussion.

The project team established a website for the project that included the project’s background, inventory and analysis work, meeting summaries and other information. The website was updated on a monthly basis.

PUBLIC INVOLVEMENT

Timbers Game-Day Impact “Listening Lounge”: May 11, 2011

The Bureau of Transportation and its partners wanted to find out whether efforts to ease the impact of game days by coordinating parking permits, public transportation, and community safety had been successful.

PBOT organized a “Listening Lounge” in the auditorium of the Metropolitan Learning Center on May 11, 2011, so Goose Hollow and Northwest District residents could speak about how game days impact their neighborhoods. The Lounge consisted of four listening stations staffed by PBOT, TriMet, the Timbers and Community Police. Forty-two citizens came and shared their insight. Input from this event helped inform the event-day strategy in the Plan.

Special meetings with the business and residential communities: September 7, 2011, and September 19, 2011

- Nob Hill Business Association Meeting: Members of the project team and the mayor met with the NHBA on September 7th to discuss proposed draft plan elements and identify specific concerns of the business community with respect to the plan.
- NW District Association (NWDA) Meeting: On September 19th, the mayor and members of the project team presented the same draft plan elements to the NWDA for their input. Their comments and the comments of the business committee were included in subsequent plan iterations.

NW District Parking Management Plan – Community Open House: October 13, 2011

Mayor Sam Adams hosted an open house at the Metropolitan Learning Center on October 13, 2011. Approximately 125 people attended. The Open House began with direct public input to the mayor and the project team, and was followed by a presentation on the economic and public research conducted for the study, an outline of plan recommendations and a Q&A between the public and the project team.

DKS ASSOCIATES TECHNICAL MEMORANDUM

DKS Associates was charged with documenting on-street and off-street parking in NW District to inform the creation of the NW District Parking Management Plan. These surveys took place during late June and early July of 2011. Each survey was conducted over a 15-hour period and took place in one-hour intervals.

The parking survey analyzed the occupancy and duration of on-street parking in three different areas during a weekday and a weekend. A license plate survey (the last four digits of plates were recorded) captured data necessary for the analysis.

This analysis provided an accounting of the existing parking supply as well as usage patterns of those parking in commercial, residential and mixed-use areas. The survey also helped determine behaviors of drivers that work in the NW District.

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TECHNICAL MEMORANDUM

TO: Talia Jacobsen, ODOT Region 1

FROM: Carl Springer, PE, PTOE
Alan Snook, AICP
Kristen Svicarovich, EIT

DATE: October 26, 2011

SUBJECT: Oregon Department of Transportation Congestion Pricing
NW Portland Parking Study

P09042-008-021

The purpose of this memorandum is to document how on-street and off-street parking in a selected NW Portland study area is being used. The analysis captures the existing parking supply as well as usage patterns of those parking in commercial, residential, and mixed-use areas. The results from the findings can be used by the City of Portland and the Oregon Department of Transportation (ODOT) to make informed decisions about parking policies in the future.

Executive Summary

The NW Portland parking district has a combined total of over 10,000 on-street and off-street parking stalls. These stalls are divided with 48% being on-street parking and 52% being off-street parking. The majority of on-street parking is short term (under 2 hours) and unrestricted.

A utilization survey was done for three representative use types: Commercial, Residential, and Mixed-use. From the on-street parking survey it was determined that utilization was higher during the weekday than on the weekend. Commercial parking had the highest utilization with multiple hours on the weekday and weekend at over 85 percent. The average residential utilization was between 75 to 90 percent for all days during all times. Mixed-use parking experienced almost a 20 percent decrease on the weekend with an average occupancy of 51 percent.

In addition, many vehicles were observed staying longer than time limits allow. Some of the highest violation rates occurred in Commercial Area No. 1 along NW 21st Avenue and in Residential Area No. 2 which can be seen in Figure 1.

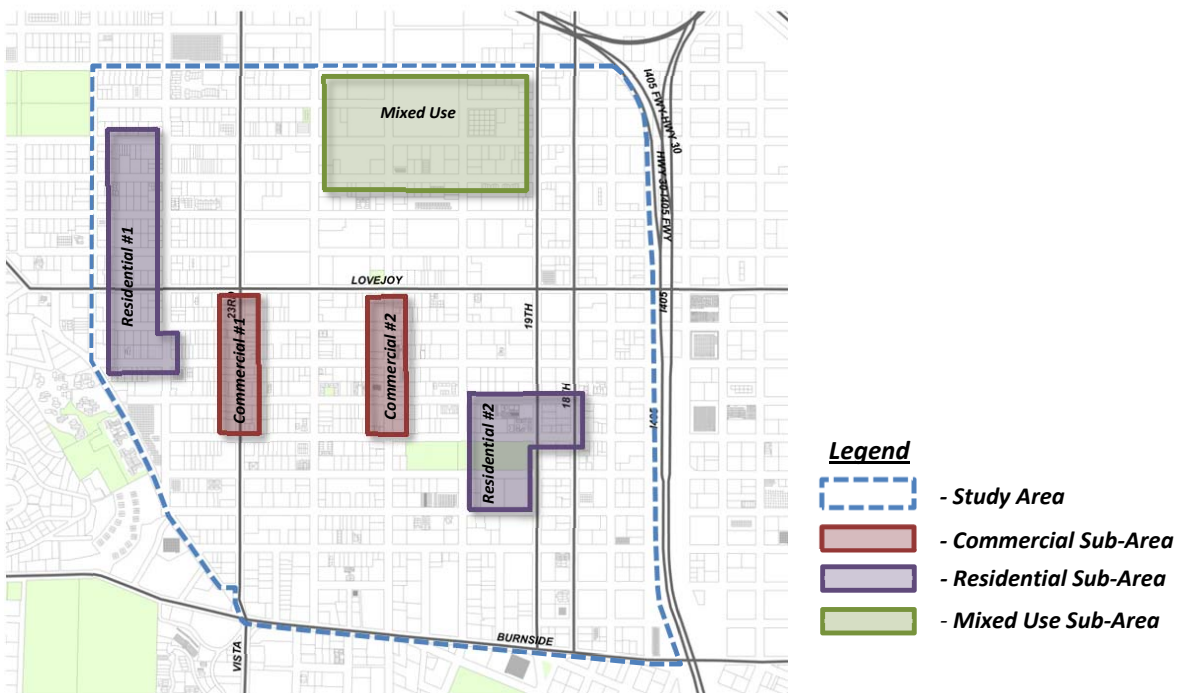
Project Background

In response to state legislation, that required ODOT to select and implement a congestion pricing pilot project within three years, several proposed congestion pricing projects in the Portland, Oregon metropolitan area were evaluated. One of the areas of interest was parking pricing which was sponsored by the City of Portland. The parking analysis in this memorandum was conducted to evaluate and document the parking supply and better understand the behaviors of drivers that work there.

Study Area

The parking inventory study area and the survey turnover locations were defined during the initial scoping process of the project. The first step was to capture the parking inventory; both on-street and off-street parking was identified for an area of approximately 142 blocks. The inventory area was bounded by NW Pettygrove Street to the north, West Burnside Street to the south, NW 25th Avenue to the west, and NW 16th Avenue to the east. Figure 1 shows the study area boundary, and the locations of the commercial, residential, and mixed-use survey areas for the turnover portion of the analysis.

Figure 1: NW Parking Study Area



Parking Inventory

The parking inventory was collected over a period of two weeks in June 2011. The parking along each block face in the identified study area was documented. Driveways, fire hydrants, transit stops, truck loading, car share stalls, handicap parking stalls, and taxi only loading, were all identified in addition to the standard time-restricted and unrestricted parking stalls. Off-street parking stalls were also inventoried. The majority of the off-street stalls were private lots; however, some public parking structures do exist in the district. Individual driveways for housing/residential parking were not included in the off-street parking stall count. Figure 2 shows the comparison of on-street vs. off-street parking stalls in the NW Parking Study area. The allocation of on-street and off-street parking is fairly even in the district with a total of over 10,000 parking stalls, not including individual residence parking and driveways. The study area parking inventory can be found in the Appendix.

Figure 2: NW Parking District Supply

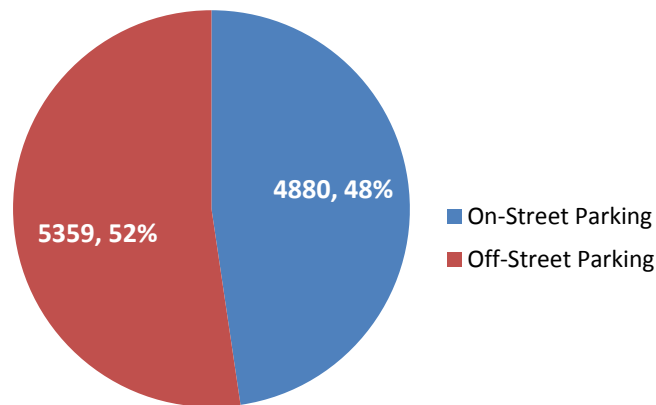
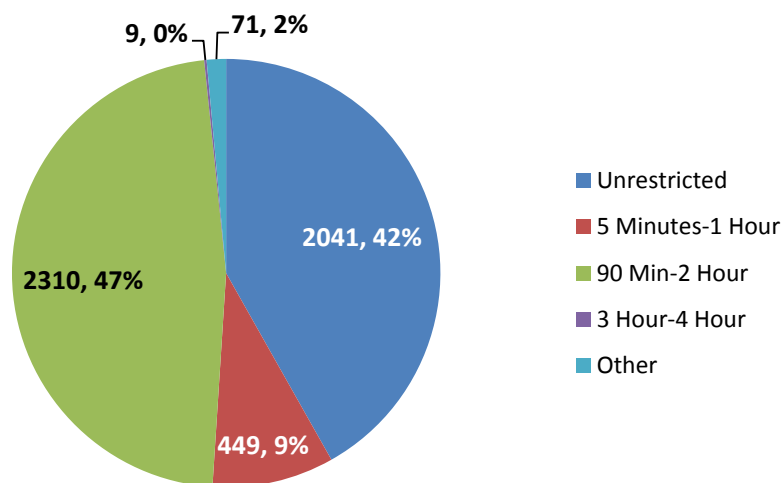


Figure 3 shows the on-street parking restrictions in the NW Parking Study area. Over 40 percent of the parking inventory is unrestricted parking, and almost 50 percent of the parking has time restrictions between 90 minutes and two hours. The category labeled “Other,” accounts for two percent of the parking and includes truck loading, taxi only, car share, and handicap parking.

Figure 3: On-Street Parking Time Restrictions



Parking Survey

Three distinct smaller area types within the inventory area were selected to evaluate occupancy and vehicle turnover. The 2011 City of Portland Zoning Map was referenced and the three area types identified for further investigation were Storefront Commercial along NW 21st Avenue and NW 23rd Avenue, High and Medium Density Multi-Dwelling Residential, and a mixed use area was selected which was composed of the two previous zoning types in addition to Central Employment. The occupancy and turnover were collected for a total of 16 commercial block faces, 32 residential block faces, and 28 mixed-use block faces. These smaller study areas and parking zone types are identified in Figure 1.

Parking Survey Methodology

The parking survey collected the occupancy and duration of stay for on-street parking in the three different area types during a weekday and a weekend. A license plate survey (last four digits of plates were recorded) captured data necessary for the analysis. Due to the large number of block faces collected (76 block faces were collected), the surveys took place during late June and early July of 2011. Each survey was conducted over a 15-hour period and took place in one hour intervals. The weekday and weekend survey took place between 7am and 9pm to capture both commuter travel patterns as well as peaks from restaurants or entertainment activities during the evenings. Table 1 shows the dates for weekday and weekend data collection. It should be noted that Saturday data collection did not coincide with a Portland Timber's game.

Table 1: Collection Areas and Survey Days

Collection Area	Weekday Collection Date	Weekend Collection Date
Commercial Parking	Wednesday June 22, 2011	Saturday June 25, 2011
Residential Parking	Thursday June 30, 2011	Saturday July 16, 2011 and July 23, 2011
Mixed Use Parking	Tuesday June 28, 2011	Saturday July 16, 2011

Parking Survey Supply

There are a total of 941 on-street parking stalls within the parking turnover study areas. This includes 120 in Commercial Parking, 463 in Residential Parking, and 358 in Mixed-Use Parking. Due to the summer construction season, some of the on-street parking was restricted during the collection periods and the construction areas changed depending on the day. Clarification is provided denoting where construction limited on-street parking during the survey hours. In addition, parking restrictions varied depending on the location. For the purpose of classification, all parking limits less than two hours were denoted as short term parking and all other parking in the study areas was unrestricted. A summary of the existing parking supply is shown in Table 2.

Table 2: NW Parking Survey Stalls by Type and Restriction

On-Street Stalls by Type	Number of Stalls		
	Commercial Parking	Residential Parking	Mixed-Use Parking
Short Term	107 ¹	222 ³	28 ⁵
Unrestricted	13 ²	241 ⁴	330 ⁶
Total	120	463	358

¹ All short term parking had a 2 Hour restriction.

² Unrestricted includes truck loading (2 spaces).

³ Short term includes 2 Hr (30 spaces), 90 minutes (178 spaces), 1 Hr (5 spaces), 15 Min (7 spaces), and 10 minute (2 spaces).

⁴ Unrestricted includes one wheelchair parking space.

⁵ Short term includes 2 Hr (4 spaces), 1 Hr (21 spaces), 30 minutes (3 spaces).

⁶ Unrestricted includes truck loading (4 spaces).

As shown in Table 2, the majority of parking in the commercial area was short term 2-hour parking. In the residential area the majority of stalls were either unrestricted or 90-minute parking, and in the mixed-used area the majority of the stalls were unrestricted parking.

Parking Survey Results

Figure 4 and Figure 5 summarize the parking survey analysis for the three selected area types: Residential Parking, Commercial Parking, and Mixed Use Parking. Both figures show the average occupancy of the parking areas for the entire day. Figure 4 shows the Weekday Average Occupancy and Figure 5 shows the Weekend Average Occupancy.

In Figure 4, the occupancy of the commercial parking areas increases and reaches its highest occupancy at over 90 percent near 12pm, and then decreases throughout the afternoon. Near 6pm-8pm the occupancy again increases to over 90 percent. This occupancy trend is consistent with what is expected for a commercial area that has both shopping and restaurants. Retail and restaurants typically open around 10am which is consistent with the peak during lunch time hours, and in the evenings restaurants experience another peak around dinner hours between 5-8pm.

The residential parking area's occupancy remains consistent throughout the day with peaks occurring near the same time as the commercial parking areas. The average occupancy for residents over the day is at 85 percent. Due to the location of the residential areas to the commercial areas, this effect could be the result of some spill over from the commercial areas during peak hours.

The mixed-use area has peak occupancy during the midday hours and then decreases to around a 60 percent occupancy level on either side of its peak occupancy. The average occupancy over the day is 70 percent.

Figure 4: Weekday Average Occupancy by Area and Time

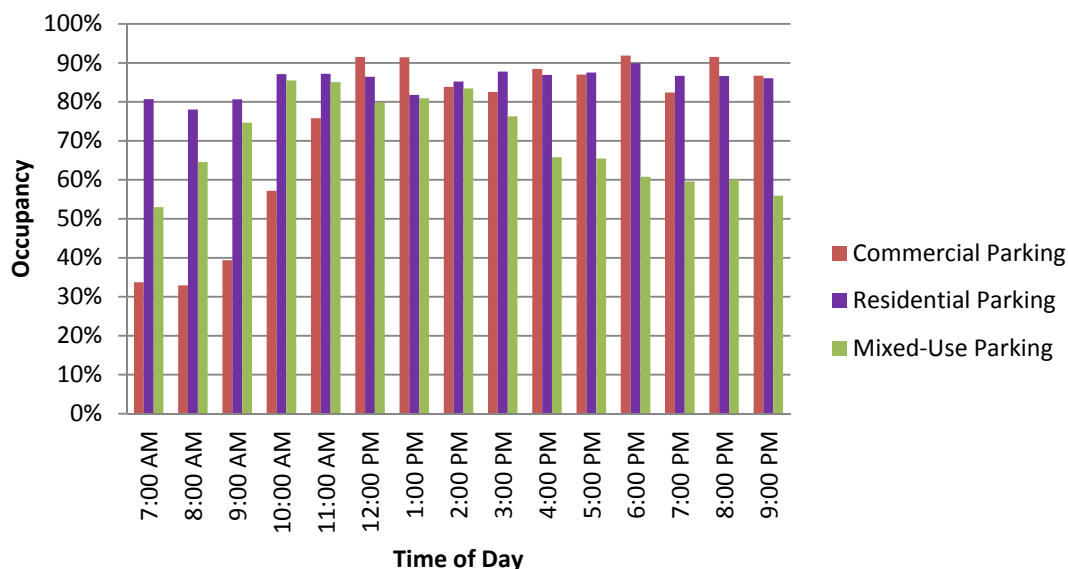
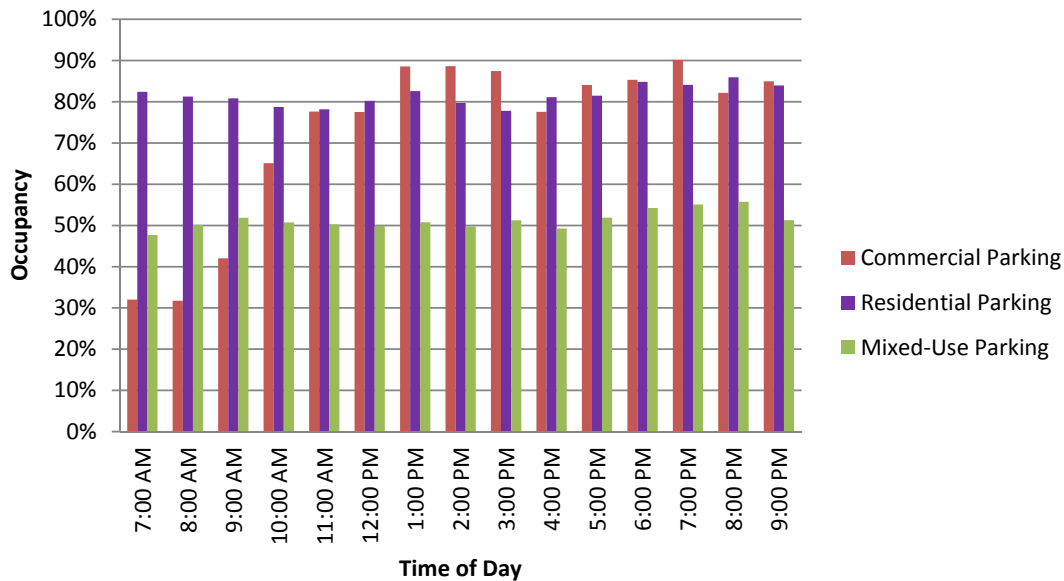


Figure 5 shows the Weekend Average Occupancy for all three parking types. Overall there is a decrease in occupancy across all parking areas on the weekend. As can be seen in Figure 5, the most significant drop occurs for the mixed-use parking area where the average occupancy on a weekend drops to 51 percent which is down from 70 percent during the weekday.

Similar to the weekday trends, the commercial area peaks around noon and then again around dinner hours. However the weekend peak occupancy is lower than on a weekday, and at the highest level reaches 90 percent at 7pm. The residential occupancy tends to mirror the peaks in the commercial occupancy, but remains more consistent over the course of the day. The average residential occupancy is 81 percent which is 4 percent less than the weekday average.

Figure 5: Weekend Average Occupancy by Area and Time



While it is useful to review the overall parking occupancy in the three area types in NW Portland, it is also useful to break down this aggregate level of analysis into smaller individual components. The following sections evaluate each of the individual parking areas (i.e. the two commercial zones, the two residential zones, and the mixed use parking area). Figure 6 shows the Weekday Peak Hour Occupancy by Block Face and area, and Figure 7 shows the Weekend Peak Hour Occupancy by Block Face. Occupancy has been categorized into low (0-65% occupied), medium (65%-85% occupied), and high (greater than 85% occupied). It is important to identify the occupancy in this way to help pinpoint where peak occupancies in the study area are occurring. For each study area the peak hour occupancy was selected, and the occupancy per block face during that peak hour can be seen. While the overall occupancy may seem low, some areas are expecting high occupancy rates. As a rule of thumb, any area experiencing over 85% occupancy is reaching a critical point.

As can be seen in Figure 6 and Figure 7 both Commercial areas and Residential Parking Area No. 2 are experiencing occupancy rates over 85% during their respective peak hours on almost all of their block faces. The limited amount of available parking can be discouraging to both residents and visitors to the area. For both weekday and weekend peak hours, at least half of the two commercial areas had 100% occupancy on their respective block faces.

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DHM RESEARCH BRIEF

Between June 16 and June 22, 2011, DHM Research conducted a telephone survey and intercept interviews with Portland residents who had visited the NW District in the past year to learn about their overall reactions and behaviors to parking in the District.

DHM Research conducted a survey of 400 residents of Clackamas, Multnomah and Washington counties in Oregon and Clark County in Washington who had visited the District by car within the past year. Respondents did not live or work in the area. Respondents were contacted by random digit dialing and cell phone. A variety of quality control measures were employed, including a pre-test questionnaire, callbacks and validations.

Intercept interviews were completed on NW 21st and 23rd Avenues between June 16 and June 23, 2011. Interviewers approached every “nth” visitor and asked them to participate.

The DHM Research Brief highlighted the key findings and included benchmark analysis between the 2000 and 2011 research studies.

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NW PORTLAND VISITORS PARKING
Telephone and Intercept Survey Research

DHM RESEARCH
July 2011

1. INTRODUCTION & METHODOLOGY

Davis, Hibbitts, & Midghall, Inc. (DHM Research) conducted a telephone survey and intercept interviews with Portland-metro region residents who have visited NW Portland (NW) in the past year. The overall purpose of the research was to learn about residents' overall reactions and behaviors to parking in NW. NW Portland is geographically defined as NW Burnside and Vaughn, and NW 16th and 28th.

This report highlights key findings, including benchmark analysis between the 2000 and 2011 research studies, and notable subgroup variations. For the exact wording and order of questions, see the annotated questionnaire (Appendix A & B). For complete information on the survey and data subgroups, including all significant and other variations, refer to the accompanying set of referenced data tables.¹

Telephone Survey Methodology: Between June 16 and June 22, 2011, DHM Research conducted a survey of 400 residents in the Portland-metro region (Clackamas, Multnomah, and Washington counties in Oregon and Clark County, Washington) who have visited NW Portland by car in the past year. Respondents did not live or work in the area. The survey took an average of seven (7) minutes to administer, and quotas were set by gender and county. This population is referred to as "residents" in the report.

Respondents were contacted by random digit dialing (RDD) and wireless (cell phone) sample. A variety of quality control measures were employed, including questionnaire pre-testing, callbacks, and validations.

Intercept Interview Methodology: The intercept interviews were completed between June 16 and June 23, 2011. Interviewers were on NW 21st and 23rd avenues at various points of the afternoon and evening during week days and weekends, and approached every "nth" visitor to participate. Visitors of NW 21st and 23rd avenues who drove to the area were randomly recruited to participate in the survey by professionally trained interviewers. These respondents are referred to as "visitors" in the report.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, visitors of NW Portland). The margin of error for the telephone survey (N=400) is +/-4.9%, at the 95% confidence level. The margin of error for the intercept interview survey (N=130) is +/-8.3%, at the 95% confidence level.

DHM Research: We have been providing opinion research and consultation throughout Oregon and the Pacific Northwest for over three decades. The firm is non-partisan and independent and specializes in research projects to support community planning and public policy making. www.dhmresearch.com

¹ Combined percentages may not be the same as adding individual table percentages and may not always add up to 100% due to rounding.

2. SUMMARY & OBSERVATIONS

Residents in the region who visit NW Portland do so fairly frequently, and like the area because of its unique shops and restaurants.

- Restaurants and shopping were the top reasons residents gave for being drawn to the NW area.
- Survey respondents averaged 2.1 visits per month to NW, with almost one-half (47%) who said they visit one time.
- Residents from Multnomah (2.6) and Washington (2.0) counties tend to visit the area more often than those from Clackamas (1.8) and Clark (1.5) counties. Younger residents visit NW more often – ages 18 to 34 (2.3) compared to ages 35 to 54 (1.7) and 55 and older (1.7). Younger residents also visit for more reasons, from visiting shops and restaurants, to visiting friends and enjoying the night life.

Parking in NW is considered difficult and perceived as a deterrent for more visits. However, a majority of residents who visit the area park within 5 minutes and two blocks or less.

- Parking (28%) and congestion (11%) are primary reasons for not visiting the area more often. Even more, 80% of residents said finding parking in the area is difficult, with 32% who said it is “very” difficult.
- Parking concerns keep residents from visiting NW more often with a notable majority (57%) who hesitate to visit the area because of parking.
- Some survey respondents said the distance of NW Portland to their homes deters them from visiting the area more often, however these people’s opinions about parking in the area mirror those for whom distance is not an issue. In fact, when people who cited “distance” as a reason for not visiting the area were removed from the data, perceptions about parking, including how difficult it is, had only nominal, and not statistically significant, increases.
- Despite this perception of high difficulty, people who visited the area and intercepted on the street spent 5 minutes or less and parked within two blocks.

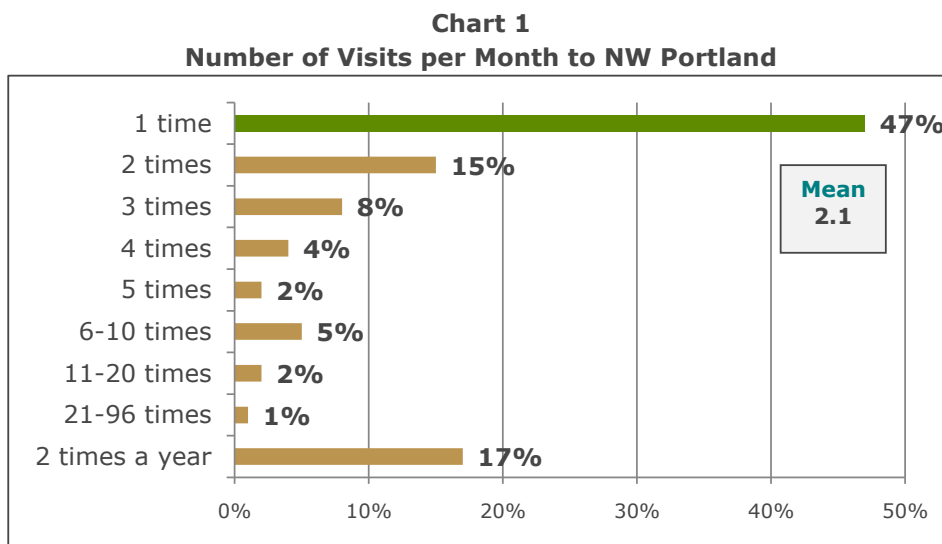
Residents suggest a parking garage or more lots in NW for more convenient parking, but additional research is needed to explore the sensitivity to paid parking.

- Residents feel that a parking garage or larger lots are needed to make parking more convenient in the area.
- This research study assessed perceptions around parking and parking behavior, and did not test support or potential behavior change around paid parking. Future research may consider:
 - At what point visitors would consider paying for parking?
 - How much visitors would pay?
 - To what extent paid parking would deter visitors to the area?
 - How would paid parking impact residents’ housing decisions?

3. KEY FINDINGS

3.1 | Visiting NW Portland

Residents were asked how many times per month they visit NW Portland (Q2). Telephone survey respondents averaged 2.1 visits per month, with almost one-half (47%) who said they visit one time.



While not statistically significant, residents of Multnomah (2.6) and Washington (2.0) counties have a higher average mean than those from Clackamas (1.8) and Clark (1.5) counties. The same is the case for residents ages 18 to 34 (2.3) compared to ages 35 to 54 (1.7) and 55 and older (1.7).

Intercept: Interviews with people while in NW found they visit the area slightly more often than those interviewed over the phone. Similar to the telephone survey, visitors from Multnomah and Washington counties visit the area more frequently than those from Clark and Clackamas counties, as do those under 55 years of age.

Restaurants and shopping were the top reasons residents and visitors gave for being drawn to the NW (Q3).

Table 1
What Draws Residents and Visitors to NW Portland

Reasons	Residents N=400	Visitors N=130
Dining/restaurants	48%	42%
Stores/shopping	44%	48%
Entertainment/nightlife/social scene	13%	10%
Visiting friends/family	13%	15%
Medical reasons/appointments	11%	2%
Work related/business reasons	9%	4%
Fitness/recreational activities	4%	6%
Beauty services/salon/haircut	3%	8%
Family oriented activities	2%	2%
All of the above	--	4%

Source: DHM Research, July 2011

"The restaurants, there is plenty of variety."

"Unique restaurants and good food."

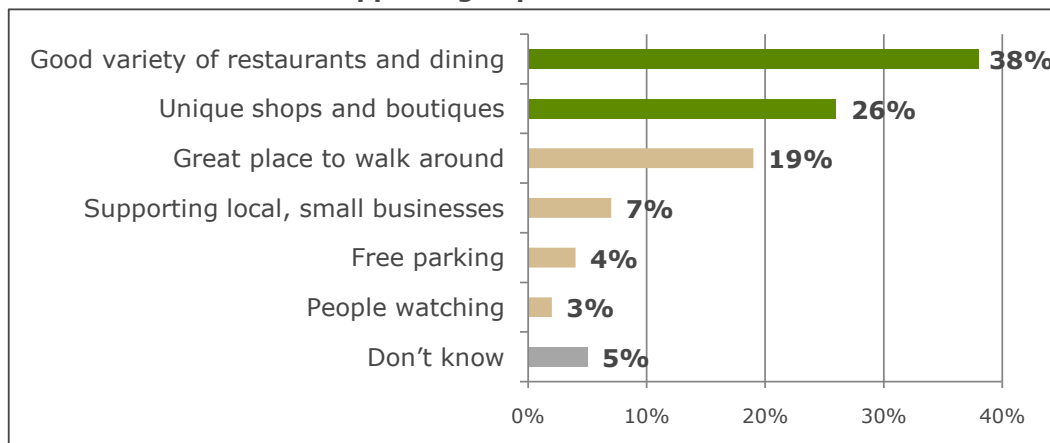
"Shopping with friends."

"The stores are different. It is nice to walk through something different than what you find in the mall."

It is worth noting that those ages 18 to 34 are more likely than those ages 35 to 54 and 55 and older to go to NW to visit family and friends (24% vs. 11% and 9%).

The appeal of the restaurants and shops was validated when residents were read a list of reasons and asked which they like best about NW Portland (Q5).

Chart 2
Most Appealing Aspects of NW Portland



Source: DHM Research, July 2011

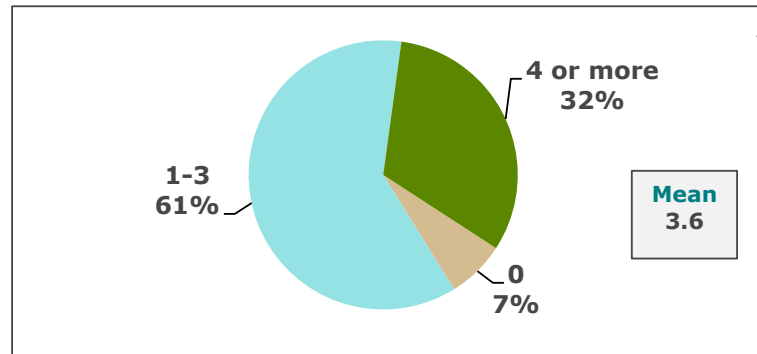
Just fewer than four in 10 (38%) said they like the good variety of restaurants and dining best about NW, followed by one-quarter (26%) who said the unique boutiques and shops were their favorite.

Other options seen as the best thing about NW Portland by less than one in 10 residents include:

- **Supporting local, small businesses** (7%)
- **Free parking** (4%)
- **People watching** (3%)

Approximately one-third (32%) of residents said they visit four or more restaurants, shops, and other businesses on a typical trip to NW, and 68% said they visit three or less (Q6). The mean is 3.6 places.

Chart 3
Number of Restaurants, Shops, and Businesses Visited



Source: DHM Research, July 2011

How long is your typical visit? (Q7)

One hour or less: 11%
Between 1-2 hours: 41%
Between 2-3 hours: 36%
More than 3 hours: 12%

Residents ages 18 to 34 (4.5 places) and 55 and older (4.1 places) are likely to visit more restaurants, shops, and businesses than those ages 35 to 54 (3.5 places).

Intercept: Visitors visited a slightly higher average of places than residents from the telephone survey – 4.1 places vs. 3.6 places. Almost five in 10 visitors said they planned on going to four or more businesses in the area that day. The remaining said three or less (53%) or they were not sure (2%).

Slightly different than the telephone survey, older visitors ages 55 and older were planning on visiting more places than those ages 18 to 34 or 35 and older (5.7 places vs. 3.5 or 3.8 places).

A majority (52%) of residents stay in NW about two hours or less, and another one-third stay between two and three hours. Women were more likely to visit longer than men.

Intercept: Visitors stay longer than residents in the telephone survey – 29% said they would stay for more than three hours compared to 12% of residents.

Although visitors from Clackamas and Clark counties are less frequent visitors to the area, they planned on staying longer than their counterparts from Multnomah and Washington counties – 92% from Clackamas County and 80% from Clark County said they would stay for two or more hours, compared to 67% from Multnomah County and 63% from Washington County.

3.2 | Perceptions of Parking in NW Portland

When asked what keeps residents from visiting NW Portland more often (Q4), the top reasons were that it was difficult to find parking (28%) and the distance of NW Portland from their homes (27%). Another deterrent was traffic congestion (11%), which was also mentioned in open-ended responses.

Other reasons are listed in Table 2.

Table 2
Deterrents from Visiting NW Portland

Deterrents	Residents N=400
Hard to find parking	28%
Too far/distance	27%
No need/reason/interest to go	16%
Traffic congestion	11%
Finding the time to go/scheduling/busy	9%
Crowded/too many people	4%
Lack of money	3%
Cost of gas	2%
Nothing/none	13%
Don't know	2%

Source: DHM Research, July 2011

"Parking is hard to find. It takes 10 minutes."

"Parking is a nightmare."

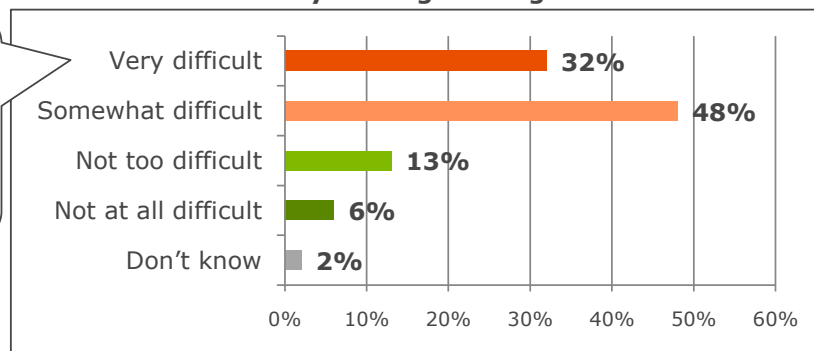
"I live in the southeast areas so it's just too far for me."

"I live in Vancouver. It's too much gas and a 25 minute drive."

The difficulty of finding parking received the most responses in the Portland Tri-County region with approximately 30% who cited parking issues in each of the three counties. For Clark County residents, the biggest issue is distance, which received 40% of responses.

When asked about the level of difficulty with parking, 80% of residents said it's difficult of which 32% who said it is "very" difficult (Q10).

Chart 4
Level of Difficulty Finding Parking in NW Portland



Source: DHM Research, July 2011

Because of parking, have you considered going somewhere else besides NW Portland? (Q12)

Yes: 62%

No: 36%

Don't know: 3%

There has been a 13-point drop since 2000 in the amount of residents who said it is “very” difficult to find parking (from 45% to 32%), with some responses shifting to the “somewhat” difficult category, which increased from 42% to 48%.

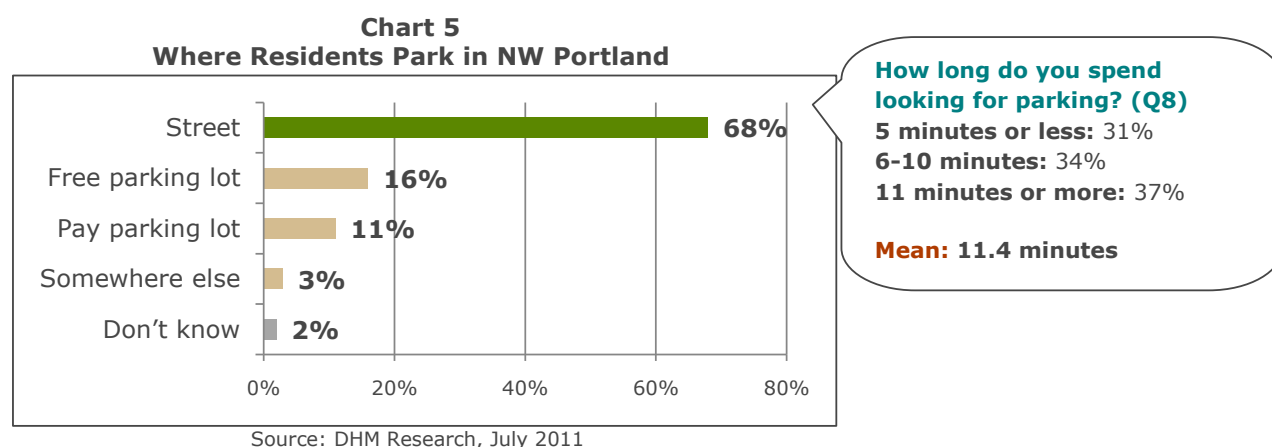
Residents from Multnomah (82%) and Washington (84%) counties, who are more likely to visit the area, rated it more difficult to find parking than those in Clackamas (77%) and Clark (63%) counties.

Residents from Multnomah (68%) and Washington (62%) counties are also more likely to say they consider going somewhere else besides NW Portland because of parking issues than those from Clackamas (55%) or Clark (53%) counties.

Intercept: Unlike the telephone survey, visitors were split in their views on the difficulty of finding parking in NW, with 25% who rated it “very” difficult (compared to 32% of residents) and 28% who said it is “somewhat” difficult (compared to 48% of residents).

Although they rated it less difficult to find parking, a majority of visitors (55%) also said they have gone somewhere else besides NW Portland because of parking. Additionally, 47% said they hesitate to visit NW Portland because of parking.

When visiting NW, very few said they pay for parking. A large majority of residents said they look for parking on the street, and some said they find free parking (Q9).



As reflected in Chart 5, over two-thirds (68%) use street parking when visiting NW Portland, and another 16% find a free parking lot. Just over one in 10 (11%) pay for parking. Findings are similar by demographic subgroups.

Residents said they typically spend an average of 12.1 minutes looking for a place to park when visiting NW (Q8). Roughly one-third spends five minutes to find parking, another third spends up to 10 minutes, and one-third spends more than 10 minutes to find parking in NW.

Intercept: As found in the telephone survey, most visitors did not pay for parking. A high majority (88%) of visitors said they parked on the street, and 8% said they parked in a free parking lot.

Sixty-one percent (61%) parked 2 blocks away or less from their destination, while 24% parked three to four blocks away, and 15% parked five blocks or more away.

They spent less time looking for parking than residents – 7.9 minutes compared to 11.4 minutes. More than one-half (56%) said they spent five minutes or less looking for a parking spot (compared to 31% from the telephone survey).

3.3 | Improving Parking in NW Portland

Residents were asked open-ended what would improve parking in NW (Q14). Creating or developing available parking through either a structure or larger lots were the most popular responses, as reflected in Table 3.

Table 3
How to Improve Parking in NW Portland

Response Category	Residents N=400
Parking garage/structure	31%
More/larger parking lots	27%
Lessen traffic congestion	12%
Free/less expensive parking options	10%
Increase public transportation to the area	7%
Better street parking	5%
No problems finding parking/no complaints	3%
Nothing/none	3%
Don't know	20%

Source: DHM Research, July 2011

"There needs to be a parking structure."

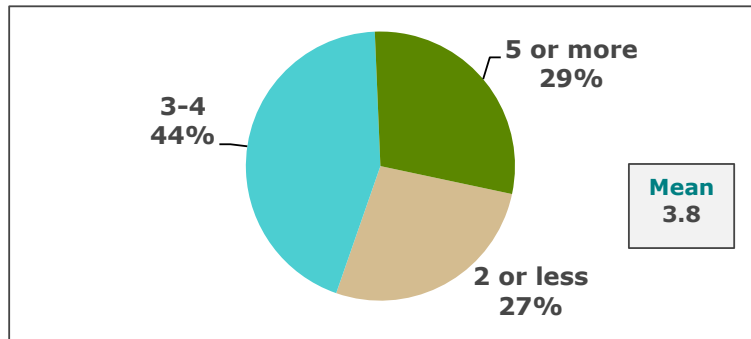
"I'd like it if they had a parking structure."

"There are no parking lots. They need some."

"More parking lots, either paid or unpaid."

When asked how many blocks they would be willing to walk to their destination if parking were available, the mean response was 3.8 (Q11).

Chart 6
Number of Blocks Away from Destination Residents are Willing to Park if Parking Were Always Available



Source: DHM Research, July 2011

APPENDIX A
NW Portland Parking Survey
June 2011; Tri-County plus Clark County; visitors to NW Portland
N=400+; Margin of error +/-4.9%
DHM Research

* Totals may not equal 100% due to rounding

Hi, my name is ____ with a respected opinion research firm in Portland. I have a few questions about improving Portland neighborhoods. Are you at least age 18?

- S1. Are you 18 years of age or older? (IF YES, CONTINUE. IF NO, ASK FOR ANOTHER MEMBER OF HOUSEHOLD)
- S2. Have you visited NW Portland around 23rd and 21st streets within the past year? (YES, CONTINUE)
- S3. Do you work within one square mile around NW 23rd or 21st streets? (IF YES, TERMINATE)
- S4. Do you live within one square mile around NW 23rd or 21st streets? (IF YES, TERMINATE)

I'm going to ask you some questions about the area of Portland around NW 23rd and 21st street. I'll just call it NW Portland.

1. Which means of transportation do you normally use to get to NW Portland – a car, public transportation such as the bus or street car, a bicycle, or walk? (IF CAR, ASK Q2, Quota 400)

2. In general, how many times a month do you visit NW Portland? (Record number)

Response Category	2000 N=150	2011 N=400	Visitors N=130
1 time	18%	47%	33%
2 times	12%	15%	16%
3 times	7%	8%	7%
4 times	12%	4%	11%
5 times	5%	2%	5%
6-10 times	21%	5%	9%
11-20 times	9%	2%	11%
21-96 times	5%	1%	8%
2 x per yr/less than 1	15%	17%	--
Mean	--	2.1	6.6

3. What draws you to that area – why do you visit NW Portland? (Open, probe for specific comments.)

Response Category	2011 N=400	Visitors N=130
Dining/restaurants	48%	42%
Stores/shopping	44%	48%
Entertainment/nightlife/social scene	13%	10%
Visiting friends/family	13%	15%
Medical reasons/appointments	11%	2%
Work related/business reasons	9%	4%
Fitness/recreational activities	4%	6%
Beauty services/salon/haircut	3%	8%
Family oriented activities	2%	2%
All other responses	1% or less	2%
Nothing/none	1%	--
Don't know	0%	--

Response Category	2011 N=400	Visitors N=130
All of the above	--	4%

4. What keeps you from visiting NW Portland more often, if anything? (Open, probe for specific comments.)

Response Category	2011 N=400
Hard to find parking	28%
Too far/distance	27%
No need/reason/interest to go	16%
Traffic congestion	11%
Finding the time to go/scheduling/busy	9%
Crowded/too many people	4%
Lack of money	3%
Cost of gas	2%
All other responses	1% or less
Nothing/none	13%
Don't know	2%

5. I'm going to read you a list and from this, please tell me what you like best about NW Portland. You may find all of these appealing but what's most appealing to you? (Read list; accept 1 response)

Response Category	2011 N=400
Good variety of restaurants and dining	38%
Unique shops and boutiques	26%
Great place to walk around	19%
Supporting local, small businesses	7%
Free parking	4%
People watching	2%
Don't know	5%

6. About how many businesses, shops and restaurants do you visit on a typical trip to NW Portland? (Record number)

Response Category	2011 N=400	Visitors N=130
3 or less	68%	53%
4 or more	32%	48%
Other	--	2%
Mean	3.6	4.1

7. Is your typical visit to NW Portland one hour or less, between 1 and 2 hours, between 2 and 3 hours, or more than 3 hours?

Response Category	2000 N=150	2011 N=400	Visitors N=130
One hour or less	6%	11%	8%
Between 1 and 2 hours	29%	41%	21%
Between 2 and 3 hours	47%	36%	42%
More than 3 hours	18%	12%	29%
Don't know	--	--	1%

8. Roughly, how many minutes do you spend looking for a place to park? (Record number between 0 and 60)

Response Category	2011 N=400	Visitors N=130
5 or less	30%	56%
6-10	33%	20%
11 or more	37%	23%
Don't know	--	1%
Mean	11.4	7.9

9. Do you usually park your car on the street, in a pay parking lot, in a free parking lot, or somewhere else?

Response Category	2000 N=150	2011 N=400	Visitors N=130
Street	85%	68%	88%
Free parking lot	11%	16%	8%
Pay parking lot	3%	11%	4%
Somewhere else	1%	3%	0%
Don't know	1%	2%	1%

10. Do you find it very difficult, somewhat difficult, not too difficult, or not at all difficult to find parking in NW Portland?

Response Category	2000 N=150	2011 N=400	Visitors N=130
Very difficult	45%	32%	25%
Somewhat difficult	42%	48%	28%
Not too difficult	12%	13%	12%
Not at all difficult	2%	6%	35%
Don't know	--	2%	0%

11. How many blocks away from your destination (would you be willing to/did you) park in NW Portland if parking were always available? (Record number)

Response Category	2011 N=400	Visitors N=130
2 or less	27%	61%
3-4	44%	24%
5 or more	29%	15%
Mean	3.8	2.7

12. Because of parking, have you ever considered going somewhere else besides NW Portland?

Response Category	2011 N=400	Visitors N=130
Yes	62%	55%
No	36%	45%
Don't know	3%	0%

13. Do you ever hesitate to visit NW Portland because of parking?

Response Category	2011 N=400	Visitors N=130
Yes	57%	47%
No	43%	53%
Don't know	1%	0%

14. What do you believe would improve parking in NW Portland? (Open, probe for specific comments.)

Response Category	2011 N=400
Parking garage/structure	31%
More/larger parking lots	27%
Lessen traffic congestion	12%
Free/less expensive parking options	10%
Increase public transportation to the area	7%
Better street parking	5%
No problems finding parking/no complaints	3%
All other responses	1% or less
Nothing/none	3%
Don't know	20%

These last questions make sure we have valid results, and these are important for me to collect. Please know your answers are completely confidential.

15. In which county do you live?

Response Category	2011 N=400
Clackamas	24%
Clark (Wa.)	10%
Multnomah	36%
Washington	31%

16. What is the closest major intersection near your home? (Record two street names__&____)

17. Is your age between

Response Category	2011 N=400
18-24	8%
25-34	13%
35-44	15%
45-54	29%
55-64	21%
65+	14%
Refused	1%

18. Is your total household income

Response Category	2011 N=400
Less than \$30,000	8%
\$30-49,999	13%
\$50-74,999	20%
\$75-99,999	14%
\$100,000 or more	31%
Refused	14%

19. What is the highest education you've been able to obtain?

Response Category	2011 N=400
High school	9%
Some college, technical	21%
College graduate	41%
Post-college	27%
Refused	2%

20. Gender (By observation)

Response Category	2011 N=400
Male	45%
Female	55%

APPENDIX B
NW Portland Visitor Intercept Survey
June 2011; N=130; visitors to NW 21st and 23rd
DHM Research

Sample Parameters:

- Residents of Clark, Clackamas, Multnomah, and Washington Counties
- Do not live or work in Northwest Portland
- Drove to NW Portland

Interviewing Parameters:

- Prefer to talk to people as they get out of their cars
- Balance by gender
- Complete 40% to 50% Tuesday-Thursday; 40%-50% Friday- Sunday
- Complete 25% of interviews 10am-1pm; 75% between 1pm-6pm; 25% between 6pm-10pm

Hi, my name is _____. I'm collecting information for the City of Portland about visitor experience in NW Portland. I have some questions that should only take a few minutes.

S1. Do you work or live in NW Portland? **[NO, CONTINUE.]**

S2. How did you get to NW Portland today? **[CAR AND PARKED IN NW PORTLAND, CONTINUE. ANY OTHER MODE, TERMINATE]**

S3. What county do you live in? **[CONTINUE IF CLARK, CLACKAMAS, MULTNOMAH, OR WASHINGTON COUNTY]**

1. In general, how many times a month do you visit NW Portland? **(RECORD NUMBER PER MONTH)**

Response Category	Visitor '11 N=130
1 time	33%
2 times	16%
3 times	7%
4 times	11%
5 times	5%
6-10 times	9%
11-20 times	11%
21-96 times	8%
Mean	6.6

2. What is your primary reason for visiting NW Portland? **(RECORD RESPONSE)**

Response Category	N=130
Stores/shopping	48%
Dining/restaurants	42%
Visiting friends/family	15%
Entertainment/nightlife/social scene	10%
Beauty services/salon/haircut	8%
Fitness/recreational activities	6%
Work related/business reasons	4%
Medical reasons/appointments	2%
Family oriented activities	2%
Other	2%
All of the above	4%

3. About how many businesses, shops and restaurants will you visit today? **(RECORD NUMBER)**

Response Category	N=130
3 or less	53%
4 or more	47%
Other	2%
Mean	4.1

4. Will your visit today last about:

Response Category	N=130
One hour or less	8%
Between 1 and 2 hours	21%
Between 2 and 3 hours	42%
More than 3 hours	29%
Don't know	1%

5. Did you find it very difficult, somewhat difficult, not too difficult, or not at all difficult to find parking in NW Portland?

Response Category	N=130
Very difficult	25%
Somewhat difficult	28%
Not too difficult	12%
Not at all difficult	35%
Don't know	0%

6. Because of parking, have you ever considered going somewhere else besides NW Portland?

Response Category	N=130
Yes	55%
No	45%
Don't know	0%

7. Do you ever hesitate to visit NW Portland because of parking?

Response Category	N=130
Yes	47%
No	53%
Don't know	0%

8. About how many minutes did you spend looking for a place to park today?

Response Category	N=130
5 or less	56%
6-10	20%
11 or more	23%
Don't know	1%
Mean	7.9

9. Did you park your car on the street, in a pay parking lot, in a free parking lot, or somewhere else?

Response Category	N=130
Street	88%
Pay parking lot	4%
Free parking lot	8%
Somewhere else	0%
Don't know	1%

10. How many blocks away from your main destination did you park?

Response Category	N=130
2 or less	61%
3-4	24%
5 or more	15%
Mean	2.7

These last questions make sure we have valid results, and these are important for me to collect. Please know your answers are completely confidential.

11. In which city do you live?

Response Category	N=130
Portland	60%
Vancouver	12%
Beaverton	5%
Tigard	4%
Lake Oswego	3%
Hillsboro	2%
Milwaukie	2%
Refused	12%

12. What is the closest major intersection near your home? **(See verbatims)**

13. In what year were you born?

Response Category	N=130
18-24	15%
25-34	30%
35-44	21%
45-54	16%
55-64	12%
65+	5%
Refused	1%

14. What is the highest education you've been able to obtain?

Response Category	N=130
High school	7%
Some college, technical	25%
College graduate	49%
Post-college	18%
Refused	1%

15. **(DO NOT ASK)** Gender

Response Category	N=130
Male	40%
Female	60%

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E.D. HOVEE & COMPANY NW DISTRICT ECONOMIC ASSESSMENT AND IMPACT SURVEY

E.D. Hovee & Company performed this ten-year economic assessment of the NW District as part of the planning process involving the Office of the Mayor, Portland Bureau of Transportation and the Stakeholder Advisory Committee (SAC).

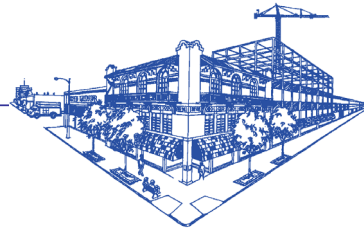
This report summarized their technical work studying District vitality as compiled over the course of the analysis and in preparation for the NW District Parking Management Plan. Materials were initially prepared for the Stakeholder Advisory Committee over the summer of 2010 and later incorporated the independent parking census and visitor survey research also found in Appendix A.

Special care was taken to analyze the economic developments in the NW District from global, national and local perspectives.

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E. D. Hovee & Company, LLC

Economic and Development Services



MEMORANDUM

To: Mayor Sam Adams
City of Portland

From: Eric Hovee

Subject: Northwest District Parking Plan & District Vitality – Summary Report

Date: November 15, 2011

Starting in mid-2010, E. D. Hovee & Company, LLC has had the opportunity to participate as a technical resource in the discussion and preparation of a proposed Northwest District Parking Plan.¹ Our role has been focused on identification and quantification of indicators economic vitality and neighborhood livability. These indicators are intended to serve as benchmarks for assessing potential parking plan impacts and for monitoring performance with program implementation and on-going management.

This economic assessment has been conducted as part of a planning process involving the Office of the Mayor, Portland Bureau of Transportation and a Stakeholder Advisory Committee (SAC) with neighborhood and business representative from the NW District. Key technical resources have included Rick Williams (parking consultant) together with supporting research activities of DKS Associates (parking census) and DHM research (visitor and intercept survey research).

This report summarizes technical work regarding indicators of district vitality as compiled over the course of parking plan analysis and preparation. More detailed data analysis is available separately with handout materials as prepared for the Stakeholder Advisory Committee over the summer of 2010 as well as with independent parking census and visitor survey research as noted above.

Contents of this summary report memorandum are organized to cover:

Context for District Vitality Assessment
Indicators of Business Vitality & Neighborhood Livability
District Parking & User Perceptions
Implications for Parking Management

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CONTEXT FOR DISTRICT VITALITY ASSESSMENT

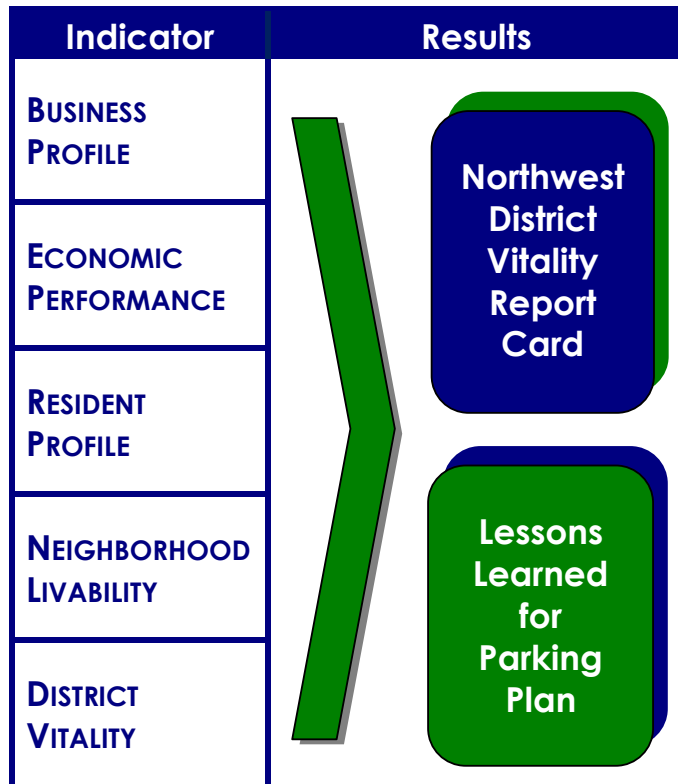
In 2009, the City Council provided the directive (by City Resolution 36744) to “create a meter and permit district, establish a meter fee, and create a Northwest Transportation and .Parking Management Association with an approved revenue allocation plan.” This resolution specifically references and is intended to serve as one means of implementing the overall *Northwest District Plan* adopted in 2003. Among other objectives, the District Plan included transportation goals to encourage transportation modes other than the automobile and to optimize the supply of on-street parking.

In 2010, a Stakeholder Advisory Committee was formed with a charge that included application of economic indicators “to inform the development of the Northwest District Parking Plan and, after the plan is implemented, to evaluate the impacts of the plan.” The process for conducting this iterative assessment has been outlined as illustrated by the chart to the right.

As convener of the Stakeholder Advisory Committee (SAC), a further objective of Mayor Adams throughout this parking plan process has been to assure that the parking plan will reinforce opportunities for economic vitality and neighborhood livability of the NW District.

As part of initial meetings with the SAC conducted over the summer of 2010, briefings were provided on a series on economic and community indicators. The purpose of these briefings was to assess how the district compares on a series of data indicators to prior years – as well as to the rest of the city and metro region.

A draft *NW District Parking Plan* is currently available for City Council and stakeholder review. This summary report is provided with the objective of reviewing what has been learned and to assess how the proposed plan may serve to enhance district vitality in the event of plan adoption and subsequent implementation.



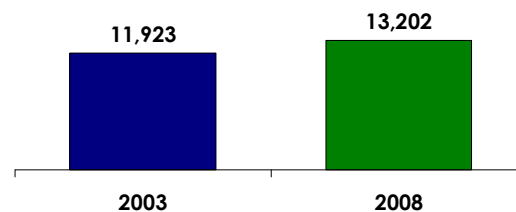
INDICATORS OF BUSINESS VITALITY & NEIGHBORHOOD LIVABILITY

A series of business vitality and neighborhood livability indicators have been identified through the NW District parking planning process. This discussion has also involved an external scan to assess broader *global to local* changes that might be expected to affect the NW District in the years ahead. The study area for this assessment comprises an area generally bounded by Burnside Street on the south, the I-405 freeway on the east, Northwest Vaughn on the north and NW 25th Avenue / Westover on the west.

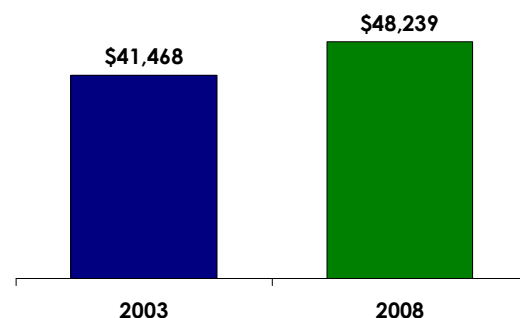
Business Vitality. Information for this assessment was drawn from a combination of public sector information resources. Summary observations are highlighted as follows:

- With about 13,200 jobs as of 2008, the NW District is home to more jobs than residents – with health services as the #1 source of employment. From 2003-08, in-district employment increased by 11%.
- Average wages are relatively high by comparison with the Portland metro area and increased 16% from 2003-08.²
- Commercial real estate data indicates relatively low vacancy rates; retail rental rates are well above City- and metro-wide averages.
- The NW District is well recognized regionally for destination retail activity clustered on 23rd and 21st Avenues – anchored by varying mixes of dining together with apparel, home and related specialty retail. As-yet emerging clusters include the north ends of 23rd/Thurman and 21st Avenue.
- Retail data indicates that dining and specialty retail depend on destination as well as local traffic. Some local convenience needs (e.g. grocery) are not as yet fully served by NW District stores.
- Customer-oriented business frontage is strongest along 23rd (except at the center) and 21st (at the southern portion). In addition to its well recognized retail streets, the district has a substantial presence of non-commercial employment use (including health services, churches/non-profits, and service/industrial).
- City business license data indicates that firms who file from the NW District tend to be more profitable than counterparts City-wide. Somewhat more challenged are business start-ups, professional and other service firms.

NWD Employment (2003-08)



NWD Average Wage (2003-08)

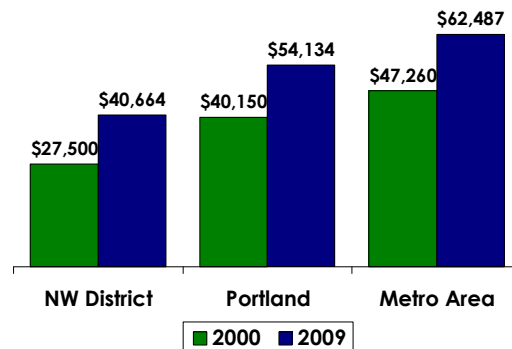


Source: Oregon Employment Department.

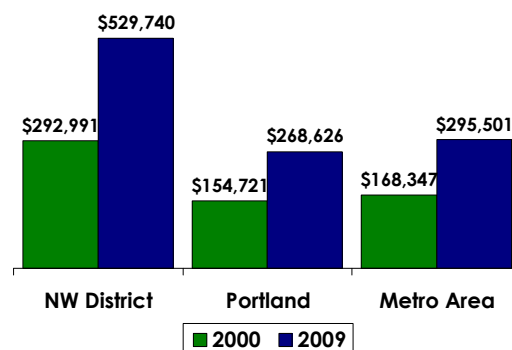
Residential Livability. With a mix of land uses located side-by-side in a compact geographic area close to Downtown, the residential character of the NW District is in many respects distinctive among Portland neighborhoods.

- With an estimated 9,400 residents as of 2009, the NW District has a young & well educated population, primarily renters.
- Compared to the rest of Portland and the region, the NW District tends to be somewhat less diverse with smaller households.
- Incomes are below while housing values are well above comparable city-wide and regional figures.
- While 62% of NW District and Downtown residents drive to work, a relatively high 38% use alternate modes of transit, biking and walking (compared to only 25% using non-auto modes city-wide).
- In response to city-wide residential surveys, NW District and Downtown residents express strong satisfaction with livability and City services. However, perceptions of on-street parking are less positive compared to the rest of Portland.³

Median Income (2000-09)



Median Home Values (2000-09)



Source: ESRI.

Global to Local Economic Change. Also considered are larger economic forces associated with the economic downturn and longer-term effects that can be expected post-recovery. Two observations are of particular note:

- Close-in neighborhoods like the NW District generally have fared better than suburban counterparts not only in Portland but in urban areas throughout the U.S.
- The “new normal” favors places that appeal to young creatives, foster smaller scale and organic change, green development, and work-live integration consistent with “20-minute neighborhoods.”

While economic recovery is as-yet slow and uneven, there are clear signs that the NW District is already beginning to experience added mixed use development and investment. Sustained vitality of the district for both business vitality and residential livability in the years ahead can be expected to become even more dependent on providing more diverse transportation options together with improved management of available parking.

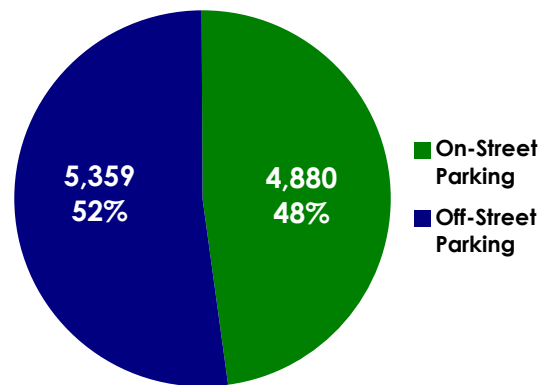
DISTRICT PARKING & USER PERCEPTIONS

In conjunction with this planning process, the Oregon Department of Transportation (ODOT) funded a review of *NW District Parking Supply Census and Utilization*, conducted by the transportation consulting firm of DKS Associates. Also completed in 2011 was *NW Portland Visitors Parking Telephone and Intercept Research* conducted by DHM Research.

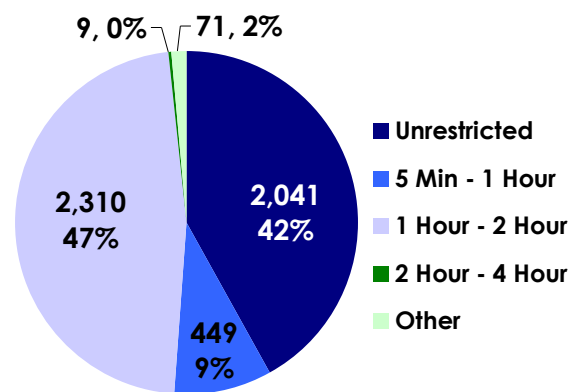
Parking Supply & Utilization. Pertinent results of the parking supply census for this assessment of district vitality are summarized as follows:

- As of 2011, the NW District has a total on- and off-street inventory of 10,239 parking spaces.⁴ Included are parking lot and garage spaces but not parking provided with single family residences.
- Of this inventory, 4,880 spaces (or 48% of the total) are accounted for by on-street parking.
- Of the on-street inventory, 47% of the spaces are signed for 1-2 hours with 42% of the inventory having no time restrictions. The remaining 11% of the on-street inventory consists of spaces with time limits of 5 minutes to one hour (9%) or other time limits (2%).
- Peak commercial use ranges between 90-96% of on-street capacity – well above the industry standard of 85% as representing essentially full utilization.
- Peak residential use is in the range of 81-93% of on-street capacity. For mixed use areas, occupancy averages 86% weekdays and about 56% of on-street inventory capacity on weekends.
- Violations of posted time standards exceed industry standards of 5-7% for commercial areas and residential east of 21st Avenue.

NWD Parking Supply (2011)



On-Street Parking Restrictions (2011)



Source: DKS Associates.

This inventory indicates a district where parking is in extremely high demand relative to supply. Active management of the existing inventory will make it possible to better utilize a constrained parking resource for uses that best support both business vitality and neighborhood livability.

Parking & The NW District Customer. Research conducted by David, Hibbits, and Midghall, Inc. (DHM Research) was aimed to learn about Portland metro area residents who have visited the NW District in the last year – specifically including overall reactions and behaviors to parking in the district.⁵ Survey research involved a random sample telephone survey of 400 residents throughout the metro region coupled with intercept interviews with 130 visitors on the streets of NW 21st and 23rd Avenues.

Observations of importance for this assessment of district vitality include the following:

- Not surprisingly, restaurants and shopping are cited as the top draws bringing visitors as customers into the NW District.
- A younger demographic tends to visit most often; residents of Multnomah and Washington County frequent the district more often than those from elsewhere in the metro region.
- The majority (71-88%) of visitors spend up to three hours in the district (anywhere from a few minutes to three hours), with the lengthiest stays for those making multiple stops.
- Parking, travel distance and congestion are cited most often as reasons for not visiting the NW District more often.
- However, despite reported perceptions, customers often spend less than five minutes to find a parking space – typically within 2 blocks of their destination.

Of particular note is that more than two-thirds (68%) of metro area residents who responded to the phone survey indicated that they park on-street when they come to the NW District. An even higher proportion of those interviewed on the street (88%) say they park on-street rather than in off-street parking lot and garage facilities.

Economic Value of NW District Parking. Parking is a valuable resource in any urban setting. This is especially the case in a district with high demand from both residential and commercial uses coupled with a relatively constrained inventory of on- and off-street spaces:

- The total real market value (RMV) of property within the NW District area inventoried for parking spaces has a total assessed valuation of \$2.4 billion. When divided by the 10,239 on and off-street spaces in the district and 84% auto use (or mode split), each parking space is associated with about \$200,000 in real estate market valuation on average.
- When considered in terms of total gross annual business revenue from the district (from all business types), average business revenue per space is calculated at \$315,000.
- If considered for just the 2,839 time-restricted on-street spaces in the district, average revenue for retail and non-professional/financial service firms is estimated at between \$280,000 - \$360,000 per space.

In effect, no matter how measured, the NW District's limited parking inventory can be equated with considerable economic value. Much as a restaurant depends on customer turnover for business vitality, so improved parking management with turnover for priority customer activity is pivotal to enhancing district-wide business revenues and property valuation.

IMPLICATIONS FOR PARKING MANAGEMENT

What has been learned about NW District businesses and residents together with inventory information regarding district parking utilization has proved instrumental to better identify and characterize the parking challenge currently as well as emerging issues looking forward. A final step in this planning process is to assess how managed parking as currently proposed with a *Northwest District Parking Plan* can serve to better reinforce district vitality now and in the years ahead.

The NW District Parking Challenge. Based on the analysis conducted for the Stakeholder Advisory Committee (SAC) process, four overall observations are noted as providing the business and neighborhood context for the parking plan now being considered:

- Even through the economic recession, customer and employee generated demand for NW District parking has continued strong.
- Economic recovery coupled with emerging hot spots can be expected to intensify and broaden parking demand – except to the degree offset by increased use of non-auto transportation options.
- Encouraging turnover of high demand customer spaces together with shared use of public and private parking will prove to be increasingly pivotal to continued business and neighborhood vitality.
- Paid parking will serve to encourage turnover for enhanced business vitality and residential livability and will generate funding for related business and residential district improvements.

NW District Parking Plan & District Vitality. As noted, a final step in this year-long planning and stakeholder process has been to evaluate the proposed *Northwest District Parking Plan* in terms of potential business vitality and neighborhood livability effects. This review is from two perspectives:

- Changes to management of on-street parking supply – as the most visible result of implementation.
- Creating a NW District Transportation and Parking Management Association (TPMA) – with district representation to guide initial implementation and then to fine tune the program in response to changing needs over time.

Observations regarding anticipated business and neighborhood effects associated with key elements of the parking plan currently proposed are summarized by the chart on the following page.

Parking Plan Element	Business and/or Neighborhood Impact
On-Street Supply	
Expanded Boundary	SAC recommends parking management north to Vaughn; in effect a larger parking management limits spillover to adjoining unregulated streets
Pay to Park	Encourages commercial zone turnover, reduces violations, and allows for parking fee adjustments consistent with NWD demand and comparable rates in other parking fee areas of Portland's core business districts
Tailored Time Limits	90-minute, 2- and 3-hour time limit options are proposed with shorter time limits indicated where demand is greatest
Permit Program	Available to residents with guest option together with availability for up to 85% of district employees
Establish Transportation and Parking Management Association (TPMA)	
Manage Program	Implemented through a process of on-going residential & business community interaction constituting TPMA governance
Oversee Revenues	Up to \$1/2 million anticipated per year to NWD for transportation, streetscape, marketing programs (based on Lloyd District experience)
Incent Non-Auto Use	Offers funding that could be used to encourage reduced resident & employee auto use <i>plus</i> shopping via transit (as with transit pass programs)
Off-Street Coordination	For more and better shared use of off-street lots including potential code revisions for public lots, maintains capacity for private parking structures as previously authorized by City Council if warranted by market demand
Monitor & Evaluate	On-going monitoring of parking use and district vitality data is important for program refinements in response to changed conditions over time.

E. D. Hovee & Company, LLC appreciates the opportunity to provide this assessment on behalf of the Stakeholder Advisory Committee, Portland Bureau of Transportation and Office of the Mayor. We are prepared to address questions or provide added information regarding any aspect of this summary report.

END NOTES

- ¹ Information for this summary assessment of a Northwest District parking plan and associated district vitality has been compiled from sources generally deemed to be reliable. However, E. D. Hovee & Company, LLC does not guarantee the accuracy of information obtained from third party sources. Demographic and economic data was compiled in mid-2010; parking and consumer survey data is as of about mid-2011. Observations and findings contained in this report are those of the author. They should not be construed as representing the opinion of any other party except by express consent, whether in whole or in part.
- ² Average wage for the NW District as of 2008 was \$48,239. This is 6% above the average wage of \$45,315 for the Portland metro region.
- ³ Information is from the City of Portland, Office of the City Auditor, *City of Portland 2009 Resident Survey Results*, November 2009.
- ⁴ As noted, parking counts are from the *NW District Parking Supply Census and Utilization* report, prepared by DKS Associates, August 2010.
- ⁵ Summary observations are drawn from the report *NW Portland Visitors Parking Telephone and Intercept Survey*, prepared by DHM Research, July 2011.

NW District Economic Indicators

(April 29, 2010)

2009 COMMERCIAL REAL ESTATE INDICATORS

Retail Space

2009 Inventory & Absorption

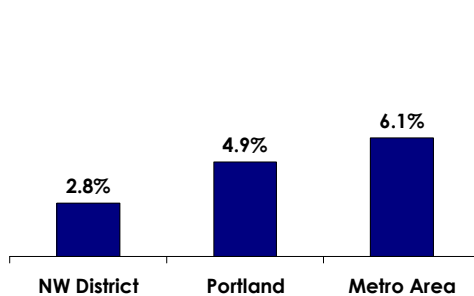
	NW District	Portland	Metro Area
Inventory	1,616,726	51,205,829	101,542,458
Absorption	(822)	227,692	(324,184)

Office Space

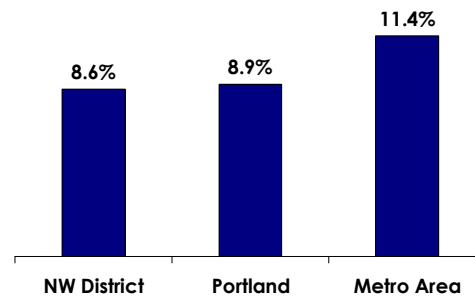
2009 Inventory & Absorption

	NW District	Portland	Metro Area
Inventory	2,296,386	52,593,735	89,394,389
Absorption	(1,576)	(329,198)	(899,283)

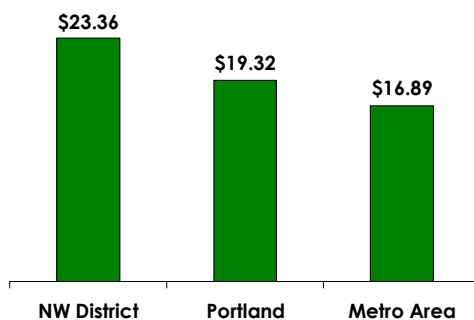
Retail Vacancy



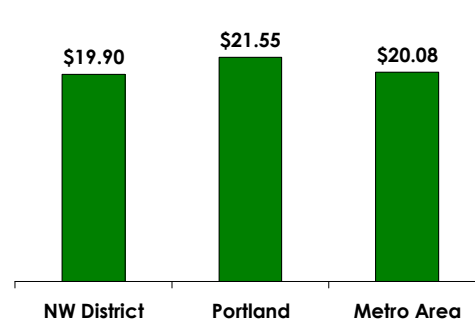
Office Vacancy



Retail Rents



Office Rents



Source: CoStar.

E. D. Hovee & Company, LLC



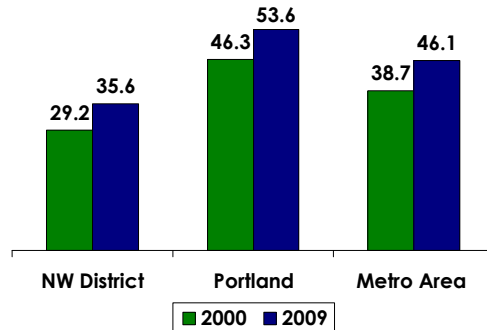
Economic and Development Services

2000/09 DISTRICT DEMOGRAPHICS

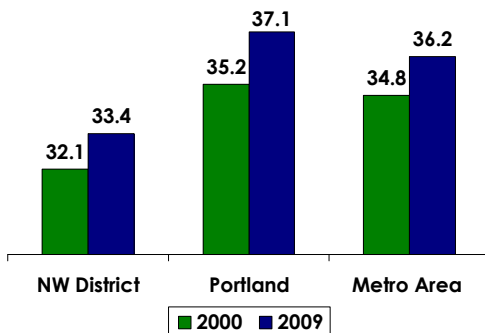
Population

	NW District	Portland	Metro Area
2000	8,872	529,121	1,789,457
2009	9,374	570,845	2,074,245
% Chg	5.7%	7.9%	15.9%

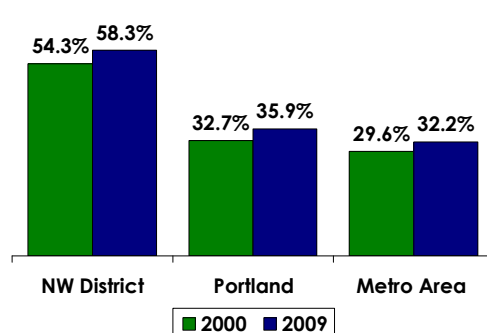
Race/Ethnicity Diversity Index



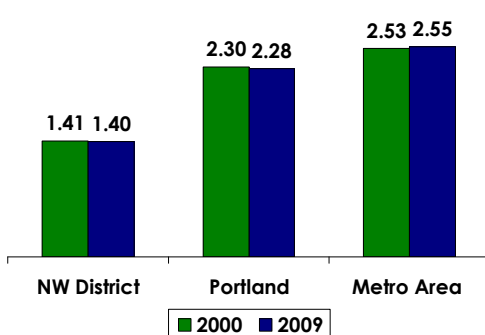
Median Age



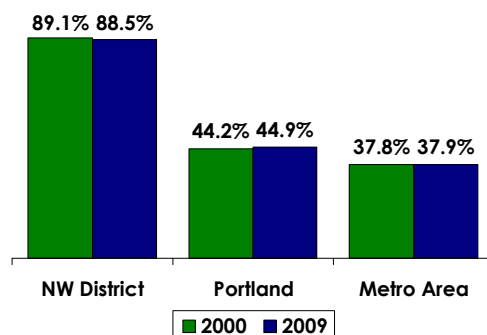
Percentage College Graduates



Average Household Size



Percentage Renters of Occupied Units



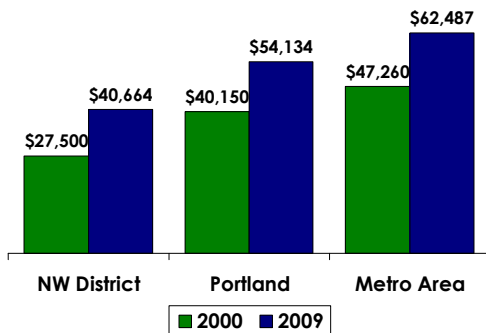
Source: ESRI.

ECONOMIC PERFORMANCE

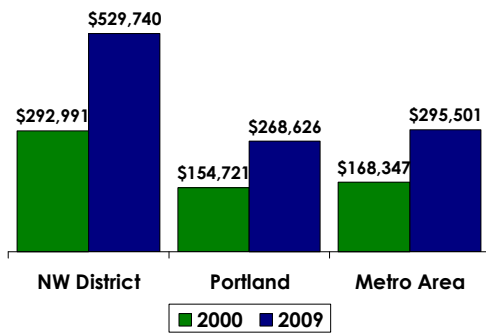
Top 3 Tapestry Segments

	NW District	Portland	Metro Area
1	Metro Renters	Main Street, USA	Main Street, USA
2	Laptops & Lattes	Metro Renters	In Style
3	Trendsetters	Metropolitans	Up & Coming Families

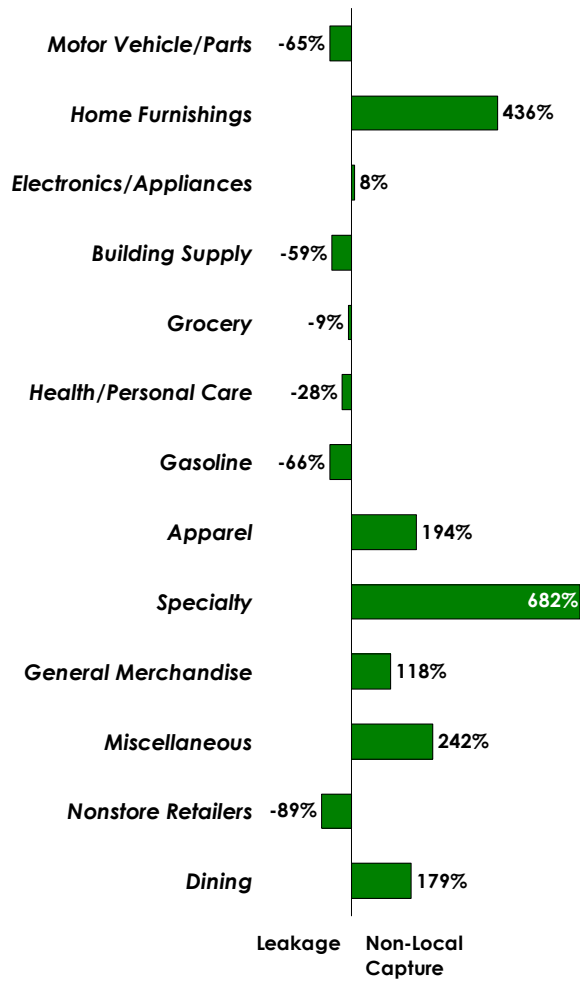
Median Income



Median Home Value



2009 NW District Retail Sales Net Market Penetration

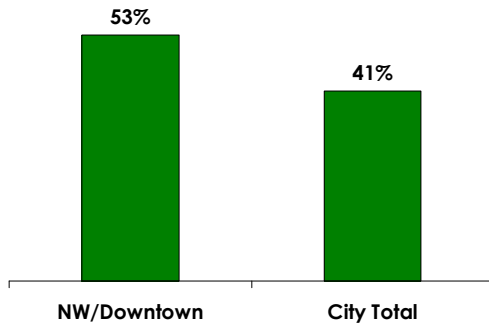


Source: ESRI.

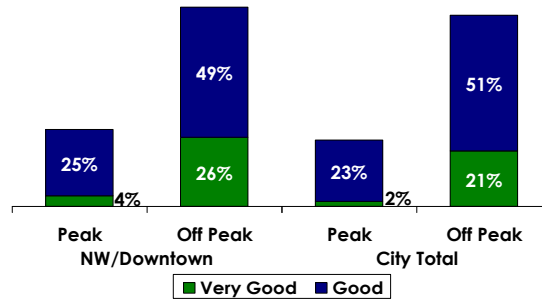
Economic and Development Services

RESIDENT PERCEPTIONS

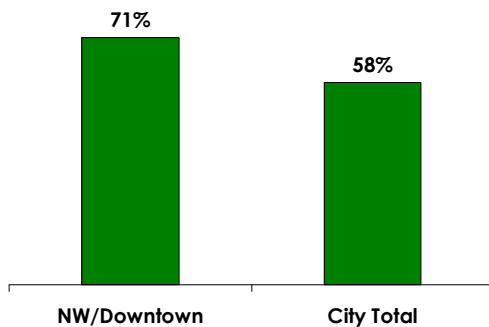
Overall Livability – % Very Good



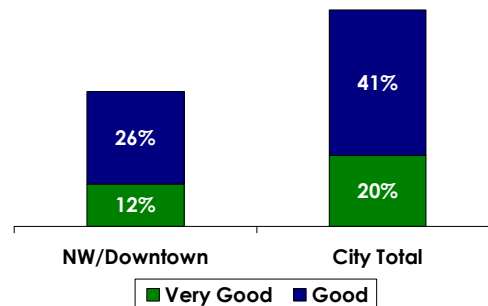
Traffic Flow – % Very Good & Good



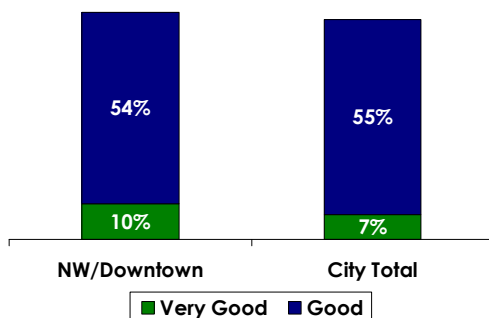
Safety in Neighborhood – % Very Safe



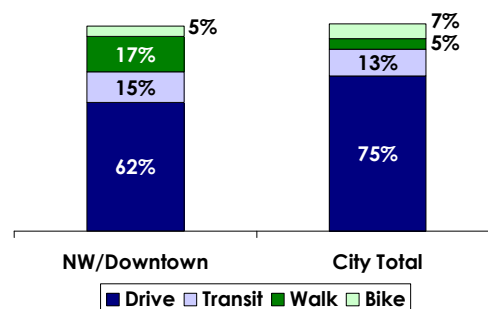
On-Street Parking – % Very Good & Good



City Services – % Very Good & Good



Transportation to Work



Source: City of Portland, 2009 Resident Survey Results.

E. D. Hovee & Company, LLC (EDH) has been providing economic and development consulting services for over 25 years – for private, non-profit, and public agency clients in and outside the Pacific Northwest. A particular strength of the firm is our multi-product approach to real estate – covering residential, office, live/work, lodging, cultural/entertainment venues, and parking as well as retail.

GLOBAL TO LOCAL ECONOMIC CHANGE

May 24, 2010

Presented on these four pages is a *matrix chart* cataloging patterns of economic change – drawn from nationally recognized information sources, as well as more detailed case study and focus group research recently conducted throughout the Pacific Northwest. The chart distinguishes between unanticipated changes brought on by the *current economic downturn* and longer term changes that can be expected post-recovery over the *next 10-20 years*.

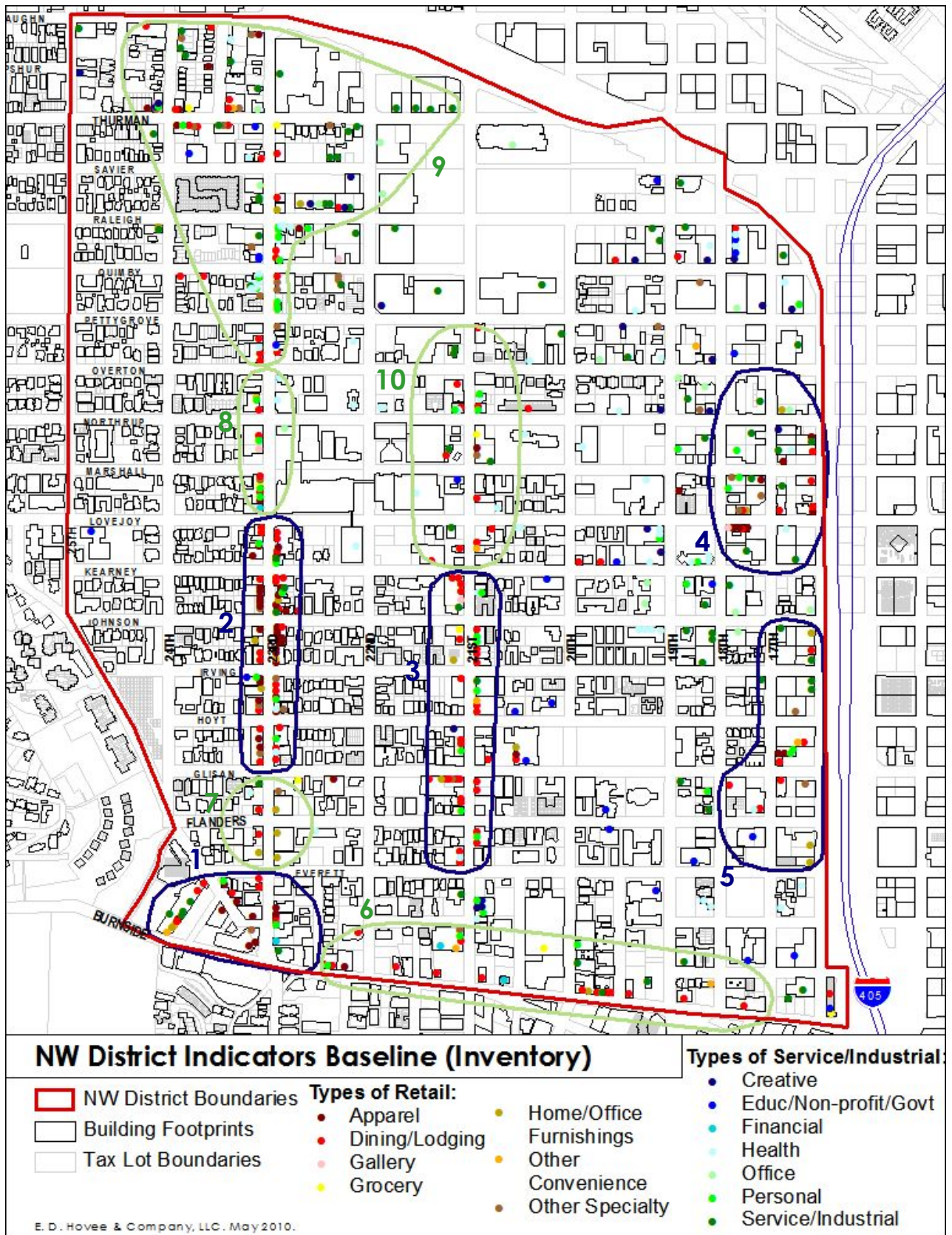
Patterns of Economic Change & Resulting Implications		
Global	National	State/Regional/Local
A. With Economic Downturn (& Early Phase Recovery)		
Financial Market Retrenchment		
Financial Deleveraging: Cascading effect extending from aggressive niche players (e.g. Iceland, Greece) to U.S. & Britain, even to former stalwarts as diverse as Germany & Dubai	2008 near collapse of major financial institutions and industrial firms; 2009 extending to regional & community banks with added closures & restructuring expected thru 2010	Shifting balance from community to money center institutions (at least near-term); continued regional challenge for small business & venture capital
Tightened Consumer & Residential Lending: Effects most severe in countries with rapid housing price escalation or financial sector melt-downs (e.g. Spain)	Drives down consumer demand as households reduce debt, experience increased rates of housing foreclosure & less ability to finance residential purchases	Portland market held its own early in the recession, then experienced decline with job loss; close-in neighborhoods generally have fared better than suburban
Tightened Business Credit: Varied depending on vulnerability of industry base to global demand & extent of public sector intervention	Most severe for small business & firms in weak sectors (e.g. auto manufacturing, construction & non-value-oriented retail / dining)	Lender focus on larger & economically diverse metro communities; Portland's opportunity best as an emergent global pathway
Public Sector Intervention: Financial bailouts & stimulus support from national governments including U.S., Europe, Asia	Bailout support starting with banks, then companies too big to fail, next may be commercial mortgage market – all with resulting substantial ramp-up in national debt	Rapidly emerging state-local budget shortfalls in California, Oregon & Washington (in relative order of severity); Oregon vulnerable due to income tax dependence
Employment Downturn		
Jobless Recovery? Heavy losses in manufacturing, construction, finance, retail & in countries dependent on exports (e.g. China) but traded sector recovery in 2010	Primary job growth (so far) maintained in health care & government; otherwise episodic economic growth & prolonged unemployment thru 2012 is likely	California is most challenged but Oregon returns to ranks of relative high unemployment; Portland rebound most likely will be organic & entrepreneurial
Stalled Development		
Construction Shut-Down: At standstill except for development previously committed, user driven or with public sector funding support	Little to no new commercial construction thru 2012; potential apartment demand & partial re-start of single-family construction	Smaller infill & public sector constructing projects in Portland seem to be faring best @ present
Declining Home Values: Residential markets most adversely affected in formerly high growth, easy credit markets (e.g. Spain, Ireland, U.S.); declining asset valuation reduces consumer spending for retail & services	Severe in prior high growth sunbelt states (except Texas); many markets now bottomed out but slow recovery still expected; strongest potentials for global pathway cities (e.g. Washington DC, New York, Boston, San Francisco, Seattle)	Previous high growth markets (e.g. Central Oregon, Clark County) most detrimentally affected; land use & managed growth together with transit accessibility & market for young creatives has dampened the downside for Portland

Patterns of Economic Change & Resulting Implications		
Global	National	State/Regional/Local
Investment Real Estate: Values decline by average of more than 40% off mid-2007 price peaks – across U.S. & much of the developed world	Best near-term for apartments (once doubling-up plays out), followed by <i>industrial / distribution</i> (gateway metros), <i>office</i> (flight to quality), <i>retail</i> (urban & grocery-led) & <i>hotels</i> (worst now but will rebound)	Most challenging for communities with home foreclosures & high unemployment; suggests priority for near-term job creation as with <i>Portland Economic Development Strategy</i> goal of 10,000 added jobs in the next five years
B. Post-Economic Recovery (over 10-20 years)		
Financial Market Restructuring		
Conservative Underwriting: Increased regulatory oversight & less speculative lending, meaning higher equity requirements & lower values relative to property income for foreseeable future	Recovery to pre-recession property values further constrained by prospect of increasing interest rates with increased reliance on ability to raise rental rates – postponing a return to new commercial construction but incenting building rehabilitation investment	Higher-risk projects (including mixed use) more disadvantaged for capital access at least near term; best opportunities are for in-town property rehab, then infill development or end-user needs resulting from business recruitment & expansion initiatives
Public Fiscal Stress Bailouts & financial stimulus support from national governments including U.S., Europe, Asia	Federal capacity to support development limited by larger debt compounded by needs of aging population; state / local governments best positioned are those with diverse revenue streams	Continued Oregon vulnerability to cyclical nature & downward pressure on income tax receipts; <i>City finances are better protected by assessed values still well below real market values</i>
Changing Competitive Advantage		
Competitive Positioning: Economic competitiveness leads both to “push” & “pull” migration effects between countries & regions of the globe; continued move of commodity production to low-cost countries, with Asia leading the way	U.S. export potential waxes & wanes with relative value of dollar; premier 24-hour gateway metros better weather the downturn, recover more quickly & represent an increased share of long-term investment compared to interior U.S. or secondary markets	Increased in-state disparity between economic winners & losers – with winners defined by a globally & regionally competitive traded sector; <i>PDX opportunity defined by the strategic economic development goal to become the “capital of the global green economy”</i>
Global Pathways: Concentration of brainpower, capital, & investment anticipated to be focused on 24-hour coastal cities offering global & multi-modal transportation services (air, highway, marine, rail)	Favored U.S. markets are generally coastal; mid-America faces risk of more rust-belt deterioration (except cities / regions with global connectivity such as Chicago, Minneapolis, Denver)	Seattle & San-Francisco are in the top tier of favored U.S. pathway markets; <i>Portland metro viewed as 2nd tier, needing to more clearly align with neighboring metro engines of vitality or chart its own path to build “sustainable economy”</i>
Emerging Economic & Demographic Drivers		
Targeted (or Shifting) Employment: International migration has shifted from south to north back to a flow toward developing countries – including increased opportunity for professionals, students & women	Continued outsourcing for commodity manufacturing & services; U.S. domestic opportunities best in technology, health care, education & resurgent / shifting housing needs (with accumulating latent demand)	Industry clusters targeted by the Portland Development Commission include <i>activewear, cleantech / sustainable industry, advanced manufacturing & software</i> – similar to clusters identified by Greenlight Greater Portland & the State of Oregon

Patterns of Economic Change & Resulting Implications		
Global	National	State/Regional/Local
Economic Instability: Risk of increased volatility due to changing global competitive position of winners & losers; velocity of marketplace transaction activity makes assessing & pricing risk ever more challenging	Real estate's perceived historic advantages of low volatility and steady income require re-evaluation – both short & longer term; U.S. may still prove attractive for investment despite slower growth due to perception of greater political & economic stability	Perceived investment risk greater for less diversified communities; market recovery as for mixed use may be facilitated by right-sizing to smaller projects & public-private demand aggregation or risk-sharing; opportunity to transition from regulatory to partnership approach
Demographics: Rapid workforce aging in developed countries (U.S., Europe, Japan) which have the oldest populations, with continued growth of young labor pools in Asia, South America – especially the Middle East & Africa	Aging <i>baby-boomers</i> the dominant driver of smaller households, shrinking workforce, reduced retail & increased health care demand for the foreseeable future; offset only in communities highly attractive to immigrants (e.g. young creatives, foreign workers, ethnically diverse)	Over age 55 market to comprise the majority of metro area housing growth; maintaining balanced demographic profile requires intentional strategy focused on drawing & holding young creatives with world-class education, housing affordability & urban amenity
Urbanization: 70% of global population (of 9 billion) projected to live in urban areas by 2050 – up from 50% as of 2007	Metro areas & communities with ready access to job centers are best positioned; older first tier suburbs disadvantaged if employment & tax base is not diversified	Oregon opportunity is best for metro communities with demonstrated business, development & cultural sustainability ethic – especially for diversified live-work options
Environmental & Infrastructure Drivers		
Alternative Energy & Transportation: While per capita energy use is highest in the Middle East, North America & Europe, growth is strongest in Asia & other emerging countries – making global consensus for carbon footprint reduction a continued challenge	Rising gas prices lead to reduced per capita vehicle miles & incent the shift to alternate modes; rapidity of shift to non-petroleum energy will be affected by technology innovation & government incentives	Continued pressure to diversify from hydro as well as petro-based resources; likely works to the advantage of 20-minute, full-service neighborhoods offering convenient, multi-modal transportation access – with streetcar as impetus for PDX green branding & reduced carbon footprint
Going Green: An expected new economic driver due to concerns over climate change, peak oil & rapidly growing consumer / investor demand	Green buildings showing a clear price premium across more markets & real estate product types; green ethic can be expected to also extend to business practices including “paperless” environments and more work-at-home or office “hoteling”	Pacific Northwest at the forefront of the green movement – offering continuing competitive opportunities in design, LEED construction, alternative energy, ecosystem management, even organic / sustainable retail & dining
Hard Infrastructure Needs: Emerging nations (China, India, Africa) require massive investments ranging from water to transportation; developed areas (U.S., Europe) require reinvestment to upgrade aging 20 th century infrastructure	Shift to urban areas as capital & operational expenses appear to be increasingly disadvantageous for low-density communities including older 1 st tier suburbs without capacity to re-invest for urban competitiveness	Residential & commercial activity increasingly likely to shift to urban infill including transit-oriented development with more incubator job development in tandem with or closer proximity to housing

Patterns of Economic Change & Resulting Implications		
Global	National	State/Regional/Local
Soft Infrastructure Play: Economic winners are those with strong telecom (cell phone, high-speed internet, redundant data piping) & higher education capacity – increasingly linked to changing workforce needs	Continued advantage for metro regions with world class higher education & university-business linkages (e.g. Boston, North Carolina, Austin, Silicon Valley) – offering new opportunity for more urban, niche-oriented higher education, research & development partnerships	Best opportunities in communities with quality K-12 school system plus higher education presence (despite continued Oregon weakness for nationally recognized research universities & university-enterprise linkages)
Changing Development Paradigm		
Development Feasibility? New construction may be damaged long-term if market supported values do not return, increased investor / developer equity is required or interest & capitalization rates increase (as still expected)	Highest cost urban and mixed use development types (e.g. high-rise) may be affected unless new, lower cost alternatives are found; for at least the near-term smaller scale mid-density projects may be more favored	Best options for incremental rather than dramatic increases in development density, focused on communities & neighborhoods with the most vibrant market appeal (i.e. low vacancy, comparatively strong pricing, diverse demographics)
Real Estate Churn: Slower growth markets (Europe, Australia, U.S.) continue to attract investment, but older & poorly located real estate will be at greater risk of abandonment except where reuse & rehabilitation proves feasible	Retail driven by the combo effect of on-going format reconfiguration despite weak overall demand; older retail strip centers, “brown” buildings & older strip centers are at special risk of obsolescence – requiring new uses & redevelopment	Increasing priority for re-use of tired & underutilized sites @ urban locations with Central City & adjoining neighborhood districts as the preferred business / residential choice, reducing impetus for high cost & lower density UGB expansions
Residential Development: Slow growth countries still experience substantial development pressure to house rapidly aging populations; high growth countries will be increasingly urban-centric	Next generation projects oriented to infill, urbanizing communities, transit-oriented development – with smaller / European style units closer to work & 24-hour amenities; added apartment demand for young adult echo boomers	Widened gap between market supported values & cost to develop urban / infill housing – placing greater emphasis on PDX income growth and smaller scale infill development with less absorption & financing risk
Commercial Development: Distribution sector consolidation to major port / transport load centers; industrial differentiation between low-cost commodity producers and mass customization for niche manufacturers dependent on virtual market information; growing role of institutional uses as a non-traditional real estate development driver	Retail slowed by changing demographics & tenant churn (best for urban infill); office slowed by less labor force growth (more urban focused); industrial-distribution dependent on trade (global pathway locations); hotels uncertain but perhaps best opportunities for limited service product (except for major destinations)	More focus on institutional uses including hospital & cultural facilities (with transit orientation); small hyper-local business emphasis conducive to growth of alternative business models for urban street renaissance, incubator & work / live space; business district vitality keyed to distinctive (or layered) mix of local plus compatible destination customers

Key information sources for this analysis has been compiled by E. D. Hovee & Company, LLC from varied research reports of the Urban Land Institute (ULI) including *Emerging Trends in Real Estate: 2010*, *The City in 2050: Creating Blue Prints for Change*, and *Global Demographics 2009*, together with research conducted by E.D Hovee & Company, LLC and Bonnie Gee Yosick, LLC as part of an *Employment & Economic Trends Analysis* prepared for the Portland area regional government Metro, March 2009 and *Economic Opportunities Analysis* prepared for the Portland Bureau of Planning and Sustainability, July 2009.



NW District Street-Oriented Business Census (April-May 2010)

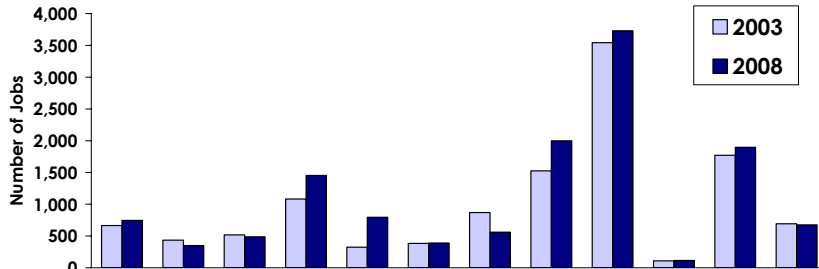
	Business Cluster Geographies											(Totals) Full Count
	Well Defined Clusters					Less Defined / Dispersed Groupings					(Other) Rest of District	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)		
	23rd South	23rd Core	21st Core	405 North	405 South	Burn- side	23rd Home	23rd Mid	23rd to 405	21st North		
Type of Retail												
Apparel	9	34		9	2	1		1	6	1	3	66
Dining/Lodging	7	23	28	6	6	14	2	4	21	11	9	131
Gallery			1	1				1	2		1	6
Grocery			1			1		1	2	1	2	8
Home/Office Furnishings	1	3	2	2	3	1	4		2		2	20
Other Convenience	2	1	1		1	2		1	1	1	1	11
Other Specialty	2	5	1	3	2	1	1	1	12	1	5	34
Subtotal Retail	21	66	34	21	14	20	7	9	46	15	23	276
Type of Service/Industrial												
Creative			1	1					5		16	23
Educ/Non-profit/Govt		1			1				5	1	18	26
Financial	1					2		1				4
Health		2	2	2	1		1	2	17	4	34	65
Other Office				1				1	5		10	17
Personal	2	6	7	3	2	3		4	12	3	8	50
Service Industrial	5	3	2	8	5	4	2		23	5	28	85
Subtotal Service/Industrial	8	12	12	15	9	9	3	8	67	13	114	270
Grand Total	29	78	46	36	23	29	10	17	113	28	137	546
% of Total	5%	14%	8%	7%	4%	5%	2%	3%	21%	5%	25%	100%

Comments: Apparel chain-led Apparel + Dining Dining dominant Mixed Specialty Mixed Specialty Destination anchors Home Imprvmnt Legacy anchored? Emergent specialty? Destination anchors Service dominant 50 / 50 retail/service

Source: E. D. Hovee & Company, LLC. Listing is preliminary and subject to revision.

NW District Economic Indicators – #3 Summary (June 24, 2010)

COVERED EMPLOYMENT (2003/08)



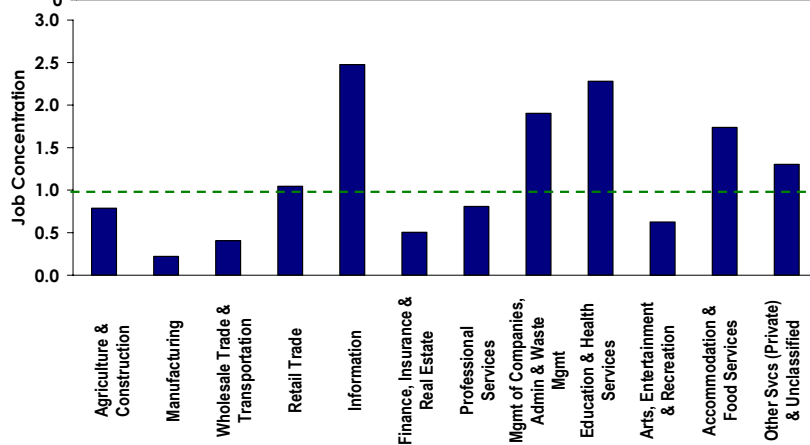
Total Jobs

13,202 (2008)

11,923 (2003)

+1,279 (03-08)

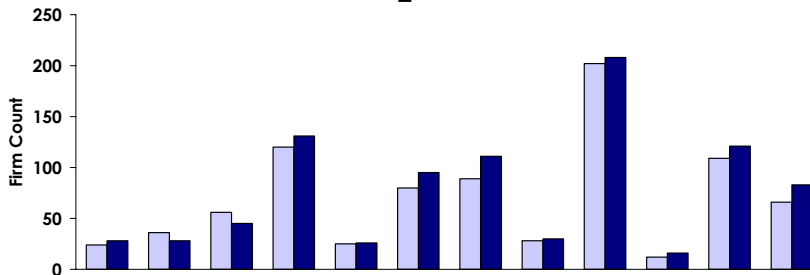
Note: No Public Administration jobs indicated in the NW District.



Job Concentration Compared to Portland Metro

>1.0 above avg

<1.0 below avg



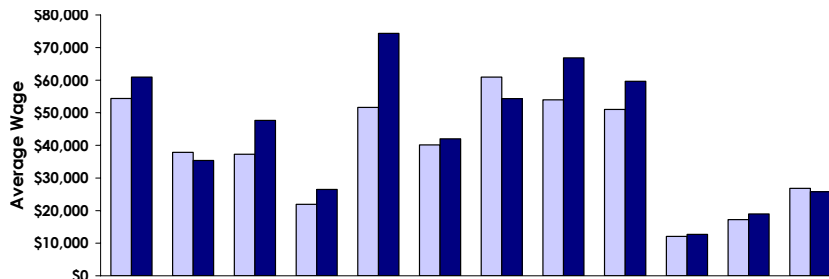
Total Firms

922 (2008)

847 (2003)

+75 (03-08)

Note: May include instances of a firm counted more than once. Excludes firms without employees covered by unemployment insurance.



Avg Wage

\$48,239 (2008)

\$41,468 (2003)

+\$6,771 (03-08)

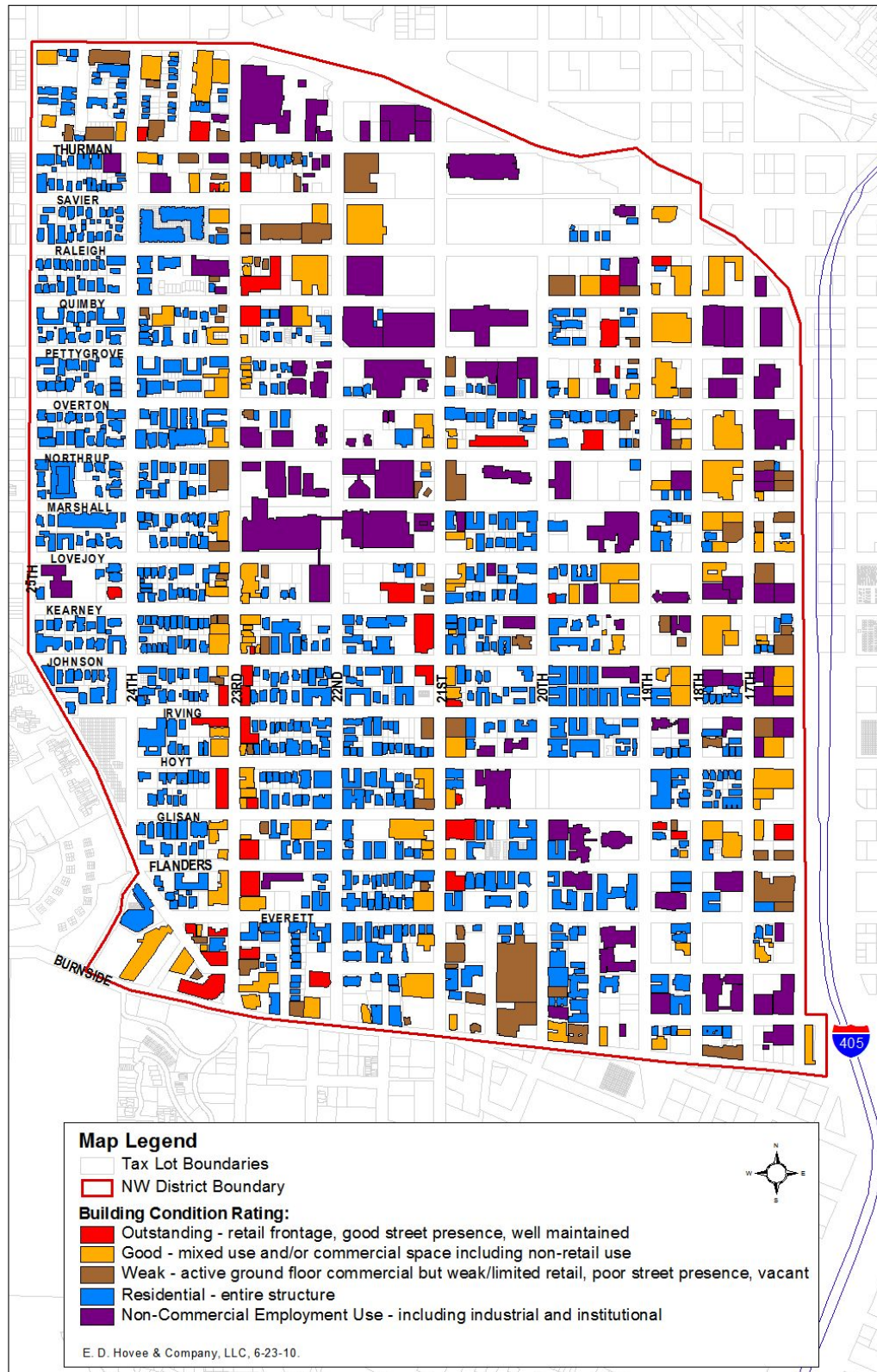
Source: OED.

E. D. Hovee & Company, LLC



Economic and Development Services

NW DISTRICT COMMERCIAL PROPERTY CONDITIONS (PRELIMINARY)

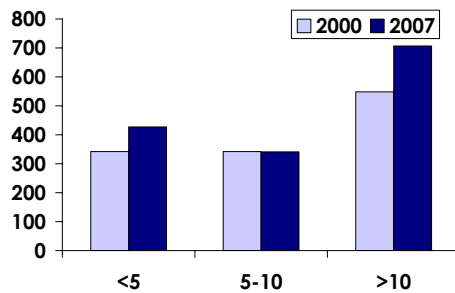


CITY OF PORTLAND BUSINESS LICENSE DATA (2000/07)

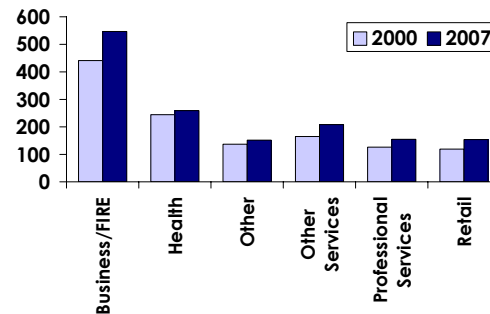
Number of Filed Returns (from the NW District)

By # of Years in Business

1,475 Total Returns (386 1/1 Accounts)



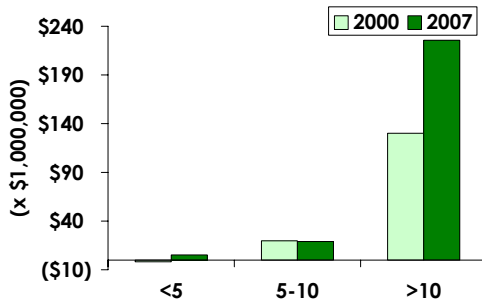
By Business Type



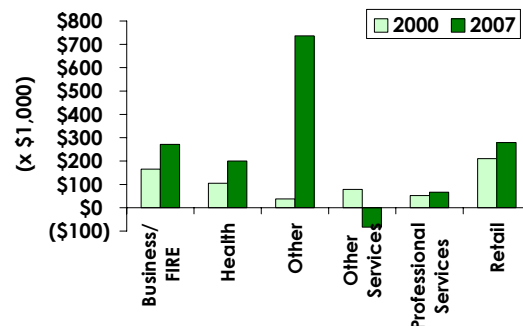
City Apportioned Net Income (NW District)

By # of Years in Business

\$229,593 Average All Firms

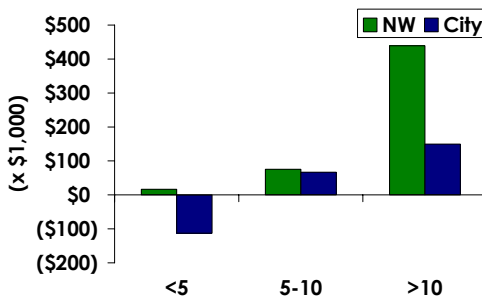


By Business Type

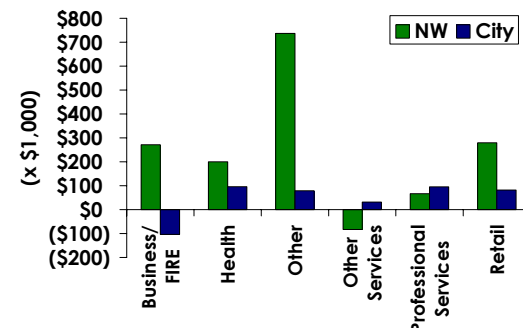


NW Compared to City Net Income per Firm (2007)

By # of Years in Business



By Business Type



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APPENDIX B

Pg. 81	CITY OF PORTLAND PARKING METER DISTRICT POLICY
Pg. 89	NW DISTRICT PLAN POLICY 4: PARKING
Pg. 99	CITY COUNCIL RESOLUTION 36744

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CITY OF PORTLAND PARKING METER DISTRICT POLICY

Adopted by the City Council on January 24, 1996, the Parking Meter District Policy established a binding City policy that provided a framework for the Portland Office of Transportation to manage the on-street parking system in commercial districts of the City.

Building upon existing City transportation, environmental, economic development and community livability policies, the Parking Meter District Policy defines clear objectives for creating and managing parking meter districts in City commercial districts by addressing the following concerns:

- Parking meter rates
- Fines and parking enforcement in existing meter districts
- Formation of new parking meter districts
- Allocation of revenues derived from parking meter systems

The Policy details ways to evaluate and analyze meter district operations and makes recommendations on how to adjust meter rates, enforcement practices and operating conditions. It also presents a parallel set of objectives and evaluation factors for creating new parking meter districts.

TRN-3.102 - Parking Meter District Policy

PARKING METER DISTRICT POLICY

Binding City Policy

BCP-TRN-3.102

PURPOSE

WHEREAS, the Portland Office of Transportation (PDOT) proposed an increase in parking meter rates as part of the budget process for the 1995-96 Fiscal Year; and

WHEREAS, PDOT held a series of discussion with interested parties in early 1995; and

WHEREAS, it was recognized that the city did not have clear policies and procedures for considering changes in meter rates and allocating meter resources. In addition, the City lacked clear policy and procedures for establishing new meter districts; and

WHEREAS, during budget deliberations the Council directed PDOT to develop clear policies and procedures regarding parking meter districts, rates and revenue allocation and to bring a policy back to Council for consideration; and

WHEREAS, the Parking Meter District Policy Steering Committee was formed and began work on the policy in May 1995. The Committee consisted of representatives of downtown business and community interests as well as representatives from other commercial districts and neighborhoods within the City; and

WHEREAS, in September 1995, the Committee produced a public review draft of the policy which was mailed to an extensive list of interested organizations and individuals; and

WHEREAS, the Committee made final changes to the policy in response to input from the public review process and approved forwarding the policy to the City Council for final consideration.

POLICY

NOW THEREFORE BE IT RESOLVED by the Council of the City of Portland, a municipal corporation of the State of Oregon, that the Parking Meter District Policy is hereby adopted.

BE IT FURTHER RESOLVED that the Council directs the Portland Office of Transportation to abide by this policy in matters concerning parking meter districts and rates in managing the on-street parking system within the City.

HISTORY

Resolution No. 35486 adopted by City Council January 24, 1996. Filed for inclusion in PPD December 5, 2003.

(Re-indexed by City Auditor September 2005 - formerly indexed as BCP-TRN-3.28)

CITY OF PORTLAND PARKING METER DISTRICT POLICY January 1996

Introduction

This policy is intended to give City Council direction and guidance to the Portland Office of Transportation on the management of the on-street parking system in commercial districts of

the City. This policy addresses parking meter rates, fines and parking enforcement in existing meter districts, the formation of new parking meter districts, and the allocation of revenues derived from parking meter systems.

Policy direction for the management of the on-street parking system is provided in existing policy documents such as the Downtown Parking and Circulation Policy, the Downtown Parking Management Plan and in the recently adopted Central City Transportation Management Plan (CCTMP). Parking management is integral to the management of the overall transportation system and is a key tool used by the City to achieve broader transportation policy objectives.

The CCTMP focuses on a number of goals that have specific application to this policy: improving air quality, increasing the use of transit, biking, walking, and carpooling as alternatives to single-occupant vehicles; improving access and circulation with consideration of all transportation modes; preserving pedestrian and urban design elements; minimizing parking demand without impacting development; minimizing and mitigating the effects of high-density development on adjacent neighborhoods. The central theme of the CCTMP is "Assuring Livability with Growth" which articulates the need to create a balanced package of strategies to achieve transportation and development goals. These strategies are interrelated and each element depends on the others for successful results.

In response to these broader goals, the on-street parking system in commercial districts is managed to support the economic vitality of the district by encouraging parking turnover, improving circulation, encouraging use of off-street parking, maintaining air quality, and promoting the use of alternative modes by managing the supply and price of on-street commuter parking. In managing the on-street parking system priority is given to short-term parking, followed by carpools and the remaining supply is managed for long-term use. Minimizing impacts on surrounding neighborhoods to protect neighborhood livability is a key objective of the City's on-street parking management policies.

Parking meters are used in dense commercial districts of the City to better manage the on-street parking system to meet the customer parking needs of adjacent businesses. The primary purpose for installing parking meters in a district is to improve the functioning of the parking and transportation systems. On-street parking in less dense commercial districts is managed with signage, which limits the time a vehicle can park. It is difficult to effectively enforce these time limits due to the amount of staff time required to document violations. Parking meters are a more efficient and effective technique for achieving turnover of parking spaces, and are, therefore, the preferred techniques for managing on-street technique for managing on-street parking in dense commercial areas.

Changes in meter district rates and operations, and the installation of new parking meter systems, are sensitive issues for commercial districts and nearby neighborhoods. Therefore, it is critically important that the City establish clear policies and procedures to govern how meter systems are managed and to ensure that area business, residential and community interests are fully involved in the process to establish new meter districts or change meter rates in existing meter districts.

This policy on parking meter districts builds on existing City transportation, environmental, economic development and community livability policies and establishes clear management objectives to guide the management and operations of parking meter districts. The policy also contains detailed evaluation factors, which will be used in analyzing meter district operations and in making recommendations on changes to meter rates, enforcement practices and operating conditions. The policy also establishes a parallel set of objectives and evaluation factors for new parking meter districts.

A public involvement process to be used by the City on matters relating to parking meter districts is being established in this policy. The intent of this section of the policy is to ensure that all affected and interested parties have a full opportunity to provide input and evaluate options for achieving the policy and management objectives established for parking meter districts. A process flow chart is attached which outlines how the process is intended to work.

The final element of the policy provides guidelines for the allocation of revenue generated by parking meters and addresses issues such as funding priorities and the distribution of resources between district and citywide transportation services. Managing the on-street parking system with meters results in a significant source of revenue for the transportation system. This ability to produce revenue is a secondary consideration and should not conflict with the primary purpose for having parking meters, i.e., to support the economic vitality of the district.

Notwithstanding, the City may initiate consideration of a meter rate increase primarily for revenue raising purposes. In doing so, the City will adhere to the process established in this policy and evaluated the proposed rate increase in accordance with the meter district objectives and evaluation factors of the policy. Particularly in this situation, careful consideration of the impacts meter rates have on commercial districts must be integral to the rate setting process to ensure a proper balance is struck between revenue generation and supporting the economic health of commercial districts.

Parking Management and Meter Rate setting For Existing Meter Districts

Parking meter system operations need to be reviewed periodically to ensure that the transportation and parking objectives are being met. In order to carry out this review, each budget cycle the Portland Office of Transportation (PDOT) shall organize an advisory committee with representation from recognized business associations and neighborhood associations, key business, residential and community interests in the meter district, a representative from PDOT's citizen advisory committee and a representative from the Office of Finance and Administration.

The purpose of this committee is to advise the City Council on the application of meter district policies and objectives using the evaluation factors established in this policy. As part of this periodic assessment, other options for achieving the objectives such as changing meter time limits, adjusting the hours of enforcement, or changing fines for parking violations should be considered, in addition to considering a meter rate change.

Parking meter districts are to be managed in accordance with the following objectives.

- A. Support the economic vitality of the district. Decisions on meters and meter rates should not result in economic harm to the district.
- B. Achieve the transportation and parking management goals established for the meter district. In meeting this objective, consider options such as improving enforcement practices, changing fines for violations, changing days and hours of enforcement, in addition to adjusting meter rates.
- C. Encourage and promote use of transit service, carpools, bicycle and pedestrian modes as alternatives to auto use for trips into and within the district.
- D. Ensure the on-going maintenance and operating costs of the meter system are funded.
- E. Allocate meter system revenue fairly and in accordance with the Revenue Allocation section of this policy.

The following evaluation factors are to be considered when evaluating whether an increase in meter rates for existing meter districts is appropriate. It is recognized that many of the factors to be considered cannot be objectively or statistically measured. Deliberations on parking meter system changes will involve some level of subjective judgment supported, to a reasonable extent, by data gathered on the evaluation factors.

Evaluation Factors for Existing Meter Districts

Transportation System Factors

1. Parking space turnover trends and statistics.
2. On-street and off-street parking space capacity and occupancy.
3. Traffic congestion and circulation; traffic safety.
4. Parking violation trends and fine levels.
5. Existing and potential transit service use; pedestrian and bicycle amenities and access; carpool availability and use; commuter parking impacts.
6. Impacts on surrounding areas.

Economic Factors

1. Trends in off-street parking rates for private and public (City-owned) short-term facilities.
2. Policy relationship to City garage parking rates.
3. Cost of other modes of travel (e.g. transit).
4. District economic conditions and expected impacts from meter rates/fines/enforcement changes.
5. Results of any surveys or focus group activities.
6. Rate comparisons to other comparable cities and Service Efforts and Accomplishments Report cities.
7. Potential economic benefits to the district from improved parking and transportation management strategies.

Financial Factors

1. Costs to operate meter district and pay for meter system capital equipment.
2. Costs to mitigate parking impacts on surrounding areas.
3. Costs of unmet district and citywide transportation needs; coordinate with citywide and multi-district transportation needs.

Parking Management and Meter Rate Setting for New Parking Meter Districts

As commercial districts outside the downtown grow and develop, parking and traffic congestion issues will likely emerge and may become acute. These problems have an impact on the economic vitality and livability of the area and will give rise to consideration of alternative measures to manage on-street parking such as parking meters. Effective parking management strategies can also reinforce efforts to encourage no-auto modes of travel. To remedy auto related problems and create balanced transportation systems in commercial districts, a comprehensive and effective transportation management plan, with a specific parking management component, will be needed.

Efficient management of the on-street parking system to meet the growing demand for short-term parking in the district becomes a priority. This need for dependable turnover of parking spaces gives rise to consideration of parking meters. In general, parking meters are the most effective way to ensure turnover to meet short-term demand. Enforcement of meter time limits is efficient and effective and the public is responsive to the time restrictions on meters. The on-street commuter parking supply can be strategically managed using supply and pricing to encourage alternative modes.

In developing district transportation and parking management plans, the evaluation of parking meters and other parking control devices is to be conducted in accordance with the transportation, economic development and neighborhood preservation objectives identified in this policy. In addition, other strategies such as permit parking systems, shared use arrangements for existing parking facilities, and new parking facility development may be considered.

In developing transportation and parking management plans for commercial districts, PDOT shall organize an advisory committee with representation from recognized business associations and neighborhood, key business, residential and community interests in the districts, a representative from PDOT's citizen advisory committee, and a representative from the Office of Finance and Administration.

In meeting this public participation mandate, the committee shall be involved in all phases of the evaluation process and in the development of parking and transportation strategies to resolve district issues and ensure the continued economic health of the district. This advisory process shall be in addition to the City Code provisions concerning the establishment of parking meter districts.

In commercial districts where parking meters are being considered, the following objectives and evaluation factors are to guide that process.

Objectives

- A. Support the economic vitality of the district. The deployment of parking meters and other parking control devices should not result in economic harm to the district.
- B. Minimize parking impacts on adjacent areas; develop plans to prevent impacts and institute measures to mitigate impacts that occur.
- C. Encourage and promote the use of transit service, carpools, bicycle and pedestrian modes as alternatives to auto use for trips into and within the district.
- D. Cover the on-going maintenance and operating costs of the meter system with district meter revenue to the extent possible, recognizing that some start-up costs may need to be covered by other sources.
- E. Allocate meter system revenue fairly between the district and citywide or multi-district transportation services and in accordance with the Revenue Allocation section of this policy.

Evaluation Factors

Transportation System Factors

1. Parking space turnover trends, statistics and complaint levels.
2. Parking meter placement.
3. On-street and off-street parking space occupancy levels.
4. Effectiveness and cost of on-street signage system.
5. Traffic congestion and circulation; traffic safety.
6. Existing and potential transit service use; pedestrian and bicycle amenities and access; carpool availability and use; commuter parking impacts.
7. Impacts on surrounding areas.

Economic Factors

1. Off-street short-term parking rates in the area.
2. District economic conditions and expected impacts from meter rates.
3. Results of any surveys or focus group activities.
4. Rate comparisons to other comparable cities and *Service Efforts and Accomplishments Report* cities.
5. Potential economic benefits to district from improved parking and transportation management strategies.

Financial Factors

1. Ensure that meter system operating costs and costs to finance capital equipment are covered.
2. Consider costs to mitigate parking impacts on surrounding areas.
3. Consider unmet district and citywide transportation needs; coordinate with citywide and multi-district transportation needs.

Revenue Allocation Policy

This revenue allocation policy will apply to all new meter districts and to all rate changes in existing districts that occur following passage of this policy. The intent of this section of the policy is to provide general guidelines on how meter system revenues are to be allocated by the City to support transportation and parking services.

Parking meter revenues are pledged as a back-up source of funds to insure that bond payment obligations are met for the revenue bonds issued to finance the system of City-owned parking facilities. This potential call on parking meter funds takes priority over all other uses except for the costs associated with collecting the meter funds. Although this potential use of meter funds is unlikely, the potential obligation needs to be acknowledged.

Specific allocation of new meter revenues will occur as part of the City's budget process. The allocation of additional revenue generated by a rate change in existing parking meter districts, will be discussed as part of the periodic assessment of meter district operations established earlier in this policy. The advisory committee formed as part of the periodic review process will be involved in these revenue allocation discussions. A recommended resource allocation plan shall be reported to the City Council by PDOT as part of the budget process.

The advisory committee established by this policy for new parking meter districts shall consider this revenue allocation policy as part of the deliberations on forming a new parking meter district. A recommended resource allocation plan shall be reported to the City Council by PDOT as part of the budget process.

The first priority for meter district revenues is to pay the capital and operating costs of the meter system. Capital costs of meter systems include the cost of parking meters, ancillary equipment and all cost associated with the installation of the meters. Capital costs also include the costs to upgrade or replace meters and ancillary equipment as their useful life expires. This capital equipment can be financed in accordance with the City's financial and debt management policies or may be financed within the Transportation Operating Fund through an internal loan.

Operating costs include all direct costs to operate, manage, maintain and enforce the system, plus appropriate overhead costs of PDOT and the City's General Fund. Operating costs also

include initial costs to mitigate parking impacts on adjacent neighborhoods that result from having parking meters in the adjoining commercial district.

Revenues remaining after capital and operating costs are covered may be allocated to support transportation services within the meter district and citywide. A policy of fairly allocating revenues between the district and for citywide transportation services shall be maintained. As a general rule, the majority of net revenues should go to supporting transportation and parking services and programs within the meter district.

It is recognized that new meter districts may warrant a larger share of meter revenues to cover startup and transition costs, and that over time, the share to the district may diminish and the share for citywide transportation services may increase.

Revenues remaining after capital and operating costs are covered may be allocated to support district transportation and parking services including:

A. Improvement in adjacent neighborhoods to offset the direct impacts of the meter district on the adjacent areas.

B. Public education programs designed to improve the district by promoting no-auto modes of travel (transit, carpool, bike and walk), easing traffic and parking congestion, and promoting the benefits of nearby access to goods and services for are residents.

C. Improvement to the pedestrian environment such street trees, park benches, and sidewalk treatments to enhance pedestrian circulation and safety within the district.

D. Maintaining and improving the right-of-way within the meter district (signals, signs, pavement markings, street cleaning, pedestrian and bike facilities, trash receptacles).

E. Developing short-term off-street parking facilities to support economic activity in the district; promoting transit service and facilities; supporting alternatives to standard transit service to meet the specific transportation needs of the district.

F. Implement programs which reduce the demand for parking, improve economic vitality of the district and result in a balanced transportation and parking management system. Meter system revenues which are not spent on district services are to be applied to citywide and multi-district service costs and shall be allocated within PDOT's budget through the City's budget process.

Definitions

Business Association – A group of business representatives officially recognized by the City's Office of Neighborhood Associations and organized for the purpose of considering and acting upon a broad range of issues affecting the economic health and livability of their commercial district.

Neighborhood Association – A group of people organized for the purpose of considering and acting upon any of a broad range of issues affecting the livability and quality of their neighborhood and officially recognized by the City's Office of Neighborhood Association.

Parking Meter District – An area of the City with specific boundaries which has parking meters in some of all areas where on-street parking is provided.

Short-term-parking – Parking having a duration not exceeding four hours.

PARKING METER POLICY PROCESS FLOW CHART (PDF document, 21kb)

NW DISTRICT PLAN

POLICY 4: PARKING

When the NW District Plan was adopted on November 5, 2003, the section entitled Policy 4: Parking provided a clear framework for engaging the community in the development process and creating a parking plan for the District. However, specifics required to implement the plan were lacking, including District boundaries, fees associated with a “pay-to-park” district and management and fees related to District permits (for residents and a certain number of employees).

For this reason, the City Council recommended in Resolution 36744 (see the following item in Appendix B) that a work group of diverse district stakeholders form to fully develop a parking plan that would deliver on Objectives and Elements called for in Policy 4: Parking.

Parking Policy Objectives

- Reduce the demand for automobile parking.
- Provide for efficient use of on- and off-street parking through such means as “shared use” of parking facilities.
- Accommodate a limited amount of additional structured, off-street commercial parking.
- Minimize the impact of off-street parking along main streets and the Portland Streetcar line.
- Discourage parking in the district by PGE (now Jeld-Wen) Park patrons and Central City commuters.
- Encourage turnover of on-street parking.
- Focus short-term parking along NW 21st and NW 23rd Avenues.
- Encourage new off-street parking to locate within structures.
- Limit the size of new surface parking lots.

The intent of the nine Parking Policy Objectives was summed up by five elements that were deemed “essential for successful parking management and neighborhood livability and vitality.”

Parking Policy Elements

- Manage the supply of on-street parking.
- Establish a Transportation Management Association.
- Increase the supply of off-street parking.
- Make efficient use of existing off-street parking.
- Protect neighborhood character and promote better design

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Policy 4: Parking

Discussion

The mix of commercial activity and high residential density in the Northwest District creates a situation where parking demand far exceeds supply. This is especially true in the core area between West Burnside, NW Pettygrove, I-405 and NW 25th, where many land uses were developed with little or no on-site parking. The question of how to address parking issues has preoccupied and polarized NW resident and business organizations for over a decade.

One view sees managing parking and related traffic as essential to preserving neighborhood character and livability. This point of view has been heightened as the community faced the prospect of overflow parking from PGE Park events and commuters using the streetcar to access downtown. Another view sees regulating short-term on-street parking as a threat to the competitive position and viability of the community's small and independent retail businesses, which also affects neighborhood livability. This point of view has been heightened as other urban retail areas have emerged with large supplies of off-street parking, such as the nearby Pearl District.

Independent of the *Northwest District Plan*, the Portland Office of Transportation has been working, since 1999, with Northwest residents and businesses on a Northwest On-Street Parking Plan to address these issues. The best chance to address the parking supply issue comes from a combined land use, parking and transportation management approach that combines elements of the two plans, which are described below. The timing for implementation of these elements, with participation from the City and local community will vary, but are essential for successful parking management and neighborhood livability and vitality.

1. Manage the Supply of On-street Parking

- Better manage the on-street parking supply shared by residents, businesses and visitors through creation of a “pay-to-park” district.
- Tailor time limits (such as 2-hour or 4-hour parking) to encourage turnover, keep a supply of parking available and discourage commuter and PGE Park event parking where appropriate.
- Create a permit program that exempts residents and a certain number of employees from the “pay-to-park” limits and provides incentive for residents and employees to use a means of transportation other than driving.
- Keep part of the revenues generated by the pay-to-park in the Northwest District to be used for local transportation demand management programs and parking improvements.
- Consider restricting some block faces to on-street parking by residents or permit-holders only.

Establishing a pay-to-park system creates a flexible tool to manage the use of the limited on-street parking supply. Time limits can be tailored to balance the competing parking needs such as using turnover to keep spaces available for shoppers. The combination of better management of on-street parking and the availability of funds for improvements in the District could be a powerful means of addressing the chronic parking issues in the Northwest District.

2. Establish a Transportation Management Association

The establishment of a Northwest District Transportation and Parking Management Association (NW-TPMA) is a key component to implement parking and transportation system strategies as well as maintaining and enhancing the area's livability and economic vitality. The NW-TPMA would have permanent staff and a board made up of diverse stakeholders from within the community. Its roles and functions would include:

- On-going management of parking and permit programs, including the licensing and monitoring of shared parking in the Northwest Plan District area;
- Oversee, with the City, the use of the community's share of on-street parking revenues;
- Create and implement programs to encourage residents, employees and visitors to use transportation modes other than driving, e.g., transit passes, with the goal of increasing the percentage of non-automobile travel use in the community;
- Support for the creation of a limited number of additional off-street parking spaces;
- Identify and develop pedestrian, streetscape and other transportation-related livability improvements in the neighborhood;
- Monitor, evaluate, and modify NW-TPMA programs and activities; and
- Recommend to the City, TriMet and Metro, other transportation system improvements that are important for continued implementation and improvement of the parking plan.

3. Increase the Supply of Off-Street Parking

The complement to optimizing use of the on-street parking supply is to marginally increase the supply of off-street parking in the high-density residential areas adjacent to the busy commercial main streets, NW 21st and NW 23rd Avenues. The narrowness and small size of the parcels along these streets provides few, if any, sites appropriately zoned and configured for commercial parking structures.

The implementation approach would allow for the development of new off-street parking in a very controlled way, through a limited number of small parking structures that would be allowed on specifically identified sites. (See Zoning Code Amendments to Sections 33.562.130, Map 562-3, and 33.815.308).

Zoning Code changes provide for two types of off-street commercial parking: (1) small decks allowed as permitted uses; and (2) larger structures potentially allowed as a conditional use. Both types would be subject to design review. The four “permitted use” sites identified would be limited to 75 or 110 spaces depending on the site. The “conditional use” sites allow for larger parking structures on the permitted sites and two additional locations. (See Zoning Code Map 562-3.) The total number of permitted or conditional use spaces would be capped. The cap was set to provide assurance that the increase in parking is large enough to make a difference for continuing economic vitality while not significantly affecting the District’s overall traffic capacity and livability.

All sites eligible for commercial parking consideration must meet the base zone and Northwest plan district development standards. The specifics of this approach include the following:

- **General applicability.** The commercial parking proposal only applies to specifically mapped locations south of NW Kearney Street. The majority of sites include a portion of the site zoned CS and abuts NW 21st or 23rd Avenues. A concerted effort has been made to minimize the likelihood of demolition of historic contributing or landmark structures.
- **Allowed parking locations.** Four identified sites may build commercial parking as allowed uses based on certain requirements and a maximum number of parking spaces. Design review is required for all sites to ensure a quality structure that fits in with the character of and minimizes impacts in the neighborhood.
- **Locations subject to conditional use review.** Two sites have been identified as possible locations for larger parking structures subject to conditional use review and design review. Applicants associated with the four “allowed” sites, as described above, may also apply for conditional use approval if they desire to exceed the allowable number of commercial parking spaces. The following specific transportation criterion will be applied in the conditional use review of a commercial parking project:

The transportation system must be capable of supporting the proposed use in addition to the existing uses in the area. Evaluation findings must demonstrate that

- Signalized intersections near the site will operate at an acceptable level of service or will not be significantly degraded by the proposed use;
 - The proposed use does not create a significant adverse impact on on-street parking;
 - The location of parking structure vehicular access minimizes the impact of traffic circulation on local service streets; and
 - The design for the proposed use provides safe operation of motor vehicle access and does not significantly degrade the safety of other modes.
- **Cap on the total amount of parking.** The total number of commercial off-street parking spaces developed under Zoning Code Section 33.562.130 is capped at 650 spaces. Up to 450 parking spaces may be approved under the conditional use review provision. This applies to the two mapped Type C “conditional use” sites and through the condition use review on the four Type A and B sites, if the total number of spaces requested for these sites exceeds the number of spaces allowed by its designated type. Once the overall 650 space cap is reached

from some combination of allowed and conditional use projects, no new commercial parking structures may be permitted under this Zoning Code regulation.

- **Require Historic and Community Design Guideline Review.** Require mapped sites to be approved through design review to ensure a quality structure and one that fits in with the character of and minimizes impacts to the neighborhood. Historic design review is required because all sites are located within the Alphabet Historic District
- **Base zone and Northwest plan district regulations.** Apply these regulations unless noted under the commercial parking regulation for the Northwest plan district. For example, ground floor active uses along the main streets and parking behind active uses are plan district requirements. For most of the sites on Map 562-3 which are split zoned between Commercial Storefront (CS) and Medium Density Multi-Dwelling Residential (R1) or High Density Multi-Dwelling Residential (RH) zones, the primary zone for these sites is CS, and the CS development standards will apply. There are also setback standard exceptions for two of the smallest parking sites, Papa Haydn's and Restaurant Row, (sites 4 and 5 on Zoning Map 562-3.) Overall, the maximum building height for commercial parking structures will be based on the number of allowed based on the zoning – 30' for the portion of the site in an R zone, and 45' in the portion of the site in the CS zone.

4. Make Efficient Use of Existing Off-street Parking

There is such a limited amount of parking in the Northwest District that fully utilizing the available supply can make a big difference. One way to do this is to allow shared-use of off-street lots spaces. Implementing this concept is a Zoning Code provision to allow accessory parking spaces in residential areas to be leased to area residents, employers and valet parking services (see Section 33.562.290 Use of Accessory Parking for Commercial Parking). Initially this provision would be administered by the City's Bureau of Development Services for up to two years, until the NW-TPMA is operational. Then shared parking would be administered and monitored by the NW-TPMA, and illegal shared parking operations, which would be zoning violations, would be enforced by the City Bureau of Development Services.

Since these existing lots tend to be in residential areas, it is important to avoid the potential nuisance that could result if the lots were operated like a general commercial parking lot. The interim provision would only allow shared parking on mapped sites (Zoning Map 562-8) for the specific parking uses mentioned above. When the NW-TPMA is operational, mapped and non-mapped parking facilities could be considered for sharing parking use. Since these are lease only agreements, the NW-TPMA in reviewing and approving shared parking could contain provisions that allow cancellation if the use becomes a nuisance.

Additionally, use of an accessory parking lot for shared use parking in the NW Plan District would require a license that would include at a minimum the following information: the number of parking spaces to be used for shared parking, the purpose of the operation such as additional parking for residents, the hours of shared parking use and other conditions of approval, and a statement from the site owner(s) agreeing to manage the shared parking so that parking for the primary use is maintained. The NW-TPMA would also monitor the effectiveness of these

facilities to ensure they do not become a nuisance and are utilized for the expressed purpose. The NW-TPMA would have the power to revoke a license that has created a nuisance and inform the City of such.

5. Protect Neighborhood Character and Promote Better Design

Poorly designed off-street parking can be very detrimental to neighborhood appearance and character. The problem could be avoided by some basic development and design strategies, which are included in the *Northwest District Plan* Zoning Code and this amendments package, or are applied in the Alphabet Historic District Design Guidelines or *Community Design Guidelines* such as the following:

- Establish development standards, conditional use approval criteria and design review for structured parking;
- Limit the building height of commercial parking structures to 30' on the portion of the site in a residential zone;
- Require surface and ground-level structured parking to locate behind active-use building areas along main streets and the streetcar line;
- Limit the number of sites and amount of parking spaces for new commercial parking structures;
- Design buildings to match architectural details and proportions of surrounding buildings and adjacent landmarks for structured parking in the Alphabet Historic District; and
- Design site and building features that reflect the area's character and neighborhood traditions, and integrate parking garages in an attractive manner that complement their surroundings per Community Design Guideline D.4.

Parking Policy

Provide and manage parking to serve the community while protecting and enhancing the livability and urban character of the district.

Objectives

- A. Reduce the demand for automobile parking.
- B. Provide for efficient use of on- and off-street parking through such means as “shared use” of parking facilities and minimizing the number and size of curb cuts.
- C. Accommodate a limited amount of additional structured off-street commercial parking while preserving the overall pedestrian-friendly character of the district, and mitigating for negative impacts.
- D. Minimize the impacts of off-street parking along main streets and the Portland Streetcar line.
- E. Discourage parking in the district by PGE Park patrons and Central City commuters.
- F. Encourage turnover of on-street visitor parking.
- G. Focus short-term patron parking along NW 21st and 23rd Avenues.
- H. Encourage new off-street parking to locate within structures.
- I. Limit the size of new surface parking lots.

Action Chart: Parking

#	Action	Time				Implementers
		Adopt With Plan	On-Going	Next 5 Years	6 to 20 Years	
PROJECTS						
TP1	Develop a parking management strategy that includes <ul style="list-style-type: none">On-street parking regulation,Transportation demand management programs,Limited increase in off-street parking supply andStreet and sidewalk project investments to improve community livability and safety, andCreation of a Transportation and Parking Management Association to oversee ongoing management of the NW transportation and parking program.	✓				PDOT, NHBA, NWDA, BOP
PROGRAMS						
TP2	Establish an on-street management program that utilizes pay-to-park regulations and a permit program for residents and employers. Earmark part of the revenue generated by the pay-to-park program for expenditure on transportation demand and parking improvements in the NW District.		✓			PDOT, NHBA, NWDA, BOP
TP3	Create a Northwest Transportation and Parking Management Association (NW-TPMA).		✓			PDOT, NHBA, NWDA, BOP
TP4	Preserve on-street parking spaces and reduce auto-pedestrian conflicts by eliminating unneeded curb cuts, minimizing the width of curb cuts, and consolidating driveways as properties redevelop.		✓			PDOT, BDS BOP,
TP5	Review whether existing on-street parking limitations and signage are still appropriate for adjacent land uses.		✓			NHBA, Private
TP6	Continue enforcing parking regulations through frequent patrols.		✓			PDOT, PB
TP7	Consider citywide application of the urban fence provision for parking areas after careful consideration of stormwater management and parking lot landscaping issues.			✓		BDS, BES, BOP

#	Action	Time				Implementers
		Adopt With Plan	On-Going	Next 5 Years	6 to 20 Years	
REGULATIONS						
TP8	Allow a limited amount of structured commercial parking on specific residentially zoned properties adjacent to CS-zoned properties along NW 23 rd and NW 21 st Avenues.	✓				BOP
TP9	Allow “shared use” of accessory parking facilities in plan district residential zones by residents, employees and valet-services and encourage the “shared use” of parking in commercial and employment zones.	✓				BOP, NW-TPMA
TP10	Eliminate minimum parking requirements in the Northwest Plan District.	✓				BOP
TP11	Limit new surface parking lots to 20,000 square feet per site.	✓				BOP
TP12	Encourage accessory parking to locate in a structure by exempting 50% of above grade parking from the maximum FAR calculation and by providing an underground parking bonus in the most urban part of the plan district.	✓				BOP
TP13	Require new commercial parking structures associated with a residential zone, as identified on a zoning map, to locate in a structure	✓				BOP

CITY COUNCIL RESOLUTION 36744

In an effort to make progress on managing parking in the NW District, the City Council approved Resolution 36744 on October 21, 2009. The Resolution directed the Bureau of Transportation to bring an ordinance to the City Council that would accomplish four specific tasks.

- Create a meter district
- Create a permit district
- Establish a meter fee
- Create a NW Portland Transportation and Parking Management Association (TPMA) with an approved revenue allocation plan.

The NW District Parking Management Plan fully meets the directives of Resolution 36744 in a manner that is consistent with Policy 4: Parking.

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36744

RESOLUTION No.

Approve a series of amendments to and implementation strategies for the readopted *Northwest District Plan* (Resolution)

WHEREAS, on October 21, 2009, the Portland City Council readopted all portions of the 2003 *Northwest District Plan* that were either upheld or went unchallenged during the appeals to the Land Use Board of Appeals and the Oregon Court of Appeals; and

WHEREAS, the Bureau of Planning and Sustainability is currently engaged in the city-wide Portland Plan strategic planning process, and does not have additional resources to immediately revise and update the upheld or unchallenged portions of the *Northwest District Plan*; and

WHEREAS, the Northwest District Association, in a September 24, 2009 letter to Mayor Sam Adams, recommended a limited set of adjustments to the *Northwest District Plan*; and

WHEREAS, the Northwest District Association is currently collaborating with neighborhood stakeholders and property owners on neighborhood-based vision for the “Slabtown” portion of the Northwest District, an area roughly bounded by NW Lovejoy to NW Vaughn and I-405 to NW 23rd Avenue; and

WHEREAS, the Nob Hill Business Association, in an August 12, 2009 letter to Mayor Sam Adams, requested that the Portland City Council quickly readopt the portions of the *Northwest District Plan* that were either upheld or went unchallenged, and subsequently address specific remanded issues in a timely fashion; and

WHEREAS, the Portland City Council supports a limited set of plan updates to be accomplished with available resources.

NOW, THEREFORE, BE IT RESOLVED that the Bureau of Planning and Sustainability is directed to initiate a limited amendment to the readopted *Northwest District Plan* that would institute Type III Design Review procedures in design overlay areas where Type III procedure was replaced with Type II procedure and community design standards for projects exceeding \$1.8 million in value; and

BE IT FURTHER RESOLVED that the Bureau of Planning and Sustainability will review and consider areas of broad consensus that are achieved in the Slabtown neighborhood-based vision as a basis for future city planning work in this area; and

BE IT FURTHER RESOLVED that the Bureau of Transportation and the Bureau of Environmental Services are directed to draft updated green street guidelines for NW Pettygrove as part of an upcoming planning process, such as an expansion of River District Design Guidelines, or a Con-way Master Plan process; and

BE IT FURTHER RESOLVED that the Commissioner in Charge of Transportation is authorized to appoint a Northwest Parking Transportation and Parking Management Association work group, to begin implementation of a comprehensive on-street parking plan based on the

36744

Northwest Parking Plan adopted by City Council in 2003; and

BE IT FURTHER RESOLVED that the Bureau of Transportation is directed to bring an ordinance to the Portland City Council by Fall 2010 that would create a meter and permit district, establish a meter fee, and create a Northwest Portland Transportation and Parking Management Association with an approved revenue allocation plan, pursuant to the *Northwest Parking Plan* adopted by Council in 2003.

BE IT FURTHER RESOLVED that no other proposed amendments to the readopted Northwest District Plan or Northwest Parking Plan are contemplated or intended by adoption of this Resolution.

Adopted by the Council:

OCT 21 2009

Mayor Sam Adams

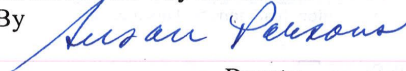
Prepared by: Amy Ruiz

Date Prepared: 10/09/2009

LaVonne Griffin-Valade

Auditor of the City of Portland

By



Deputy

-1479

v140

Agenda No. **36744**
RESOLUTION NO.
Title

Approve a series of amendments to and implementation strategies for the readopted Northwest District Plan (Resolution)

INTRODUCED BY Commissioner/Auditor: Mayor Sam Adams	CLERK USE: DATE FILED <u>OCT 16 2009</u>
COMMISSIONER APPROVAL Mayor—Finance and Administration - Adams 	LaVonne Griffin-Valade Auditor of the City of Portland
Position 1/Utilities - Fritz	By:  Deputy
Position 2/Works - Fish	ACTION TAKEN:
Position 3/Affairs - Saltzman	
Position 4/Safety - Leonard	
BUREAU APPROVAL Bureau: Bureau Head:	
Prepared by: Amy Ruiz Date Prepared: 10/9/2009	
Financial Impact Statement Completed <input type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required <input checked="" type="checkbox"/>	
Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Council Meeting Date 10/21/2009	
City Attorney Approval	

<input checked="" type="checkbox"/> AGENDA
TIME CERTAIN <input checked="" type="checkbox"/> Start time: <u>6 pm</u> <u>2012</u>
Total amount of time needed: 3 hours (combined with separate ordinance) (for presentation, testimony and discussion)
CONSENT <input type="checkbox"/>
REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	<input checked="" type="checkbox"/>	
2. Fish	2. Fish	<input checked="" type="checkbox"/>	
3. Saltzman	3. Saltzman	<input checked="" type="checkbox"/>	
4. Leonard	4. Leonard	<input checked="" type="checkbox"/>	
Adams	Adams	<input checked="" type="checkbox"/>	