



Central Eastside PARKING MANAGEMENT PLAN

JUNE 2012



CITY OF
PORTLAND
BUREAU OF
TRANSPORTATION

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Central Eastside Parking Management Plan

OVERVIEW

The Central Eastside Industrial District (CEID) is an important area for employment, educational institutions and destination retail uses. The area is complementary to Downtown, South Waterfront and the Lloyd District and benefits from the close proximity of strong residential neighborhoods to the south, east and north. The district benefits from the close proximity of a productive, well-educated workforce. Due to rising land values, increased energy costs and the desire for a central city location, industrial uses in the district are evolving from warehousing to distribution with strong retail expression and from heavy manufacturing to specialty and advance technology manufacturing. Other emerging uses include regional retail, non-profit offices and educational facilities.

The City benefits economically and socially from the continuing intensification of the CEID. The public is investing millions of dollars into the area's infrastructure including the Eastside Streetcar Loop, Morrison Bridge improvements, Burnside/Couch couplet, 99E viaduct replacement and the Portland-Milwaukie light rail.

To support and encourage this economic vitality, the City, with the help and guidance of the Stakeholder Advisory Committee (SAC), undertook the Central Eastside Parking Management Plan to ensure that access and parking will keep pace with the district's expanding needs.

The Central Eastside Parking Management Plan is a comprehensive look at the CEID's parking facilities, how they are currently used, and how those facilities can help expand access to businesses. The purpose of the plan is to put each and every parking spot to its best use and to ensure that CEID employers and employees – as well as customers, suppliers and delivery services providers – can rely on convenient parking to conduct business.

To accomplish this purpose the project team extensively researched and analyzed parking within the CEID and used this research and analysis to develop the actions identified in this plan. Research included a full inventory of every parking space in the CEID, both on and off street; a representative sampling of the parking utilization, both on and off street; and a detailed look at the current and future land uses. The research and analysis revealed that there are 14,605 parking stalls in the district (6,324 on street and 8,281 off street). Generally, the total parking supply in the district is adequate to meet the present parking needs but the CEID is growing, with more growth forecasted, and the current parking supply will not meet future demands. In addition, much of the current supply of parking is in private off-street lots not available for general use. Finally, the confusing nature of the current system often makes it difficult for customers and employees to park appropriately and is causing parking to spill into surrounding neighborhoods.

This plan is divided into three main sections:

- The Plan
- Plan Details
- Plan Background

The Plan section defines the problems being addressed and describes the Plan Actions that solve those problems. In essence, this section is the vision for the future of parking in CEID. The Plan Details section is the policy that implements the plan. It provides a step-by-step method for the City and a future Central Eastside Transportation and Parking Management Association (TPMA) to implement the plan. The Plan Background provides the justification for the plan and describes the research and analysis that helped to create the Plan Actions.

THE PLAN

GOALS, OBJECTIVES AND VALUES

The following goals, objectives and values were developed by the project's stakeholders through the planning process:

- Support the CEID vision of a uniquely vibrant and diverse environment with distinct and well-connected places.
- Keep parking solutions flexible to address changing activities as the district evolves.
- Balance parking needs with freight mobility, access and loading/unloading.
- Support parking strategies that address adjacent neighborhood impacts.

PROBLEM STATEMENTS

This plan is focused on solving the recognized parking problems in the CEID. As part of an extensive stakeholder and public outreach effort, the project team and the SAC formulated a series of problem statements to describe the parking issues in the CEID. These problem statements are solved by the Plan Actions, though the timeframe in which they are solved varies.

Parking within the district is inefficiently managed.

Parking signage, how long visitors and employees can park and organization of the on-street system is confusing. This has created an inefficient parking system and leads to conflicts between employees and customers throughout the district and provides opportunities for non-district-based parkers to "poach" district parking.



Existing parking policies do not support the needs of customers and visitors using the MLK/Grand, Burnside/Couch, Morrison/Belmont, Hawthorne/Madison corridors.

Currently, on-street parking along commercial corridors in the district with street-level retail and entertainment businesses is parked with employees. As a result, customer access to businesses is limited and restricted.



Out-of-district parkers are using up the parking spaces.

Nearly half of all on-street parking in the district is unregulated, “No Limit” parking; resulting in a significant number of employees from downtown and the Lloyd District who park their vehicles in the Central Eastside during the day to avoid parking costs in downtown and the Lloyd District.

**OMSI/Southern Triangle redevelopment has unique near-term parking needs that are not met by existing practices.**

The area around OMSI in the “southern triangle” is experiencing different patterns of activity and growth than the rest of the district, including longer time-stay durations by non-permit holders, OMSI’s growth and expansion plans, and construction activity associated with both streetcar and the future Portland-Milwaukee light rail project.

Future parking management policies in the CEID may negatively impact adjacent neighborhoods.

Discussions with neighborhood representatives indicate that spillover of commuter parking from the CEID is already a problem in neighborhoods adjacent to the CEID. Implementation of more aggressive parking strategies in the industrial district may increase adverse impacts in the neighborhoods.

**The district does not have a program to reduce parking demand by reducing employee car trips.**

There is no coordinated or strategic program within the district to support or provide for transit, bike, walking and/or rideshare services to district businesses and employees.

Future demand will not be met with current parking supply.

Continued reliance on the on-street system of parking to accommodate large percentages of employee demand will become difficult as the district evolves and employment grows.

**Future development will be hampered by free on-street parking.**

As development occurs in the district, it will be more likely that new parking supply will need to be constructed in parking garages. The cost of constructing of such facilities is high. Parking garages

will be cost prohibitive without market-based rate systems for on-street parking in the district.

Off-street parking supply will decrease as surface lots are developed.

Given that nearly 95% off all off-street parking is in surface lots, future development will likely result in a reduction of this parking supply.

Much of the private off-street parking within the district is underused.

The majority of off-street parking in the district is operated as accessory parking, which limits use only to parkers visiting a specific business or site.



KEY PLAN ACTIONS

Key Plan Actions are visually represented in **Figure 1** and are summarized in this section. The Plan Details section includes all the supporting material, including the implementation steps for the Plan Actions.

- **Simplify the parking system.**

Parking in the CEID is controlled by a confusing mix of regulations. There are a wide variety of time limits for on-street parking stalls, areas where permits are required and some areas where there are no parking regulations. The plan simplifies the parking requirements in the CEID by applying two main base zones; 2-hour and 3-hour as shown on Figure 1.

- **Establish a new permit and meter district.**

A new permit and meter district allows parking permits to be issued throughout the district and provides for the future implementation of paid parking.

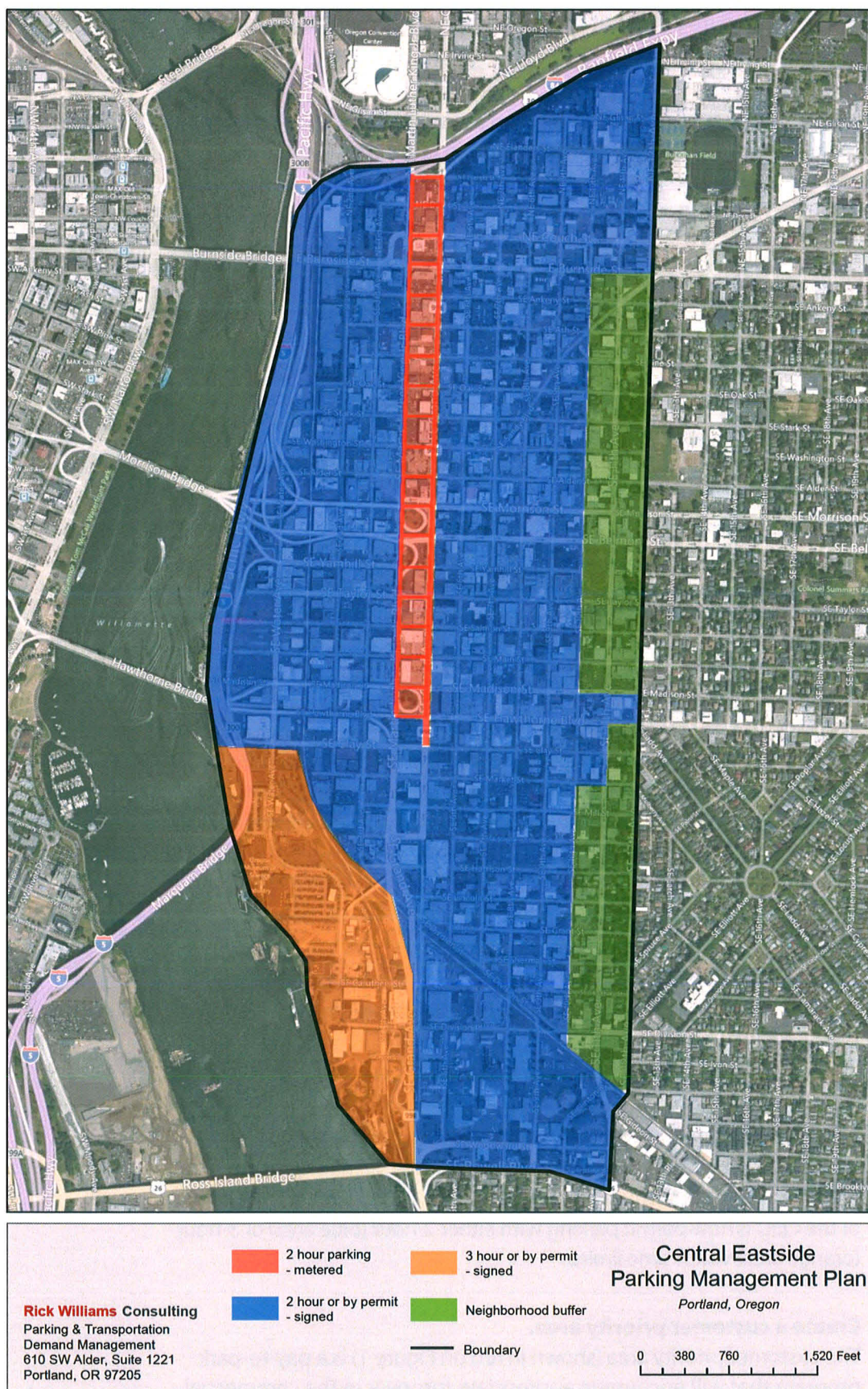
- **Expand the permit program.**

An expanded permit program will increase on-street parking for employees of district businesses and their patrons by making more spaces 2-hour or by permit time stay. As shown on Figure 1, the majority of the CEID is now permit parking with either 2-hour (blue area) or 3-hour (orange area) visitor time limits.

- **Create a customer priority area.**

The customer priority area (shown in red on Figure 1) is a pay-to-park program that will encourage appropriate turnover in the commercial

Figure 1. Plan Recommendations



center of the district (primarily MLK Jr. Blvd. and Grand Avenue) and ensure dedicated customer parking in this emerging corridor. A by-product of this strategy is the creation of revenue to maintain the TPMA and fund other parking and transportation solutions in the district. The customer priority area will begin as an area signed for 2-hour parking only (no permits allowed) and will transition to a pay-to-park area after the Eastside Streetcar is operational. Detailed operations and expansion of this area are discussed in the Plan Details section.

- **Create a fair exceptions process.**

The purpose of the base time standards (2-hour or 3-hour for those visiting the district) is to simplify the on-street parking system for all users. However, the base standard may not always be the right time standard for certain businesses, particularly those that rely on high customer turnover. A draft framework for exceptions is included in the Plan Details section of this plan and ongoing refinements to this framework will occur in a collaborative manner between the Portland Bureau of Transportation and the TPMA.

- **Streamline the residential permit process and protect the adjacent neighborhoods.**

Residential areas east of 12th Avenue are where residential parking is likely now impacted and may be impacted in the future by CEID and downtown employees. The green area on Figure 1 is a buffer zone to help with transition to the new employee parking permit program. The buffer zone maintains the current parking standards. In addition to the buffer area, a streamlined residential permit process will improve access, availability and administration of a Residential Area Parking Permit Program for neighborhoods adversely impacted by spillover commuter parking from the CEID. The Plan Details section of this report describes the new neighborhood permit process for when a neighborhood permit program is established.

- **Form a Transportation and Parking Management Association.**

Creating a TPMA for the district will provide a system of parking self-governance for stakeholders in the district to support continued growth in jobs and customers in the district. A TPMA can serve as a forum for action, planning and program implementation and monitoring of the parking regulations to meet evolving growth in the district. A TPMA can also bring more balance to the district with additional focus and services directed at parking, transit, bike/walk, ridesharing and business and employee assistance. Without a TPMA, it will be very difficult to coordinate and implement all of the Plan Actions found in the Central Eastside Parking Management Plan.

PLAN DETAILS

This section describes the various tools and ordinances necessary for the City to implement the plan. This section includes both policy changes as well as incremental steps to move the Central Eastside towards a parking management system that meets the needs of the businesses, property owners and residents of the area. This section includes the following:

- Program Elements
 - a. Establishment of Parking Management Plan and Meter District
 - b. Parking format details, time stays and permit eligibility
 - c. Pay-to-park details, including expansion and rates
 - d. Meter revenue
 - e. Hours of operation
 - f. Exceptions process details
- Neighborhood Permit Program
- Transportation and Parking Management Association Formation
- Program Implementation

A. PROGRAM ELEMENTS

This section describes the detailed steps necessary to implement the plan. The adoption of the Central Eastside Parking Management Plan provides the Bureau of Transportation with the direction to carry out the actions described below.

1. Establish a Central Eastside Parking Management Plan and Meter District

The Central Eastside Parking Management Plan establishes the area identified in **Figure 2** as the Central Eastside Parking Management Plan and Meter District. The District encompasses the entire Central Eastside Industrial Area as defined in the City of Portland's Central City Plan, and is bounded by I-84 (on the north), SE Powell Blvd. (on the south), Willamette River (on the west) and both sides of 12th Avenue (on the east).

Formal establishment of this boundary as the management plan and meter district allows near-term implementation of the strategies recommended in this document, as well as processes and decision-making benchmarks that inform future revisions, expansions and refinements to occur as a collaborative effort between the City and district stakeholders. Formally establishing the District streamlines future decision making and provides for district oversight as outlined in this plan.

Figure 2. Central Eastside Parking Management Plan and Meter District



2. Simplify the Format of the Parking Supply

The Central Eastside Parking Management Plan simplifies how parking time stays are provided on street. Currently, there are numerous time-stay types throughout the District that are not calibrated to actual customer need. This has led to a confusing mix of on-street parking types.

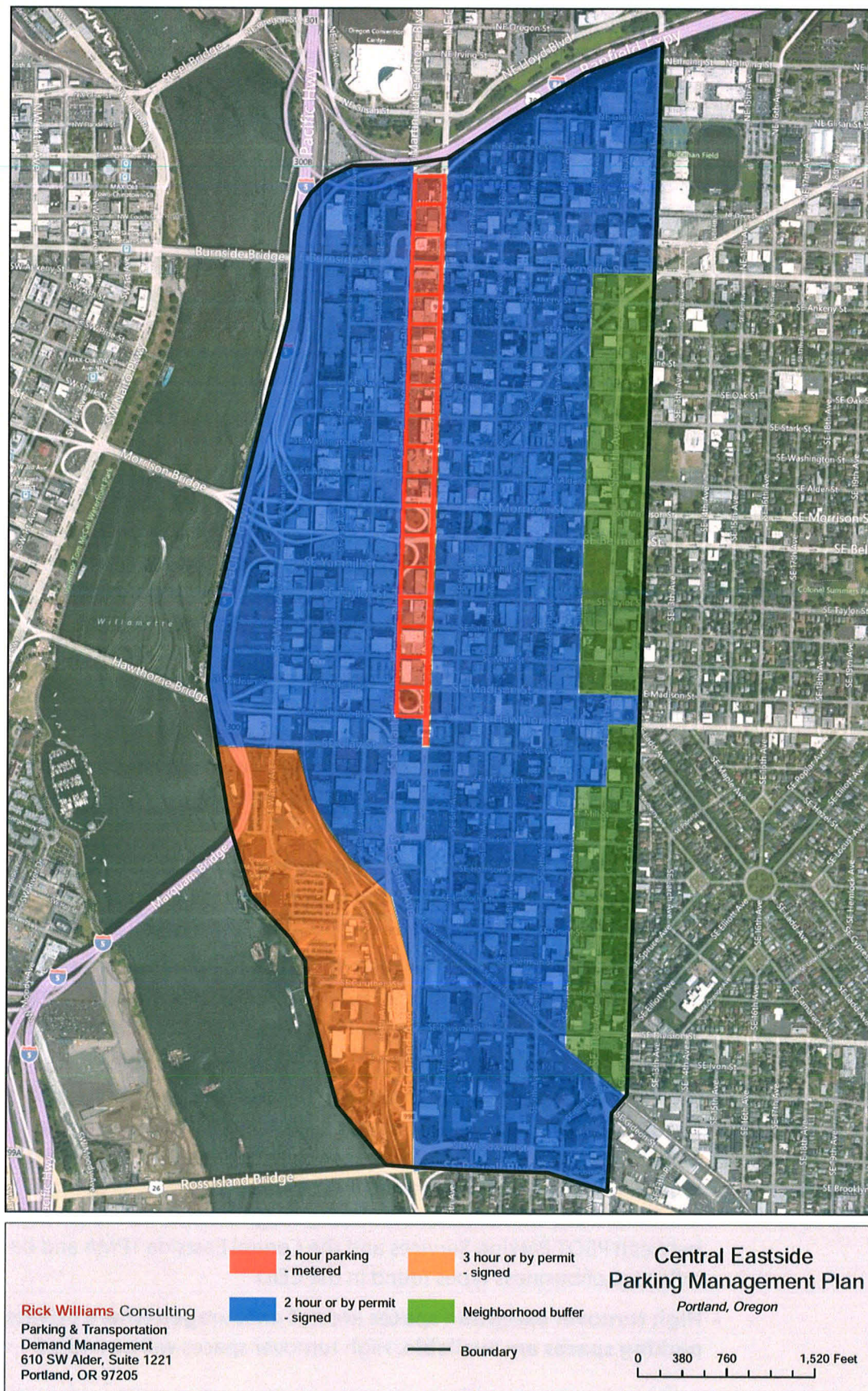
Central Eastside Parking Management Plan establishes the following:

- The City establishes two base time-stay standards for parking in the District. The two standards for on-street parking are 2 Hour (shown as the red and blue areas on **Figure 3**) and 3 Hour (the orange area on Figure 3).

On-street parking in the Customer Priority Area (the red area on Figure 3) of the District will be limited to 2 hours.¹ Parking in the blue area will be 2 hours or by permit (signed), and parking in the orange area will be limited to 3-hour or by permit (signed). The green area will remain as currently configured for parking (which is a combination of time stays and unlimited parking). Existing loading areas will remain. Employees and residents of the Central Eastside Parking Management and Meter District will be eligible to receive permits that will allow all-day parking in the signed time spaces within the District. The issuance of a permit does not guarantee a place to park in the District. Any requests for changes to the base zone time-stay standards will be processed through an exceptions process.

¹ Use of permits would not be allowed in Customer Priority Area during regular enforcement hours.

Figure 3. Base Parking Zones



3. Hours of Operation – Enforcement

The Central Eastside Parking Management Plan establishes enforcement hours in the District between the hours of 8:00 AM and 6:00 PM, Monday through Saturday. There will be no enforcement on Sundays. These are the current enforcement hours in the District.

4. Exceptions Process

The purpose for base time standards described above is to simplify the on-street parking system for customers and visitors, providing a consistent message for how long they can park in the District. However, the base standard may not always be the right time standard 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 time stay may be necessary.

The Central Eastside Parking Management Plan establishes the framework for criteria, described below, for granting exceptions to the base standard. These criteria will be finalized and implemented by PBOT Parking Services and may be adjusted through a collaborative process that involves PBOT Parking Services staff and the Central Eastside TPMA staff. Changes to the criteria must be mutually agreed upon by both PBOT Parking Services and the Central Eastside TPMA.

CRITERIA FOR HIGH TURNOVER SPACES (AS EXCEPTIONS TO BASE STANDARD TIME LIMITS)

- **An automatic exception will be granted to any business or property owner requesting a removal of permit parking from the base standard** but no change to the time limit length of either 2-hour or 3-hour.
- **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 limited to 30 minutes and 60 minutes in the 2 Hour Zone and 30 minutes and 2 hours in the 3 Hour Zone.** It is important to limit the number of exceptions to the base standard. A high variety of stall types is not encouraged.
- **High turnover exception spaces will be used for specific types of business.** Business type must have a documented high percentage of short transactions. Examples are dry cleaners, banks, bakeries, and ticket agents. A more detailed list of businesses that have such high turnover needs should be established through a collaborative process between PBOT Parking Services and the Central Eastside TPMA and be reflective of business types found in the CEID.
- **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%.** Utilization data show that occupancy exceeds 85% during the peak hour on block faces adjacent to business, justifying a reduced base time-stay standard.
 - **High turnover exception spaces will be converted to the base standard where citation data indicate these spaces are not used for short stays.** If citations increase at the location of an exception space, the space is needed for longer-term stays and may be better served at the base standard.

METHODOLOGY FOR REVIEWING REQUESTS

The following methodology is a framework for use by PBOT Parking Services (or the Central Eastside TPMA when applicable) when reviewing requests for exceptions to base standards. This framework requires more work by PBOT Parking Services staff prior to implementation. This same process will be used when a removal of a base standard exception is requested or deemed as necessary by PBOT Parking Services or the Central Eastside TPMA.

1. Document location of existing exception space.
2. Identify all vicinity businesses that require exception space and the nature of transactions that require short stays.
3. Document availability of private parking spaces to meet need.
4. Review and/or update utilization data to document current use of space.
5. Review and/or update citation data to document current use of space.
6. Apply all appropriate criteria.
7. Prepare a short report summarizing findings.
8. Notify requestor and adjacent businesses of decision to implement exception space or to continue with the base standard. Include information about the appeals process.

PROCESS TO ADDRESS EXCEPTION SPACE REQUESTS

The following framework describes the process by which a business in the District can apply for an exception to the base standard. This framework requires more work by PBOT Parking Services staff prior to implementation.

1. An application for an exception space will be prepared by a business and will contain:
 - a. Name and address of requesting business and primary contact
 - b. Nature of business
 - c. Justification for exception based on criteria outlined above

2. Applications will be submitted to PBOT Parking Services who will review the request based on adopted criteria and methodology and issue a decision within 60 days of receipt of a completed application.

Once the Central Eastside TPMA is formed, the request process will be coordinated through the TPMA. The TPMA will receive the application and make a recommended decision based on the above criteria. The TPMA will communicate their recommendation to PBOT Parking Services. PBOT Parking Services will make the final decision and make the necessary sign changes.

ONGOING MONITORING

PBOT Parking Services or the Central Eastside TPMA will survey the inventory of exception spaces and adjacent businesses no less than every 2 years to determine if conditions supporting their use have changed. If business uses have changed, Parking Services or the TPMA will initiate the removal process as described above under Methodology for Reviewing Requests.

5. Customer Priority Area

Data findings indicate the need for more consistent and calibrated customer parking along the MLK Jr. Blvd./Grand Avenue corridor (see the Plan Background section for more details). Currently the corridor is comprised of numerous time-stay types (e.g., 5 Minutes, 30 Minutes, 1 Hour, and 2 Hour or by Permit) which do not provide adequate time for customer parking (which is about 2 hours) and causes conflicts between customers seeking access and employees. The initial Customer Priority Area is zoned commercial and should be prioritized and managed differently than areas zoned Industrial that comprise other sub-areas of the district. Establishing a well-managed commercial corridor supports the zoning and vision for the corridor. Simplifying time stays also creates an identified and understandable area within the district for customer and visitor access.

The Central Eastside Parking Management Plan establishes the following initial customer priority area:


- The MLK Jr. Blvd./Grand Avenue corridor from I-84 (north) to SE Clay (south) is a Customer Priority Area that allows for 2-hour parking only.
- All east/west cross streets between MLK Jr. Blvd. and Grand Avenue are included in the Customer Priority Area.
- Installation of parking pay stations (meters) will take place no earlier than the opening of the Eastside Central City Streetcar and no later than November 2013.
- The 2-hour visitor time limit will be in place during all enforcement hours (see *Enforcement Hours*).


Figure 4 shows the Customer Priority Area.

Figure 4. Customer Priority Area



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 2 hour parking
 - metered

 Boundary

Central Eastside Parking Management Plan Portland, Oregon

0 380 760 1,520 Feet

ADDITIONAL OPERATIONAL DETAILS NECESSARY TO IMPLEMENT THE CUSTOMER PRIORITY AREA PAY STATIONS

- Pay stations will be used to implement the pay-to-park area.
- The mode of operation will be Pay-and-Display, which is the format now used in downtown and the Lloyd District.
- Pay stations will be located to provide for a maximum distance of 100 feet between the pay station and the parking location, with few exceptions. This provides for consistency between Central Eastside Parking Management and Meter District, downtown and Lloyd District pay-to-park districts.

VISITOR RATE

- Where paid parking is in place, the hourly parking rate will be priced consistently throughout the pay-to-park district at the initial rate of \$1.25 per hour. This rate is the same rate charged in the Lloyd District, creating uniformity in pricing on the eastside.
- Future adjustments to the rate will be the result of collaboration between the City and the Central Eastside TPMA where both the City and the TPMA agree to the change based on criteria that include (but are not limited to):
 - Occupancy and utilization data collected in the District
 - Cost of operating the pay stations in the District

METER REVENUE

- Revenue from the pay stations will be used to pay for debt service and normal operating costs associated with the program.
- If the program generates net revenue, 51% of the net revenue will be dedicated to transportation and parking projects/programs that benefit the District.
- City staff will work cooperatively with the Central Eastside TPMA to identify and prioritize projects and programs for funding.
- Efforts to support formation of a successful TPMA and efficient parking management and transportation demand management services will be given the highest priority for funding in the near term.

6. Expanded Employee Permit Parking Area

An employee Area Parking Permit Program is currently in place in the CEID. The existing program provides businesses access to permits in 1,816 stalls *signed* as 2 Hours or by Permit. These stalls are found primarily along the western edge of the district (between the Willamette River and 7th Avenue), and in the southern sectors of the district, south of Clay. Data have demonstrated that (a) these stalls

are well used by district employees and (b) ensure that only employees of the district can park on street, as opposed to non-district employees.

Existing No Limit stalls are generally in the eastern portion of the district, east of 7th Avenue and south of I-84 to Clay Street.

These stalls represent about 2,899 spaces and, according to survey data, are highly occupied (84.8% peak hour). However, there is no way to identify whether the users are actually district employees or poachers from downtown or the Lloyd District.

The Central Eastside Parking Management Plan establishes an expanded Employee Permit District as shown in **Figure 5**. Existing No Limit parking stalls in this area will be re-signed as 2 Hour or by Permit.

ADDITIONAL OPERATIONAL DETAILS NECESSARY TO IMPLEMENT THE EMPLOYEE PERMIT PARKING AREA PERMIT ELIGIBILITY

- With expansion of the Employee Permit Area, the allocation for business parking permits will be increased to 100% of on-site employees within the District.²
- Permits will be made available to residents living within the District.
- Permits will be valid in all stalls signed 2 Hour or by Permit (blue area on Figure 5) or 3-Hour or by Permit (orange area on Figure 6).
- With creation of the Central Eastside TPMA, the process for allocating and distributing permits may transition from the City to the TPMA.

Currently, there are 1,816 stalls in the district signed for permit use (e.g., 2 Hour or by Permit). With expansion of the Employee Permit Area, the number of stalls allowing use of authorized permits will increase to 4,715.

PERMIT FEES

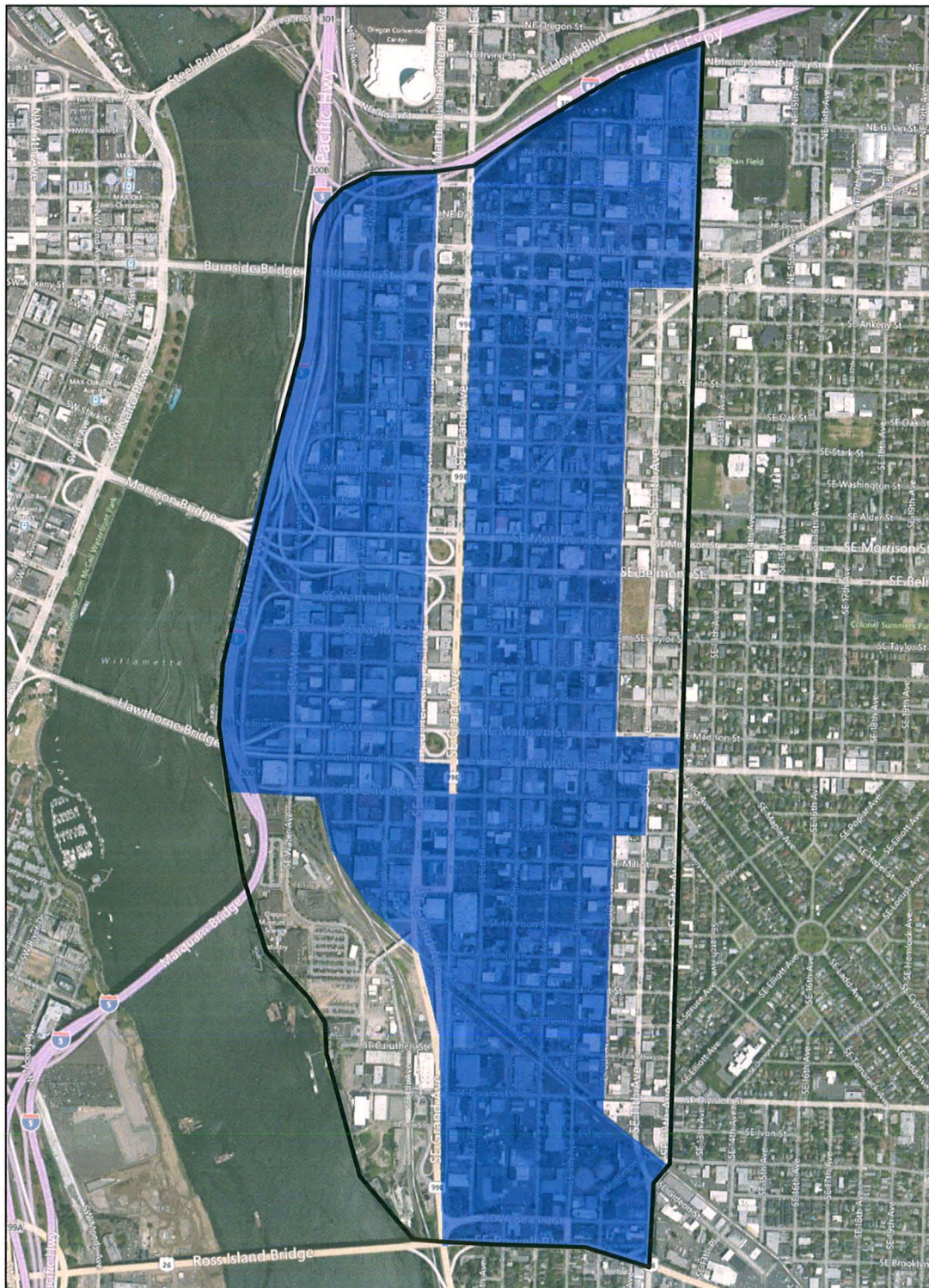
Permit fees are established at the current City rate of \$60.00 per permit per year. Current City policy for pricing permits for Area Parking Permit Programs (APPP) provides that permits will be sold at a rate that covers the City's cost of providing and administering the permits. Future permit fee increases will be tied to the City's rate charged in all APPP districts.

PERMIT SURCHARGES

The Central Eastside TPMA is allowed to impose an additional surcharge to the base cost of the APPP permit for the sole purpose of raising revenue to support TPMA services and programs. The amount of the surcharge will be agreed upon by the City and the Central Eastside TPMA.

² The current CEID business permit allocation is 75%.

Figure 5. Expanded Employee Permit Area



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2 hour or by permit
 - signed

Boundary

**Central Eastside
 Parking Management Plan**
 Portland, Oregon

0 380 760 1,520 Feet

USE OF PERMITS

Vehicles displaying a valid permit will be exempt from visitor time limits within the District during normal enforcement hours.

PERMIT RENEWALS

The City permit program schedule is May 1 through April 30. On or near April 1 each year the City prints a renewal application for each permit holder. The application provides businesses and residents with the number of permits they currently have and, for residents, the license plate numbers assigned to their permit.

The permit holders have the next month to submit the renewal application and any documentation required. All permit holders must provide proof of residency in the form of a copy of a bank statement or credit card statement (account numbers and private information can be removed). If a resident is replacing a vehicle they must also provide a copy of the registration showing the new license number. Once the application is received and verified, the record is updated and the new permit is issued and mailed to the permit holder.

7. Southern Triangle

The southern triangle in the CEID is the area generally located south of Clay Street and west of Division and Grand. **Figure 6** provides a graphic illustration of this area (the Orange Zone).

Data collected in 2010 as part of this planning effort indicate that the southern triangle area of the district operates differently than the rest of the district. The average duration of stay is 35 minutes longer than the rest of the District. This means non-permit users in the southern triangle generally park in excess of 2 hours, whereas the remainder of the District's non-permit users park for about 2 hours. The longer time stay requirement in this area is likely due to the fact that OMSI is the primary tenant of the sub-area. (See the Plan Background section for more details.)

The Central Eastside Parking Management Plan establishes the following:

- The base time stay for the southern triangle is 3 hours or by permit.

Figure 6. Southern Triangle



8. Neighborhood Buffer

As work on the Central Eastside Parking Management Plan evolved, neighborhood representatives participating in the process expressed concerns about the adverse impacts of commercial parking spillover into residential areas that could result from more aggressive parking management within the District. The expansion of the Employee Permit Program, in particular, elevated neighborhood concerns, as commuters who regularly park for free in the CEID may continue to seek free and unrestricted parking options within the adjacent neighborhoods.

The Central Eastside Parking Management Plan establishes the following:

- A neighborhood buffer will be maintained between 10th and 12th Avenues along the north/south border of the district. The buffer is inclusive of 10th and 12th Avenues. The buffer is bounded by Burnside on the north end and Division Street on the south. Parking in this band is currently comprised of a mix of no-limit (unregulated) stalls. The neighborhood buffer continues this mix of parking.

The neighborhood buffer area is graphically represented in **Figure 7**.

The development of a neighborhood parking permit program is discussed in Section B, below.

9. Long-Term Actions

In addition to the above actions, there are longer-term actions that are necessary to solve the parking problems identified in the CEID. These actions will be initiated by the TPMA and completed in conjunction with the City and other partners.

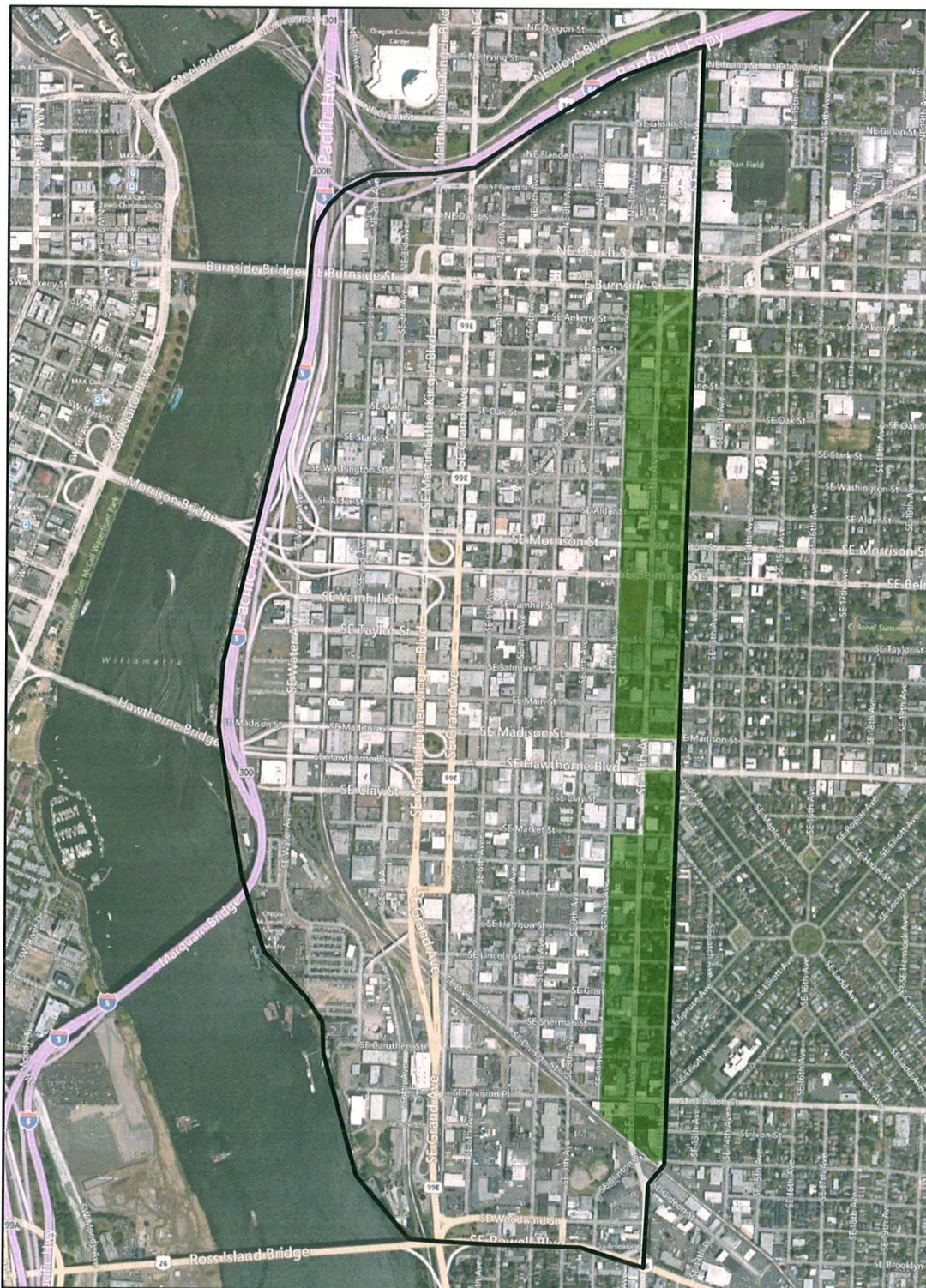
Long-term actions include:

- Expansion of the customer priority area and paid parking
- Strategic acquisition of off-street parking lots to serve as:
 - Permit lots for employees
 - Visitor parking for area customers and visitors
- Create shared use agreements for private lots and work with the City to make any necessary code changes



EXPANSION OF THE CUSTOMER PRIORITY AREA AND PAID PARKING

Consideration of future expansions of the Customer Priority Area or parking pay stations into other areas of the District will be made through a collaborative process between the Central Eastside TPMA and the City of Portland, where

Figure 7. Neighborhood Buffer



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 Neighborhood buffer
 Boundary

**Central Eastside
 Parking Management Plan**
 Portland, Oregon

0 380 760 1,520 Feet

each side will agree to the expansion of the Customer Priority Area.

Triggers that would compel expansion of the Customer Priority Area include:

- Parking constraints as measured against current occupancy. When occupancies routinely near the available supply in the peak hour, more intensive parking 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.
- Street level land use – block faces with more than a 50% retail, restaurant, or entertainment use can be used as a trigger for inclusion in the Customer Priority Area.

STRATEGIC ACQUISITION OF OFF-STREET PARKING LOTS

In partnership with the Central Eastside TPMA, the City should identify areas within the parking district that would serve as strategic off-street parking areas to support the broader parking objectives of the CEID. Currently there are no public or private parking structures or off-street parking lots for general use in the CEID. The process for determining the location of future public off-street parking should include careful consideration of the need for convenient and efficient parking opportunities for patrons and employees of the CEID. Strategically identifying future parking sites allows the City and TPMA to work with stakeholders and the public and private sectors to effectively coordinate future parking supply.

SHARED USE AGREEMENTS

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 and employees. In developing the Central Eastside Parking Management Plan, the project team analyzed a significant sample of existing privately owned off-street parking lots located throughout the study area. The general finding was that most are significantly underutilized, even during peak times (i.e., less than 65% percent occupied). These lots comprise approximately 8,000 stalls and are generally without signage or have signage that is inconsistent and confusing to customers and visitors. The ability of the district 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 potential parking constraints that result from growth and redevelopment.

B. NEIGHBORHOOD PERMIT PROGRAM

One of the problems identified as part of the Central Eastside Parking Management Plan is the impact on adjacent neighborhoods from new parking management practices in the CEID. Solving this problem includes the creation of the neighborhood buffer described earlier and the refinement of the overall city neighborhood permit program. Currently, City policy makes it difficult for any neighborhood to establish a neighborhood permit program. Without changes to current City policy, neighborhoods adjacent to the CEID do not have the tools to prohibit employees from the CEID or downtown from taking up large portions of neighborhood parking.

The Central Eastside Parking Management Plan establishes the following neighborhood parking permit process:

1. The request to create a neighborhood permit program will be made by the neighborhood association board representing the requested area.
2. Upon receiving a formal request from the neighborhood association, ballots will be mailed to all addresses within the proposed neighborhood permit area. A successful vote will require a minimum of 40% of the ballots returned and a majority of support (minimum of 50+1%) in favor of establishing the neighborhood permit area.
3. The minimum area for establishing a permit program is two square blocks or the equivalent area for the neighborhoods directly adjacent to the CEID.

C. TRANSPORTATION AND PARKING MANAGEMENT ASSOCIATION FORMATION

With approximately 17,000 employees and only 14,600 parking spaces in the District today (public and private, on and off-street), it is evident that proactively managing access and parking supply in the CEID is essential for accommodating future job growth in the District.

Given this, it is important to consider demand management programs and policies that will ensure the infrastructure and parking supply in the district is used efficiently by employees, visitors and residents. Demand management programs can be implemented by cities, employers or business associations and can be implemented in a number of ways. In the CEID, the City and stakeholders recommend the creation of a TPMA, a commonly used public-private partnership model.

A TPMA is a non-profit entity that works within a district to promote the allocation and use of transportation options for its members. A TPMA

can provide a unified voice as an advocate on behalf of the district for transportation-related issues including parking, signage, and business promotion, as well as provide a venue for distributing transit (including streetcar) passes to residents and businesses.

A TPMA can serve a valuable function by working directly with a city, neighborhoods, and employers to monitor and actively manage scarce parking capacity and encourage growth in a district by ensuring an efficient use of all transportation resources.

Upon adoption of the Central Eastside Parking Management Plan, the City, Central Eastside Industrial Council (CEIC), neighborhood representatives and other stakeholders will begin the process of forming a TPMA to serve the businesses, residents and visitors of the CEID. The TPMA may operate under the non-profit status of the CEIC. At the outset of the program, the primary funding source for the TPMA will be a surcharge on area parking permits sold to employees of the District; this contribution will be equally matched by support from the CEIC in the form of cash, office space or other in-kind contributions. As the District moves to metered parking, the TPMA will be eligible to receive a portion of the net meter revenue that is generated in the district (currently set at 51%). Future allocation of the District's share of net meter revenue will be determined by a Meter Revenue Allocation Committee (MRAC) comprised of district stakeholders.

DRAFT MISSION

The Central Eastside TPMA works with employers, employees and residents of Portland's Central Eastside to promote and manage the efficient use of transportation resources in the District.

TPMA FUNDING

Recent transportation management associations startup efforts in Vancouver and Tacoma, Washington, indicate that first-year costs associated with organizational development average approximately \$135,000, assuming 1 full-time employee for a program director. The Appendix provides a detailed TPMA budget based on the Vancouver and Tacoma models.

A review of transportation management associations locally and on the West Coast indicates that the most successful organizations were those that were supported with multiple funding sources. Multiple sources were inclusive of funds contributed from the private sector, the sponsoring jurisdiction (usually a city) and the local transit agency. The greater the diversity of funding and participation from the three private and public sector partners, the more it appears that the affected transportation management association was

both financially stable and effective in delivery of services and results. The following list describes the types of funding used for various transportation management associations around the Northwest.

PRIVATE SECTOR BASED

- Dues from individual participating businesses
- BID (assessment on property)
- BIA (assessment on business)
- Grants
- Fees for service

CITY BASED

- General fund contribution
- Surcharge on commuter parking
- Percentage of metered parking revenue
- Transportation fees on new development
- Grants

TRANSIT BASED

- General fund contribution
- Commissions on downtown transit pass sales
- Grants

The Central Eastside Parking Management Plan establishes that a Central Eastside TPMA be formed to serve as:

- An oversight entity for District parking and transportation management
- An administrator of District program delivery
- A forum to gather District parking data and measure and monitor utilization of the supply and plan success
- An entity to interact with the City and collaborate on refinements to the Central Eastside Parking Management Plan over time

D. PROGRAM IMPLEMENTATION

The Central Eastside Parking Management Plan will be implemented over time. A number of the Plan Actions can begin immediately after adoption,

while other Plan Actions are dependent on the formation of the Central Eastside TPMA. **Figure 8** provides a general timeline for when the Plan Actions can begin and when they are likely to be complete.

Figure 8. Program Implementation

Central Eastside Parking Management Plan Action Items

	2012				2013				2014			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
REFORMATTING • Change all the signs												
EXCEPTIONS • Initial • Ongoing												
PERMITS • Employee • Neighborhood												
METERS • Phase 1												
TPMA • Formation and ongoing												

NOTE: Implementation schedule to be refined with TPMA once established.

PLAN BACKGROUND

The Plan Background section of the Central Eastside Parking Management Plan describes the process, research and analysis that were used to develop the Plan Actions described in the previous sections. A significant amount of time and effort was expended to develop this plan, including a full inventory of parking in the CEID and a comprehensive community involvement program. This section describes the following:

- Stakeholder and Public Involvement
- Parking Inventory
- Parking Utilization
- Land Use Inventory and Analysis

A. STAKEHOLDER AND PUBLIC INVOLVEMENT

The goal of this project has been to work collaboratively with stakeholders and the public to develop a comprehensive parking management plan for the CEID. The primary objectives for this project were as follows:

1. *Information-based decision making.* Although there are many beliefs about the parking problems in the CEID and possible solutions, the parking plan and implementation strategy should be based on real data and defensible analysis.
2. *Value driven solutions.* How parking is provided for and managed within the District is inextricably linked to the stakeholders' values related to District land use, growth and character. The parking plan and implementation strategy should reflect those values.
3. *Meaningful collaboration.* The planning process must be collaborative and fully engage stakeholders at each phase of the planning process and provide meaningful improvements to their parking needs in the District.

Stakeholder and public involvement was a significant component of the Central Eastside Parking Management Plan. The cornerstone of the involvement program was the SAC. The plan represents the recommendations of the SAC.

STAKEHOLDER ADVISORY COMMITTEE

The SAC (full list of members is found in the Acknowledgements) was a diverse group of property owners, business owners, representatives of the CEIC and representatives from adjacent neighborhoods. The SAC met 12 times during the course of the planning process between August 2010 and September 2011. The meetings were held at the Architectural Heritage

Center at 701 SE Grand Ave., from 4 to 6 PM on the third Tuesday of the month. The meetings typically included a presentation by the project team and then a facilitated discussion. Full meeting summaries of each SAC meeting are included in the Appendix.

PUBLIC WORKSHOPS

Two public workshops were held on February 22 and June 28, 2011, to allow broader input into the process and plan. The meetings were held within the CEID and included a wide variety of ways to provide input, from informal discussions with the project team to written comments.

The first workshop began with an open house which was followed by a presentation on the parking inventory and land use analysis and the findings from that analysis. After the presentation, breakout groups discussed the key issues in smaller groups, providing feedback that was recorded. The second workshop focused on the Plan Actions and also started with an open house and was followed by a question and answer period.

Full summaries of the public workshops are included in the Appendix.

AD HOC NEIGHBORHOOD MEETINGS

City staff met numerous times with neighborhood representatives to work out neighborhood parking options. These meetings focused on how to best mitigate the potentially negative consequences of changes to parking regulations in the CEID.

CENTRAL EASTSIDE INDUSTRIAL COUNCIL MEETINGS

A presentation was given to the CEIC quarterly board and membership meeting on June 29, 2011. The presentation was followed by a question and answer period. Many of the questions were on the pay-to-park recommendations. In addition to this meeting, the project team met numerous times with representatives from the CEIC to discuss key issues.

PUBLIC INFORMATION

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

B. PARKING INVENTORY – COMPOSITION OF THE SUPPLY

This section describes the existing amount of parking in the CEID and how it is formatted. The inventory was collected during the summer of 2010 through a systematic method that ensured that every stall was counted and the format (how the stall was signed or not) was recorded.

The format of the parking is a key factor in understanding the nature of the

parking supply. The format of parking is the total mix of parking in a supply, the type of stall (long-term/short-term), the allowed duration of stay (e.g., 30 Minutes, 2 Hour, Loading Zone, etc.) and the number of stalls. With an accurate inventory, one can begin to assess whether the types of stalls are appropriate to the land uses they serve and how the number of stalls correlates to actual demand. A parking inventory can also reveal how the supply is segmented between publicly owned stalls and those stalls that are in private ownership/control. Generally, public stalls are accessible to all users of a district, and private stalls are more limited and controlled. Finally, a good inventory of parking supply can be coupled with occupancy, turnover and duration-of-stay data to generate information on the true dynamics of parking within a specific supply.

This plan developed a complete and comprehensive inventory of all parking within the study area. **Figures 9 and 10** summarize the CEID inventory and provide a complete breakout of stalls by type and percentage of supply. Detailed maps that show where every stall is located and its format are included in the Appendix.

Figure 9. 2010 Parking Study Area On-Street Inventory

Central Eastside On-Street Parking Stall Breakout		
Stalls by Type	Number of Stalls	% of Total Stalls
5 minutes	15	<1%
10 minutes	61	1.0%
15 minutes	93	1.5%
20 minutes	47	<1%
30 minutes	205	3.2%
1 hour	919	14.5%
2 hours	267	4.2%
2 hours or By Permit	1,816	28.7%
No Limit	2,899	45.8%
Permit only	2	<1%
<i>Total On-Street Parking Stalls</i>	6,324	100%

As **Figure 9** indicates, the District currently maintains a significant number of time-stay designations, ranging from 5 Minutes to No Limit. A significant portion of on-street parking (45.8%) is comprised of 2,899 No Limit parking stalls, which are unregulated and available to any and all parkers, whether Central Eastside-based or not. An additional 1,816 stalls (28.7%) are stalls that are signed "2 Hours or By Permit." These stalls are prioritized for use by District employees that display valid employee/business parking permits. The District also maintains a high concentration of 1-hour stalls (919 in total).

Overall, the District on-street parking format is heavily weighted to long-term parking, which is reflective of the industrial nature of the district. However, the high concentration of unregulated parking (No Limit) is likely contributing to the high levels of poaching by non-district-based commuters that was described and identified in the 2009 *Central Eastside Parking and Travel Choices Scoping Report*.

As **Figure 10** illustrates, there are 459 off-street parking sites in the 500-block District. Of these facilities, only two are in structures, meaning the vast majority of off-street parking in the District is in surface lots. As the District develops, the loss of parking currently on surface lots to new development may create constraints in the supply. Also, 91.6% of all off-street parking in the district is managed as restricted access accessory parking, which means the lots do not allow general access for visitor use. Stated differently, only 13 sites and 665 stalls are generally available to the visiting public, which may cause inefficiencies in the system and work against growing visitor demand.³

Figure 10. 2010 Parking Study Area Off-Street Inventory

Central Eastside Off-Street Parking Stall Breakout		
Stalls by Type	Number of Stalls	% of Total Stalls
Public <u>Structured</u> Off-Street Stalls (2 sites)	325	4.1%
Public <u>Surface</u> Off-Street Stalls (11 sites)	340	4.3%
Private <u>Structured</u> Off-Street Stalls (5 sites)	127	1.6%
Private <u>Surface</u> Off-Street Stalls (441 sites)	7,489	90.0%
<i>Total Off-Street Parking Stalls</i>	8,281	100%
Total Supply Inventoried	14,605	

³ There are strategies and programs for shared parking and better coordination of existing off-street parking that could be pursued. It is anticipated that such programs would be a key strategy employed by the TPMA as a means of maximizing current parking supplies over time.

C. PARKING UTILIZATION

Parking utilization provides information on how the supply actually performs during typical operating periods. Information on how long cars park in a stall, for instance, allows for an assessment of whether enforcement is efficient and/or if the stall allows sufficient time to match customer need. Turnover data provide an evaluation of whether there is sufficient volume of vehicle traffic to support retail (high turnover) versus industrial (low turnover) need. Occupancy data help in identifying constraints and surpluses of space in the system, which can be used to direct patrons to available supply or trigger actions in constrained areas to mitigate parking deficits. Overall, when combined with parking inventory data, utilization data is central to the development of parking strategies that will be unique to the needs of the Central Eastside.

ON-STREET SUPPLY - METHODOLOGY

The project team conducted the capacity/utilization and turnover inventory for the on-street supply on Wednesday, September 15, 2010. The survey day was selected in consultation with the City of Portland and was reflective of the initial scoping process.

The project team's methodological approach to gathering parking utilization/capacity/turnover data began with a physical compilation of all public parking assets (on and off street) within the study area (described above). This physical assessment was conducted in advance of the survey day and documented all parking by location and type. The inventory was used to create a data template necessary to conduct the utilization assessment. In total, 6,324 on-street parking stalls are located within the study zone.

Given the size of the District, it was determined that a representative sample of on-street stalls be employed. To this end, five data zones were selected for the survey. The data zones were selected to ensure (a) representation of diverse land use areas (b) geographic distribution and (c) statistical validity. Also, data from two previous 2007 parking studies were utilized (and validated through additional sampling) to augment the overall data collection effort.

Figure 11 identifies the data collection zones.

In total, 3,660 on-street stalls were surveyed, which represents a 58% sample.

The September 2010 survey involved an hourly count of each occupied on-street parking stall in the study area using the first four digits of the parked vehicle's license plate. Surveyors collected license plate data at each on-street parking stall located in the study area every hour over a 9-hour period (9:00 AM – 6:00 PM).

Figure 11. Parking Study Data Zones

Central Eastside Parking Management Plan

Portland, Oregon

Data Collection Dates:

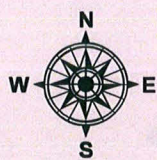
Zone A - 2010

Zone B - 2010

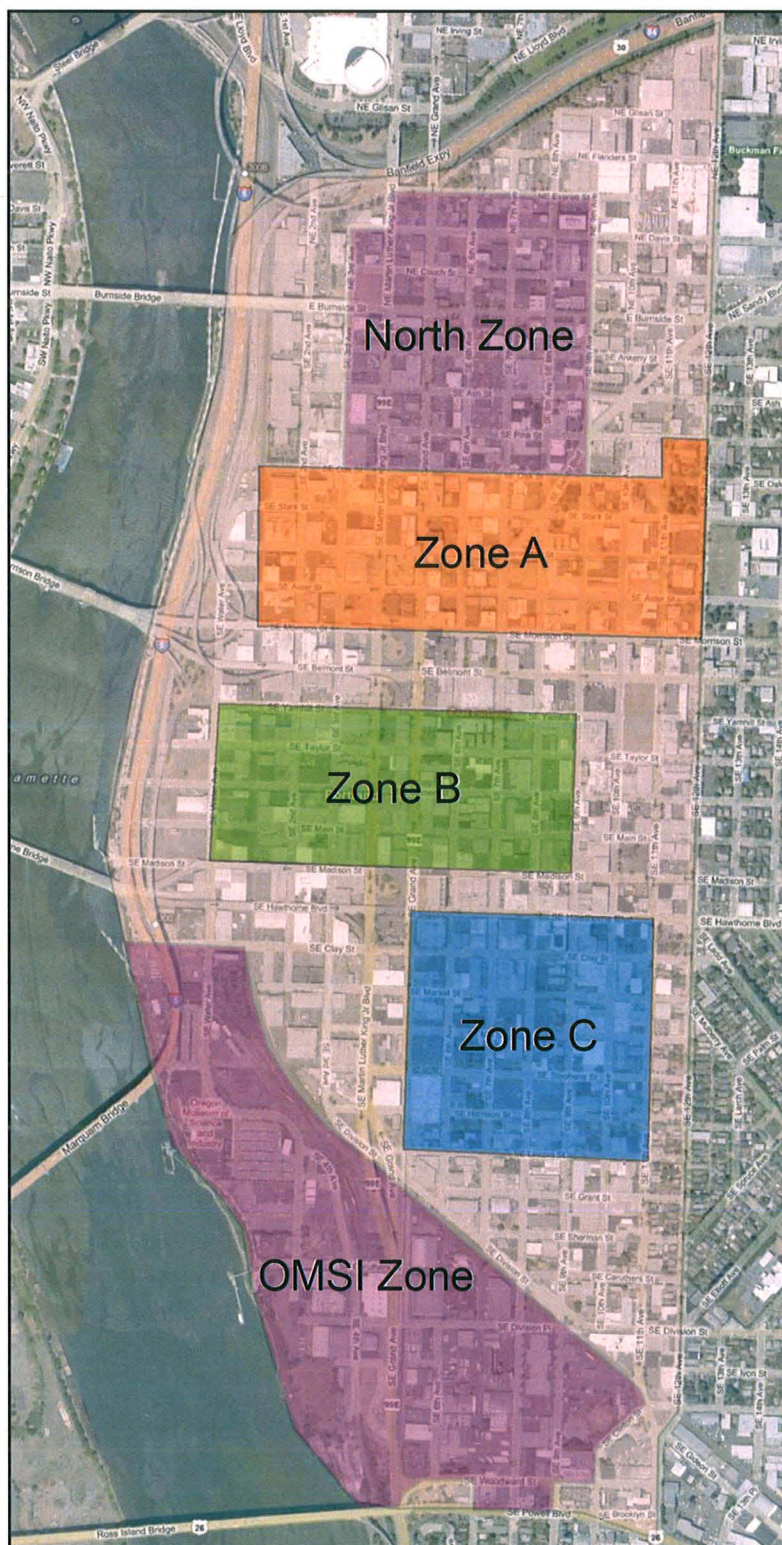
Zone C - 2010

North Zone - 2007

OMSI Zone - 2007



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ON-STREET SUPPLY – KEY FINDINGS

Figure 12 provides a summary of the data collection effort. For purposes of this discussion, the table combines data from the five study zones into a single summary used for describing the district in totality. Information for each of the individual data zones is included in the Appendix.

Figure 12. Central Eastside On-Street Parking Summary – Combined Study Area (5 Zones)

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	3,660	Noon – 1 PM	76.5%	842	3 hr/ 28 min	28.3%
Usage by Time Stay						
10 minutes	60	10:00 – 11:00 AM	45.0%	33	N/A	32.7%
15 minutes	50	3:00 – 4:00 PM	46.7%	8	N/A	23.5%
20 minutes	43	11:00 AM – 12:00 PM	48.8%	22	N/A	24.3%
30 minutes	159	12:00 – 1:00 PM	48.7%	84	N/A	27.3%
1 hour	661	12:00 – 1:00 PM	63.0%	241	2 hr/ 8 min	40.1%
2 hours	235	10:00 – 11:00 AM 1:00 – 2:00 PM	65.4%	79	2 hr/ 37 min	33.0%
2 hour or By Permit	918	12:00 – 1:00 PM	89.0%	97	4 hr/ 17 min 2 hr/ 35 min*	22.8%
No Limit	1,529	11:00 AM – 12:00 PM	84.8%	230	4 hr/ 37 min 2 hr/ 7 min**	N/A

* Average time stay for non-permit holders

** Excludes stays of 5 hours or more

Key findings from the on-street data survey include:

- Combined peak hour occupancy across the District (on-street) is 76.5%; this varies approximately +/- 5.0% across all zones. In other words, there was very little variability between the five zones as to duration of stay by timed stall or occupancy by time of day. This is unusual for a district so large and with the diverse mixture of land uses in the district.
- Average duration of stay is 3 hours and 28 minutes (includes permits and No Limit).
- There is a very high rate of violation in posted time stay stalls, indicating (a) low enforcement and/or (b) customers need more than 1 hour.
- 1-hour stalls have the highest rate of violation (40%) and an average duration of stay of over 2 hours. These stalls provide a time limit that does not meet customer need.

- 2 Hour or By Permit stalls have the highest occupancies (89%) and lowest violation rate.
- There is not a high correlation between parking occupancy/duration of stay and area of district or type of land use. For instance, 2 Hour stalls performed the same in industrial zones as they do in retail areas. Permit stalls had similar occupancies regardless of where in the District they are located.
- The permit system seems to work well, with 62% of designated stalls in use with valid displayed permit.
- There is a high use of No Limit stalls with no ability to identify who is using the stall. About 2,100 cars a day are parking 5+ hours in the District, and it is not possible to know how many of these vehicles are employees of business outside the district (i.e., downtown, Lloyd District).
- A high proportion of the on-street system is being used for long-term vehicle storage.

OFF-STREET SUPPLY – METHODOLOGY

While the combined on-street system operates at approximately 77% peak occupancy, it is important to evaluate how the off-street system operates in relation to the on-street system. This is particularly important because potential access constraints to on-street parking (now or in the future) will need to be absorbed by off-street parking. Therefore, understanding available capacity for absorption of on-street demand growth is important.

To conduct the off-street survey process, the project team collected a comprehensive catalog of all parking lots and their individual stall totals. In anticipation of the survey effort, the number of lots was narrowed to a smaller field to provide a statistically valid sample of the larger system. The creation of the sample was done partly for budget efficiencies, but also for physical practicality and data collection management purposes. Special attention was paid when choosing the off-street parking sample to ensure geographical distribution (representative of the number of lots and their physical locations within the subzones) and lot size to assure that the sample was reflective of the individual lot capacities within the larger system. In total, 3,565 off-street parking stalls were sampled, which represents a 43% sample.

Off-street utilization data was collected on Wednesday, September 15, 2010, along with the on-street data. Hourly capacity counts were taken between 9:00 AM and 6:00 PM.

OFF-STREET SUPPLY – KEY FINDINGS

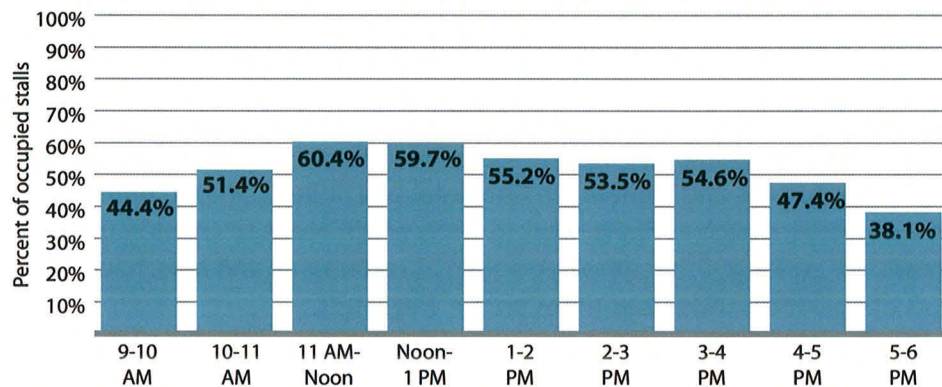
Key findings from the off-street data survey include:

Combined peak occupancy of 60.4% (11AM – Noon) which is considered low and, therefore, underutilized.

- With the exception of the south district, occupancies are equally distributed throughout most of the district (+/- 5% variation)
- Highest occupancies were found in the south district – OMSI
- Low occupancies are not surprising given (a) majority of private lots are managed as restricted accessory lots and (b) free on-street parking is generally available
- There are 3,279 empty off-street stalls at peak hour, if extrapolated to entire District.

Figure 13 provides a summary of the off-street data collection effort.

Figure 13. Central Eastside On-Street Parking Occupancies – Combined Study Area (5 Zones)



In summary, the off-street supply is underutilized, with over 3,200 stalls empty during the peak hour of the operating day. It is also clear from the data that these empty stalls are uniformly distributed throughout the District. In the near term, in particular, these stalls present an opportunity for accommodating demand growth. The challenge will be to coordinate access into these facilities, which are under private ownership and, for the most part, conditioned or operated as accessory facilities. Capturing this underutilized parking supply for the benefit of the entire District will require outreach to affected owners/operators, coordination of potential “shared use” opportunities and monitoring. This type of coordination could be a key function of the Central Eastside TPMA.

D. LAND USE INVENTORY AND ANALYSIS

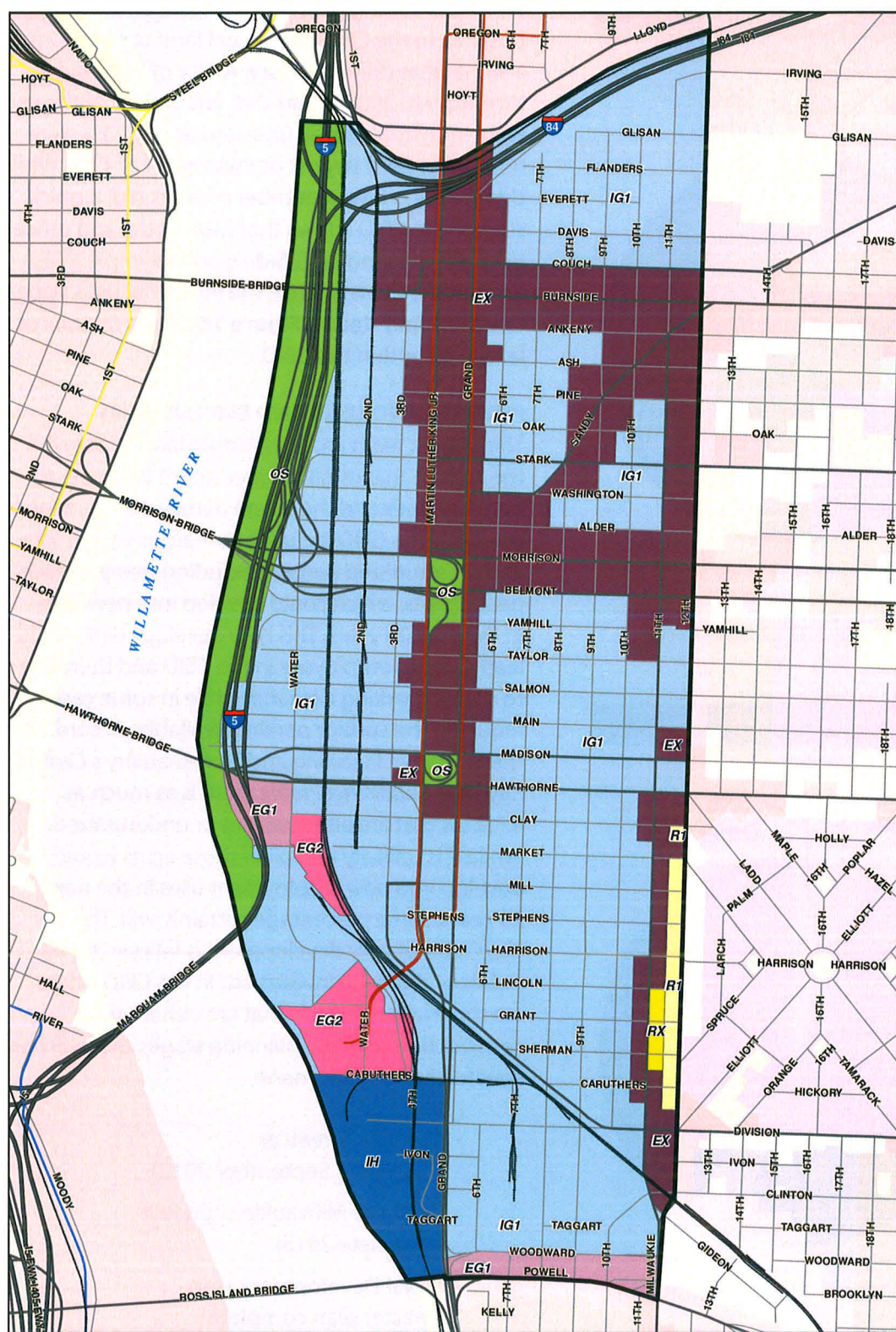
Current and future land uses are a key component of the Central Eastside Parking Management Plan. The type and intensity of land uses drives the demand for parking and impacts the type of parking needed. This section describes both the current land uses as well as the planned future land uses. The planned future land uses are important to understand since changes to the District impacts both the demand for parking as well as potentially decreases the supply when new development occurs on vacant lots currently being used for parking.

CURRENT LAND USES AND EMPLOYMENT

A majority of the CEID is designated an Industrial Sanctuary by the City of Portland and serves as incubator for a diversity of new businesses as well as the home to many long established industrial businesses. The district is currently zoned mainly for industrial use with 65% of the area zoned General Industrial (IG1). This zone aims to preserve land for industry. About 22% of the district is zoned Central Employment (EX) which is a relatively flexible zone allowing a mix of uses including industrial, commercial and residential. In addition, the District includes an Employment Opportunity Subarea (EOS) that allows for greater flexibility for employment uses to accommodate a wider variety of uses while preserving the industrial fabric of the area. See **Figures 14 and 15** for a complete depiction of zoning in the CEID.

Currently the CEID is home to about 16,600 jobs spread fairly evenly across the district. Large employers include Multnomah County, Franz Bakery, Goodwill Industries and Wentworth Chevrolet and Subaru, among others. Some employers, such as Franz, work in shifts which tends to spread out the demand for parking. Other employers such as restaurants and bars, have later hours of operation and busier times on the weekends.

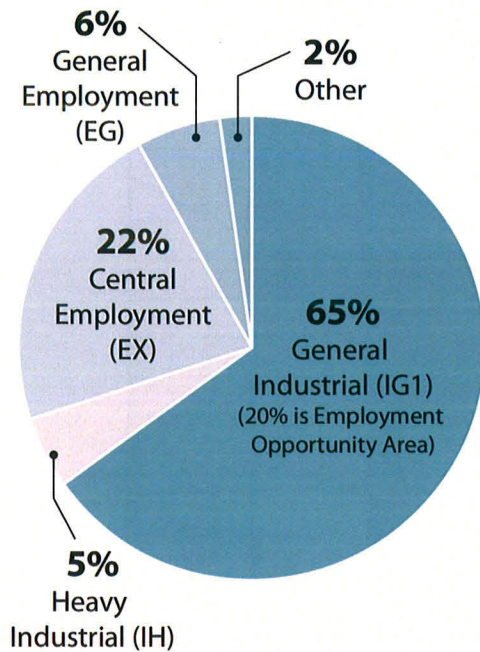
Figure 14. CEID Zoning Map



Central Eastside Parking Study Zoning Map

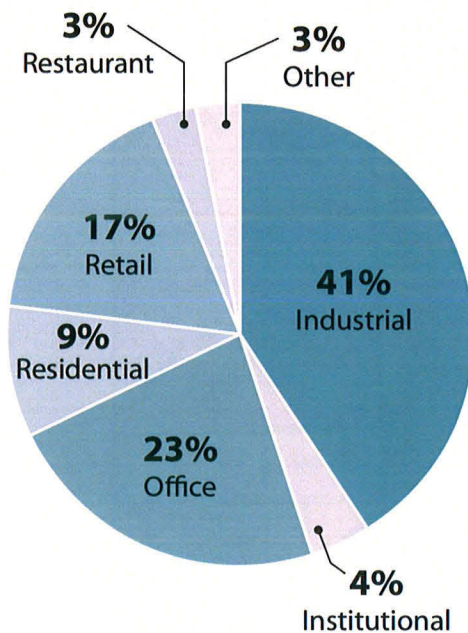
Portland, Oregon

Figure 15. CEID Zoning Mix



Source: BPS Central City 2035 Subdistrict Profiles

Figure 16. CEID Land Use Mix



Source: BPS Central City 2035 Subdistrict Profiles

While the zoning provides a picture of what is possible in the CEID, the actual land uses tell a somewhat different story. A City of Portland inventory in 2008 found that about 41% of the uses were industrial at that time and about 23% were office. The third largest use was retail at 17%. While this survey is now a number of years old, a quick scan of the CEID shows that more retail and office uses are showing up (BSide 6 and Olympic Mills Commerce Center) while the industrial uses appear to be holding steady. **Figure 16** shows the mix of land uses within the CEID.

FUTURE LAND USES AND EMPLOYMENT

The project team analyzed future land uses and the actions that might trigger future land uses to better understand the future demand for parking in the CEID. The CEID includes numerous vacant lots and underutilized parcels, including many surface parking lots, which could develop into new uses in the next 20 years. This new development would lead to more employees in the CEID and therefore to greater parking demand, while in some cases reducing the surface parking available. According to the Bureau of Planning and Sustainability's *Central City 2035 Subdistrict Profile* there is as much as 47 acres that are either vacant or underutilized. While it is unlikely that all of those acres would develop into new employment uses in the next 20 years, some percentage certainly will. The likelihood of new development is influenced by public and private investment in the CEID. There are three large projects that are either under construction or in the planning stages that will help spur further development:

- Eastside Streetcar (complete September 2012)
- Portland-Milwaukie Light Rail (complete 2015)
- OMSI Development Plan (master plan complete)

Metro has forecast that employment in the CEID will grow by about 8,000 jobs over the next 25 years, bringing the total employment to about

24,600. The Metro forecast is part of a regional allocation of population and employment that the City of Portland agrees to and uses for planning purposes. In addition to the new employment, Metro also forecast that the CEID will grow by almost 2,000 new housing units, a significant increase from the 1,100 units currently found in the district (2005).

EXTRAPOLATED PARKING DEMAND

The project team used the projected growth in district employees and the parking utilization data described above to extrapolate future parking demand in the CEID. The extrapolated parking demand is an input into the Plan Actions found in this plan and serves as background for future parking management.

The following step by step process was used by the project team to extrapolate parking demand:

Step 1: Determine current employment and estimate future employment.

Current employment in the CEID is 16,687 according to 2009 Census Longitudinal-Employer Household dynamics (LEHD) program. Metro's forecast of employment for 2035 is 24,268.

Step 2: Calculate the Parking Demand Factor.

The Parking Demand Factor represents the peak demand for parking in the CEID currently and is a ratio of number of vehicles parked at the peak (as discussed in the Parking Utilization section above) and the current number of jobs in the district. This ratio takes into account how parking is currently being used in the district and implicitly includes the mode share in the district (amount of people who bike, walk, bus or carpool).

The CEID Parking Demand Factor is calculated as follows:

Number of vehicles parked at peak	9,878
Number of jobs in the district	÷16,687
Parking Demand Factor	.59

Step 3: Calculate projected parking demand.

The third step is to use the Parking Demand Factor and the projected population to determine the projected future demand for parking.

The projected parking demand is calculated as follows:

Projected future employment	24,268
Parking Demand Factor	×.59
Projected parking demand	14,318

Step 4: Calculate projected peak hour parking demand.

The final step is to compare the projected parking demand with the current supply to determine projected peak hour demand. This calculation helps form conclusions about where parking demand is headed and how parking policies can help mitigate any future issues. While there are many variables at play in this calculation, including increased supply of parking through new off-street lots, improved mode splits, general economic conditions and changes in land uses, the calculation of peak hour demand is useful in managing parking supply to the 85% rule. The 85% rule is a common standard used in the parking industry that states that if parking occupancy routinely exceeds 85% in the peak hours the supply is considered constrained.

Peak hour parking demand is calculated as follows:

Projected parking demand	14,318
Total current stalls in district	÷14,605
Peak hour demand	98%

As shown in the calculation above, at some point in the future and with no intervention, the parking in the CEID will become fully subscribed in the peak hour, resulting in a true lack of parking for customers and employees. While it cannot be projected when this point will be reached due to the factors mentioned above, it is clear that interventions are needed in the District to better manage parking supply and demand.

KEY FINDINGS

The following are the key findings from the land use inventory and analysis.

- The land uses within the CEID are changing in response to market conditions and the flexible zoning in the Employment Opportunity Area.
- New large infrastructure projects will have an impact on land uses within the CEID, likely speeding growth in retail and creative sector services and therefore impacting the demand for parking.
- New development is likely to occur on parcels that are now surface parking lots; impacting both parking demand and supply.
- Future parking demand will exceed supply without any parking management interventions.