Committee Meeting

April 2, 2019
Hood River City Hall

Downtown Parking Study

Guiding Principles

+ Assessing Parking Demand
Agenda

1. Introductions
2. Approve Meeting #1 Notes   Owen Ronchelli
3. Review Meeting & Outreach Schedule   William Reynolds
4. Building Guiding Principles   Rick Williams
5. Initial Parking Demand Assessment   Owen Ronchelli
6. Next Steps
Approve Meeting #1 Notes

Refer to Handout
Draft Meeting & Outreach Schedule

Refer to Handout
Desired Outcomes

From March Meeting #1 Notes

- Put parking in the back of customers’ minds.
- Make it easy to park and get to their destination.
- Eliminate obstacles and barriers to downtown development.
- Prioritize pedestrian and bicyclist safety, comfort, and convenience.
- Maximize the use of existing parking resources and construct additional parking only as a last resort.
- Ensure equity in regulations.
Hood River’s Distinct Qualities

- What attracts people to Hood River?
- What is working for businesses that makes Hood River special?
- What makes Hood River an attractive place to live?
- What types of things keep you here?
Parking: What is Working Well

- What is currently working well in the parking system?

  - Things that make parking easy (e.g., signage, areas of surplus, pricing)
  - What “benefits” customers?
  - Enforcement (e.g., hours, days)
  - Other
What is Not Working Well

- What about parking that could be improved?
  - Specific areas where problems are more common?
  - Times of day, days of week, seasons?
  - Specific programs (e.g., signage, time stays, enforcement, etc.)
  - Inadequate facilities (e.g., sidewalk gaps, missing bike lanes, poor lighting)
  - Discomfort (e.g., narrow sidewalks, high vehicle speeds, blind corners)
Hood River - Downtown Parking
Establishing Priorities

- Should employees be allowed to park on-street in the commercial downtown?
- Should business/property owners be allowed to park on-street in the commercial downtown?
- Should downtown residents be allowed to park on-street in the commercial downtown?
- Should employees be allowed to park on-street in residential neighborhoods?
- Should downtown customers be allowed to park on-street in residential neighborhoods?
Hood River - Downtown Parking
Establishing Priorities

- Who is responsible for providing parking to:
  - Customers
  - Employees
  - Residents

- What is the public’s role in parking?

- What is the private sector’s role in parking?
Building Guiding Principles

- A successful parking program for Downtown Hood River would be...
Downtown Study Area

Inventory:
1,485 total stalls
- 705 on-street
- 780 off-street (35 public and private lots)
Parking Demand Assessment
A Typical Day (Peak Season)
Parking Demand Assessment
Basic Ratios for Parking

**Built Parking Ratio** - The built ratio expresses a relationship of all stalls that exist in the study zone and the total square footage of all buildings in the study zone (whether buildings are occupied or not).

**True Demand Ratio** - True demand must be a measure of actual vehicles parked at the Peak Hour correlated to occupied building area.

**Calibrated True Demand (w/ Buffer)** – Parking demand models generally provide for a demand buffer or “flexibility cushion” that is added to True Demand. Providing a 15% buffer for mixed use, retail, and office land uses is considered ideal.
Parking Demand Assessment
Land Use and Parked Cars

Existing Land Use Data

Number of Sites: 134 individual sites

Gross Square Footage: 793,539 ft² of built mixed uses

(see Attachment A for details for each site)

Existing Parking Supply/Demand Data

Downtown Park Supply: 1,485 parking stalls

Build Parking Ratio: 1.87 stalls / 1,000 ft²

Peak Parking Demand: 987 vehicles

<table>
<thead>
<tr>
<th>Survey Day</th>
<th>On-Street</th>
<th>Off-Street</th>
<th>Total Demand</th>
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<tbody>
<tr>
<td>Off-Peak Season</td>
<td>Thursday 3/8/18</td>
<td>403</td>
<td>384</td>
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<tr>
<td>Peak Season</td>
<td>Thursday 7/19/18</td>
<td>551</td>
<td>436</td>
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<tr>
<td></td>
<td>Saturday 7/21/18</td>
<td>604</td>
<td>362</td>
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Parking Demand Assessment
What is Hood River’s Parking Demand?

**Building Occupancy**

*Assumed Occupancy Range:* 90% to 95%

*Assumed Occupied ft² Range:* 714,185 ft² to 753,862 ft²

**True Demand**

*True Demand:* 1.31 to 1.38 vehicles per 1,000 ft²

*Calibrated True Demand:* **1.51 to 1.59** vehicles per 1,000 ft²

This suggests an *increase* compared to 1.37 vehicles per 1,000 ft² observed in 2006.
Parking Demand Assessment
Key Findings

- **Calibrated True Demand** (1.51 to 1.59 vehicles per 1,000 ft²) can now be used to forecast the impacts on new non-residential development in the downtown.

- For example, 20,000 ft² of new commercial development would be expected to generate a need for approximately 30 to 32 additional stalls during the peak hour.

<table>
<thead>
<tr>
<th>City</th>
<th>Parking Ratio (Actual Built Supply)</th>
<th>Calibrated True Demand (with 15% Buffer)</th>
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<tr>
<td>Beaverton, OR</td>
<td>4.15</td>
<td>1.85</td>
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<tr>
<td>Bend, OR</td>
<td>3.00</td>
<td>1.70 – 1.90</td>
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<tr>
<td>Corvallis, OR</td>
<td>2.00</td>
<td>1.50</td>
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<tr>
<td>Hillsboro, OR</td>
<td>3.00</td>
<td>1.64</td>
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<td>Hood River, OR (2006)</td>
<td>1.54</td>
<td>1.37</td>
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<tr>
<td>Hood River, OR (2018)</td>
<td>1.87</td>
<td>1.51 - 1.59</td>
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<td>Lake Oswego, OR</td>
<td>2.65</td>
<td>1.79</td>
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<tr>
<td>Oregon City, OR</td>
<td>2.00</td>
<td>1.43</td>
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Next Steps

- Meeting #3: May 2, 2019
- Forecasting **Future** Parking Demand
- Evaluating **Barriers** to Downtown Residential Development
- What more would the Committee like to see?
THANK YOU!