



To: Downtown Parking Workshop Participants
From: Katie Mangle (Planning Director), TSP Parking Liaison
Cc: Sarah Lander, Milwaukie Parking Manager
Date: June 26, 2007
Subject: Draft TSP Chapter 12 - Downtown Parking for Review

Thanks once again for participating in the City's TSP workshops on Downtown Parking. As promised at the end of our second workshop, I am sending the draft Downtown Parking Chapter of the City Transportation System Plan (TSP) for your review and comment.

The draft chapter is based on the work completed in 2003 as part of the *Downtown Parking and Traffic Management Plan*. The City's intent with this chapter is to finally adopt the good work completed in 2003, but also update it to meet current conditions and needs. Therefore, most of the chapter is drawn directly from the 2003 report, though it may be presented in a different format (to fit with the format of a TSP chapter). In the attached document I highlighted in blue the key differences from the 2003 report. These blue areas, not coincidentally, should be familiar to you as being the subject of the robust discussions that took place at the workshops.

Specifically, I wanted to draw your attention to and invite feedback on the following sections of the report:

- Updated Guiding Principles, on pages 6-5 through 6-7. There are several new and updated principles to address downtown residents, requirements for new development, the City's role in providing parking, and requirements related to transit facilities.
- Downtown Parking Diagram and Parking Facility Priorities table. These are new ways of communicating the principles and priorities that were developed in 2003.
- Implementation Strategies related to proposed changes to development standards (page 6-11); a proposed framework for a Residential Permit zone (page 6-12); and the Draft Master Plan, a summary of projects that require funding.

At the last workshop, the participants agreed to try to conduct this review primarily via email, but if we find a follow-up meeting is needed, I will set one up. In the meantime, please call or write to me with your questions, comments, and suggestions by **July 10th**.

The next steps will be to:

- present the recommendations (along with those of the other working groups) at the TSP Open House on July 12th from 5:30-8 pm at Milwaukie High School, and again at the Milwaukie Farmer's Market on July 15th;
- brief the Milwaukie City Council on the parking recommendations in late August;

- hold a public hearing on the whole TSP prior to adoption in December 2007.

Thanks once again for your participation to date, and I look forward to hearing from you.

Katie Mangle
TSP Parking Liaison
(503) 786-7652
manglek@ci.milwaukie.or.us

12

Downtown Parking

Preliminary Draft for Review

Most of the content of this chapter is taken from the parking section of the 2003 *Downtown Milwaukie Parking and Traffic Management Plan*. Key changes from the recommendations in that document are shown in **blue** in this draft.

The role of parking in downtown Milwaukie cannot be seen as a stand-alone issue in and of itself. In 2001, the City adopted the Downtown and Riverfront Land Use Framework Plan, which envisions a lively downtown area that is a cultural and commercial center for the community. Such a downtown is an area that has a clear sense of place and identity, comprised of an exciting and attractive mix of uses and amenities. Additionally, downtown is projected to be the location of a significant employment growth (see Chapter 4). In a nutshell, "people do not come downtown to park." People come downtown to experience an environment that is unique, active and diverse. As such, the true role of parking and transportation management is to assure that the desired vision for downtown is fully supported.

The components of a parking management plan need to be simple and intuitive for the user, providing an understandable system that is safe, secure, affordable and well integrated into the traffic system and other access modes. The plan should recognize the role of the public sector in providing parking for patrons of the downtown, as well as seeking out opportunities for creating partnerships with the private sector to improve access and support of alternative modes of access.

The issue of parking in downtown Milwaukie actually includes several distinct types of parking users:

- Employee parking
- Park and Ride or commuter parking
- Downtown resident parking
- Visitor/customer parking

Parking policies and priorities need to be tailored for each of these user groups.

This chapter covers the following elements:

- TSP Goal and Policy Framework
- Needs/Deficiencies
- Parking Management Tools
- Parking Management Strategies

TSP Goal and Policy Framework

As part of this TSP update, the community developed a set of goals to guide the development of the transportation system in Milwaukie (see Chapter 2). Several of these TSP Goals guide the City's policies on parking in Downtown Milwaukie. Goal 1 – Livability, guides the city to address spillover parking into residential neighborhoods. Goal 9 – Economic Vitality, speaks to the importance of downtown as a hub of commerce and employment.

Needs and Deficiencies

Future Supply

With most vacant land in the downtown already committed to surface parking, future development will impact net parking resources over time. While parking availability is currently abundant, there is a pending deficiency looming unless new parking resources (or programs to provide access capacity) are identified and strategically located.

Over time, new development and infill in downtown Milwaukie will cause existing surface parking facilities transition to new and denser land uses. In this regard, the City and the private sector will see new parking resources transition from surface parking facilities to structured facilities. The role of the City in developing/providing/facilitating new supply will be critical to the City's success in achieving the more compact urban vision outlined in the City's Comprehensive Plan.

In 2003, the City's *Downtown Parking and Traffic Management Plan* included a forecast of the anticipated impact of future development on the supply of parking. Using land use growth estimates derived from the downtown Milwaukie Framework Plan (and resulting Downtown Zones), the study anticipated net growth of 68,930 gross square feet of new uses over a 10 year period. Using both 2003 and 2006 (updated) parking demand estimates, new growth will generate demand for 121- 167 net new parking stalls by 2013.¹ Table 1, below, summarizes demand projections.

**Table 6-1
Future Parking Demand/Supply Growth**

Year	Anticipated Land Use*	Net Peak Parking Demand	Rate of Demand
2003	341,670 GSF	660 – 831 stalls	1.9 – 2.43 stalls/1,000 GSF
2013 Estimated	410,600 GSF	781 – 998 stalls	1.9 – 2.43 stalls/1,000 GSF
Variance/Growth	68,930 GSF	121 – 167 stalls	

* Represents future land use scenario established by City of Milwaukie in accordance with the Downtown Milwaukie Framework Plan. System peak hour is from 11:00 a.m. to 12:00 p.m. Demand numbers reflect demand during this peak hour.

¹ It is important to note that the growth in parking stall demand represents *net* new growth in parking stalls. It does not include parking stalls lost (and therefore in need of replacement) as new projects remove existing surface parking facilities.

Uneven Parking Requirements for Development in Downtown

While current development standards for downtown do not require parking in the Downtown Storefront zone, the parking requirements in other downtown zones are excessive. The code currently does not include standards for residential parking in the Downtown Storefront zone

The City's parking standards for new development within the downtown zones vary depending on the type of use. Retail and business uses have minimum parking development ratios that range from 0 stalls/1,000 gross square feet (GSF) in Storefront zone, to 15 stalls per 1,000 GSF in the Downtown Office zone. The parking requirements vary across approximately 59 use categories.

Actual parking demand numbers (see Chapter 3, table x) indicate that demand for parking is fairly evenly distributed between different land use types and not representative of the multiple parking standards currently in place in the City code. The 2003 utilization study and the subsequent 2006 update indicates that parking demand in the downtown ranges between 2.0 stalls per 1,000 SF (2002) to 2.43 stalls per 1,000 GSF. This demand range encompassed nearly every use currently outlined in the existing parking standards in the City code (i.e., 59 different uses).

Quality of Off-street Parking

Much of the available supply of unused parking is on privately owned surface lots located on the fringes of the core of the downtown. In many cases, there is inadequate signage, lighting, landscaping/surface treatments and intuitive pedestrian connections that would render these sites more attractive to use by downtown employees and visitors. The poor quality of the existing parking lots creates a deficiency in the ability of the City and the private sector to fully maximize use of existing parking resources for both visitors and employees. Without a high quality of lighting, physical appearance (i.e., paving, signage, landscaping) and pedestrian connectivity, encouraging use of underutilized parking stalls will remain challenging.

Parking Management Tools

Parking management is just one tool in a downtown's economic development toolbox. Parking must be managed to assure that priority land uses are supported with an effective and efficient system of access that caters to the needs of priority users. To support the vision of the downtown as a hub of activity, the City of Milwaukee identifies the priority user for the public system of parking to be the *patron of downtown* - the person who shops, visits or recreates. The objective of parking management in downtown should be to implement a plan that supports the development of a vibrant town center for shopping, working, living, recreation and entertainment and the customers, visitors, employees and residents of those uses.

Manage Using the 85% Rule

The 85% Rule is an operating principle and industry based management tool for coordinating a parking supply. When occupancies routinely reach 85% in the peak hour, more intensive and aggressive parking management strategies are called for to assist patrons in finding available parking. The 85% Rule standard can facilitate the City and the community in making reasonable and effective decisions regarding time stays, pricing and other decisions related to capacity management.

The *85 percent full* standard becomes the unifying monitoring device connecting the various policy elements. Whenever peak hour parking utilization reaches 85 percent, an evaluation of strategies is

automatically triggered. This means that as demand for parking increases, the City will manage its parking stalls, parking permits and rates to assure that the Guiding Principles for parking are supported.

The 85 percent standard is first and foremost a benchmark that causes an evaluation of the system to occur. One possible consequence could be that no strategies need to be implemented if the utilization level is deemed acceptable. However, the trigger provides a proactive system of review and provides time to implement parking management strategies before overly constrained conditions occur.

Because downtown Milwaukie is relatively small, the 85 percent full standard should be applied effectively on a “hot-spot” basis. That is, as small areas of downtown redevelop or become more popular, consideration should be given to parking utilization within the specific area. For example, if a specific block or block face exceeds 85 percent, nearby parking utilization should also be considered. If nearby parking is available and it is determined that it would address the identified deficiency, then no action may be required even though the 85 percent full trigger has been tripped.

Implementation Tools

When the 85 percent full trigger is tripped, there are many tools the City can use to respond to the full conditions. These include:

- Public information and marketing
- Enforcement
- Adjusting time controls of on-street parking
- Adjusting parking rates and fees (for parking permits or meters)
- Streetscape and parking lot improvements
- Planning and constructing new parking facilities

Demand Management Tools

One of the tools for managing parking is to reduce the demand for parking by encouraging employees, residents and visitors to use modes of transportation other than a single occupant vehicle. Examples of Transportation Demand Management (TDM) include:

- Improving walking conditions.
- Improving cycling conditions and parking.
- Improving transit service to downtown.
- Encouraging carpooling and car sharing.

Guiding Principles for Managing Downtown Parking

This comprehensive set of Guiding Principles for Managing Downtown Parking were developed in 2003 as part of the *Downtown Milwaukie Downtown Parking and Traffic Management Plan*, then confirmed and updated during the 2007 TSP update process. The Guiding Principles provide a framework for managing parking and decision-making in the downtown over time. They address the different parking user types (employee, visitor, park and ride, and resident), and the different types of parking facilities (on-street and off-street).

Customer/Client/Vendor/Visitor Parking

1. The most convenient parking spaces should be reserved to support customer/client/vendor/visitor access to downtown. Management of the on-street parking system should promote customer/visitor accessibility by making the priority user the short-term patrons of downtown Milwaukie.
2. The City of Milwaukie should take the lead role in providing sufficient short-term parking (using the 85-percent-full standard) to support the downtown Milwaukie Framework plan. The City of Milwaukie will prioritize the on-street parking system for customer/visitor use. The City will state clearly that the on-street system is not intended for employee parking.
3. On-street parking should be preserved in the downtown core area to improve customer/visitor accessibility and to facilitate revitalization of street level activities. On-street access should take priority over street capacity and vehicle speeds.
4. The City will take steps to address problems with long-term parkers “moving to evade” in short-term parking facilities in the downtown.

Multi-Modal Access

5. The City should strive to create and implement as many access options as possible and provide a *balanced* access system that includes transit, automobile, bicycle, and pedestrian facilities and services, for all users of the downtown.
6. Parking management strategies and programs should support and complement all access modes.

Employee Parking

7. Sufficient parking (using the 85-percent-full standard) should be provided to meet employee demand, in conjunction with an access system that provides balanced travel mode options. All parking strategies should be coordinated with transportation demand management goals and objectives to ensure that employees and customers have reasonable options available for access.
8. If parking in the downtown area exceeds the 85 percent full standard, employee parking must be eliminated/phased out first. The City will manage public parking to accommodate visitors and customers, with any remaining capacity to be managed for employees. Businesses that have designated private employee parking will be encouraged to do the same. Access management strategies should move larger numbers of employees into alternative modes over time .

9. The City's public information system should provide a clear and consistent message about auto parking and access to and within downtown in order to optimize utility and convenience for all users.
10. The City will use its legislative resources to manage long-term employee parking and partner with local, regional, and state entities when necessary to fulfill these responsibilities.
11. The City will support downtown businesses in transitioning more downtown employees into alternative modes (i.e., transit, bike, walk, rideshare) through business-based programs and incentives. This will ensure that parking constructed by the City in the future serves customer/visitor access in the downtown at the highest level of efficiency and cost effectiveness.

Park-and-Ride/Transit

12. Parking spaces for downtown employees, customers, and visitors should be prioritized over parking for commuters destined for other cities.
13. Park-and-ride lots will be located outside of the core of downtown Milwaukie when possible and otherwise located in structured parking facilities with active ground floor uses.
14. Bus staging in the downtown should be managed to assure minimal impacts to downtown visitors using on-street parking. Buses should serve downtown, but should not stage on downtown streets. The purpose and priority for transit stops in the downtown area is to provide safe, convenient business friendly access for downtown users, customers, and employees.
15. While transit park and ride structures are discouraged downtown, the City may allow for the provision of such should it lead to future control/ownership of the facility by the City for public parking to serve downtown under the principles of this plan.

Quality of Parking

16. Safe, secure, well-lit parking shall be provided in the downtown core to allow a sense of security when parking at all times on street and off-street. Each public off-street lot shall be adequately maintained so as to not deter potential users based on poor lot pavement quality or perceived security issues.

Residential Parking

17. The downtown parking supply should be managed to minimize customer/client/visitor and employee parking and traffic impacts to adjacent residential neighborhoods.
18. Residential development within downtown will provide parking for the residential units or find parking in private lots.

Publicly-Managed Parking

19. The City will attempt to accommodate users of stalls now in City off-street lots, using December 2007 as a baseline. The City will continue this practice as long as off-street surface spaces are

available.² Over time, the City envisions that these lots will redevelop and city-owned or leased lots will gradually disappear. As constraints on the City supply occur, the City should first attrition out permits issued to commuters to downtown Portland.

20. To provide support for existing downtown buildings (commercial and residential), the City supports the provision of future structured public parking facilities for visitor and employee parking. The City supports moving forward with development of public structured parking as funding is identified through community discussions.

Parking Requirements for New Development

21. As new development occurs in the downtown and demand for access to City facilities increases, it is the intent of the City to manage its supply first to serve growing customer/visitor demand and (to the degree possible) employees and residents of existing buildings. As such, new development will be responsible for assuring that employee and resident parking is contained on-site, through shared use agreements and/or balanced with the availability and encouragement of other modes of access.

Parking Operating Principles

The Guiding Principles listed above are the statements directing parking policy for downtown Milwaukee. The Operating Principles listed below define the operating priority for the day-to-day management of parking in the Downtown Zones (Downtown Storefront, Downtown Residential, Downtown Office, Downtown Commercial, and Downtown Open Space) and provide a specific level of direction to address issues that may occur. The operating principles complement and reinforce the Guiding Principles established for the downtown.

- On-street and off-street parking will be safe, convenient, economical, and strategically linked to the pedestrian system to ensure user-friendly access.
- The purpose of, and priority for, on street parking in downtown is to support and enhance the vitality of the retail core.
- On street parking in downtown zones will be prioritized for short-term parking. Short-term parking is defined as parking with time-stays less than or equal to four hours.
- Parking will be provided to ensure convenient, economical, and user-friendly access for customers, clients, and visitors to downtown.
- The City will manage on-street parking spaces to primarily serve the ground floor use of the adjacent property.
- There will be no un-regulated on-street parking in downtown zones.
- Off-street parking in downtown will be regulated and managed to provide a balanced mix of short-term and long-term stay opportunities for visitors, residents, and employees of downtown Milwaukee.
- Over time, public off-street parking will be transitioned to serve a higher mix of short-term visitor parking demand. Alternative mode options will be developed to support this transition.

² Note that “City lots” in this recommendation exclude the Ledding Library lot.

- Parking outside of the downtown zones (i.e., adjacent residential areas) is intended to meet demand generated by the uses within those zones. On-street parking outside of the downtown zones is either unregulated or enforced by complaint only.
- If parking spillover from the downtown zones results in inadequate parking availability for land uses outside of the downtown zones, Residential Permit Zone programs may be desired and implemented.

Policy Summary

In summary, the Guiding Principles and Operating Principles direct the City to make the following decisions about how different parking users should use the parking facilities in downtown:

- **Manage parking to support downtown revitalization**, according to the vision in the Downtown and Riverfront Plan. Manage on-street parking to serve the ground-floor uses of adjacent development, and prioritize access for visitors and customers.
- **Keep an updated parking inventory** and conduct periodic parking use studies to understand how parking areas are used.
- **Enforce against misuse of on-street parking.**
- **When parking areas are over 85% full**, adjust parking management practices to make the best use of available parking (e.g., adjust parking zones, increase permit prices, install parking meters, etc.
- **Implement development requirements** that 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 lively, multimodal environment.
- **Develop a plan to finance and locate a public parking structure** to support downtown in the future.

The parking management framework established by the Guiding Principles and Operating Principles address the different parking user types, and the different types of parking facilities. This is illustrated diagrammatically in Figure 6-1. Table 6-2 outlines how the Principles apply to each parking user group with respect to the parking facility types.

Figure 6-x. Parking Diagram for Downtown Milwaukie

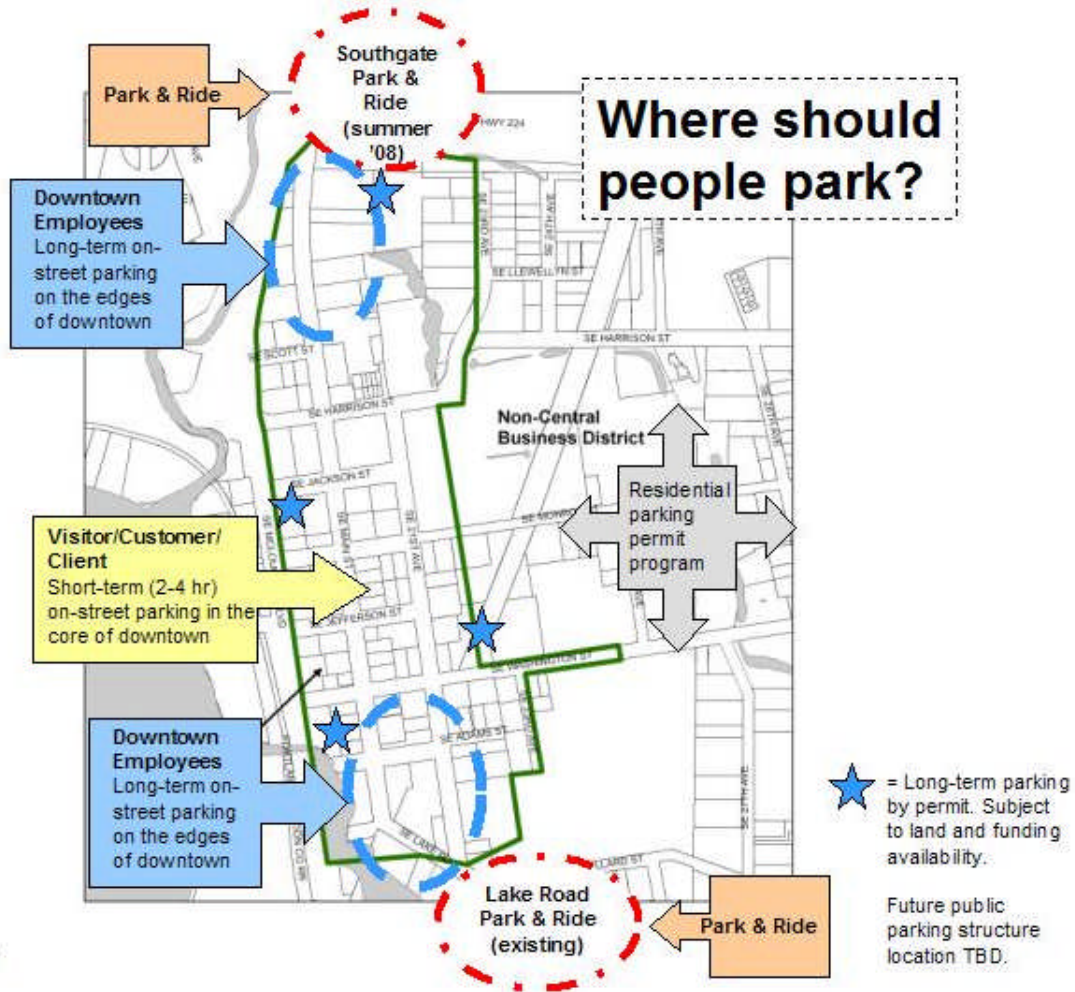


Table 6-2. Parking Facility Priorities by Parking User Type

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	Allowed	Allowed	
	2 hr and 4 hr parking	Supplied subject to land and funding availability.	On-site parking controlled by property owner.	<ul style="list-style-type: none"> - Transit - Bike parking - Pedestrian access & amenities
Downtown Employees	Limited	Priority	Allowed	
	<ul style="list-style-type: none"> - Supplied when not needed for adjacent retail/restaurant. - By permit only - Subject to 85% rule. 	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - Transit passes - Bike parking - Encourage carpooling - Flexible parking options (don't have to drive every day).
Downtown Residents	Limited	Limited	Allowed	
	<ul style="list-style-type: none"> - After hours only. - When not needed for adjacent retail/restaurant. 	<ul style="list-style-type: none"> - After hours only. 	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - Transit passes - Bike parking - Flexcar - More services in downtown, requiring fewer trips to destinations outside downtown.
Park & Ride (to Portland)	Not Allowed	Limited	Allowed	
		<ul style="list-style-type: none"> - Restricted in the core downtown area. - Conditionally allowed in a parking structure. - Must support downtown activity over the long term. 	<ul style="list-style-type: none"> - On-site parking controlled by property owner. 	<ul style="list-style-type: none"> - Southgate Park and Ride to open 7/08. - Existing Park & Ride on Lake Road. - Improve E-W bus connections to downtown Milwaukie

Implementation Strategies

Specific recommendations include a range of parking strategies to optimize the use of existing parking and prepare for future parking conditions in Milwaukee. The strategies range from recommendations for policy statements in the zoning code to capital investments.

Policy Recommendations

The following policy elements ensure that the goals of the parking management plan can be achieved by incorporating parking system management into the Milwaukee Municipal Code.

a. Adopt Guiding Principles for Parking Management

Amend Parking or Zoning Code to include Guiding Principles for Parking Management as a policy element of the code to inform future management of parking as well as development of future public facilities. Incorporating the Guiding Principles into City policy assures that the intent and purpose for parking management, established through consensus in this study, is carried out over time.

b. Adopt new parking development standards for commercial development in downtown zones.

Amendments should achieve the following:

1. Eliminate minimum parking ratios for commercial/retail uses in Downtown zones. The development team (developer and lenders) would be responsible for determining the parking required for the proposed uses, assuming that no public parking stalls are available in the long run.
2. Establish a maximum parking ratio of 2.5 stalls per 1,000 SF for all commercial uses within the Downtown zones that include office, retail, personal service, restaurant, auto use, government, bowling, church, fraternal organization, gym and funeral home found in the current code. This maximum would be in place for parking in surface lots. There would be no maximum parking ratio for parking provided in structured stalls that meet the City's development standards and design guidelines.

c. Adopt new parking development standards for residential development in downtown zones.

Given that the on-street system in the downtown is prioritized for customer/visitor use, the vision to bring greater levels of new residential development (over retail) to the downtown will create potential conflicts for access to on-street parking. To mitigate this and assure that (a) residential parking is available in the downtown and (b) on-street parking remains available to customers/visitors, the following is recommended:

- Establish a minimum per unit parking requirement of 1.00 per unit.
- Establish a maximum per unit parking requirement of 2.0 per unit.
- These maximums would be in place for parking in surface lots. There would be no maximum parking requirement for parking provided in structured stalls that meet City's development standards and design guidelines.

- Where parking is required, allow for approval of a transportation management and trip reduction plan (TMP) to accommodate residential developments that cannot incorporate parking into development sites (i.e., for reasons of site size, geometries, etc.).
- Prohibit creation of a residential permit parking zone on-street within the downtown parking management zone.

d. Adopt a framework for Residential Parking Zones (RPZ's) for neighborhoods outside downtown.

As downtown grows and land uses intensify, conflicts for parking in residential neighborhoods adjacent to the downtown will likely occur as downtown uses attempt to spill over in the residential areas. In response, the City should initiate residential parking zones (RPZ's) at the request of affected neighborhoods.

1. Affected neighborhoods, coordinated through neighborhood district associations (NDAs), petition the City for creation of an RPZ by formally polling affected residents within a boundary.
 2. If 51% of affected residents within a boundary poll in favor of an RPZ, the City would then move to implement a permit program.
 3. At that time, a formal RPZ boundary would be established and any parking between the hours of 7:00 a.m. and 6:00 p.m. (Monday – Friday) would be limited to two hours unless by displayed permit. This would be posted by signage and enforced through code enforcement.
 4. Permits would only be available to residents with address in the zone and only to vehicle license numbers with addresses in the zone.
 5. A “guest pass” program would be established to accommodate visitors to residential properties within the zone.
 6. A system for determining cost to the city and the neighborhoods would be established prior to implementing the program. Costs include creation and replacement of signage, permit creation and processing, and enforcement.
- e. Revise “Move-to-Evade” ordinance (10.20.080) to allow the Parking Manager more latitude to cite people who move their cars several times per day with the intent of parking all day on the street in stalls signed for visitors and customers.

Operational Projects

a. Public Information and Marketing- Develop a coordinated program to provide clear and consistent information about parking and transportation options in downtown. Initiate programs and strategies that communicate location, cost, availability and purpose of lot locations in the downtown. This can be accomplished through such efforts as targeted outreach to downtown businesses, mailings, brochures, maps and website development.

b. Active, On-going Parking Management

▪ **Parking Utilization Monitoring Program**

Periodically, City staff should count the parking supply and peak hour parking utilization and find out the number of employees and park & riders parked in downtown. With the results of this information, the Parking Manager should convene the parking committee to review the findings, compare results to the 85 percent trigger rule and evaluate the need for any actions (e.g. re-designating short-term or long-term parking, modifying short-term parking duration from two to four-hour, limiting the number of permits for park & riders).

▪ **Parking Management**

The City should dedicate appropriate resources needed to actively manage parking as downtown transitions to a lively multi-mode environment. On-going needs include providing staffing and equipment for parking enforcement, identifying a Parking Manager, maintaining a parking inventory map, and maintaining an inter-departmental implementation team.

c. Parking Permit System

Improvements and enhancements to the current employee permit process can result in increased use of off-street spaces that are currently underutilized. By getting employees who are currently parking on-street to park off-street, valuable on-street stalls can be freed up for customer/visitor use.

- **Improve/streamline the employee permit process** to make purchasing a monthly parking permit easier and more convenient.
- **Implement “tiered pricing” in lots to encourage more use.** Currently there is little differentiation in pricing among the publicly managed parking lots. As such, parking is not priced according to demand or proximity to “premier” destinations. Tiered pricing would set rates in lots based on actual utilization of the lots. As an example, a lot with occupancies over 85% would be priced higher than lots with significantly lower rates of utilization. Lots on the fringe of the downtown would be priced lower than more popular lots located in the core retail area.

Capital Implementation Projects

a. Signage Changes

Distinctive, customer-friendly and clear signage should be installed on Highway 99E that informs motorists that downtown Milwaukie is east of Highway 99E. The signs should be located at the north end and south end of downtown and provide directions for motorists to gain access to downtown Milwaukie. Over time, distinctive, friendly and clear customer/visitor parking should be designed and installed at all public parking lots. The signs should be “blade” signs with information on both sides so that downtown patrons can read the signs from either direction.

b. Initiate Plan for New Supply

▪ **Identify locations for future public supply**

As public parking lots are closed for redevelopment, City of Milwaukie staff should identify locations for replacement parking to serve downtown Milwaukie employees currently accommodated in City lots. Locations should be strategically sited to assure that future use of such supply is convenient and accessible to multiple downtown locations.

- **Engage owners of private parking facilities to provide shared employee parking.**
Initiate a program to develop shared use agreements with owners of underutilized off-street private parking. The agreements should be developed for both downtown employee parking and for special event parking. The City and/or designated representative, such as the downtown business association, can take the lead in developing incentives and initiating contacts with existing property owners. Shared parking arrangements could be initiated between two private developments, or between the private owner and the City. Some options/incentives to facilitate shared use parking agreements include: facility upgrades (e.g. lighting, striping, pavement, landscaping); leasing arrangements; revenue sharing; or purchasing.
- **Evaluate of funding strategies for new parking structure**
The City should begin discussions to identify and evaluate potential funding sources for future public parking supply. These discussions should be coordinated with downtown stakeholders to assure that final outcomes and recommendations have broad support within the downtown community. Most public parking facilities developed in other jurisdictions are funded with multiple sources that can include urban renewal/tax increment financing, parking fees and charges, meter districts, local improvement districts, capital fund allocations and bonding.

c. Upgrade Public Parking Lots

In the near term, the City of Milwaukie should establish a program for upgrading and maintaining off-street public parking facilities, including pavement, lighting and landscaping. In addition, the lighting at all public off-street lots should be evaluated to make sure that lighting meets minimum industry accepted standards. Those locations that do not meet minimum lighting standards should be identified as a priority for the long-term lighting improvement program.

d. Construct New Supply

As City owned parking lots transition to more dense land uses, the City of Milwaukie should be prepared to develop new long-term parking supply for downtown employees. Ideally, parking for employees of the northern half of downtown Milwaukie should be provided on the north end of downtown and parking for employees of the southern half of downtown should be supplied at the south end of downtown. Parking in the middle of downtown would be available for customers/visitors. Essential to attaining this strategy is the development of funding strategies and mechanisms as described above.

Master Plan

Priority	Type	Location	Improvement	Cost(s)
High	O		Public Information and Marketing	\$
High	O		Improve/streamline the employee permit process.	\$
High	O		Parking Utilization Monitoring Program	N/A
High	C	99E intersections, public parking lots	Downtown Parking Signage	\$
High	O		Downtown Parking Enforcement (system and staff)	\$
High	C		Upgrade and maintain off-street public parking facilities	\$\$
High	C	Downtown streets	Construct downtown streetscape improvements– lighting, pedestrian amenities	\$\$
High	O/C		Develop shared-use parking agreements on underutilized lots	\$\$
Med	O		Identify location and funding for future public parking structure	\$
Med	C		Fund and construct a public parking structure	\$\$\$\$

Notes:

- C = Capital Project
- O = Operational Project
- High = High priority
- Med = Medium priority
- Low = Low priority

Action Plan

Location	Improvement	From	To	Cost(s) \$1,000s
TBD	TBD	TBD		TBD

Subtotal of Projects
Available Funding from City of Milwaukee

Remaining Unfunded Costs