

NORTHWEST DISTRICT PARKING MANAGEMENT PLAN

IF YOU WISH TO SPEAK TO CITY COUNCIL, PRINT YOUR NAME, ADDRESS, AND EMAIL.

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## MEMORANDUM

**TO:** City Council, Portland, Oregon

**FROM:** Gustavo J. Cruz, Jr., as Chair of the Ad Hoc Parking Committee of the Northwest District Association

**DATE:** July 31, 2013

**RE:** Testimony to City Council Regarding Amendments to Parking Plan for NW Portland

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Good morning. My name is Gustavo Cruz, and I am speaking today on behalf of the Northwest District Association, or the NWDA. I am the Chair of its Ad Hoc Parking Committee and a life-long resident of NW Portland.

First, we would like to thank Mayor Hales, the Commissioners, City staff members, including Josh Alpert, Bill Hoffmann and Rob Burchfield, the Nob Hill Business Association, and numerous other business representatives and neighborhood residents who provided input into the proposed Amendments to the parking plan. We appreciate the time and effort that everyone expended to bring us here today. It is also our pleasure to testify along-side representatives of the business community. Although we continue to have some concerns regarding the plan – as do our friends in the business community – it is clearly a breakthrough for us to be here together to express our overall support. We hope that this will be the beginning of a more collaborative approach to neighborhood parking issues.

When our Board of Directors reviewed the proposed Amendments, their primary concerns were (i) the effectiveness of a four hour time stay period; (ii) the ability to plug the parking meters; and (iii) the goal of reducing employee permits from 100% to 85%. As a compromise, our Board suggested – and the current Amendments now provide for – an interim review of these three issues after one year. This is exactly the kind of task that the new Stakeholder Advisory Group should undertake. The NW parking plan should be a dynamic, evolving plan that is continually improved to benefit everyone in the neighborhood.

The amended plan will use permits, meters, shared parking arrangements and other targeted efforts to make more efficient use of a scarce public resource. These measures will reduce the tendency of commuters to use NW Portland as a park-and-ride location, and should improve parking availability for businesses, residents and visitors. The demand management portion of the plan will encourage the use of alternative transportation, which should further reduce the pressure on on-street parking. We hope that the successful implementation of this plan will serve as a model for other neighborhoods, and will demonstrate the City's commitment to addressing on-street parking needs. We also encourage the City to continue its review of the parking minimums issue for new developments, as this has a direct impact on the availability of on-street parking.

Finally, we believe that the amended parking plan will improve livability in the neighborhood, and will serve us well as residential density and commercial activity continue to increase in the coming years.

Thank you for your time and consideration.