



Northwest Portland On-Street Parking Plan

Concept Plan

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Overview

This concept plan is presented to the Citizen Advisory Committee of the Northwest Portland On-Street Parking Plan Project for review and consideration. The City's intent is to give CAC members an opportunity to review the proposal, discuss it with City staff, and work with City staff to finalize a recommendation to be taken public for review and input.

This project originated in response to a directive from City Council for the development of an on-street parking management plan for Northwest Portland. This directive was the result of a Good Neighbor Agreement that City Council signed in May 2000 with Portland Family Entertainment, managers of PGE Park. Adopted with the Good Neighbor Agreement was the PGE Park Comprehensive Transportation Management Plan (CTMP), which proposes 15 mitigation measures to minimize the impact of more and larger events at PGE Park on the adjacent neighborhoods and their residents. The CTMP also calls for a plan to address the potential commuter parking impacts of Streetcar operations. In addition, the CAC has recommended that the potential revenue from a pay-to-park program be used to pursue two broader objectives.

Hence, the primary objectives for this project are as follows:

- 1) Discourage parking by PGE Park patrons in the Northwest neighborhood.
- 2) Discourage parking by commuters in the Northwest neighborhood.
- 3) Mitigate the impacts of automobile traffic on Northwest Portland streets.
- 4) Increase the supply of off-street parking in Northwest Portland.

Planning Process

After an extensive planning process between May 2000 and September 2001, City staff drafted this proposal for a comprehensive, long-term plan to manage on-street parking in Northwest Portland. This proposal reflects ongoing work with consultant Doug Capps, members of a Citizen Advisory Committee (CAC), and members of a CAC Subcommittee.

The CAC, comprised of 21 members representing a broad range of stakeholders from the Northwest community, convened on November 16, 2000. The CAC met regularly, generally twice monthly, throughout the planning process. When time management issues affected the ability of the large group to address specific issues and detailed program elements, the CAC recommended that a Subcommittee be formed.

The Subcommittee, comprised of key stakeholders representing neighborhood and business interests, convened on April 24, 2001. Facilitated by Doug Capps, the Subcommittee drafted a set of recommendations for the CAC to consider in the development of a detailed plan in concert with City staff.

The Subcommittee presented these recommendations to the full CAC and City staff on August 29, 2001. That meeting resulted in a CAC endorsement of the Subcommittee's recommendations and a CAC direction to City staff to draft a detailed proposal for review and consideration by the CAC.

Proposal

A combination of a Permit Program, a Pay-to-Park Program, and increased off-street parking supply for residents, employees, and visitors is proposed to manage the demand for on-street parking in Northwest Portland.

- The main goal of a Permit Program is to increase on-street parking for residents, their guests, and businesses and their patrons by restricting access to parking by commuters and PGE Park patrons.
- The main goal of a Pay-to-Park Program is to encourage appropriate turnover in the neighborhood. A by-product of this strategy is the creation of revenue to fund other parking and transportation solutions.

Program Objectives

A Permit Program is proposed for Northwest Portland in conjunction with a Pay-to-Park District. The permit program is needed to accomplish three basic objectives:

- 1) Provide exemptions to residents, guests of residents, and employees from the pay-to-park regulations and visitor time limits.
- 2) Discourage parking in the neighborhood by PGE Park patrons with visitor time limits.
- 3) Discourage parking in the neighborhood by out-of-area commuters who park and then use transit to shuttle into the Central City with visitor time limits.

A Pay-to-Park District is proposed for Northwest Portland that will operate in conjunction with a Permit Program to regulate the price and the duration of time that visitors may park in the neighborhood. The program will require all visitors to pay to park on street within the boundaries. A Pay-to-Park District is needed to accomplish the following objectives:

- 1) Provide incentive for the turnover of visitor parking via pricing.
- 2) Allow visitors to extend the duration of their parking stay in the neighborhood by purchasing additional time beyond the initial visitor time limit.
- 3) Generate revenue for the neighborhood and the City, a majority of which is dedicated to the benefit of the neighborhood to fund other parking or transportation projects/programs.
- 4) Focus visitor parking activity in the commercially zoned areas, principally along NW 23rd Avenue and NW 21st Avenue.

Program Elements

Boundaries

A combination of a Permit Program and a Pay-to-Park District is proposed for the area bounded by W Burnside Street, SW 16th Avenue, NW Pettygrove Street, and NW 25th Avenue (Figure 1).

Several considerations formed the rationale for the zone boundaries and pay district:

- Existing Zone K and Zone L boundaries
- PGE Park “impact” area
- Commercial areas of 21st and 23rd Avenues
- Location of the Portland Streetcar line and the potential impact area of commuter parking associated with the Streetcar
- Location of the Legacy Good Samaritan Hospital campus and adjacent neighborhood areas potentially impacted by employee parking
- Location of several high-density residential housing complexes in the area bounded by 18th, 20th, Burnside, and Everett

City staff proposes that zone boundaries along NW 18th Avenue be established with overlap as shown in Figure 1. Where two zones meet at a boundary along a street, residents and businesses with permits will be allowed to park on either side of the street.

Visitor Time Limits

Visitor time limits are designed to discourage PGE Park patrons and downtown commuters from parking in the neighborhood. In addition, time limits need to provide visitors ample time to park and complete their visit. A four-hour time limit is proposed for most areas except for an area near PGE Park where shortened time limits are needed during the PGE Park season.

Visitor time limits for the program area will vary by time of year. During April through October, time limits designed to discourage parking by PGE Park Patrons will be in effect (Figure 2). The time limits will be relaxed to four hours in Zone L during the off season. Zone K visitor time limits will remain two hours throughout the year. Daylight Savings Time dates will determine season and off season.

Some exceptions may be made to the base time limits. Shorter time limits may be used to encourage a higher rate of turnover when necessary to meet the needs of individual businesses.

Hours of Operation

Hours of operation will also vary by time of year. Extended hours will be in effect throughout much of the neighborhood during the PGE Park season. Normal hours of

operation will resume during the off season. Daylight Savings Time dates will determine season and off season.

Hours of Operation		
Days of Week	PGE Park Season April through October	Off Season October through April
Monday-Saturday	10 AM to 10 PM	10 AM to 6 PM
Sunday	None	None

• Table 1. Permit Program Hours of Operation.

Permit Eligibility

All residents within the program boundaries will be eligible for permits. Businesses will be eligible to obtain exemptions for a percentage (to be determined) of their full-time employees. The City intends to create a Transportation Demand Management (TDM) component of the plan, which will be included in an Appendix. The percentage of business permits to be allocated will be addressed as part of the TDM component.

Legacy Good Samaritan Hospital employees will be subject to special regulations to be determined. An agreement currently exists between Legacy Good Samaritan Hospital, Northwest District Association and the City that constrains Good Sam employees to parking within the designated Good Sam campus growth boundary. The parking plan will either maintain this restriction or develop an alternative strategy that must be approved by the NWDA and the City.

Pricing

Visitor Rate

Visitor parking will be priced consistently throughout the pay district at the rate of \$1.00 per hour.

Permit Fees

Current City policy for pricing permits for Area Parking Permit Programs (APPP) provides that permits will be sold for half the cost to the City of administering the permits. The current cost of administering the APPP permits is \$32.00 per permit. Therefore, based on this policy, permits for NW residents and employees should be \$16.00 per permit. The permit price could change in the future if City Council changes the pricing policy or if the cost of service changes.

In addition, to discourage individuals from storing multiple vehicles on the street, the following pricing structure is recommended.

Price of Permits		
Permittees	1 st Permit Price	2 nd Permit Price
Residents	\$16.00 per year	\$100.00 per year
Employees	\$16.00 per year	Not applicable

• Table 2. Price of Permits.

Guest Permits

Guest permits will be available to residents in the form of single use “scratch-off” permits. These permits require the user to scratch off the chosen month, date, and year of use. The scratch-off guest permits are priced at \$3.00 for a book of 10 permits. Residents may purchase multiple books.

Exemptions

Vehicles displaying a valid permit will be exempt from visitor time limits and pay regulations except in designated “non-exempt” areas. Vehicles with permits will be allowed to park exempt from time limits and pay regulations in these designated “non-exempt” areas only after 6 PM Monday through Saturday and all day on Sundays.

Of the currently regulated parking supply in the neighborhood, 78% is regulated as long-term parking, 18% is regulated as short-term (two hours or less), and 4% is truck-loading zones and other. This parking plan proposes to maintain the current percentage of exempt/non-exempt parking ratios on a neighborhood-wide as well as a local area basis as much as possible. If changes are needed during implementation of the plan, property and business owners will be notified in advance to provide an opportunity to participate in the decision-making process if they are not already engaged.

Permit Renewals

Permits are renewed annually. Residents must provide proof of residence and a copy of their vehicle registration to qualify for a permit. Any abuse of the program regulations may result in the cancellation of the permit.

Pay Stations

Pay stations will be used to implement the pay-to-park area. The mode of operation will be Pay-and-Display. This decision, as well as the pay station contract with the vendor SchlumbergerSema, was approved by City Council on January 9, 2002. 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.

Mitigation Measures

In addition to proposals to manage on-street parking, the CAC recommends a comprehensive approach to address impacts of automobile traffic on Northwest Portland streets. Specifically, strategies should be considered with the following objectives:

- 1) Reduce travel demand and associated auto trips.
- 2) Reduce parking demand.
- 3) Calm traffic and improve traffic safety.
- 4) Improve pedestrian safety.
- 5) Facilitate the use of other travel modes.

In addition, we expect land use intensity and parking capacity to increase over time. These will generate demand for more auto trips. Therefore, there must be an ongoing effort to define and implement livability and traffic safety measures that will mitigate these impacts. At the same time, mitigation measures must be considered that neither hinder the business vitality of the neighborhood nor unreasonably impede efforts to increase the supply of off-street parking.

Off-Street Parking Supply

The scope of this study effort focused primarily on on-street parking. However, an obvious conclusion from this work is that there is a significant shortage of parking supply throughout the neighborhood, including off-street parking, and this shortage affects livability. This conclusion validates the perceptions of members of the CAC as well as the conclusions of previous studies. The CAC has expressed a sense of urgency in the need to move forward with planning and site selection for an off-street structure(s). This concern is based not only on the high level of parking demand, but on the potential that critical site development opportunities may be lost in the short-term if actions are delayed.

Therefore, the joint recommendation of the CAC and the City is to proceed with the planning and development of an off-street parking structure(s).

In addition, efforts to increase the number of shared parking spaces in existing (underutilized) parking lots should continue. Specifically, the CAC recommends that changes in the zoning code be developed as a part of the NW Policy Plan to allow shared parking as an outright use.

Revenue

Revenue from the pay stations will be used to pay for debt service and operating costs associated with the program. If the program generates net revenue, a majority of the net revenue will be dedicated to transportation and parking projects/programs that benefit the neighborhood. City staff will work cooperatively with neighborhood leaders to identify and prioritize projects and programs for funding. Projects and programs will be funded through the City's budget process. The CAC recommends those projects that implement the Mitigation Measures and Off-Street Parking Supply objectives identified above be given the highest priority for funding in the near term.

Addressing Stakeholders with Special Needs

Transportation projects can have major social and economic impacts on individuals and organizations – both positive and negative. From the beginning, the City and the CAC understood that the development of an on-street parking plan for Northwest Portland required a thorough understanding of its impacts on everyone, but particularly those most likely to suffer significant hardship.

Early on, City staff and CAC members conducted outreach activities to identify a limited number of stakeholders with very special needs and the specific impacts a transportation management plan would have on their quality of life. City staff then crafted elements of a plan to temper those adverse impacts while maintaining overall benefits to the neighborhood.

The result is a plan with special considerations for a limited number of organizations or categories of individuals that more effectively and equitably integrates parking management strategies into the fabric of the Northwest Portland community.

Stakeholders with Special Needs

Through conversations with affected stakeholders, the following institutions and programs were identified as requiring special considerations in the parking plan.

- 1) Legacy Good Samaritan Hospital
- 2) Metropolitan Learning Center
- 3) Northwest Neighborhood Cultural Center
- 4) Subsidized Housing Residences (Housing Authority of Portland and Marshall Union Manor)
- 5) William Temple House Counseling Services

Program Implementation

The implementation of the combined pay-to-park and permit programs will be conducted in phases. A complete implementation plan, with a schedule, has not been developed.



Figure 1: Program Boundaries

