

Charge to the NWD Stakeholder Advisory Committee

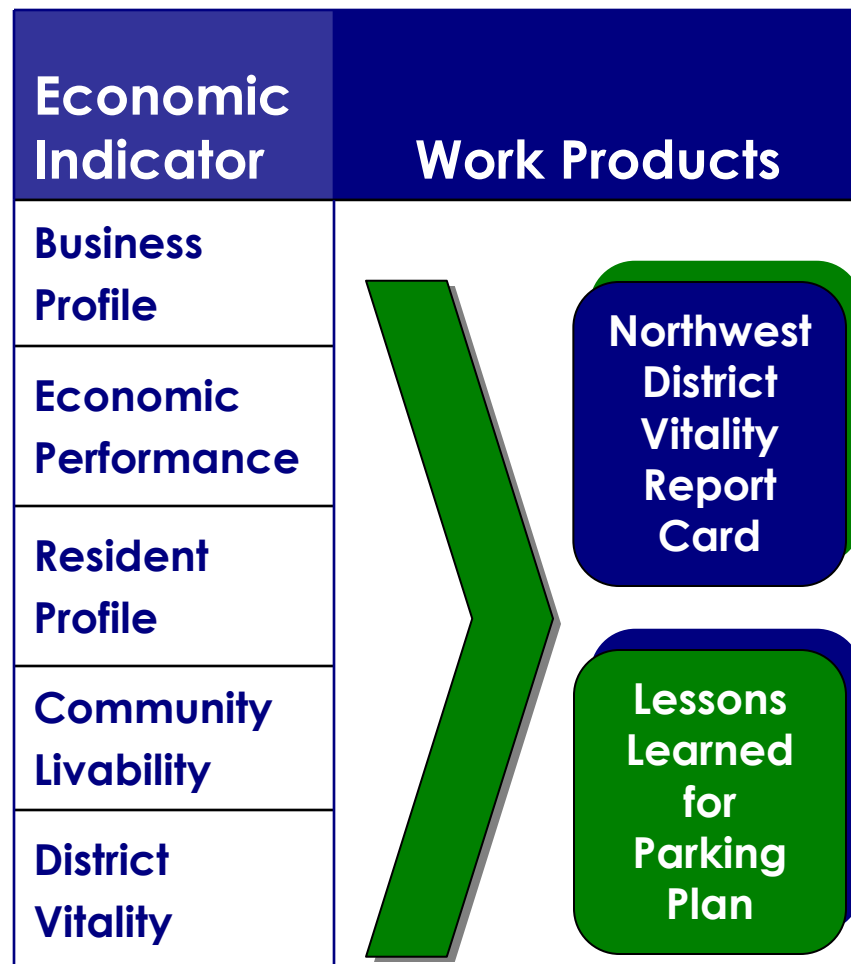
- Council Resolution 36744 (10/21/09) direction to create a meter & permit district, establish meter fee & create a Transportation & Parking Management Association (TPMA) with revenue allocation plan
- Utilize *NWD District Plan Policy 4* and *NW Portland On-Street Parking Plan: Concept Plan*
- Build on prior agreements *plus* respond to current & emerging parking management needs

Overall Goal:
economic vitality & community livability

Context for NWD Parking Plan

Economic Vitality Process:

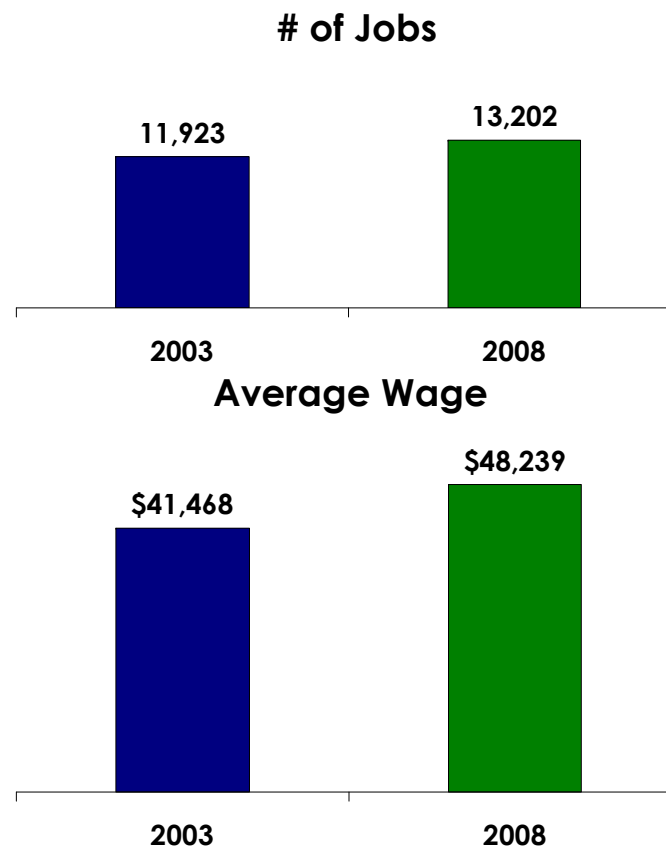
- Expanded study area boundaries
- Three briefings with initial Plan Core Group (April - June 2010)
- Follow-up Stakeholder Advisory Committee Briefing (Starting July 2010)
- Feedback loop for fit with vitality objectives (Fall 2011)
- City Council consideration (December 2012)



NWD – A Place for Business Vitality

Economic Indicators:

- NWD home to 13,200 jobs
- Low vacancy, strong rents
- Dining, specialty shopping, business mgmt, information & health service clusters
- Dining / retail depends on destination + local traffic
- Some local convenience retail under-served
- 23rd / 21st branding – but new clusters north & east
- Parking pivotal to business clientele & turnover

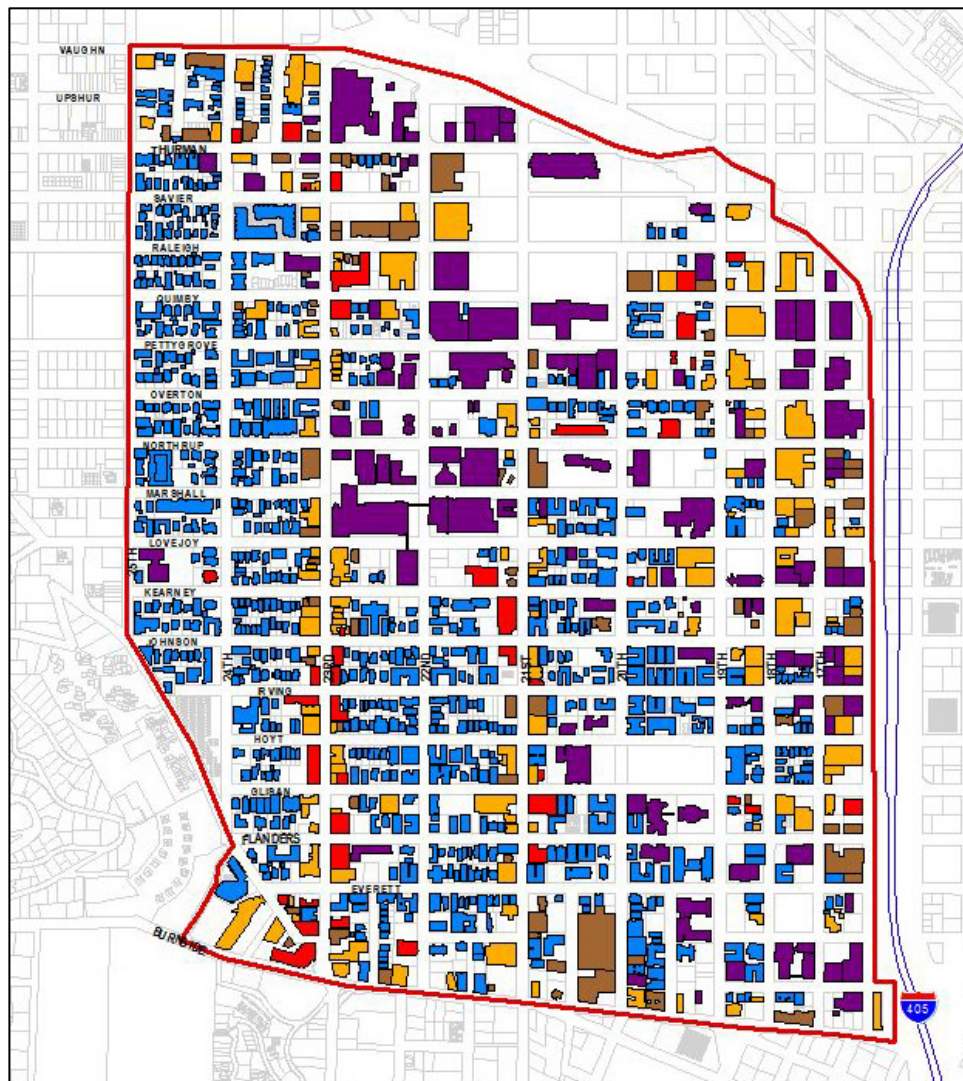
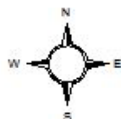


Source: OED

NWD Building Conditions

Building Condition Rating:

- Outstanding
- Good
- Weak
- Residential
- Non-Commercial Employment Use

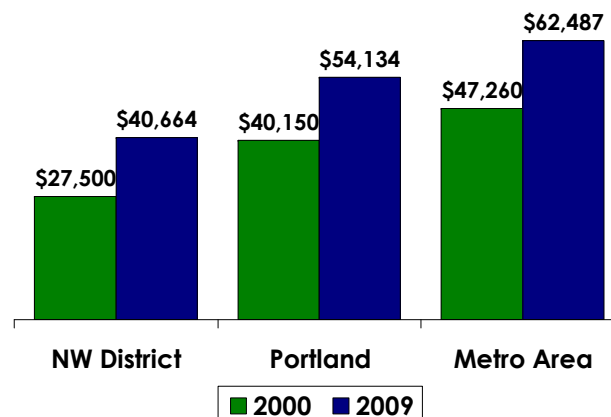


NWD – Neighborhood Livability

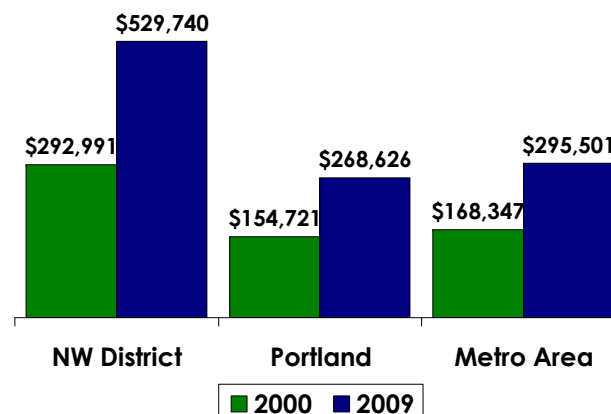
Residential Profile:

- 9,400 residents – young, well educated, renters
- Less diverse, smaller households, lower incomes but higher housing values
- NW + Downtown high resident satisfaction with livability & City services
- On-street parking perceived less positive than rest of city

Median Income



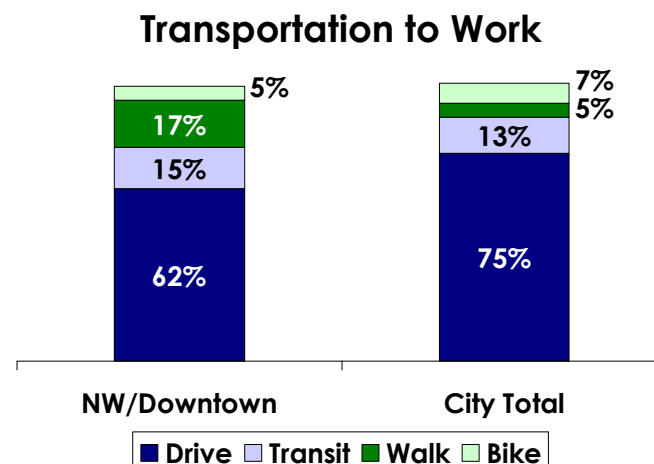
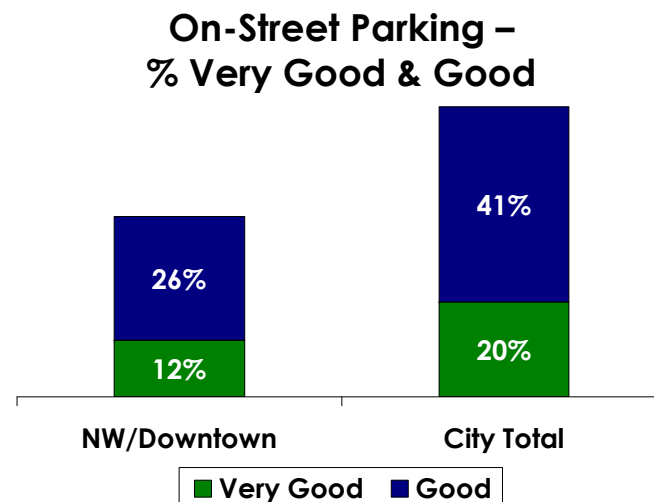
Median Home Value



NWD In Motion

Looking Ahead:

- **Close-in** neighborhoods like NWD fare better than suburban counterparts
- The **new normal** favors places that foster:
 - ✓ Young creatives
 - ✓ Smaller scale / organic change
 - ✓ Green development
 - ✓ Work-live integration (20-minute neighborhoods)

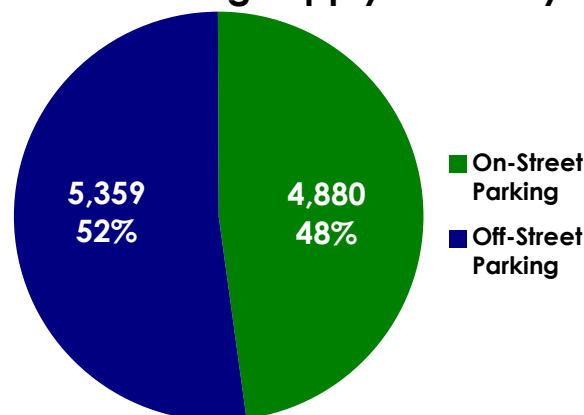


What We Know About Parking

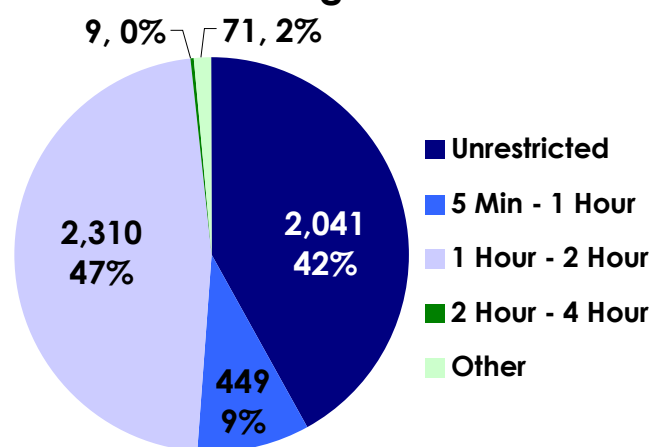
Supply/Utilization:

- 10,239 on + off-street spaces
- 47% of on-street signed 1-2 hours, 42% unrestricted
- Peak commercial @ 90-96%
- Peak residential @ 81-93% use
- Mixed use @ 86% weekday, 56% weekend
- High 85%+ occupancy for commercial; some capacity for residential / mixed use
- Violations above industry standard of 5-7% for commercial & east residential

NWD Parking Supply Inventory



On-Street Parking Restrictions



Manage for turnover; better utilize remaining capacity

Parking Utilization Study Areas



Parking & the NWD Customer

DHM Research:

(400 phone + 130 intercept surveys):

- Restaurants / shopping top draws
- Young adults, Multnomah & Washington Co visit most often
- Most (71-88%) stay <1-3 hours; can be 2-3 hours w/multiple stops
- Parking, travel distance & congestion cited as reasons for not visiting more
- Parkers often spend ≤ 5 minutes to find a space – typically w/in 2 blocks (despite perceptions)

Perceptions are everything!

Key Note:

✓ **68% of metro area phone respondents**

✓ **88% of intercept on-the-street visitors**

Say they park on-street

Economic Value of NWD Parking

- \$2.4 billion RMV *divided by* 10,239 on/off-street spaces @ 84% auto use equals **\$200,000 valuation** per space
- Gross business revenue of **\$280,000 - \$360,000 annually** per space
(with range depending on measure used)

***No matter how measured,
NWD's limited parking = substantial economic value***

**Effective parking management for more customers
can serve to increase business value**

Implications for Parking Management

NWD Parking Challenge:

- Even with recession & slow recovery, parking demand continues strong
- Economic recovery & new hot spots will intensify + broaden demand (unless offset by non-auto trip options)
- Turnover of high demand spaces + shared use of on-/off-street parking is pivotal to district vitality
- Paid parking encourages turnover & enhances business + residential livability

“A good problem to have” (but only if managed)

Parking Plan & District Vitality

Parking Plan Element		Vitality Impact
Manage On-Street Supply:		
Expanded Boundary	Limits broader spillover effects; SAC support	
Pay to Park	Encourages commercial zone turnover, reduces violations & price to market	
Tailored Time Limits	Shorter where demand is highest	
Permit Program	Resident w/guest option & employee allocations	
Establish TPMA:		
Manage Program	On-going residential & business interaction	
Oversee Revenues	\$1/2 million per year is 2x Lloyd parking revenues (TDM incentives, streetscape/wayfinding, marketing)	
Alternate Modes	Best bet with residential & employee incentives	
Off-Street Coordination	More shared use of off-street lots (& new facilities)	
Monitor Performance	With benchmarks @ time of plan adoption, periodic monitoring of business & residential vitality metrics	