

## CITY OF TIGARD: DOWNTOWN PARKING STUDY – STRATEGY RECOMMENDATIONS

### I. BACKGROUND

The City of Tigard commissioned a parking study to examine the current parking situation in the downtown in 2010. The study was conducted by DKS Associates and analyzed use, occupancy and demand for customer and employee spaces throughout the downtown.<sup>1</sup>

Subsequent to the DKS study, the City determined that development of a parking management strategy and plan for the core area of the downtown would be beneficial as a guide to daily management and as a template for future decision-making. To this end, the City engaged Rick Williams Consulting to assist in development of such a plan.

The consultant's assignment was to work with the City and downtown stakeholders to compile a complete, simple and effective set of operating strategies for management of the City's downtown parking supply, with particular near term emphasis on Main Street.

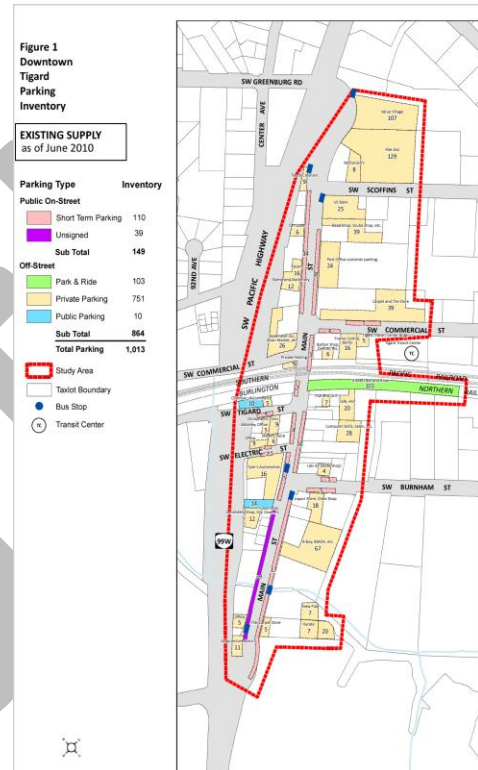
Plan development was the result of six meetings with downtown stakeholders. Stakeholders were integral to re-shaping the parking system to meet future needs, assure the downtown's continued vitality, and enhance community livability.

### II. THE ROLE OF PARKING IN DOWNTOWN

The role of parking in downtown cannot be seen as a stand-alone solution in and of itself. The key to a successful downtown is truly the land uses that comprise it. A vital downtown is an area that has a clear sense of place and identity, comprised of an exciting and attractive mix of uses and amenities. In a nutshell, "people do not come downtown to park." People come downtown to experience an environment that is unique, active and diverse. As such, the true role of parking is to assure that the desired vision for downtown is fully supported.

Through the stakeholder process and discussion, it was determined that several outcomes for parking management were desired. These can be summarized by the following responses to the question of "parking management in downtown Tigard should":

**Figure A: Study Area and Downtown Supply**



<sup>1</sup> See, *Tigard Main Street Improvements, Downtown Parking Existing Conditions Analysis*, DKS Associates, Technical Memorandum, and (November 4, 2010).

- Support a “*messy vitality*” - creating a vital, active and interesting downtown environment
- Slow down traffic through the Main Street corridor
- Assure convenient and available parking for visitors and customers
- Provide reasonable and safe parking for employees and long-term visits
- Communicate a clear sense of movement to parking options
- Provide for an integrated system on and off-street (parking & pedestrians)
- Integrate alternative modes (particularly biking for Tigard)
- Ensure that parking in district is for users of the district – mitigate park & ride

Parking is just one tool in a downtown's economic development toolbox. Parking must be managed to assure that priority land uses are supported with an effective and efficient system of access that caters to the needs of priority users. In the case of Tigard, the priority user for the City owned system of parking has been identified as the short-term trip, the person who shops, visits or recreates. As the Parking Work Group (PWG) concluded, the objective of parking management in downtown should be:

*To develop and implement a responsive and effective parking management plan for Downtown Tigard to maximize the parking supply and strategically support the development of a vibrant, growing and attractive destination for shopping, working, living, recreating and entertainment.*

### III. ORGANIZATION OF PLAN

The outline of parking management strategies outlined below is intended as an initial start of discussions with the City of Tigard and affected downtown stakeholders on policies and actions necessary to support a vital and growing downtown main street over time.

The plan begins with a stated set of Guiding Themes and Principles. The Guiding Themes and Principles are designed to guide and inform decision-making on issues related to access and parking management in the downtown. The can also serve as a framework for decision making for parking adjacent to the Main Street corridor, particularly as demand increases over time and management of parking expands outward from the Main Street corridor. Strategically, the principles encourage the use of parking resources to support economic development goals and effectively serve the diversity of “customers” using the downtown.

The Guiding Principles outlined here area summarized under theme categories and will serve as a foundation for continuing discussions with stakeholders and the community. Ideally, these Guiding Principles will establish a basis for consensus, giving direction to near- and long-term decisions for parking management and access strategies in the downtown.

Following the Guiding Themes and Principles, recommended parking management strategies are laid out in a manner that is iterative or “checklist” in presentation, in that actions are intended to follow a logical progression of implementation, with each preceding action providing the ground work necessary to move to a subsequent action.

Actions are also delineated between policy actions and operations, categorized into specific “phases” that range from immediate to long-term. Overall, the implementation schedule is intended to be logical and ordered in a manner that responds to changes in demand and ensures a continuing sense that downtown is customer friendly, easy to use and understand. Though not overly complex, the plan will require a basic level of support, coordination, commitment and resource identification that goes beyond what is currently in place.

As City and downtown partners consider the adequacy of the strategies themselves, discussion of the “who, how and what” of implementation will be essential to bring the partners to a point where initiation of the plan is triggered.

#### **IV. GUIDING THEMES AND PRINCIPLES**

The overall objective for implementing the recommended policy and strategy actions is to improve the efficiency of the system and the customer experience. It is the goal of the partners to facilitate improvements in the following theme areas.

##### **A. Coordination**

- ✓ ***Centralize management of the public parking supply within the City of Tigard and assure a representative body of affected private and public constituents from within the downtown routinely informs decision-making (e.g., a coordinated relationship with a new downtown business association).***

Publicly owned parking in the on- and off-street supply needs to be managed in a coordinated manner. Decision-making should be coordinated through a central management structure informed by a representative body of private and public constituents from within the downtown. In Tigard, this could entail designation of a single point of contact within the City and routine work with a downtown stakeholder committee, preferably affiliated with a downtown business association.

The finite nature of on-street parking necessitates strategic integration of parking decisions to facilitate a seamless, recognizable and convenient transition of future growth into off-street facilities.

- ✓ ***Implement measurements and reporting that ensures Guiding Principles are supported and achieved.***

Committing to a routine and objective system of measurement and reporting assures that decision-making will be informed. This also provides a basis for routine evaluation of program effectiveness.

- ✓ ***Manage the public parking supply using the “85% Rule” to inform and guide decision-making.***

The “85% Rule” is an operating principle and industry based management tool for coordinating a parking supply. When occupancies routinely reach 85% in the peak hour, more *intensive and aggressive* parking management strategies are called for to assist patrons in finding available parking. The “85% Rule” standard will facilitate the City and the community in making reasonable and effective decisions regarding time stays, enforcement and other decisions related to capacity management.

## **B. Priority Customer**

- ✓ ***Recognize that on-street parking is a finite resource and should be managed to assure maximum access for the priority customer.***

All users of the downtown favor on-street parking. The parking management plan recognizes this premium on-street parking resource needs to be managed to provide a rate of customer/patron turnover that supports downtown vitality. With this principle comes the recognition that growth in downtown parking demand will, over the longer term, need to be accommodated in off-street locations. Longer-term patron and employee parking must be managed so as not to conflict with customer parking, particularly on-street. On-street parking must be managed according to demand and time-stays conducive to customer need.

- ✓ ***Reserve the most convenient on-street parking spaces to support the priority customer, the short-term trip.***

The on-street parking system in the downtown must be formatted in a manner that assures turnover and minimized conflicts between the priority visitor (stays of 2 hours or less) and other users.

## **C. Efficiency and Balance**

- ✓ ***Provide sufficient parking to meet employee demand, in conjunction with an access system that provides balanced and reasonable travel mode options.***

All parking strategies should be coordinated with transportation demand management goals and objectives to ensure that employees and customers have reasonable options available for access. For Tigard, this should be initiated with efforts to encourage bicycling to the downtown, with longer term goals for transit and ridesharing.

- ✓ ***Encourage/incent shared parking in areas where parking is underutilized.***

Private parking facilities in some downtown locations have underutilized capacity. Efforts should be made to facilitate shared use agreements between different users (public and private) to direct parking demand into these facilities to maximize existing parking resources.

#### **D. Intuitive & High Quality**

- ✓ ***Make downtown parking user-friendly – easy to access, easy to understand.***

Parking resources should be clearly identified and explained through branding, signage, wayfinding and user information, increasing customer, employee and resident understanding of how to access the downtown's on- and off-street parking resources



**Example: McMinnville, OR**

- ✓ ***Provide an "access product" that is of the highest quality to create a safe and positive customer experience with parking and access associated with the downtown.***

On-street parking should be uniformly managed and enforced to assure an intuitive, reasonable sense of the allowed time stay. Off-street facilities (surface and structured) should be of uniform quality and identity to create a clear sense of safety, convenience, understandability and coordination with the pedestrian environment. High quality communication and marketing materials should be integrated into a comprehensive package of services to inform and guide the parking public into the on- and off-street parking system.

- ✓ ***Provide safe, secure and well-lit parking to allow a sense of security at all times on street and off-street.***

Each public off-street lot shall be adequately maintained so as to not deter potential users based on poor design, lot pavement quality or perceived security issues. Safe and well-lit links between parking areas and shopping and work sites should be planned for and provided.



**Lot Design: Springfield, OR**

- ✓ ***The City's public information system should provide a clear and consistent message about auto parking, preferably under a common brand.***

There should be a resource for information on parking and how it is managed and accessed that is attainable by any prospective user of the downtown. This could be coordinated through a public/private partnership between the City and a downtown business association. A common brand that unifies marketing materials, signage systems and other pertinent communications both simplifies and streamlines customer recognition and use of the system.



Branding: Gresham, OR

## **V. RECOMMENDED DOWNTOWN PARKING MANAGEMENT STRATEGIES**

As a result of the previous data collection effort and analysis, as well as continuing discussions with the City and stakeholders, specific parking management strategies have been identified and are recommended for consideration. Recommendations for changes in current policy/code and several near-term strategies (Phase 1) will optimize the efficiency of the *existing* parking inventory in Downtown Tigard. Additional mid- and longer-term strategies (Phases 2 & 3) are also recommended for consideration. The strategies recommended in this report are designed to assist the City to more effectively manage its downtown parking supply.

These recommendations are organized as follows:

- Policy Level Actions
- Recommended Parking Management Strategies: Phases 1 – 3

*A summary of all recommended Actions and Strategies is attached as an Implementation Schedule at the end of this report.*

### **A. POLICY LEVEL ACTIONS (Immediate Implementation)**

The following policy elements have been included to ensure the goals of the parking management plan can be achieved by incorporating parking system management into the City's development policy. Application of the 85 percent occupancy standard as the threshold for decision-making becomes the unifying monitoring device connecting these various policy elements. Formalizing the policy recommendations assures that the life of the parking management plan extends beyond the first round of strategy implementation. As such, it is recommended that the Policy Recommendations be adopted immediately by the City of Tigard.

**1. Adopt Guiding Themes & Principles as formal policies for downtown access within the transportation code.**

The Guiding Principles provide a framework for managing parking and decision making in the downtown over time. “Codifying” the Guiding Principles by incorporating them into the Comprehensive Plan will serve to inform future management decision-making as well as development of future public facilities. Incorporating these principles into City Code and policy assures the intent and purpose for parking management, established through this study, is carried out over time.

**2. Adopt the 85% Rule as the optimum occupancy standard for measuring performance of the parking supply and “triggering” specific management strategies and rate ranges.**

Guiding Principle(s) Supported:

- ✓ Manage the public parking supply using the 85% Rule to inform and guide decision-making.
- ✓ Recognize that on-street parking is a finite resource and should be managed to assure maximum access for the priority customer.
- ✓ Implement measurements and reporting that assures Guiding Principles are supported and achieved.

The 85% Rule is a measure of parking utilization that acts as a benchmark against which parking management decisions are based. Within the parking industry, it is assumed that when an inventory of parking exceeds 85% occupancy in the peak hour, the supply becomes constrained and may not provide full and convenient access to its intended user. Once a supply of parking routinely exceeds 85% occupancy in the peak hour, the 85% Rule would require that parking management strategies be evaluated and/or implemented to bring peak hour occupancies to a level below 85% to assure intended uses are conveniently accommodated.

The parking inventory for Tigard revealed that existing peak hour occupancies within the core are currently less than 85%. Having the 85% Rule formalized in policy will assure that a process for evaluating and responding to future parking activity is in place.

**3. Assign/designate a centralized point of contact or lead staff to serve as downtown Parking Coordinator**

Guiding Principle(s) Supported:

- ✓ Centralize management of the public parking supply within the City of Tigard and assure a representative body of affected private and public constituents from within the downtown routinely informs decision-making (e.g., a coordinated relationship with a new downtown business association).

The complexity of parking and access will increase as the City and the downtown grows through redevelopment and increased demand for access. A single person should be assigned to oversee and manage all aspects of the program associated with parking in the downtown, providing the community a single reference point for parking management. This person will also be responsible for transitioning strategies developed as a part of this plan for downtown as demand for parking increases over time. This position could be developed as a coordinated relationship with a downtown business association if one were to form in downtown Tigard.

Ideally, this person would staff a representative stakeholder group (see below) to routinely review overall parking activity in the downtown as well as by district. Information developed through periodic update of the parking inventory (i.e. 85% Rule) would be used to evaluate “action triggers” and implement appropriate adopted strategies as necessary.

#### **4. Routinely review downtown parking issues with the City Center Advisory Commission**

Guiding Principle(s) Supported:

- ✓ Centralize management of the public parking supply within the City of Tigard and assure a representative body of affected private and public constituents from within the downtown routinely informs decision-making (e.g., a coordinated relationship with a new downtown business association).
- ✓ Provide an "access product" that is of the highest quality to create a safe and positive customer experience with parking and access associated with the downtown.

The City should develop a process through which a representative cross-section of downtown interests *routinely* assist the Parking Manager/Coordinator in the review and on-going implementation of the Parking Management Plan. The purpose would be to provide routine oversight and continued input from stakeholders in the on-going management and assessment of the parking system. Over time this could become a function of a relationship with a downtown business association.

#### **5. Clarify and define “exception” criteria and process for loading zones and “non-standard” on-street parking stalls.**

Guiding Principle(s) Supported:

- ✓ Recognize that on-street parking is a finite resource and should be managed to assure maximum access for the priority customer.
- ✓ Make downtown parking user-friendly – easy to access, easy to understand.

This Plan recommends that all on-street parking along the Main Street corridor be designated as 2-Hour parking as a base standard (see Strategy 8, below). This is predicated on 2010 DKS Associates study findings that indicate the majority of “customers” in the downtown stay an average of 1 hour

and 15 minutes . As such, 15 minute, 30-minute and 60 minute time stays do not allow adequate time for a customer trip. Similarly, time stays in excess of 2-hours are most likely being used by employees. Given this, all other types of on-street parking that differ from the 2-hour base standard (e.g., loading zones, 15, 30, 60, all day, etc.) would be considered “exceptions” and would have to be requested by an affected business or property owner.

It is recommended that the Parking Coordinator and City Center Advisory Commission establish criteria for exceptions as well as a process for requesting exceptions. It is also recommended that once specific criteria are established that the City Manager would be empowered with administrative authority to approve/deny requests based on input from the Parking Coordinator and City Center Advisory Commission.

Criteria and process should consider the following.

- a. Handicapped/disabled access
- b. 15 - 60 minute zones
  - 1. Specific criteria for approval (i.e., by specific business type).
  - 2. Specific locations (i.e., end of block versus mid-block).
  - 3. Number per geographic area (i.e., shared by users in a particular area).
- c. Loading zones
  - 1. Maximum number per block face(s).
  - 2. Limitation on number per geographic area (e.g., no more than one for every three continuous block faces).
  - 3. Evaluation of opportunities for shared loading and customer parking.<sup>2</sup>

## **B. PARKING MANAGEMENT STRATEGIES (OPERATIONS) – RECOMMENDED FOR IMPLEMENTATION**

### **6. Complete Main Street Streetscape Improvement project**

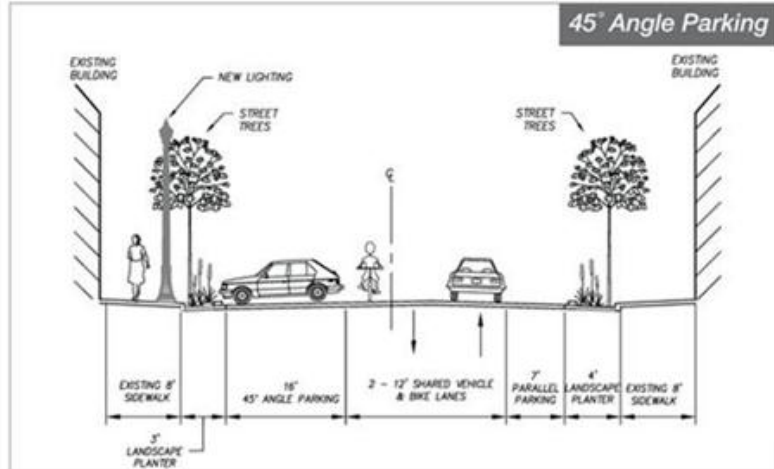
#### *Guiding Principle(s) Supported:*

- ✓ Make downtown parking user-friendly – easy to access, easy to understand.
- ✓ Provide an "access product" that is of the highest quality to create a safe and positive customer experience with parking and access associated with the downtown.

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<sup>2</sup> "Combination Loading Zones" have been used in other jurisdictions allowing loading during specific periods of the day (e.g., 6:30 a.m. - 10:00 a.m.), then convert to short-term parking during all other time periods. Such zones, if successfully managed, can increase overall short-term supply.

The Main Street Streetscape Improvement Project provides a number of significant upgrades to sidewalks, streetscape amenities, lighting and landscaping along Main Street. The upgrades also include a new layout and design for the on-street parking system that includes angled parking and restriping of stalls. The policies and strategies recommending the parking management plan augment these improvements with recommendations for signage, wayfinding and management.



**7. Re-stripe all on-street parking in the Main Street study zone. All “downtown” on-street parking should be clearly striped.**

Guiding Principle(s) Supported:

- ✓ Provide a "parking product" in the downtown that is of the highest quality to create a safe and positive customer experience with parking and the downtown.
- ✓ Make downtown parking user-friendly – easy to access, easy to understand.

Much of the on-street parking in downtown study area is striped. Striping is effective because it assists the customer in identifying a parking stall, thereby creating a sense of order and convenience. Effective striping also reduces incidents of damage to vehicles and facilitates compliance.

However, the recent inventory of parking revealed that in many areas the striping is faded and difficult to discern. Also, adjacent streets paralleling the downtown are not striped which can be confusing to customers who see the stripes as an indication of where they can or cannot park. As such, it is recommended that the City re-stripe all on-street stalls in the commercial area of downtown, implementing a “policy” that requires a striped stall wherever parking is allowed on-street in the downtown.

**8. Standardize all on-street parking on Main Street to 2 Hour parking.**

Guiding Principle(s) Supported:

- ✓ Recognize that on-street parking is a finite resource and should be managed to assure maximum access for the priority customer.

- ✓ Make downtown parking user-friendly – easy to access, easy to understand.
- ✓ The City’s public information system should provide a clear and consistent message about auto parking.

Multiple time stay designations in a downtown are often confusing to customers, particularly very short-term stalls (e.g., 15, 30 and 60 minute stalls) that do not provide an adequate amount of time for a typical customer visit. Implementing this strategy will provide (a) customer oriented parking stalls, (b) ease of understanding and (c) consistency in the Main Street area..

**9. Provide for a 3 Hour or by Permit standard for on-street parking adjacent to the Main Street corridor. Coordinate this standard with Strategies 10, 11 and 17 below.**

Guiding Principle(s) Supported:

- ✓ Make downtown parking user-friendly – easy to access, easy to understand.

Several of the side streets crossing Main Street are underutilized and can provide a longer term stay opportunity for customers needing more than 2 hours for their visit. This strategy maximizes use of underutilized on street parking adjacent to the Main Street corridor and encourages employees to park in areas that are not adverse to the need for street level parking turnover. *Initiation of this strategy could begin with adjacent side streets signed at 10 hours, transitioning to 3 and or by permit as demand for customer parking increases.*

**10. Coordinate new parking signage design with the Downtown Pedestrian and Wayfinding Project. Submit service package for new right of way signage per on-street changes in 8 above and 9 above.**

Guiding Principle(s) Supported:

- ✓ Make downtown parking user-friendly – easy to access, easy to understand.
- ✓ Reserve the most convenient on-street parking spaces to support the priority customer, the short-term trip.

Right-of-way informational signage will need to be developed to provide replacement signage as per changes recommended here. A service package will need to be developed and presented to City managers and/or City Council for approval.



**11. Replace all current on-street time zone signage with new signage package.**

Implements 10, above. Improves customer awareness of parking option and supports priority parking Guiding Principle.

## 12. Complete construction of the Burnham lot for use as an employee/customer parking facility.

### Guiding Principle(s) Supported:

- ✓ Provide sufficient parking to meet employee demand, in conjunction with an access system that provides balanced and reasonable travel mode options.
- ✓ Encourage/incent shared parking in areas where parking is underutilized.

The City has committed to building an off-street lot at Main and Burnham to both replace some of the on-street parking lost as a result of the Main Street Streetscape Improvement project and to serve the downtown as a location for employees to park as opposed to parking on-street and competing with visitors/customers.

## 13. Negotiate shared use agreements with private sector lots in the Main Street corridor.

### Guiding Principle(s) Supported:

- ✓ Provide sufficient parking to meet employee demand, in conjunction with an access system that provides balanced travel mode options.
- ✓ Encourage/incent shared parking in areas where parking is underutilized.

The 2010 DKS Parking Study sampled a significant portion of existing privately owned off-street parking lots located throughout the Downtown study zone. The general finding was that most are significantly underutilized, even during peak times (i.e., less than 50% percent occupied). These lots comprise approximately 751 stalls and are generally without signage or have signage that is inconsistent and confusing to customers and visitors. The ability of the City to “capture” as many privately owned stalls as are available for more active management will provide a relatively low cost near to mid-term strategy for mitigating existing and future access constraints during peak parking demand periods.

Shared use agreements in other cities are wide and varied. In some cases (e.g. Gresham, Oregon) the owner of the property “donates” surplus stalls to the City on a month to month basis in return for assistance with signage and landscape/maintenance costs. Other cities (e.g., Kirkland, WA) program funds within their parking budgets to lease surplus stalls from the private sector. These stalls are then signed and/or metered and operated through the City’s overall parking program (including marketing and communications).

It is recommended that the City, through the Parking Coordinator and City Center Advisory Commission:

- a. Initiate an effort to work with owners of private lots to enter into shared use agreements to allow underutilized parking to be made available to customer/visitor or employee uses (as appropriate).
- b. Explore the development of incentives to encourage such agreements (i.e., signage, landscaping, lighting, sidewalk improvements, leasing, etc.).

**14. Strategically place new and unique wayfinding at corridor entry portals and at off-street facilities. See design package in Strategy 10.**

Guiding Principle(s) Supported:

- ✓ The City’s public information system should provide a clear and consistent message about auto parking and access to and within downtown in order to optimize utility and convenience for all users.
- ✓ Provide an "access product" that is of the highest quality to create a safe and positive customer experience with parking and access associated with the downtown.
- ✓ Make downtown parking user-friendly – easy to access, easy to understand.

Creating a uniform signage package that incorporates a unique logo and color scheme for placement at key access portals into the corridor and at publicly available parking facilities will establish a sense of recognition, identity and customer orientation for users of the downtown parking system.



It is recommended that the City:

- a. Develop a signage package that incorporates a uniform design, logo, and color scheme into all informational signage related to parking (see Strategy 10).
- b. “Brand” each off-street public facility, open to public access, with the established “logo” package.
- c. Identify key entry points into the Main Street corridor for placement of directional signage.

The City Center Advisory Commission or downtown business association can serve as a forum for development of such a package. Cost, budgets and an implementation strategy will need to be developed as well for review by the City Manager and the City Council.

**15. Identify strategic locations for bicycle parking throughout the Main Street corridor. Consider bike parking (e.g. bike boxes) in the Burnham lot as well.**

Guiding Principle(s) Supported:

- ✓ Provide an access system that provides balanced and reasonable travel mode options.

Stakeholders indicated that promotion and encouragement of bicycling was the best near term approach to increasing awareness and use of non-auto modes for downtown Tigard. Strategic placement of quality bike parking along the Main Street corridor assures bicycle access is accommodated in safe, secure and convenient locations within the downtown.

**16. Partner with business community to develop and initiate a marketing and communications plan for access to the downtown (e.g., maps, bag stuffers, webpage(s), etc.)**

Guiding Principle(s) Supported:

- ✓ Make downtown parking user-friendly – easy to access, easy to understand.
- ✓ Provide an "access product" that is of the highest quality to create a safe and positive customer experience with parking and access associated with the downtown.
- ✓ The City's public information system should provide a clear and consistent message about auto parking, preferably under a common brand.

A successful parking system will require on-going marketing and communication. The foundation for a marketing and communication program is the signage and wayfinding package recommended in this report (see strategies 10, 11 & 14). Support of this system can be facilitated through informational maps and brochures about Tigard and its parking system distributed by the City and through partnering business networks. Overall this would provide a coordinated system of communication for all those who want to access downtown Tigard.

It is recommended that the City:

Partner with the business community to develop a marketing and communication system for access in downtown Tigard. The City Center Advisory Commission or a future downtown business association can



Marketing: Tacoma WA

serve as the forum for this discussion as well as in coordination with stakeholders involved in the Downtown Main Street Study and Plan.

**17. Develop and implement an on-street employee parking permit program (i.e., paid permits) that would allow limited use of on-street all day parking on streets adjacent to the Main Street core.**

Guiding Principle(s) Supported:

- ✓ Recognize that on-street parking is a finite resource and should be managed to assure maximum access for the priority customer.
- ✓ Provide sufficient parking to meet employee demand, in conjunction with an access system that provides balanced and reasonable travel mode options.

Moves longer term parkers into underutilized parking while opening up stalls in the core for priority visitor parking. 85% occupancy standard on-street is the trigger. Management of a downtown permit program could be coordinated through and managed by a downtown business association.

**18. Monitor downtown parking utilization continuously and periodically. Conduct parking inventory analyses.**

Guiding Principle(s) Supported:

- ✓ Implement measurements and reporting that ensures Guiding Principles are supported and achieved.
- ✓ Manage the public parking supply using the “85% Rule” to inform and guide decision-making.

The recently completed analysis of Tigard’s parking inventory provides excellent information on parking utilization, turnover, duration of stay, peak hour capacity and demand.

The need for this data is very important as a foundation piece for determining actions to maximize parking supply. Periodic monitoring of parking activity will allow Tigard to (a) better coordinate strategy implementation, (b) assure maximum utilization based on intended uses and (c) provide solid evidence for the need to move to higher and/or more aggressive levels of parking management as called for in the Guiding Principles.

It is recommended that a parking inventory analysis be conducted at least every three years. Information from these updates would be forwarded to the Parking Coordinator and the City Center Advisory Commission for review, evaluation and strategy implementation.

**19. Initiate parking enforcement activities in the downtown as parking occupancies exceed 85% to ensure existing time zones are honored and system utilization/turnover is operating as intended.**

- ✓ Recognize that on-street parking is a finite resource and should be managed to assure maximum access for the priority customer.
- ✓ Make the downtown conveniently accessible for the priority user of the public parking system – the patron of downtown.
- ✓ Manage the public parking supply using the 85% Rule to inform and guide decision-making.

The 2010 DKS Parking study indicates low parking occupancies in the downtown. As such, strict or aggressive enforcement is not necessary at this time. Use of the 85% occupancy standard should serve as the trigger point for consideration of any new enforcement above status quo.

**20. Sponsor employer based initiatives that encourage and incent employees to use alternative commute modes.**

Guiding Principle(s) Supported:

- ✓ Provide sufficient parking to meet employee demand, in conjunction with an access system that provides balanced and reasonable travel mode options.

As the downtown evolves, greater constraints to parking access will occur given (a) the scarcity of land for surface parking development and (b) the cost of future parking supply that is transitioned into parking structures. To this end, more focused programs and incentives will need to be provided to commuters to increase use of transit, bike, and walk and rideshare options.

The City and downtown stakeholders should devote time and discussion to establishing commute trip reduction programs within the downtown. The City Center Advisory Commission and/or a downtown business association can serve as a forum to bring TriMet, businesses and the City together to discuss and create new incentives and directions for transportation demand management.

**VI. SUMMARY**

The parking management strategies recommended here are intended to provide a template for action that would lead to a more efficient and organized parking system for the downtown. The strategies would be led by a Parking Coordinator with informed insight and direction from a representative Advisory Committee that could be the current City Center Advisory Commission or a future downtown business association.

The strategies envisioned here will be implemented over a minimum of three years, triggered by the 85% Rule and documented parking demand. Overall, the strategies are designed to get the “right parker to the right parking spot” in a manner that supports the Guiding Principles established as a part of this plan.

## ACTIONS & IMPLEMENTATION SCHEDULE

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 18 mos.)	Phase 2	Phase 3	Comment
<b>POLICY ACTIONS</b>					
<b>1</b> Adopt Guiding Themes & Principles as formal policies for downtown access within the transportation code.	✓				Provides decision-making framework and policy foundation for decisions/actions
<b>2</b> Adopt the 85% Rule as the optimum occupancy standard for measuring performance of the parking supply and “triggering” specific management strategies and rate ranges.	✓				Industry standard that defines a supply of parking as constrained if it is 85% or more occupied in the peak hour for some sustained period of time. When a supply reaches that sustained level of constraint, more aggressive parking and/or TDM strategies should be considered and initiated to bring the occupancy to a level under 85%.
<b>3</b> Assign/designate a centralized point of contact or lead staff to serve as downtown Parking Coordinator/Manager			✓	✓	Need to coordinate plan implementation and provide community a single point of reference for parking management in the downtown. This could be a coordinated relationship with a downtown business association.
<b>4</b> Routinely review downtown parking issues with the City Center Advisory Commission			✓	✓	To provide routine oversight and continued input from stakeholders in the on-going management and assessment of the parking system. Over time this could become a function of a relationship with a downtown business association.
<b>5</b> Clarify and define “exception” criteria and process for loading zones and “non-standard” on-street parking stalls.	✓	✓			In the future, on-street parking in districts will be formatted using a base standard (e.g., 2 hours). Exceptions to the base standard should be granted only for businesses that demonstrate a legitimate need (e.g., dry cleaner, post office, ticketing outlet, etc.)
<b>OPERATIONS</b>					
<b>6</b> Complete Main Street Streetscape Improvement project		✓			Provides upgrade to sidewalks and on-street parking system layout and design. Improved streetscape, lighting and landscaping.

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 18 mos.)	Phase 2	Phase 3	Comment
<b>7</b> Re-stripe all on-street parking in the Main Street study zone. All “downtown” on-street parking should be clearly striped.		✓			Upgrades existing parking supply to provide clear and convenient identification of on-street parking.
<b>8</b> Standardize all on-street parking on Main Street to 2 Hour parking.	✓				This will provide (a) customer oriented parking stalls, (b) ease of understanding and (c) consistency in the Main Street area.
<b>9</b> Provide for a 3 Hour or by Permit standard for on-street parking adjacent to the Main Street Corridor. Coordinate this standard with Strategies 10, 11 and 17 below		✓	✓		Maximizes use of underutilized on street parking adjacent to the Main Street corridor and encourages employees to park in areas that are not adverse to the need for street level parking turnover. Could begin as 10 Hour parking with transition to 3 or by permit based on visitor demand.
<b>10</b> Coordinate new parking signage design with the Downtown Pedestrian and Wayfinding Project. Submit service package for new right of way signage per on-street changes in 8 above and 9 above		✓			Necessary to support new time stay format on-street.
<b>11</b> Replace all current on-street time zone signage with new signage package		✓			Improves customer awareness of parking option and supports priority parking Guiding Principle.
<b>12</b> Complete construction of the Burnham lot for use as an employee/customer parking facility.		✓			The Burnham lot will provide supply for employees that currently park on-street as well as additional supply to customers and visitors.
<b>13</b> Negotiate shared use agreements with private sector lots in the Main Street corridor.		✓	✓		Redirect underutilized private parking supply for more general public use.
<b>MID-TERM IMPLEMENTATION</b>					

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 18 mos.)	Phase 2	Phase 3	Comment
<b>14</b> Strategically place new and unique wayfinding at corridor entry portals and at off-street facilities. See design package in Strategy 10.			✓	✓	Improves customer awareness of supply options
<b>15</b> Identify strategic locations for bicycle parking throughout the Main Street corridor. Consider bike parking (e.g. bike boxes) in the Burnham lot as well.			✓	✓	Ensures bicycle access is accommodated in safe, secure and convenient locations within the downtown.
<b>16</b> Partner with business community to develop and initiate a marketing and communications plan for access to the downtown (e.g., maps, bag stuffers, webpage(s), etc.)			✓	✓	Provides a coordinated system of communication for all those who want to access downtown Tigard.
<b>17</b> Develop and implement an on-street employee parking permit program (i.e., paid permits) that would allow limited use of on-street all day parking on streets adjacent to the Main Street core.				✓	Moves longer term parkers into underutilized parking while opening up stalls in the core for priority visitor parking. 85% occupancy standard on-street is the trigger. Management of a downtown permit program could be coordinated through and managed by a downtown business association.
<b>LONG-TERM IMPLEMENTATION</b>					
<b>18</b> Monitor downtown parking utilization continuously and periodically. Conduct parking inventory analyses.				✓	Update 2010 Parking Study to provide information for informed decision making and to measure impact of parking management plan. Supports 85% Rule
<b>19</b> Initiate parking enforcement activities in the downtown as parking occupancies exceed 85% to ensure existing time zones are honored and system utilization/turnover is operating as intended.				✓	Reduces abuse of time zones and increases turnover.

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 18 mos.)	Phase 2	Phase 3	Comment
<b>20</b> Sponsor employer based initiatives that encourage and incent employees to use alternative commute modes				✓	Uses Parking Advisory Committee as forum to discuss and develop programs and services to encourage transit, biking and walking for downtown employees.  Supports more efficient use of existing supplies of parking by transitioning employees into alternative modes.

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