

DOWNTOWN PARKING



Why is Downtown Parking Important?

- Managing parking is a key to implementing the vision of Milwaukie's *Downtown and Riverfront Land Use Framework Plan*, which envisions a lively downtown area with a clear sense of place and identity, comprised of an attractive mix of uses and amenities.
- Downtown Milwaukie's role as an employment center will only grow over time.
- Parking must be built and managed to serve the retail core as downtown transitions to a multi-modal environment, without spilling over into adjacent neighborhoods.

Problems to Solve

- Downtown Milwaukie is vulnerable to serving as a park and ride for downtown Portland.
- Downtown residents and employees are parking in stalls that should serve visitors.
- Available public parking lots, and some downtown streets, are not well-lit and do not feel safe.
- Parking is spilling over into neighborhoods.
- The permit system doesn't work as well as it could.
- Downtown employees aren't aware of their parking and transportation options.
- As downtown evolves, existing parking lots will be developed.

Tools We Can Use

Parking Management

The 85% Rule is an operating principle and industry-based management tool for managing a parking supply. When occupancies routinely reach 85% in the peak hour, more intensive and aggressive parking management strategies are called for to create enough parking for visitors.

When parking stalls are 85% full, there are many tools the City can use to respond:

- Adjust on-street time controls
- Public information and marketing about parking and other transportation options
- More aggressive enforcement
- Adjust parking rates and fees for parking permits or meters

Parking Supply

- **New parking supply.** Establish shared use lots or construct a parking garage.
- **Improve quality.**
 - Enhance downtown streetscape (lighting, trees, sidewalks, etc.).
 - Enhance parking lots.
- **Reduce demand.** Expand alternative modes of transportation (i.e., transit and biking) to reduce demand for parking.
- **Development requirements.** Require private development to provide parking- not too much, not too little.

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Parking Facility Priorities by Parking User Type

Parking User Types	Parking Facility Type			Transportation Demand Management Tools
	On-street Parking	Off-street Public Parking	Off-street private parking	
Visitor / Customer / Client	Priority 2 hr and 4 hr parking	Allowed Supplied subject to land and funding availability.	Allowed On-site parking controlled by property owner.	- Transit - Bike parking - Pedestrian access & amenities
Downtown Employees	Limited - Supplied when not needed for adjacent retail/restaurant. - By permit only - Subject to 85% rule.	Priority - Supplied subject to land and funding availability. - Priority to building occupants existing in 2007. - Location will shift over time as downtown develops. - Subject to 85% rule.	Allowed - On-site parking controlled by property owner. - Shared parking arrangements encouraged. - Private paid parking lots are allowed. - New of office/commercial development required to supply 0-2.5 stalls/1,000 sf.	- Transit passes - Bike parking - Encourage carpooling - Flexible parking options (don't have to drive every day).
Downtown Residents	Limited - After hours only. - When not needed for adjacent retail/restaurant.	Limited - After hours only.	Allowed - On-site parking controlled by property owner. - Shared parking arrangements encouraged. - Private paid parking lots are allowed. - New residential development required to supply 1-2 stalls per unit.	- Transit passes - Bike parking - Flexcar - More services in downtown, requiring fewer trips to destinations outside downtown.
Park & Ride (to Portland)	Not Allowed	Limited - Restricted in the core downtown area. - Conditionally allowed in a parking structure. - Must support downtown activity over the long term.	Allowed - On-site parking controlled by property owner.	- Southgate Park and Ride to open 7/08. - Existing Park & Ride on Lake Road. - Improve E-W bus connections to downtown Milwaukee

Downtown Parking Master Project List

Priority	Type	Location	Improvement	Cost(s)
High	O		Improve/streamline the employee permit process.	\$
High	P	Downtown	Annual parking occupancy survey	\$
High	O		Parking Utilization Monitoring Program	\$
High	C	McLoughlin intersections, public parking lots	Downtown parking wayfinding and identification signage	\$
High	O		Downtown parking enforcement (system and staff)	\$
Med	P		Develop funding and siting plans for parking garage	\$\$
Med	C		Upgrade and maintain off-street public parking facilities	\$\$
Med	C		Downtown streetscape improvements- lighting, pedestrian amenities	\$\$
Med	O		Create Residential Parking Zone	\$
Low	C		Public parking structure	\$\$\$

Notes:
 C = Capital Project
 O = Operational Project
 P = Policy Project
 High = High priority
 Med = Medium priority
 Low = Low priority

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Key Recommendations

Summary of Guiding Principles

- **Manage parking to support downtown revitalization**, according to the vision in the Downtown and Riverfront Plan. On-street parking is managed to serve adjacent ground-floor uses.
- **Keep an updated parking inventory** and conduct periodic parking use studies to understand how parking areas are used.
- **When parking areas are over 85% full, adjust parking management practices** to make the best use of available parking (adjust parking zones, increase prices, install parking meters, etc.
- **Require the private sector to identify sufficient parking** for residential and commercial uses, but do not ask developers to “over-build” parking. Encourage shared parking arrangements.
- **Provide public off-street parking for downtown employees** as funds and property availability allows. First priority will be given to buildings and businesses existing in 2007.
- Work with property and business owners to **decrease employees’ need for auto parking** as downtown transitions to a multimodal environment.
- Develop a plan to finance and locate a **public parking structure to support downtown**.

Action Plan

- Enforce against “moving to evade” on-street parking time limits.
- Develop a residential permit program for the Historic Milwaukie neighborhood.
- Distribute information to the public – fight the “rumor machine.” Create a “transportation information package” for downtown employees. Include parking, transit, and biking information.
- Maintain the current public supply of 130 permit-only stalls for downtown employees.
- Change regulations. Residential development to require a minimum of 1 stall per unit, maximum of 2 per unit. Commercial/office development to eliminate minimum parking requirement, add maximum of 2.5 stalls per 1,000 s.f. Unlimited if parking is in a structure.
- Work with downtown stakeholders to identify a funding source for a downtown parking garage.

Working Group Participants

The following individuals attended one or more of the two meetings:

Lee Holzman, Reliable Credit	Ed Parecki, Spring Creek Coffee	Charmane Coleman
Melissa Arne	Ed Zumwalt	David Aschbrenner
Nancy Wittig, Milwaukie Library	Greg Hemer, Milwaukie Lumber	Zach Rogers, Advantis Credit Union
Neil Hankerson, Darkhorse Comics	Jason Jenkins	Joe Sandfort, Milwaukie Library
Parker Fitzpatrick	Jean Baker	Lanice Coleman
Ray Bryan	Jeff Klein	Tom Kemper, Main Street, LLC
Ray Peck, Windhorse Coffee	Jill Chapman	
Tim Clouse, Advantis Credit Union	Jim Bernard, Bernard's Garage	

