

Transportation Planning Study

Downtown Parking Study

Silverton, Oregon

City of Silverton, Oregon
306 S. Water Street
Silverton, Oregon 97381

Project Team:

Walker Macy
111 SW Oak, Suite 200
Portland, Oregon 97204
(503) 228-3122

Kittelson & Associated, Inc.
610 SW Alder, Suite 700
Portland, Oregon 97205
(503) 228-5230

Urbsworks
3845 SW Condor Ave.
Portland, Oregon 97201
(503) 827-4155

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Executive Summary

Executive Summary

This study was conducted to address downtown business and civic community concerns for providing sufficient, convenient parking for customers, residents and employees. With the future opening of the Oregon Garden, and the desire for more downtown commercial activity, the community wanted to address today's parking demand and plan for accommodating future demands within the context of the downtown historic district. The study resulted in the following findings and recommendations:

FINDINGS

Existing Conditions

- Parking observation surveys showed that demand for parking in the downtown is relatively low compared to the total parking supply of about 1,080 parking spaces, which includes on-street and off-street, public and private parking. Parking space utilization was less than 40 percent during the weekday peak and about 25 percent during the Saturday peak. The overall supply of parking spaces is adequate for existing parking demand.
- Overall, parking demand was relatively flat from about 10:00 a.m. to about 4:00 p.m. on both the weekday and the Saturday observation, with peak parking demand occurring during the early to mid afternoon time period.
- Parking demand varies significantly throughout the downtown, with some on and off-street parking areas being more than 85 percent full for an extended period during the day.
- Public parking spaces currently have higher utilization rates than private parking spaces. In the retail core, about 54 percent of the public parking spaces are utilized during the weekday peak compared to 43 percent of the private spaces. On a Saturday in the retail core, the public parking utilization drops to 43 percent and the private space utilization drops to 25 percent.
- There are a number of underutilized private parking lots in the downtown core. Some of these parking areas are associated with churches and service organizations and could be utilized by downtown employees and a variety of users through a shared parking arrangement during weekday work-hours. Some of these are private parking spaces for businesses, such as professional service offices, that could be more fully utilized on the weekends if made available for shoppers.
- It was found that 10 percent of the parked vehicles in the prime, on-street, metered, parking spaces parked for two-hours or more. While this is a relatively low number, it translates into one-third of the total space-hours that are used at parking meters. If these vehicles were parked elsewhere, a substantial amount of short-term parking would be made available for customers in this high-demand parking area. On Saturday, it was observed that nine percent of the vehicles were parked for more than two hours, which translated into one-fourth of the space-hours being used by these long-term parkers. This

suggests that increased enforcement or higher parking fines for repeat offenders may be appropriate.

- Current downtown building-use is primarily retail and restaurant (47 percent), followed office and professional services (40 percent), with the residential component being the smallest of these three categories (13 percent).

Future Conditions

Near-term Impacts — There are two conditions that could have substantial impacts on the downtown parking supply in the near future:

1. The loss of public parking at the Copeland Lumber lot (50 parking spaces);
2. The increased parking demand (estimated at 60 additional spaces on a Saturday in August and 30 on a weekday in August) related to the Oregon Garden scheduled to open in early summer, 2000.

Each condition, if taken separately, could be accommodated within the existing parking supply, but together would severely impact parking demand within the downtown core. While the overall supply of parking would be adequate, the combined result in 80 (weekday) to 110 (Saturday) fewer available parking spaces in the downtown. The impact would be increased congestion as vehicles circle blocks in search of a parking space, and increased pressure for parking in adjacent neighborhoods. Under this scenario, parking demand would reach approximately 45 percent of supply for the study area; however, in the retail core area public parking spaces would 80 percent utilized on both weekdays and Saturdays. This compares to a peak current utilization of 54 percent on weekdays and 43 percent on Saturdays for public parking in the retail core.

Long-term Impacts – Long-term impacts on parking will likely come from increased business activity downtown. Increases in business activity would be driven by the Oregon Garden, population growth in Silverton, and increased popularity of Historic Silverton as a tourist destination. Redevelopment of existing buildings and in-fill of vacant areas with new building emphasizing retail uses is a goal of the community to increase the health of downtown and to add vitality to the City. While this type of development will make Silverton an even better place to visit, shop, and work, it will also put increased demand on the available parking supply. As new buildings take the place of private parking areas, the demand for parking will increase from the new uses, as the supply of parking will decrease with redevelopment. If this process is projected over the entire retail core (excluding churches and service organizations) without any additional parking added, the downtown area lose approximately 190 parking spaces and demand would increase approximately 330 parking spaces during the peak, resulting in 85 percent utilization during a typical weekday. Compared to the existing utilization of 40 percent this is a dramatic change. This level of parking would not be adequate and downtown Silverton would suffer from increased congestion and public frustration.

It is not possible to predict how fast redevelopment and in-fill in Silverton will occur; however, it is clear that action is needed. The parking supply should be monitored on a regular basis, and steps should be taken in a prudent manner to assure that the success of downtown is matched with a sufficient supply of parking.

Approximately 200 new and/or shared parking spaces would be needed in the downtown to bring utilization down from the projected 85 percent utilization to about 65 percent. At the 65 percent

level, parking conditions would be more congested than existing-conditions but this level of utilization represents a reasonable level of accommodation for Silverton's parking needs. To bring the parking congestion back to current levels, a total of about 400 new and/or shared parking spaces would be needed in this long-term scenario to replace lost parking and provide new parking spaces for future parking demand.

RECOMMENDATIONS

The following recommendations present a strategy to better manage parking and to increase the overall parking supply.

Recommendations for Immediate Action

- Continue the use of parking meters as a method of ensuring short-term parking within downtown. Maintain or increase the level of monitoring of the meters. Increase the fine for parking violations in order to encourage compliance. Consider a stair-stepped increase in fines for those with multiple infractions in a calendar year beginning with courtesy notices followed by fines that may increase to somewhere between \$50 and \$100 after a given number of infractions. Revenues could be used to offset the cost of enforcement, and possibly be applied to a downtown-parking fund.
- Actively seek out shared use agreements with Churches and Lodges and private land owners in the downtown area. This could be a mutually beneficial arrangement for both parties. The key locations for consideration would be the Elks Lodge and the United Methodist Church located on West Main Street and Coolidge Street for downtown employee parking during weekdays and the First Christian Church located at First Street and A Street for use by Eugene Fields School staff during the week.
- In conjunction with finding shared off-street parking for weekday employees, discourage employee parking in the City Park parking lot on West Main street by implementing signed four-hour time limits for this parking lot. The intent is to provide free parking for shoppers and park users. Monitoring of the lot should continue to ensure compliance.
- In conjunction with finding shared parking for staff at Eugene Fields School, eliminate the practice of giving school staff and volunteers unlimited free parking in metered parking spaces in this area.
- To gain the maximum amount of parking, avoid parking policies that reserve a parking space for a single business or individual, which will result in parking spaces sitting-idle for long periods of time.
- Purchase properties that can be used for public parking as feasible. A total of 100 public parking spaces of surface parking are recommended initially so that land is available to accommodate 200 parking spaces in the future using structured parking. The priorities for acquiring land would be:
 1. The Copeland parking lot — to assure that this parking area is available into the future (50 parking spaces;

2. The three parcels on the west side of Water Street at the terminus of High Street. These parcels should be purchased if the cost of property is reasonable as a parking opportunity in the near-term (50 parking spaces). For the long-term vitality of the downtown, these lots should be developed into building sites based on market demand. Future revenue from the sale of the properties could then be used to add to the parking supply by constructing new surface or structured parking (at this location or elsewhere in the downtown).
 3. The triangular property bounded by Front Street, Water Street, and C-Street – for tour bus and RV parking as well as for potential street modifications (50 or more standard spaces — number of parking spaces depends on the C Street realignment which is currently being discussed as part of the Transportation System Plan);
 4. Wells Fargo Bank parking lot (21 parking spaces) if the bank closes and lot is for sale.
- Loading zones should have posted operational times such as allowing short-term parking in the truck loading zones after 3:00 p.m.
 - As a temporary action, consider using the west side of Front Street between C Street and A Street as for long-term tour bus parking should the need arise.

Recommendations for Near-term Action

- Expand the use of the existing shuttle bus (Silver Trolley) to bring people to the downtown area and to the Oregon Garden once in operation. The bus has the potential of reducing traffic congestion and freeing up parking spaces. The potential to attract people to the downtown without driving would depend highly on the frequency and quality of the service. In the near term, it would be considered highly successful if the shuttle were able to reduce 20 percent of the projected 60 parking spaces needed at the peak by Oregon Garden visitors. This would amount to a savings of 12 parking spaces, which is small in terms of the total parking supply, but none-the-less amounts to nearly two block-faces worth of parking that would not have to be provided otherwise. Avoid a layover in the downtown that consumes on-street parking.
- Restrict parking to a 12-hour time limit for private vehicles on all on-street public parking areas within the downtown core and in the Copeland parking lot to discourage vehicle storage in public parking spaces.
- Demolish the A&W building to increase the parking supply in the Civic Area of downtown (30 to 35 spaces).
- Given the lack of parking at City Hall for visitors, consider relocating City and some Police vehicle storage to a remote parking area such as the existing A&W lot. This parking area may be an ideal place for City Hall employees to park.
- Consider providing angle parking on one-side of High Street between First Street and Water Street in conjunction with a capital project on this street such as redevelopment of adjacent properties, changes in the parking meters, or a major roadway/sidewalk reconstruction project if desired by the merchants on this street.

- Develop a uniform signage program to direct drivers to public parking areas in the downtown. A uniform theme and picture/logo could add clarity to the parking program.

Policy Recommendations

- Formulate a parking district that includes the downtown area. Determine management and financial responsibilities for the long-term viability of the program.
- Examine development codes to ensure compliance with goals of downtown development, especially related to off-street parking provisions.
- Implement a flexible parking policy that would allow the city to be responsive to the needs of business in the downtown area. For example, the kind of parking actions that would be appropriate may include changes such as:
 1. The addition of very-short-term parking. Time limits of 3 to 10 minutes would be appropriate, not to exceed 2 spaces in three blocks, located in front of appropriate business such as flower shops, laundry mats, etc..
 2. The addition of handicapped parking. The amount of handicapped parking available should be about 1 handicapped parking spaces per 25 total parking spaces. The location and design of the spaces is of critical importance. With the current supply, it would be appropriate to add four new handicapped parking spaces. Two of these could be added when/if the Copeland lot is paved and the remaining two could be added when new public parking spaces are constructed at another site. Alternatively, if a local business desires a handicapped parking space near their store due to the nature of the business (for example, a pharmacy with no off-street parking) this would be an ideal opportunity to add an on-street handicapped parking space.
 3. Provide flexible arrangements for the location of truck loading. Maintain three to four large truck loading areas on-street that are distributed in the retail core as best suits the needs of current business. Encourage but do not require off-street loading space where feasible and consistent with goals of downtown development.

Other Actions

- Conduct annual parking surveys. These would be used by the City to monitor the parking situation and respond to growing parking needs. Surveys should include parking utilization counts during the peak parking period (noon to 2:00 p.m.) and parking turnover counts during the period that time limits are in effect (9:00 a.m. to 6:00 p.m.) at metered parking spaces.
- Implement a Traffic Demand Management (TDM) program to encourage ride sharing. In the case of the City, depending on legal restrictions, City owned vehicles might be used as carpool vehicles. In this case, a carpool of two people would eliminate the need to park three vehicles in the downtown area.

Actions with Trigger Points

It is important that the City take actions to ensure parking supply keeps pace with increases in demand. At key occupancy/utilization levels or trigger points, specific actions should be taken.

- Expand the coverage of two-hour parking meters to more street segments if and when an unmetered street-segment reaches utilization levels of more than 85 percent for four hours or more. The expansion of parking meters should be done only on segments that are connected to streets that already have parking meters.
- Add approximately 100 parking spaces when parking utilization in the study area reaches an overall threshold of approximately 65 percent of the supply by constructing surface parking lots adjacent to the downtown core, constructing single-level parking decks, or parking structures with 2 or 2-1/2 levels of parking above a lower level retail development. At 65 percent utilization, parking demand will result in most prime parking areas being 85 to 100 percent full during the peak while providing a buffer of surplus parking around the core. Since the economic growth in the downtown is difficult to predict, it is uncertain how soon utilization will reach 65 percent—it may be in 5 to 15 years or it may be longer than 20 years if development grows more slowly. In either case, the original purchase of land represents an opportunity and strategy to provide for the eventual parking needs of the community.

Section 1

Introduction

Introduction

PROJECT BACKGROUND

The purpose of this study was to develop a parking strategy that is supportive of the City's historic downtown development objectives and to accommodate potential increased demand for parking as a result of the Oregon Garden. To develop a parking strategy, this study assessed the current parking conditions and considered parking needs with a long-range development scenario consistent with existing zoning. The long-range development scenario included: increased retail, restaurant, office and residential uses; increased development densities; and redevelopment of existing properties currently in low use.

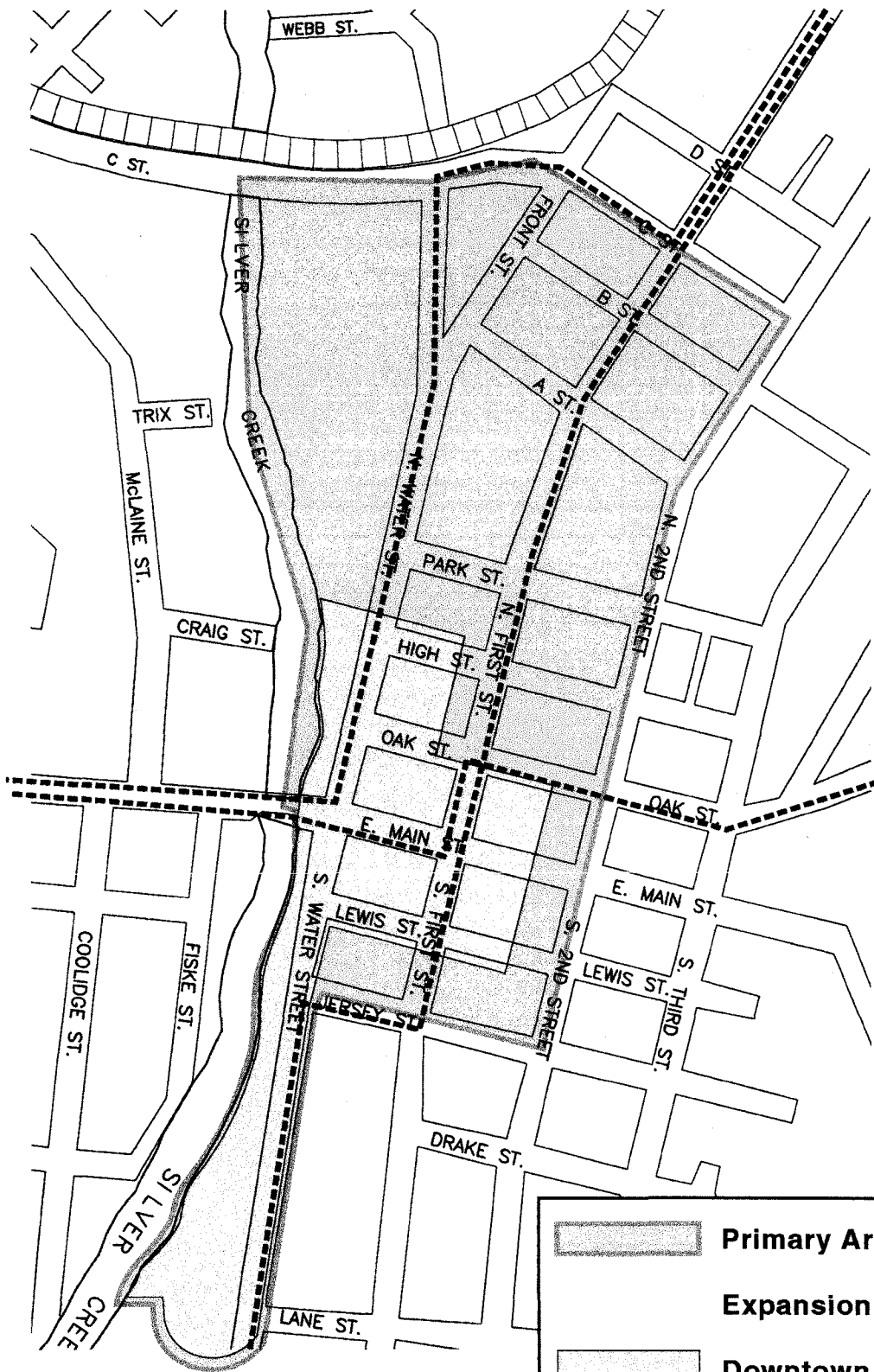
The study process included the development of a parking demand model and significant input from the community. In addition to staff input, numerous people from the business community were contacted through public workshops where additional input was sought. The recommendations presented in this report are a direct outgrowth of discussion with the community and the desire to build on Silverton's downtown vitality.

Scope of the Parking Study

The study area boundaries, as shown in Figure 1, were set with the assistance of the advisory committee and City Staff. Two areas are shown: the existing core and the area where expansion of the core is most likely. Figure 1 also shows the boundaries of the historic district. Important sub-areas within the study area include: the retail core area which coincides with the use of metered on-street parking, the civic uses south of Jersey Street and the Eugene Fields School area north of the retail core. Specific issues discussed in this report include:

- Inventory of existing parking supply
- Existing weekday and Saturday parking demand
- Forecast of parking demand with the Oregon Garden (Year 2000)
- Forecast of parking demand with downtown build-out
- Evaluation of time restrictions for public parking
- Identification of potential new surface parking

The result of the study was the development of an overall approach to the parking supply within the downtown area.



**STUDY AREA
(INFLUENCE AREA)**

**DOWNTOWN PARKING STUDY
SILVERTON, OREGON
DECEMBER 1998**

**FIGURE
1**



WALKER-MACY
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Study Objectives

Working with the community, a number of objectives for parking and for the downtown were established the study. The objectives for the downtown are:

- Strengthen the economic vitality of the downtown
- Improve the quality of the downtown experience
- Promote in-fill and redevelopment
- Maintain the pedestrian orientation of downtown
- Preserve the historical character of Downtown Silverton

The parking objectives are:

- Supply sufficient parking in convenient locations throughout downtown to support downtown economic and civil activities.
- Accommodate increases in future parking demand through systematic development of parking facilities.
- Reinforce the quality of downtown through the development of parking which does not interrupt the urban fabric of the historic district.
- Minimize the use of large surface parking lots.
- Accommodate large vehicle parking (RV's and buses).

Section 2

Existing Conditions

Existing Conditions

In order to understand and evaluate current conditions the following components were quantified:

- Existing parking supply in downtown Silverton
- Existing weekday and Saturday parking demand profile
- Average duration and turnover of on-street parking in the downtown core at the metered parking spaces
- Areas where existing parking exceed available supply

STUDY ISSUES

City Staff, the Steering Committee, and the public identified a number of issues and opportunities to be evaluated during the study. These included:

- The Copeland Lumber parking lot is a temporary arrangement that would be lost if the property were sold.
- Evaluation of truck loading areas and their impact on parking supply.
- Staff parking needs of Eugene Fields School with its current operation as a school.
- Signage and communication for parking and circulation need to be improved.
- There is a perception by some that parking is now adequate while others felt there was a shortage.
- There are opportunities to share parking at churches, service organization and businesses.
- The one-way grid system.
- The impacts of Oregon Garden and tourism on parking demand.
- The funding and timing of parking needs.
- Parking needs during special events.
- Lack of parking on Second Avenue.
- Use of alleys for loading/truck loading zones.
- The importance of coordination between development codes and downtown objectives with regards to supplying off-street parking for private development.
- The significance of the continued use of metered parking downtown — the value of meters versus the cost.
- The potential to reconfigure on-street parking from parallel to diagonal parking to increase supply.

Development trends were anticipated as follows:

- Development will likely proceed move to the north of the retail core, than to the south.
- Residential land values are high in Silverton compared to the region.
- There is a significant amount of downtown building and improvements to 2nd Floor space.
- There is a concern about the loss of a downtown fabric.
- The Oregon Gardens will increase parking demand.
- There will be increasing pressure to in-fill private parking lots in the retail core with new buildings. This is generally supported by the City and it is desired to find a parking plan which will support in-fill.

PARKING SUPPLY

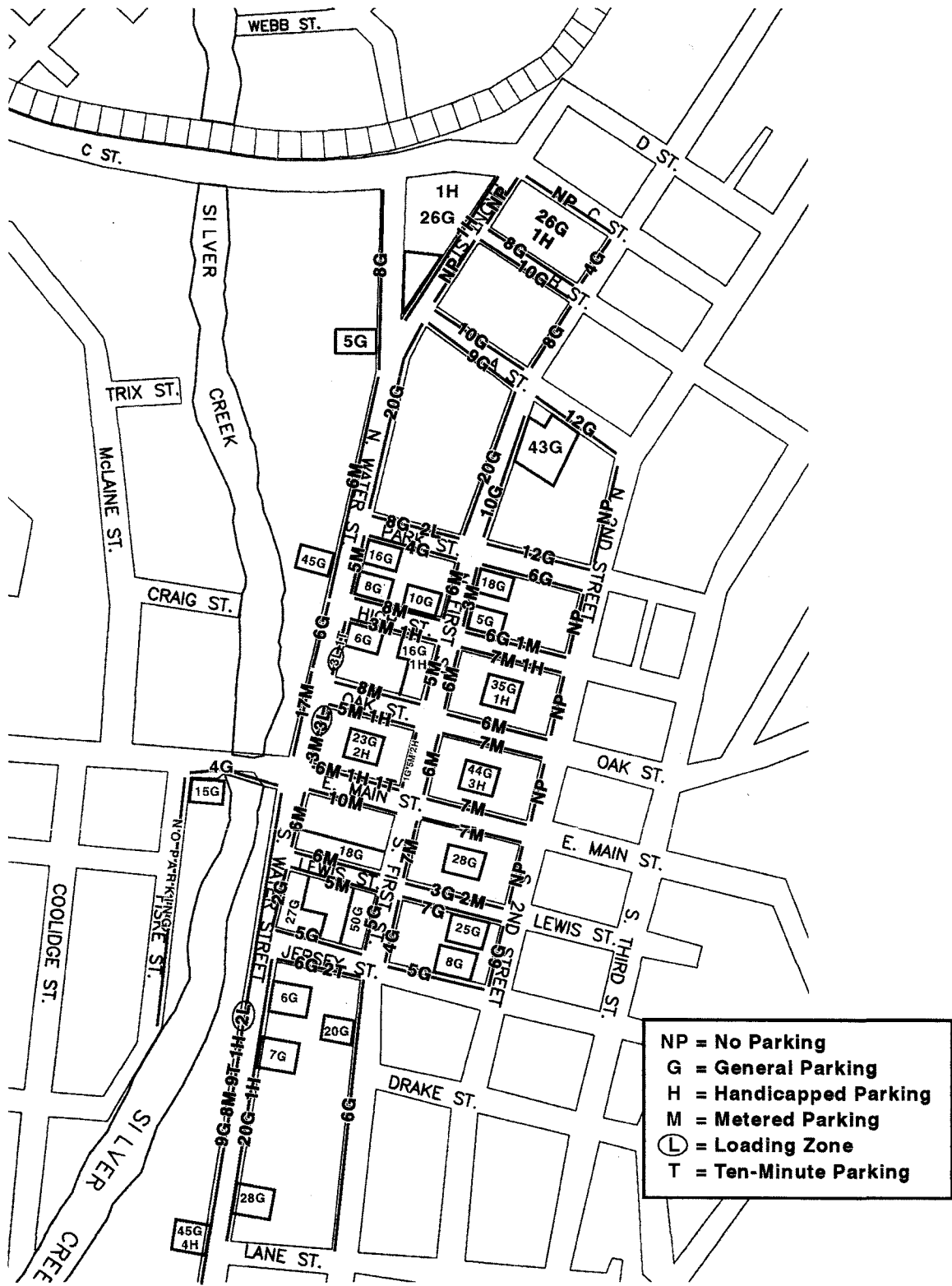
The existing parking demand in downtown Silverton is served by a supply of on-street parking and off-street parking in public and private parking lots. These parking areas provide just under 1,100 spaces for use by residents, employees, and customers in the study area. In addition to the 1,100 parking spaces, there is off-street private parking for single- and multi-family residents. Existing residential off-street parking was not included in the survey because typically these uses accommodate their own demand and therefore do not significantly impact parking conditions in the downtown. Figure 2 depicts the current supply of on- and off-street parking in downtown Silverton.

On-street parking spaces in the core are primarily metered parking spaces with two-hour time limits. There are an estimated total of 166 metered parking spaces and a total of 425 public parking spaces including both on-street and off-street parking. The fee for parking downtown is nominal, at 20 cents per hour at metered spaces and free in other public parking areas. Some private parking spaces are rented on a monthly basis.

Within this the core, there are also several loading zones and short-duration parking spaces (12 spaces with 10 minute limits). Outside the retail core, on-street parking is free and there are no time limits. Parking is prohibited, however, at some curb-space where insufficient width is available to accommodate parking on both sides of the street.

Handicapped Parking

About 19 designated handicapped parking spaces were counted in the study area. This amounts to about 1.6 percent of the total parking supply. Thirteen of these spaces are located in private, off-street parking lots. Typical handicapped parking space requirements will call for 1 space per 25 spaces (rounded upwards) for small parking areas and about 2 percent of the total spaces for large areas up to 1,000 parking spaces plus an additional 1 percent of the parking supply above 1,000 parking spaces. Two percent of the current parking supply is 23 handicapped parking spaces. To meet this guideline, four additional handicapped parking spaces should be added when new public parking spaces are constructed.



WALKER-MACY
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EXISTING PARKING SUPPLY

**DOWNTOWN PARKING STUDY
SILVERTON, OREGON**

FIGURE

2

DECEMBER 1998

Loading Zones

There is the equivalent of 8 parking spaces that were counted in the parking inventory as truck loading zone spaces. Two of these loading zones are located on the eastside of Water Street. One is located near the intersection of Main Street and the other is located between High Street and Oak Street. A third loading zone is located on First Street, also between High Street and Oak Street. Three to four loading zones, with a total curb space of about 180 feet, in a downtown of this size is a reasonable number of loading zones; however, they appear to be very concentrated in one area.

EXISTING PARKING CHARACTERISTICS

Existing parking-demand (parking utilization) in downtown Silverton was determined by counting parked vehicles in the study area on a mid-week day and on a Saturday. The parking utilization counts were conducted at one-hour intervals between 7:00 a.m. to 7:00 p.m.. Hourly parking turnover/duration observations were also made in the metered parking spaces. These observations allowed the calculation of average parking duration (hours each car parks) and turnover (how many times a day a parking space is used by a different car).

Parking Utilization

Parking utilization is the ratio of the number of occupied spaces to the number of spaces available. A moderately sized parking facility is considered to be effectively full when 80 to 90 percent utilized, depending on the size of the parking area and the typical duration of stay. Utilization of 85 percent is generally accepted as the capacity of small areas within a downtown such as Silverton. At this level of utilization, drivers may spend considerable time circulating in search of a parking space.

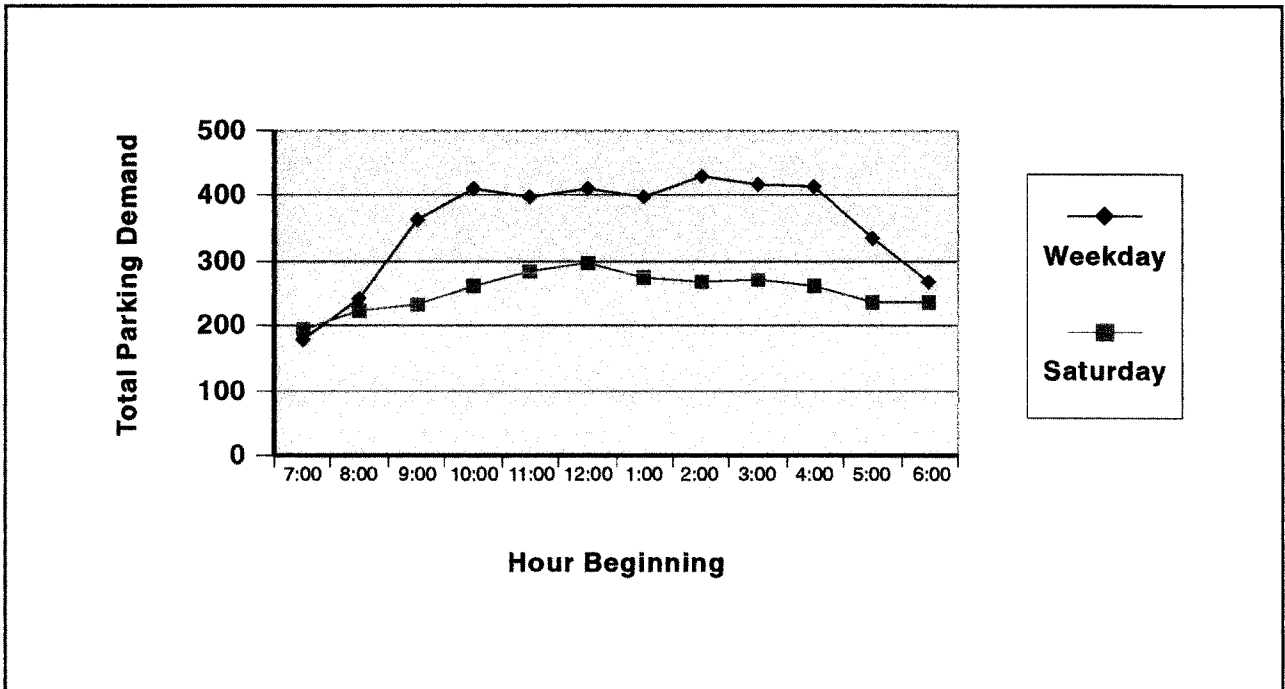
The weekday and Saturday parking-demand profiles are shown in Figure 3. Existing weekday parking demand is relatively level during the mid-day hours. The peak period of demand occurs around 2:00 p.m. with about 430 occupied parking spaces, or about 40 percent of the total supply. This peaking pattern is typical of most small downtown areas. The Saturday parking demand profile is similar, but with a lower peak utilization of about 300 parking spaces during the peak, or about 25 percent of all available parking.

The peak demand of 40 percent of the overall parking supply in the study area suggests that an adequate supply of parking is available in the downtown area; however, parking utilization is not uniform. As Figure 4 shows, the most intense parking demand is along the Water Avenue in the core of town where Highway 213 and Highway 214 overlap. A number of streets in this core demand area are essentially full (85 percent or more occupied) during the peak. It is anticipated that during the school year, downtown core parking demand will drop slightly given fewer tourists and that parking demand increases significantly around Eugene Fields School when school is in session. A comparable illustration for Saturday is shown in Figure 5.

Parking Duration and Turnover

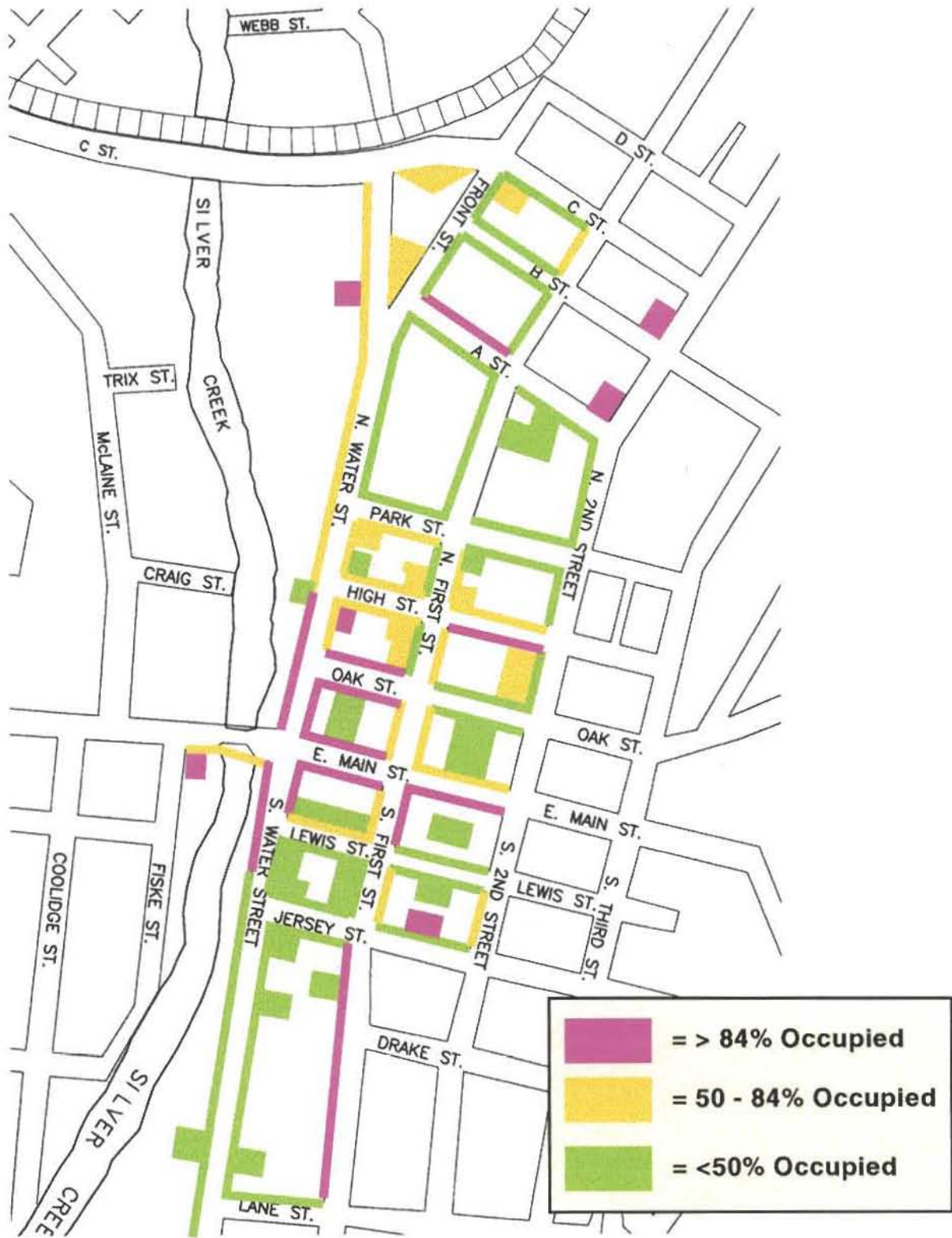
Parking duration is defined as the amount of time a car occupies a parking space. Overall, the average stay of a parked car in the metered parking spaces was 1.4 hours. The turnover of a parking space is defined as the number of times a parking space is used by different vehicles during a

Figure 3
Existing Parking Demand Profile



given time period. Generally, employee parking is associated with low turnover, while retail/restaurant customers and office visitors have a higher turnover rate. On-street parking is generally considered premium parking and is ideally used by customers/clients who require parking conveniently located adjacent to their business destination. These spaces are generally used for a short period of time and are of great value to downtown commercial vitality. The aim of short-term parking is to increase the turnover, or number of potential clients/customers who can use premium parking spaces.

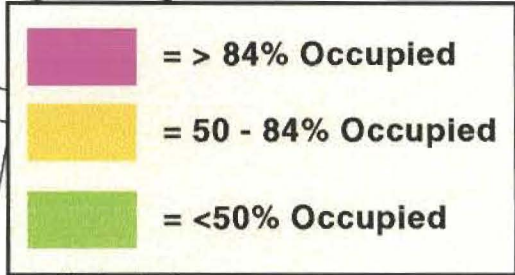
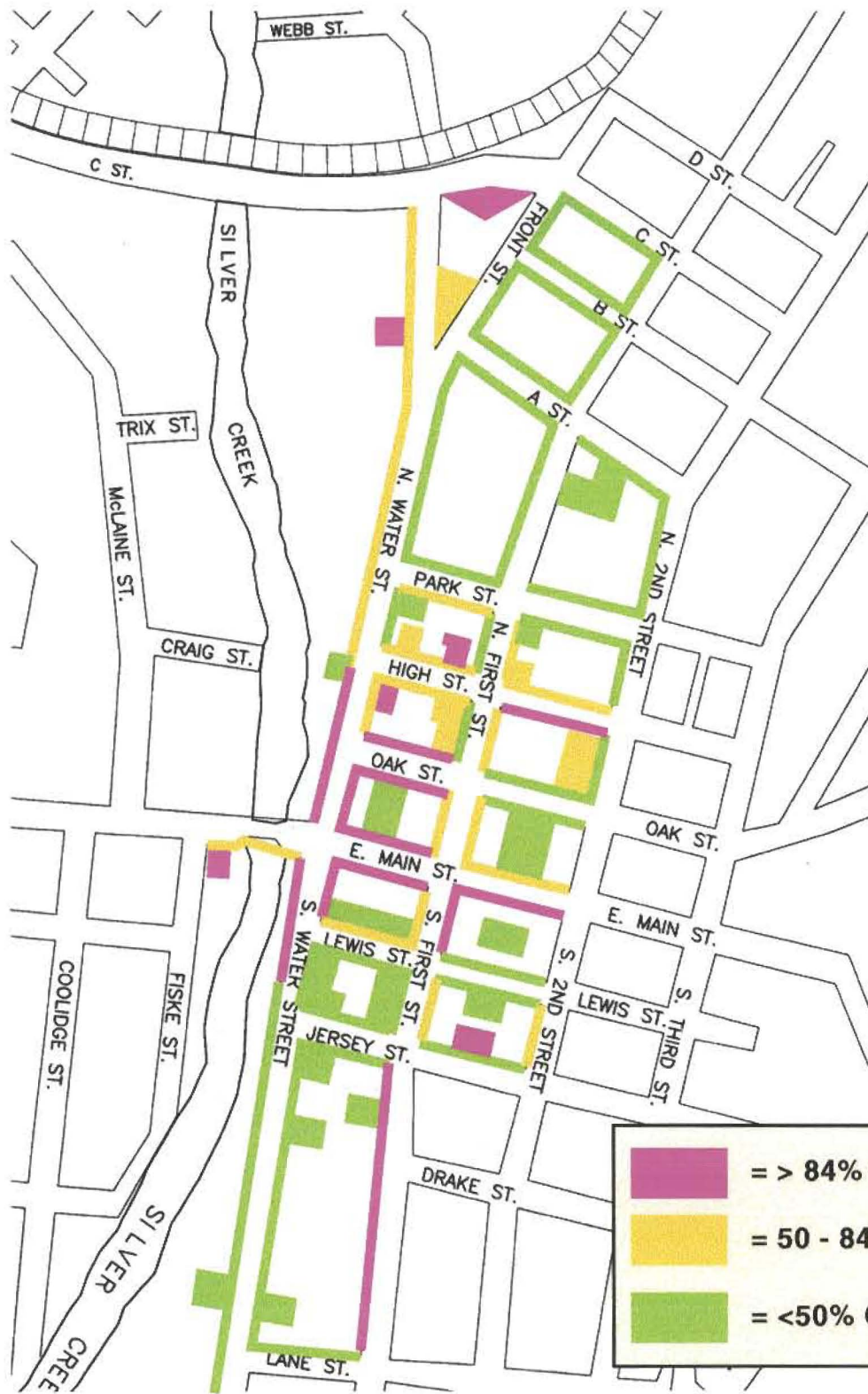
Weekday average parking duration and turnover rates were evaluated for on-street parking in the metered district to assess the types of parking demand currently being served. The impact of parking duration was then evaluated in terms of the total hours of available parking, or space-hours, which equals the number of parking spaces multiplied by the study period (12 hours). As shown in Figure 6, most vehicles parked at parking meters stayed for one to two hours. A small fraction (six percent) remained parked for four or more consecutive hours, with an average stay of 5.7 hours. This data suggests that the parking meters are relatively effective at discouraging employees and other long-term parkers from parking in the downtown core in this prime parking area serving short-term parking demand. In terms of space-hours, however, the relatively few long-term parkers (6 percent) occupy 24 percent of the space-hours used by parked cars in downtown Silverton. This means that during the course of the day, if the long term parkers were removed from the street, approximately 187 additional hours of parking would be available at metered parking spaces, which could serve 155 additional vehicles at the average short-term duration of 1.2 hours. This suggests that if time limits were enforced more vigorously (or if penalties for repeat violations were increased), a significant amount of prime parking would be made available for customers.



WEEKDAY PEAK PARKING OCCUPANCY

DOWNTOWN PARKING STUDY
SILVERTON, OREGON
DECEMBER 1998

FIGURE
4



**SATURDAY PEAK PARKING
OCCUPANCY**

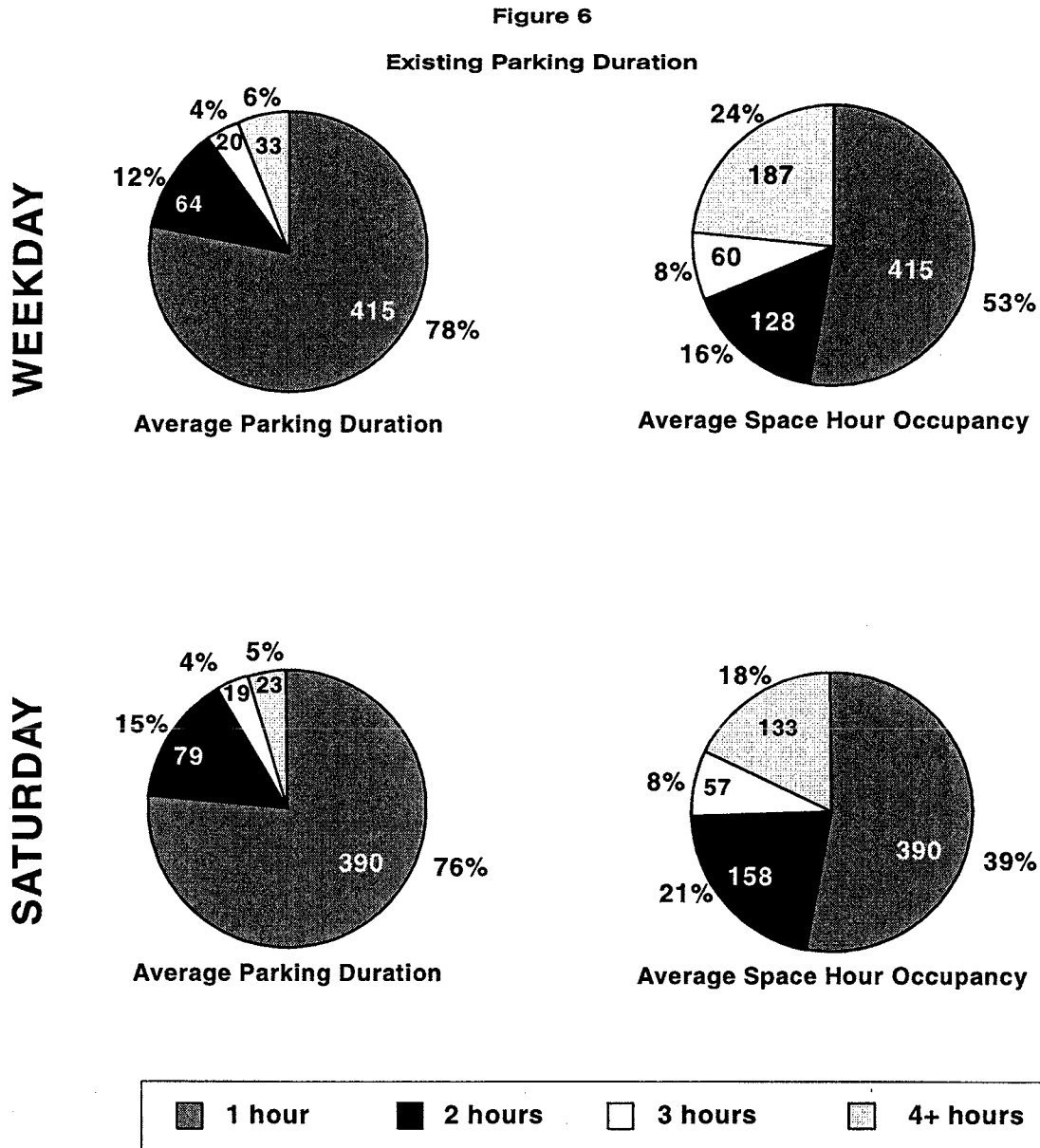
DOWNTOWN PARKING STUDY
SILVERTON, OREGON

DECEMBER 1998

FIGURE

5

Saturday turnover rates are also shown in Figure 6. The results were similar to weekday parking, but with 1 percent fewer vehicles parking more than two hours. This is not a statistically significant difference.



Finally, the amount of parking used by short-term parkers in Silverton was compared to another small community that did not have parking meters. In Troutdale, Oregon, for example, parking on the main street is controlled by an informal agreement that business owners and employees will park behind buildings or on side streets. While this informal arrangement was effective (only 7 percent of the parkers stayed for more than four hours), the amount of parking with a duration of more than two hours was slightly higher (11 percent for Troutdale, Oregon, compared to 10 percent for Silverton, Oregon). This comparison suggests that Silverton's continued use of parking meters is an effective method of encouraging short-term parking downtown.

SUMMARY OF FINDINGS

- The current combination of on-street and off-street parking, both private and public, is just under 1,100 parking spaces.
- Existing parking demand remains relatively flat between 10:00 a.m. and 4:00 p.m., with a slight peak around 2:00 p.m. for the weekday observations and at about 12:00 on a Saturday.
- During the peak period, about 40 percent of all parking spaces within the study area are occupied on a weekday and 27 percent on a Saturday.
- Several parking areas operate at effective capacity (85 percent or higher utilization), particularly along Water Avenue in the primary core area where Highway 214 and Highway 213 intersect.
- The majority of metered on-street parking spaces are used for short-term parking, which is consistent with the overall desire of the community. Approximately 90 percent of parked vehicles are parked for a one or two-hour duration.
- Approximately 6 percent of parked vehicles park for four or more hours. These long-term parkers occupy approximately 24 percent of the parking-space-hours used in the metered parking spaces. This finding suggests there is some opportunity to satisfy more short-term parking demand with on-street parking with better management of the parking supply.

CONCLUSION

The existing supply of parking in downtown Silverton is adequate to meet current peak demand, which is now about 40 percent of the supply. This does not include parking demand for special events, but should be representative of a typical summer day. It is anticipated that parking demand drops in the winter months in the core area, but increases near Eugene Fields School during the school year. During peak periods on the most popular streets, all available parking is occupied; however, parking is available within a reasonable walking distance of one or two blocks from the downtown core.

Section 3

Future Parking Needs

Future Parking Needs

To understand the impact of downtown in-fill development and tourist visitation from the Oregon Garden, the study analyzed the future condition of downtown if both occurred without any additional parking spaces being added to the supply. This was done to illustrate conditions if the community did nothing to accommodate growth. The intent was to use this information in the development of a strategic parking management system. This section describes the methodology and significant findings of parking demand forecasts for two levels of future development:

1. A near-term analysis (year 2000) reflecting the impact of Oregon Garden visitation
2. A long-term future analysis reflects full build-out of the downtown core area considering a number of influences on growth.

FUTURE PARKING SUPPLY

Given a non-intervention scenario, the long-range future parking supply was estimated to be 890-parking spaces. This estimate was based on the assumption that no additional parking would be built as part of future development in the downtown core, and that about 190 parking spaces would be lost due to in-fill development. Under the near-term scenario, no change in parking supply was assumed.

FUTURE PARKING DEMAND FORECAST

Methodology

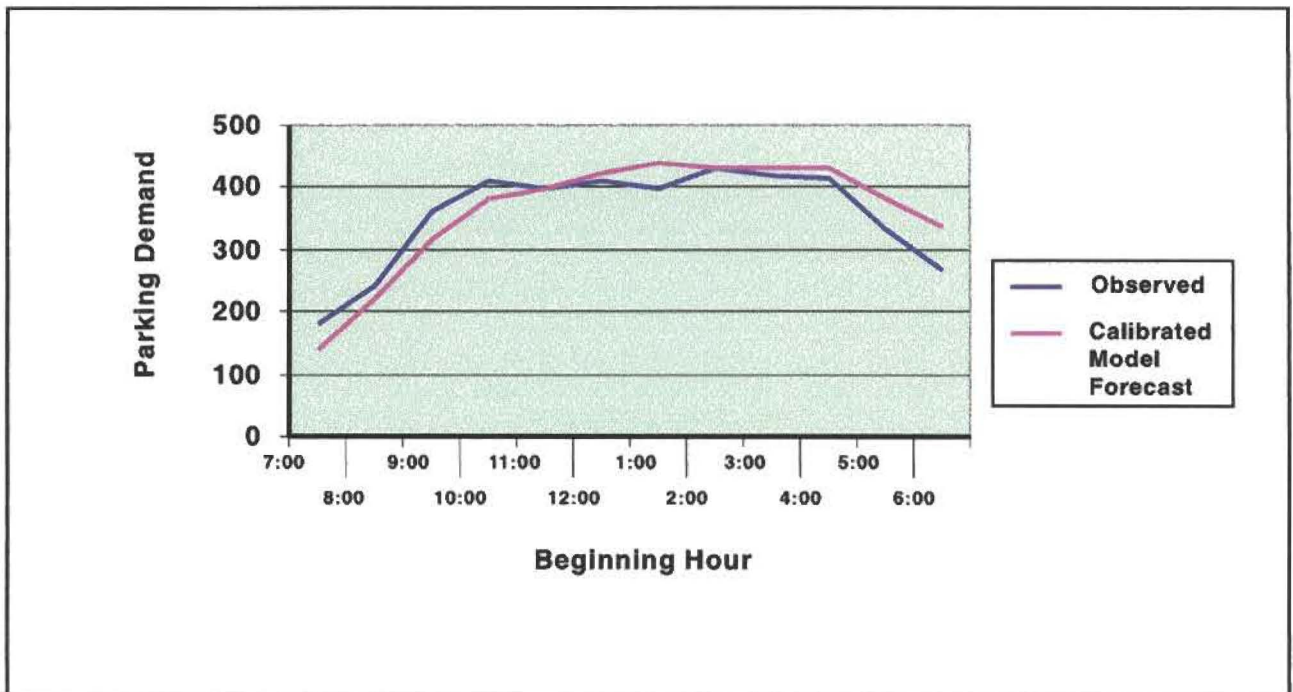
Generalized parking generation rates obtained from empirical observation for land uses similar to those in the study area. The parking generation were based on those summarized in the Urban Land Institute's (ULI) *Shared Parking*. Parking rates were developed for each hour of the day so that overlapping demand would not result in the overestimation of parking demand. Comparing forecast parking-demand with the observed parking-demand allowed for calibration factors to be developed. Calibration factors were developed for each time-slot for each land use. These calibration factors were then applied to ULI's weekday and weekend parking generation rates to estimate parking demand for future land use scenarios. This process assures us that the parking demand prediction for the future parking is starting from the same base. The calibrated parking profile is shown next to the observed profile in Figure 7.

Parking demand rates are highly variable, as they are dependent upon the type and success of the business, which ultimately locate here. As such, it would not be unrealistic for the ultimate parking demand to be as much as 20 percent higher or lower than forecast. Since this is a common limitation with parking demand rates, a plan was developed that is responsive to actual demand and recognizes that action needs to be taken soon in anticipation of growth.

Near Term Parking Demand – Year 2000 with Oregon Garden

Parking demand in downtown Silverton is expected to increase in the near term due to increased tourist activity associated with the Oregon Garden. Near-term parking demand forecasts were developed assuming a range of capture rates of Oregon Garden visitors. A parking and

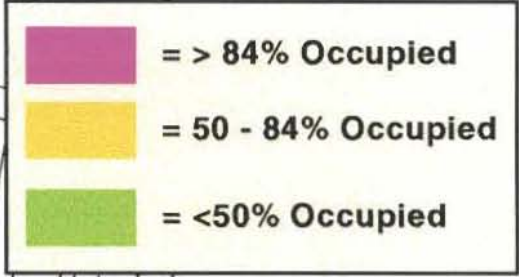
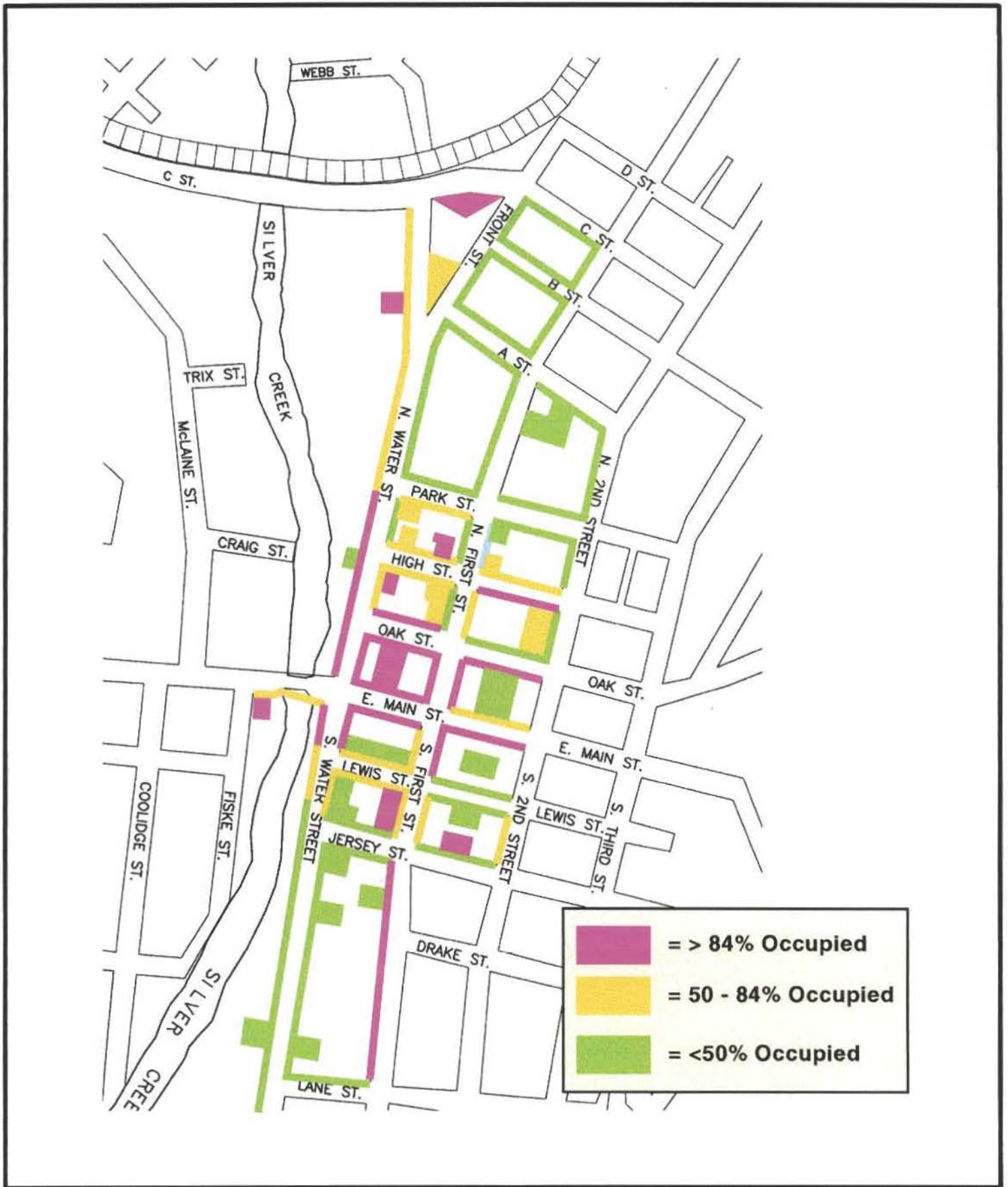
Figure 7
Weekday Model Calibration Curves



circulation study conducted for Oregon Garden by Kittelson & Associates, Inc. forecast a Year 2000 parking demand of nearly 300 parking spaces on a typical Saturday during the August summer peak. Weekday parking demand would be about half of that amount, or 150 parking spaces. It was assumed that the parking profile of the captured business would closely mirror that forecast for the Oregon Garden. A reasonable range of business that might be captured would be 10 to 30 percent of the total number of visitors to the Garden. A range was developed since the success of capturing this business depends on the success of the downtown developing and promoting itself as desirable destination within itself so that it can synergistically tap the strengths of the Oregon Garden. For the purposes of this analysis, it was assumed that 20 percent of the visitors were captured, which would result in a demand of 60 parking spaces, reflecting range of 30 to 90 parking spaces during the mid-day peak. To accommodate 60 new parkers, the equivalent of 8 block-faces (at seven spaces per block-face) would be consumed.

The weekday peak in parking demand is expected to continue to occur between sometime between noon and 2:00 p.m., with peak utilization slightly exceeding 490 vehicles, or just about 43 percent of the available parking supply of the total study area. This would be concentrated, however, in the core area, as illustrated in Figure 8. As shown, blocks that are closest to the downtown core will be increasingly more utilized. Several areas will operate at effective capacity, with spillover parking into fringe areas.

Peak parking-demand for a weekday and Saturday and are shown in the bar charts of Figure 9 for existing conditions showing the impact of Oregon Garden and the loss of the Copeland parking lot. These numbers are for the inner core area, which includes all parking between Water Street and First Street, inclusive, from Jersey Street to High Street. In the core area, there are about 280 public parking spaces and 290 private parking spaces. On a weekday, the public parking spaces in the core are about 54 percent utilized at the peak while the private parking spaces are about 41

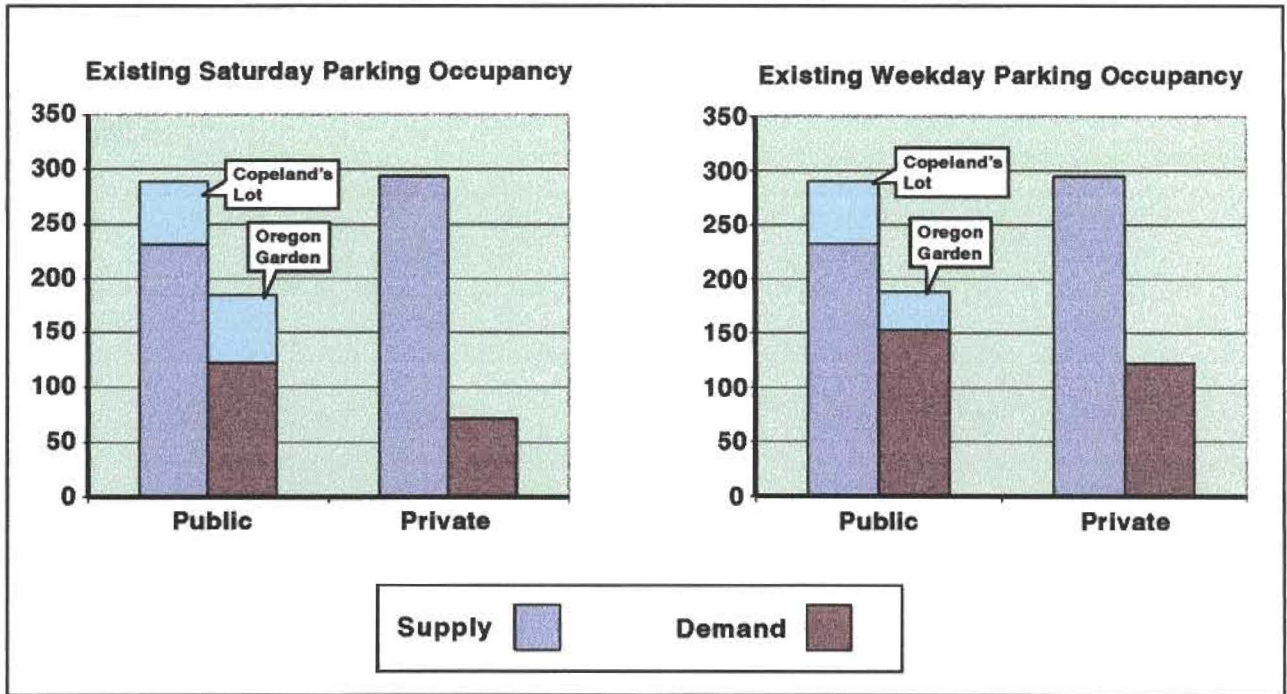


**SATURDAY PEAK PARKING
OCCUPANCY WITH
OREGON GARDEN**

DOWNTOWN PARKING STUDY
SILVERTON, OREGON
DECEMBER 1998

FIGURE
8

Figure 9
Public and Private Parking Occupancy Downtown Core



percent utilized. On the weekend, public parking utilization drops to 43 percent while the utilization of private parking drops substantially to 24 percent.

In general private parking is underutilized, particularly on the weekend. The efficient utilization of public parking spaces in comparison to private parking, is attributed to the fact that public spaces are used by a variety of downtown visitors while private parking spaces are only available to a select group. Therefore, it takes fewer public parking spaces to accommodate the same demand that private parking has traditionally attempted to provide. This observation supports the policy direction of providing public parking areas in lieu of requiring off-street private parking for new development in the downtown.

Parking Demand — Downtown Build-out

Long term parking demand was estimated by assuming a moderate build-out scenario. This long-range scenario was based on these assumptions:

- In-fill development would occur on existing surface parking lots in the core. It was assumed that the new development would consist of two- and three-story buildings, which would occupy the entire lot area (zero-lot-line development) with lower level retail, second story office or professional services, and upper floors residential. Parking lots for Churches and civic organizations such as the Elks or Masons were assumed to remain.
- First-floor space would be utilized by retail and restaurant businesses. It was assumed that office and professional services would move to the second story of buildings or to the existing residential structures located within the central business district.
- Existing unoccupied building space would be improved and occupied.

This growth would be driven by increased economic activity associated with the Oregon Garden, the desire of the historic downtown to promote itself as a desirable tourist destination, as well as increased population and employment in Silverton as a whole. Existing and future land use assumptions are summarized in Table 1 and summarized graphically in Figure 10. The bulk of the increase in parking demand for the future scenario was driven by retail and restaurant space, which was projected to increase by about 50 percent. The combined increase in downtown development would amount to an approximately 100,000 square feet of new development.

Table 1
Downtown Silverton Land Uses

Land Use	Total Area (ksf)		
	Existing	Future	Change
Retail	88	145	57
Restaurant	7	35	29
Tavern	9	9	0
Office	71	103	32
Professional Services	18	13	-5
CBD Residential	28	64	36
SFDU	80	107	27
MFDU	7	8	1
School	0	25	25
Bank	6	6	0
Post Office	3	6	3
Light Industrial	4	0	-4
Health Club	0	2	2
Theater	7	7	0
Motel	15	15	0
Lodges	17	17	0
Community Center	21	21	0
City Park	0	0	0
Auto repair	7	7	0
Church	32	32	0
Library	20	20	0
City Hall	4	4	0
Total	444	647	203

Given these assumptions, peak-parking utilization for the study area will be at approximately 85 percent. This is significantly higher than the effective capacity threshold of the area. As with near-term parking demand, Figure 11 compares the demand and supply projections for buildout for weekday and Saturdays.

This scenario illustrates need for parking supply to keep pace with the demand.

Figure 10
Future Downtown Land Use



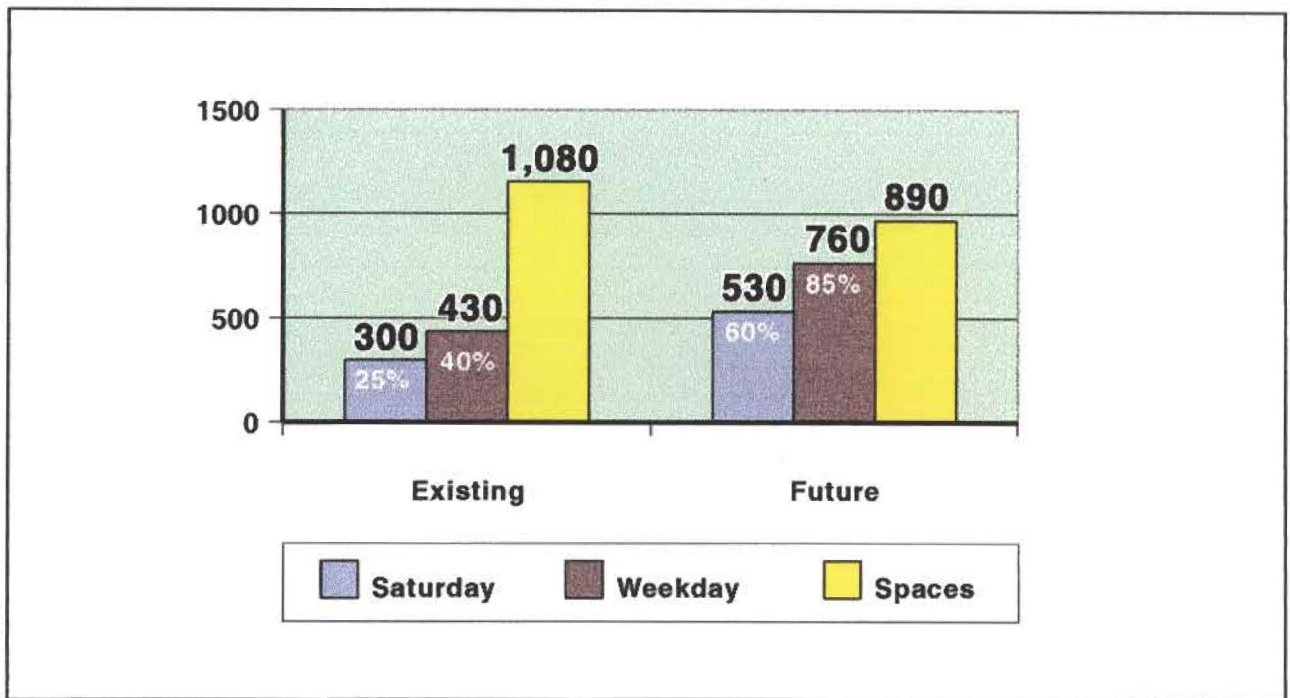
Loading zones

Practical experience has revealed that one to two loading zones every four blocks are adequate in small communities. Locating loading zones at the head of “T” intersections is particularly useful, where feasible, or place them on the same side of the block (if providing 2) and alternate sides every two blocks. In Silverton, with the bulk of business being located on Water Street and First Street, there is an opportunity to locate loading zones the side-streets connecting Water Street and First Street so that a truck loading space can serve both streets. For example, if truck-loading zones were moved to High Street, Oak Street, and Lewis Street, they might better serve all locations on First Street and Water Street.

Loading zones should have operations times posted, suitable to the needs of the businesses they serve, and available at all other times for general parking. The City should have ordinances related to the use and siting of such zones. As land uses changes, these zones should be re-evaluated to ensure they are properly located and timed.

The provision of loading zones at the rear of buildings has a limited application in Silverton. Much of the area has already been developed and access to buildings is often restricted by previous development and building design. The degree to which future buildings are designed with off-street loading facilities should be constrained to restrict driveway access to First Street and to Water Street. Where larger properties are being developed, driveway access to side streets becomes more acceptable and it may be possible to serve the development from alleyways located in the back of buildings. The disadvantages of requiring alleys for loading only are that there is less land available for development and additional driveways will cross sidewalks in a high pedestrian use area. Opportunities for pedestrian passageways and courtyards are precluded, and alleyways have the potential to sharpen the perception of decreased personal safety. Alleys

Figure 11
Future Peak Hour Parking Demand



developed within small towns such as Silverton should consider shared use as pedestrian ways and loading areas and be developed to be visually inviting, safe places.

SUMMARY OF FINDINGS

Near Term: Year 2000 with Oregon Gardens

Increased parking demand from visitors to the Oregon Garden can be anticipated to reach up to 60 spaces at peak times. The downtown, in its current condition, can accommodate this demand without significant modification. Parking demand is anticipated to increase in areas already nearing or at capacity at peak times. The City should take steps to spread future demand to those areas that can accommodate it. Better utilization of loading spaces and of public parking downtown will increase supply to accommodate demand.

Long Term: Downtown Build-Out

- With build-out of the downtown study area and no additional parking supply added, weekday parking utilization will reach 85 percent during the peak at about 2:00 p.m. with congested parking conditions occurring between 10:00 a.m. and 4:00 p.m.
- Parking shortages will be particularly acute in the downtown core without additional accommodations.
- Saturday parking demand will peak at level lower than weekday demand, reaching approximately 60 percent utilization at the peak.

CONCLUSIONS

Increased parking demand from the Oregon Garden can be accommodated downtown with an overall parking strategy which better utilizes the current parking supply.

In the long term, if no action is taken, land development pressure may lead to increased frustration of those coming to downtown and ultimately as a deterrent to downtown visitation. However, many opportunities exist today which the community can utilize to ensure sufficient, convenient parking be available downtown, keeping pace with demand as downtown flourishes.

Section 4

Future Improvement Options

Future Improvement Options

Both parking management and parking supply strategies were considered to alleviate parking demand pressures. Parking management strategies allow for better utilization of the existing supply of parking through techniques such as time limits, variable pricing and restricted parking areas for certain types of vehicles. The purpose of these strategies is to preserve the prime parking spaces for short-term parkers and to accommodate special parking needs, such as those of handicapped parking and truck loading. The second approach is to increase the supply of parking. This may be achieved either by re-stripping existing facilities or by construction of new surface facilities or structures. Both management and supply strategies were evaluated for downtown Silverton's existing and future parking demands.

STRATEGIES TO MANAGE EXISTING PARKING SUPPLY

Parking management strategies were considered to optimize the use of the existing parking in downtown Silverton. Each was considered with respect to the type and magnitude of impact, enforcement issues, and appropriateness for the Silverton downtown character. The methods are described below with their respective advantages and disadvantages.

Time Limits and Parking Meters

The desired outcome of indicating and enforcing a maximum permitted duration of parking is that long term parkers would be directed away from parking areas intended to serve customers and other short term visitors. Time limits might range from three-minutes to ten-minutes (e.g. loading and unloading at a dry cleaners), for two hours (on-street parking in front of restaurants and shops), and up to four hours and longer (at less desirable parking areas for long-term shoppers and employees). The City of Silverton current utilizes two-hour parking meters in the core with selected areas where signs are used to limit parking duration. The advantage of parking meters is that people tend to turnover a parking space more quickly if a parking meter is present and less overall abuse of time limits occurs.

The advantage of providing parking meters with a maximum time limit is that awareness is increased for parkers, including out-of-town visitors who may be inclined to park all day if not otherwise advised. Without meters, these visitors will be less aware that it is not an appropriate place to park and will be less inclined to find a place elsewhere in town to park. A disadvantage of signed time limits compared to parking meters is that a person is more likely to park for longer than the maximum allowed compared to a parking meter where a person is clearly aware of the ticking away of a meter.

Frequently, better results are achieved with parking meters to limit time compared to what can be achieved with signed parking time limits. A disadvantage is that parking meters are more expensive to maintain and enforce. It is important to have a consistent enforcement policy: loose enforcement poses the potential of lost credibility and may lead to drivers ignoring parking time limits. If this happens, a decision to increase enforcement may produce conflicts.

Parking fees can be set at a nominal amount, with the sole objective of funding the cost of the parking program. Parking meters are available that provide free parking with one turn of the dial for the first increment (for example, 15 minutes). Parking charges can also be raised to encourage

the use of free parking in less desirable areas (the Copeland lot, for example) and can be used to generate revenue that can be applied to future parking needs.

Fee Based Off-Street Parking

Over the long term, parking demand may reach levels where it is desirable to implement a fee-based system for off-street public parking. This parking can be sold on a monthly permit basis or on a daily/hourly charge basis. The revenue generated from even nominal fees can be used to offset the cost of adding more parking to the area. For example, an average fee of \$20 to \$40 per month (\$1.00 to \$2.00 per day) would amount to nearly \$50,000 to \$100,000 per year for 200 cars and would help offset the cost of the parking program.

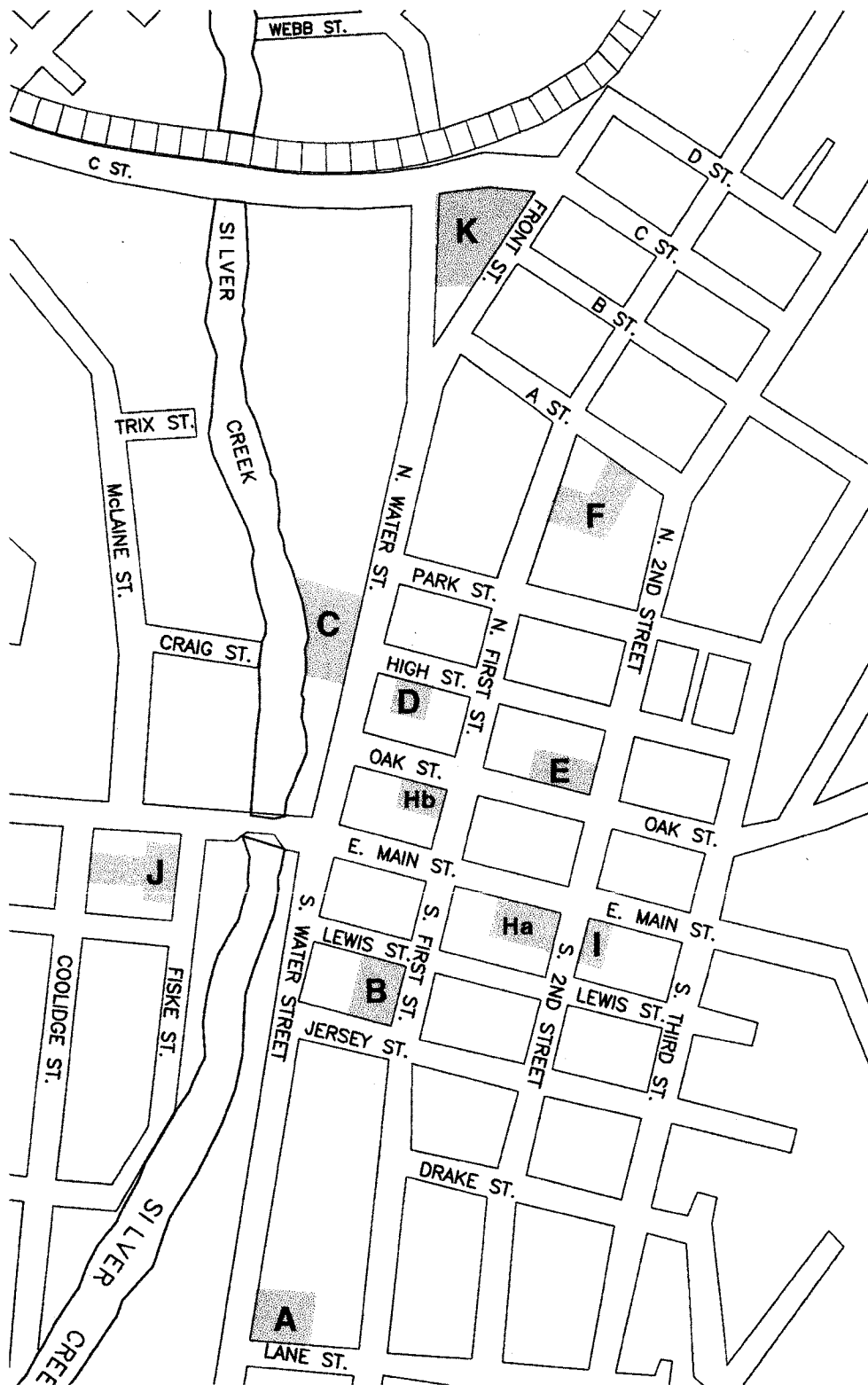
Enforcement of Time Limits

The enforcement of parking time limits can be sensitive. There is always a concern about angering customers. In a small community especially, the sensitivity also extends to the desire of the people in the community to get along with each other. There are typically a number of scofflaws who feel compelled to regularly violate time limits. The degree to which this is tolerated varies from community to community. One solution to enforcement is to use a graduated fine system, with initial violations resulting in a courtesy notice that can be accompanied by information on where available public parking is located, leading eventually to fines for repeated violations. Fines that are set high enough discourage scofflaws from occupying a prime parking space in front of someone's shop for most of the day. The fine should be at a high enough level so that some parkers do not consider the fine as a reasonable cost of parking all day in a time-restricted area.

In Silverton, it was noted that teachers and volunteers are given passes whereby they can park for free in metered parking spaces on school days. It has also been acknowledged that some frequent parking violators are ignored in the downtown. The community will need to make the decision as to what the appropriate use of prime public parking spaces should be if alternatives can be found to accommodate the needs of school staff and the occasional businessperson or employee who frequently violates time limits.

Shared Parking

Mixed use development (such as that which typify in the study area) benefits from complementary parking demand profiles; different land uses generate peak demand during different times of the day. As a consequence, if parking is "shared" as would happen in the case of public parking areas, fewer total parking spaces are needed since parkers of different businesses can occupy the same space at different times of the day. This happens also in cases where arrangements can be achieved whereby agreements are made to share a parking area. One such arrangement in downtown Silverton would be for downtown employees to use the various parking facilities such as churches and service organizations during workday, when the building's occupants parking needs are very low. Likewise, on weekends, if professional office buildings and banks opened their parking to the public the town area would benefit on the weekends when shoppers and tourists are more propionate.



DOWNTOWN PARKING PLAN OPTIONS

DOWNTOWN PARKING STUDY
SILVERTON, OREGON
DECEMBER 1998

FIGURE
12



WALKER-MACY
urbsworks

OTHER PARKING MANAGEMENT CONSIDERATIONS

Handicapped Parking

Accessibility issues are important to consider in the development of a downtown parking-plan. The purpose of designating handicapped parking spaces is to ensure access to services and employment despite physical disability. They should be located close to service providers and should provide smooth and level surfaces, access-ways of sufficient width to accommodate wheelchair operations, and ramps onto sidewalks. On-street parking spaces should be provided in a location near sidewalk ramps and central to likely retail and service destinations such as medical office buildings without off-street parking.

Loading Zones

Vehicle storage areas need to be provided for delivery vehicles to park during loading/unloading. Loading zone requirements need to be balanced with the needs for customer and visitor parking. The locations of loading zones should minimize potential hindrances to traffic movements without requiring delivery personnel to walk long distances. Developing standards for time of operations of loading zones so that they can be shared with parkers at certain times of day, will serve to better accommodate short term parking demand downtown.

Sign and Way-finding System

To distribute parking demand evenly in the downtown, especially for tourists, a uniform sign and way-finding system would be of great benefit. The downtown parking supply could be described through the use of signs, maps and brochures. These techniques will serve to lessen downtown congestion and to direct parkers to spaces which best fit their needs.

OPTIONS FOR INCREASING PARKING SUPPLY

Several options for increasing the parking supply in downtown Silverton were considered. These can be generally categorized as:

- New surface lots and parking structures.
- Developing angled on-street parking through reconfiguration of vehicle circulation.

New Surface Lots/Parking Decks

Several sites were identified and evaluated for the potential new surface and/or deck parking. These are shown in Figure 12. These sites are summarized below.

A. A&W Parking Lot - The City of Silverton has recently acquired the site of the former A&W restaurant located on Water Street south of the community center. This parking area provides additional parking for the civic area; however, this parking lot is located too far to the south and is visually disconnected from the core of the downtown to be effective as a parking area for the downtown retail core without additional signing and identification. The current plan is to demolish the existing structure on the site to accommodate more parking. This site could hold 30 to 35 parked cars.

Suggested use:

- Demolish structure as planned, repave, landscape, and restripe.
- Continue to use for civic area public parking and long term downtown parking.
- Incorporate into historic district public parking signage plan.
- Use for a limited amount of vehicle storage to free up more parking at City Hall.
- Use for downtown overflow parking during special events and busier weekends.
- Integrate into city-wide parking fee structure.

B. Copeland Lumber Parking Lot – An agreement with the City exists to use this lot for parking on a temporary basis. The temporary agreement can be terminated with short notice. About 50 parking spaces are available in this unstriped gravel surface parking lot. This site is located close to the downtown retail core and provides critical daily parking. It is believed that business owners and employees in the retail core are the chief users of this parking lot.

Suggested use:

- Purchase to preserve public parking into the future.
- Pave, landscape, and stripe.
- Incorporate into historic district public parking signage plan.
- Integrate into citywide parking fee structure.
- Hold long-term for potential redevelopment into lower level retail two-plus levels of parking above ground or a single-level parking deck.

C. Closed Gas Station – Three lots are for sale on the creek-side of Water Street near the terminus of High Street. This area is now paved and there is a small closed gas station on the site. It is understood that fuel tanks on the site have been removed and that the site is environmentally sound. The advantages to this site are that parking would be close to the north-end of the retail core, providing a good complement to the Copeland lot on the south side of the retail core. The primary disadvantage is that this is a creek-side site, ideally located for an expansion of the downtown retail core. Long term, the City would be best served if these lots were developed into mixed-use buildings. However, the City could purchase the sites and utilize them for surface parking until such time they may be sold for in-fill development. The proceeds from the sale could then support other portions of the downtown parking plan. About 45 parking spaces can be accommodated on this site.

Suggested use:

- If a reasonable price can be established, purchase to preserve public parking for near future use.
- Pave, landscape, and stripe.

- Incorporate into historic district public parking signage plan.
- Integrate into citywide parking fee structure.
- Hold long-term for potential redevelopment into lower level retail two-plus levels of parking above ground or eventually sell to developer and use the proceeds to develop parking elsewhere in the core.
- If not purchased, explore the concept of incorporating a public parking garage on upper levels of new development as a public-private venture.

D. Post office parking – The Silverton post office is considering moving to a new location on the north side of the study area. The new location would be on the creek-side of Water Street, to the south of C Street. Currently about 12 parking spaces are used behind the existing building, parked in tandem. It is anticipated that the new post office will accommodate existing employees and new and existing visitors with on-site parking. The total amount of vehicular traffic to the site will likely increase since the new location, while still close, will no-longer be considered within walking distance to many of the downtown businesses.

Suggested use:

- In the interim period until the building is used by another business, an agreement should be pursued to use the small parking area behind the post office for public parking or parking for downtown merchants and employees. Considerably fewer spaces would be available since parking would not be done in a tandem arrangement.

E. Elks Lodge – The parking lot associated with lodge is primarily used by its owners during evenings and weekends. There are about 36 parking spaces that are mostly unused during weekdays. This lot is located close to the downtown retail core.

Suggested use:

- The City could approach the Elks and negotiate an agreement whereby local merchants, employees and possibly the public can use parking during business hours on weekdays. This kind of agreement often includes services by the City to accommodate the needs of the organization, such as restriping the parking spaces, providing signs, and providing routine maintenance. Typically, a set number of spaces would be reserved for the organization at all hours of the day.

F. Church – There are about 43 parking spaces located at the First Christian Church situated on the east side of 1st Street across from Eugene Fields School.

Suggested use:

- The City of Silverton with cooperation from the School District could approach the First Christian Church and negotiate an agreement whereby school staff and volunteers use parking during school hours on weekdays. This kind of agreement may include services by the City to accommodate the needs of the church, such as repainting the parking spaces, providing signs, and providing routine maintenance. With this parking made available, special permits to park all-day during school hours at parking meters would no longer be needed by the school.

Suggested use:

- No actions are specifically recommended at this time.

H. Wells Fargo Bank – The bank owns several parking areas. It is understood that the bank will be closing this location. There are now about 21 parking spaces at the Main Street/2nd Street lot. This is a prime parking location, situated close to the downtown retail core.

Suggested use:

- Pursue a temporary agreement with Wells Fargo to use the bank's parking lot for public parking until such time that the site is sold.
- While this lot is too small to build a parking deck with any reasonable level of efficiency, if the city has the opportunity to acquire bank property, or establish a shared parking arrangement with the new owner, the existing surface parking lot could become a component of the long-term downtown parking supply.

I. Masonic Lodge – About 16 parking spaces are available at the Masonic Lodge. This parking area is relatively close to the retail core. Currently, the Lodge leases a limited number of parking spaces to drivers who park downtown.

Suggested use:

- Continue to encourage leasing off-street parking spaces

J. Church – The Silverton United Methodist Church located on the west side of Silver Creek to the west of City Park has a parking lot with about 50 parking spaces. This site is ideal for a shared parking arrangement with the city for use by downtown merchants and employees. This could replace the parking used at the City Park as well as provide an additional buffer for future parking needs.

Suggested use:

- The City of Silverton could approach the Silverton United Methodist Church and negotiate an agreement whereby downtown workers and possibly shoppers could use the parking lot on weekdays. This kind of agreement may include services by the City to accommodate the needs of the church, such as restriping the parking spaces, providing signs, and providing routine maintenance. It is anticipated that a fixed number of parking spaces could be reserved for church staff and members at all hours.

K. On-street Angle Parking – Where roadway widths are adequate, angle parking can be provided on City streets to increase the amount of parking available. Angle parking can be a safe and viable provided that speeds and traffic volumes are low and the parking is designed to a safe standard. Historically, there was a time when Water Street had angle parking and two-way street operations and many of the streets in the retail core now have adequate width to provide angle parking on one-side of the street. The options considered for angle parking include:

- Provide angle parking on the creek-side of Water Street. This would require the removal of one travel-lane and maintaining the street as a one-way street. To do this, it would be desirable to relocate the main flow of through traffic on Highway 214 traffic to a new one-way couplet on First Street and Second Street. To maintain a balance in directional capacity, it would then be desirable to also convert 3rd Street into a one-way street, so that two northbound streets alternated with two southbound streets. If changes to the one-way couplet are considered in the ongoing transportation system, the ability to increase parking on Water Street may be considered. There are too many issues that need to be addressed in the context of this study that relate more to the circulation system than parking that nonetheless merit mention since this alternative could positively impact the supply of on-street parking. If this option is found to be desirable, it could be pursued in the context of the ongoing Transportation System Plan. If the eastside of Water Street were converted to angle parking between C Street and Main Street, 20 or more new on-street parking spaces could be added to the downtown area. Removing a lane on Water Street with no other changes would be likely challenged by ODOT since it takes capacity away from a State Highway. There are also a number of issues related to loading and conflicts with through traffic and truck traffic that lead to the conclusion that Water Street should remain as a two-lane street unless substantial changes are made to the circulation system.
- Angle parking could also be provided on one-side of a number of cross streets between Water Street and First Street. These include East Main Street, High Street, and Oak Street. Since East Main Street and Oak Street are part of Highway 213, these two segments would not be desirable streets to convert to one-way streets and remove one travel lane to provide more parking.
- High Street (between Water Street and First Street) has the potential to become a one-way street, with one travel-lane and angle parking on one-side of the street. On the north side, there are currently about 8 parking spaces. If these could be replaced by 13 angle spaces, five parking spaces would be gained. This gain should be weighed against the real cost of converting the street to a one-way street, the cost of moving and providing new parking meters, the cost of repainting the spaces, and the cost of any curb-work and landscaping associated with the change. There is also the perceived cost of confusion by introducing a

single one-way street for a short stretch of this street. The real cost of this could approach or exceed the cost of paving an off-street parking space in a larger parking lot. Nonetheless, this is an option that could provide a small number of new on-street parking spaces in the downtown core.

- Angle parking could also be provided in a long-range scenario on Second Street in selected locations. This would require additional land but could be done on the east side of Second Street with the redevelopment or expanded use of a number of businesses. This approach would require the participation of a number of properties and would rule-out using Second Street as part of a one-way grid system.

Other Considerations for Angle Parking — There are concerns related to the safety of angle parking; however, it is not clear that accident rates are higher for angle parking compared to parallel parking, provided that speeds are low and it is designed properly. The concept of back-in angle parking has been used in other cities and there is reason to believe that the severity of accidents for back-in angle parking is less than traditional (front-in) angle parking. There is also concern about accommodation of bicycles with angle parking; however, there are standard design practices that would safely accommodate bicycles (ODOT's Oregon Bicycle Plan). Back-in parking also has the advantage that drivers can see on-coming traffic and bicycles when pulling out more easily compared to backing-out onto the street with standard angle parking. Finally, there is a concern that traffic flows are too high on Highway 214 and Highway 213 to support angle parking without unacceptable levels of congestion. Angle parking was not included in the recommendations due to the number of issues that need to be resolved. Nonetheless, it is an idea that deserves strong consideration for the purpose of this study.

Other Opportunities – In general, as new development occurs, particularly on sites larger than 20,000 square feet, there may be the opportunity to develop a joint public-private venture to develop structured parking on upper levels above a commercial/retail development.

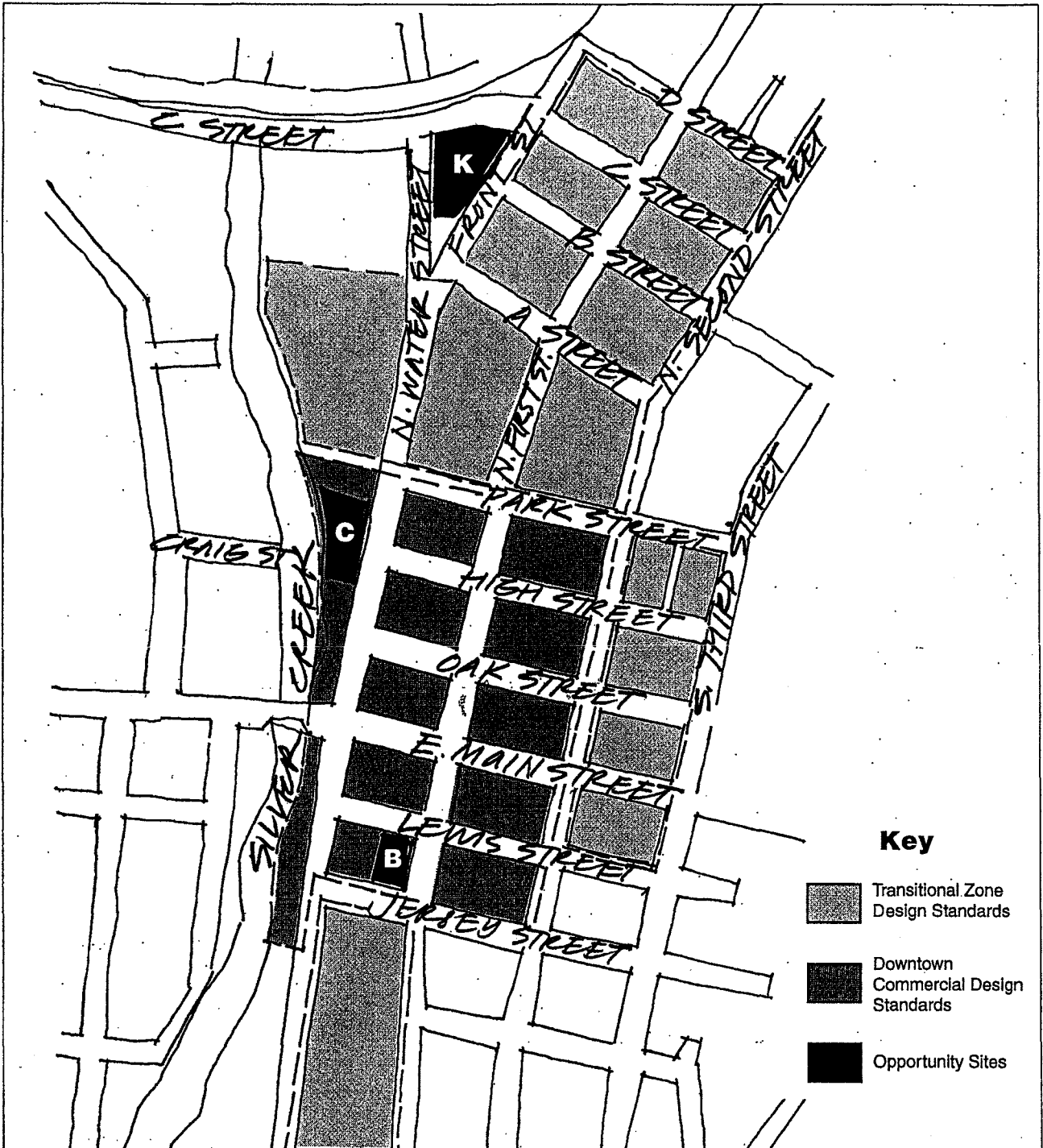
SUMMARY AND CONCLUSIONS

A number of opportunities are available to improve existing and future parking conditions in the downtown area. If downtown parking is managed as an entire district, strategies are available to begin now to accommodate current conditions and to prepare for future demand. Recommendations are discussed in the next section of this report, the Recommended Parking Plan.

Section 5

Design Guidelines

Figure 14.
City of Silverton
Existing Design Standards



Where Existing Design Standards Apply

Recommendations for immediate action include the acquisition of key parcels to ensure continued parking use and opportunities for parking expansion. Following is a description of each site:

- Site B, the Copeland parking lot, the last half of the block bounded by Lewis, N. First, Jersey and N. Water streets currently provides 50 parking spaces.

- **Site C**, has one lot formerly occupied by a gas station and two adjacent lots at the terminus of High Street and Water Street. This parcel has capacity to provide 50 surface parking spaces in the near term.
- **Site K**, the triangular property to the north of downtown, bounded by Front, N. Water and C Streets has capacity to provide approximately 50 or more parking spaces for cars, tour buses and recreational vehicles.

Existing Design Standards

Within the Central Business District of Downtown Silverton certain areas have been identified for design regulation. The sites targeted for acquisition are located in or adjacent to the following zones:

- The Downtown Commercial Zone, the core area bounded by Park Street to the north, N. Second Street to the east, Jersey Street to the south and Silver Creek to the west.
- The Transition Zone, with portions to the north, to the east and to the south surround the Downtown Commercial core area.

Site B, Copeland lot, and Site C, closed gas station lot and the two adjacent lots, are both within The Downtown Commercial zone. Site B sits across Jersey Street from the Transition Zone. Site K is in neither zone, but sits across N. Water Street from the Transition Zone.

Silverton's adopted design regulations for the two zones are summarized below:

TRANSITION ZONE DESIGN STANDARDS ADDRESS THE DESIGN OF PARKING LOTS AND STRUCTURES AS DEFINED BY THE CITY OF SILVERTON IN ORDINANCE 96-126.

(The following is a summary of design standards. For complete list and language, see section 18.5.3, Design Standards for New Commercial Development in the Transition Zone, Ordinance No. 96-126, City of Silverton)

Building Scale and Height

- Exterior building materials and paint colors shall be compatible with the surrounding area. (18.5.6a)
- Generally, buildings shall be constructed to the height of existing buildings on and across the street. Varying heights are acceptable if building form and roof style are architecturally compatible to the surrounding developments. (18.5.6b)
- It is the intent of the city to allow only buildings that do not vary drastically from the height, width, massing and scale of surrounding homes or other buildings. (18.5.6c)

Roofs

- Roof forms shall be compatible with surrounding structures both next to, and across the street from the new building. (18.5.8b)
- Roof forms shall be compatible with structures from the identified historic period. (18.5.6b)

Façade Materials/Textures

- Permitted exterior façade materials include: relatively narrow horizontal wood siding, wood shingles, stucco facing and durable materials such as brick, stone and concrete. (18.5.9.b)

Parking

- Parking areas should be shaded by deciduous trees. (18.5.11.b)
- Parking areas with more than 20 spaces shall be divided by landscaped walkways or by a building or groups of buildings. (18.5.11.c)

DOWNTOWN COMMERCIAL DESIGN STANDARDS WHICH SHOULD BE ADDRESSED IN THE DESIGN OF PARKING LOTS AND STRUCTURES AS DEFINED BY THE CITY OF SILVERTON IN ORDINANCE 96-126.

(The following is a summary of design standards. For complete list and language, see section 18.4.2, Design standards for Downtown Commercial Development, Ordinance No. 97-117, City of Silverton)

Site Orientation

- Building facades shall be set at the property edge along the sidewalk or be setback a maximum of no more than 15 feet for area dedicated to open space. (18.4.2b)
- Buildings shall promote public viewing of the creek by encouraging the construction of decks or balconies adjacent to Silver Creek. (18.4.2c)

Building Scale

- The overall size and proportions of new structures shall be compatible with the scale of buildings constructed during the historic period (1890's-1940's). (18.4.3a)
- The relationship between the height and width of the main façade of building shall be visually compatible with adjoining buildings. (18.4.3b)

Building Height

- Generally, buildings shall be constructed to a height of existing buildings dating from the historic period (1890's-1940's). (18.4.4a)
- The façade height of corner buildings should be two to four stories and not more than 45 feet high. (18.4.4b)
- It is recommended that corner buildings should be the tallest structures in each block. (18.4.4c)
- The façade height of buildings in the middle of the block shall be one to three stories and no more than 35 feet high. (18.4.4d)

Building Width

- New buildings whose street frontage is more than 45 feet wide shall be designed so they convey a sense of division through the use of either pilasters, window and door openings, recessed entries, off-sets or other architectural details. (18.4.5b)

Storefronts

- In multi-story buildings, upper stories should be multi-pane double-hung sash windows or have the equivalent style of neighboring historic structures. (18.4.6b)
- On the ground floor the incorporation of large display windows with transom lights above is highly recommended. (18.4.6 c)
- The relationship between solid walls and window and door openings on the main façade shall be visually compatible with adjoining or nearby structures from the historic period. (18.4.6d)

Façade Materials and Texture

- Permitted exterior façade materials include: brick, cast iron, relatively narrow horizontal wood siding, stucco and poured concrete. (18.4.7b)

Roofs

- Detailing of parapets should be compatible with nearby historic buildings. (18.4.8c)

Awnings

- When awnings are provided they shall extend out from the building to cover at least two-thirds of the sidewalk unless it is shown that such a distance will interfere with existing trees, poles, etc. to provide pedestrian protection from the elements. (18.4.9a)
- Awnings should fit within the window bays (either above the main glass or the transom light) so as not to obscure or distract from significant architectural features. (18.4.9b)
- The color of the awning shall be compatible with its attached building. (18.4.9d)

Site Design

- One street tree for every 30 to 50 feet of frontage, depending on the crown width of the tree, chosen from the street tree list, shall be placed on that portion of the development paralleling the street. (18.4.12c)

Parking

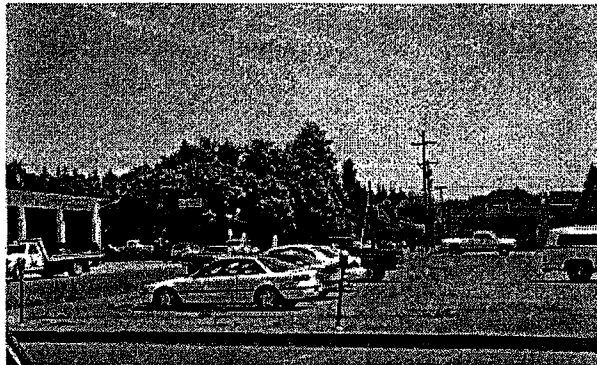
- Parking lots shall be buffered from the street by a landscaped area. (18.4.14d)

PRIMARY DESIGN ISSUES

Each site has been analyzed to identify primary issues and solutions. While each project must ultimately address all the issues listed below, each site has *primary design issues*. The following design studies for each site illustrate solutions to prototypical conditions and are examples of design solutions which can be applied throughout the Central Business District (CBD).

Site	Primary Design Issue/Objective
<p>Site B—Copeland Lumber Lot Infill on the Edge of Transitional Zone</p>	<ul style="list-style-type: none"> • In the first phase of improvements, screen surface parking. • In the future, design parking structure so that massing and scale is compatible with adjacent residential buildings by stepping the building back.
<p>Site C—Closed Gas Station Historic District Infill</p>	<ul style="list-style-type: none"> • In the first phase of improvements, screen surface parking. • Fill in downtown street edge; close gaps. • Create a visual terminus to High Street, with parking screening, and, in the second phase of improvements, with a building. • In the future, design parking structure to be compatible with historic district architectural character.
<p>Site K—Triangular Lot Gateway to Downtown Silverton</p>	<ul style="list-style-type: none"> • Screen surface parking. • Establish a physical presence on a prominent site that marks one of the entrances to the downtown district.

Site B, Copeland Parking Lot: Infill on the Edge of Transitional Zone

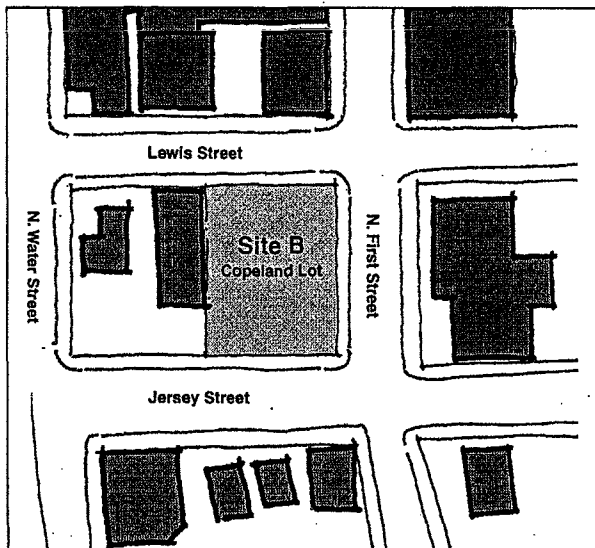


Walker Macy



Walker Macy

Top & Bottom. Looking across Copeland lot to transitional zone to the south.



Description of Site:

- The site is adjacent to a residential neighborhood, part of which is in the CBD Transition Zone.
- This lot is currently an unstriped, gravel surface parking lot.
- It is located in the downtown core.
- It currently provides approximately 50 parking spaces.

Improvement Options

Phase One

- Pave, landscape and stripe.
- Screen surface parking.
- Provide lighting and signage.

Phase Two

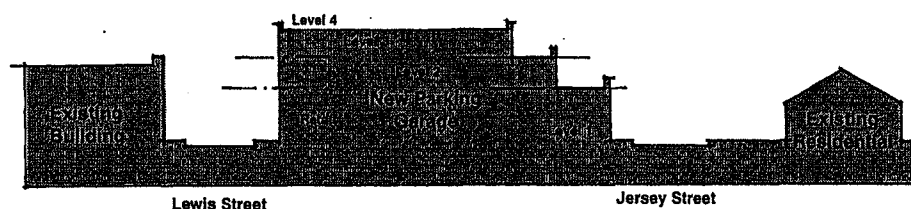
Design a parking structure to be constructed in Phase 3. Construct a storefront podium to provide two levels of parking for the mid-term.

Note: stepped configuration may limit an efficient parking layout.

Phase Three

Hold long-term for potential redevelopment into lower-level retail, with two-plus levels of parking above ground or eventually sell to a developer and use proceeds to develop parking elsewhere in the core.

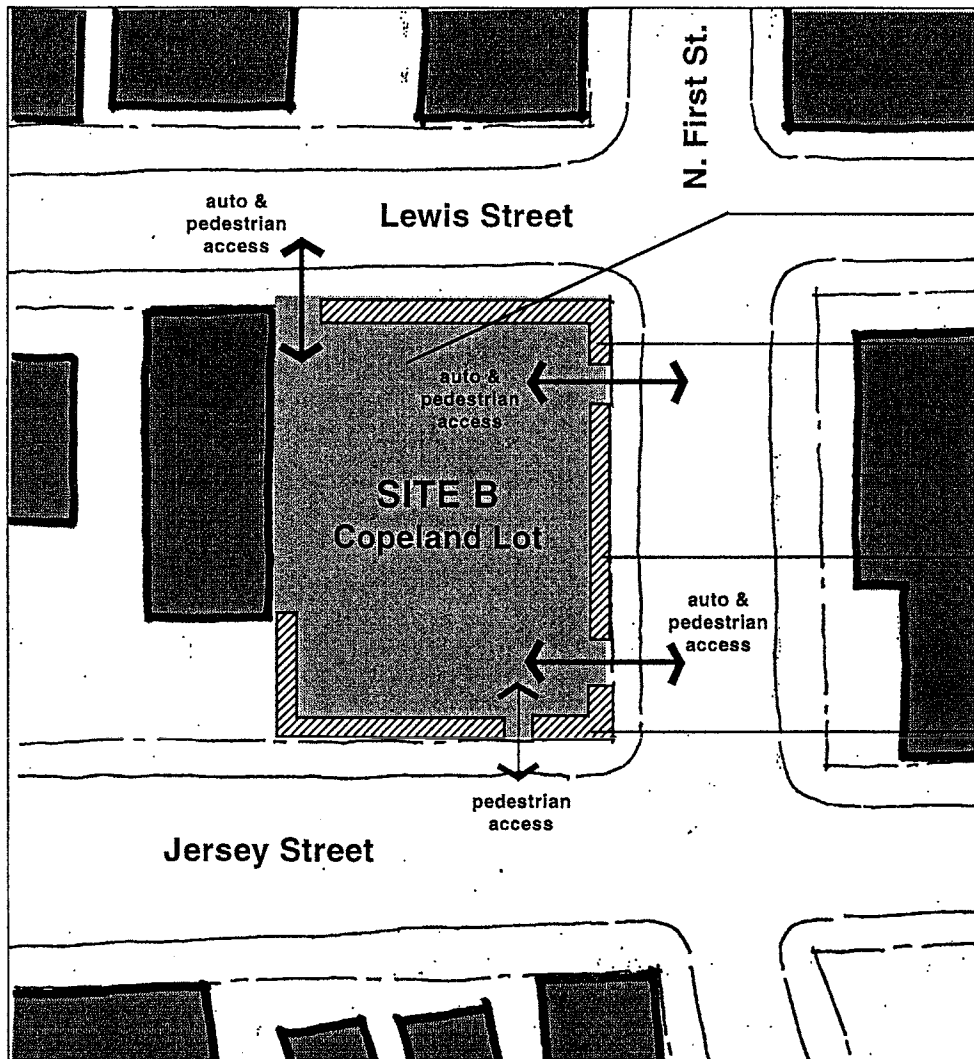
The Copeland parking lot sits at the southern edge of the Historic Downtown Commercial Zone. To the south, across Jersey Street, smaller scale residential and commercial buildings form the northern edge of the Transition Zone.



A new parking garage on this site should step down in height toward Jersey Street and not loom over existing smaller buildings. (see Massing Diagram, Site B, p.12) The final design should balance the stepped back massing with the need for an efficient parking layout.



Figure 15.
Illustration of Site B, Copeland Lot
Phase One



Access should be located based on efficiency and safety. Avoid driveways close to high-use pedestrian routes.

Pave, landscape and stripe surface lot.

Establish a strong corner. Provide uninterrupted screening for at least 15' each side.

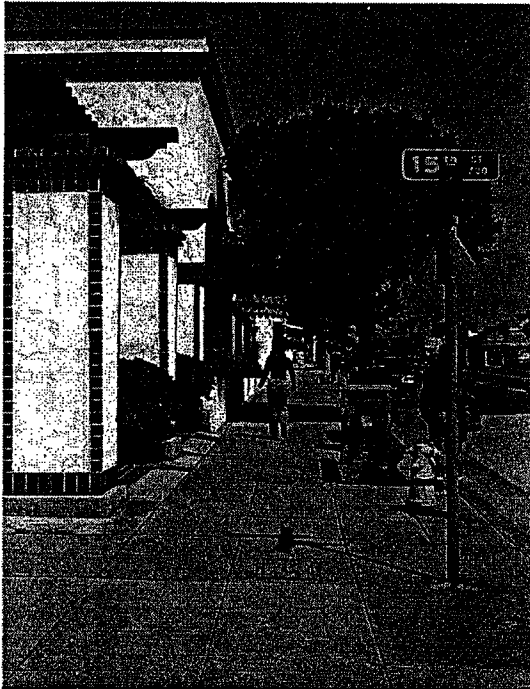
Screen surface parking (see recommendations for the design of screening, *Perimeter Parking Lot Landscaping and Screening*, page 44).

Establish a strong corner. Provide uninterrupted screening for at least 15' each side.

Perimeter Enclosure & Important Entry Points for Site B

CBD Perimeter Parking Lot Landscaping & Screening

Suggested modifications to City of Silverton zoning ordinance 96-126



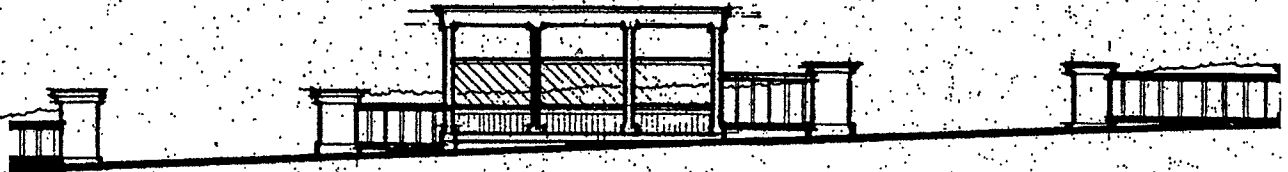
URBSWORKS, McInelly

Example 1, parking lot integrated into building. Behind these columns and pergola (trellis overhead) is a surface parking lot. Because the screening structure is so well integrated with the building beyond, a passer by notices the building, not the parking.



URBSWORKS, McInelly

Example 2, perimeter planting and screening. Screening must be constructed of high-quality materials. Here the tall wrought iron fence and formal hedge planting, with brick columns designed to visually coordinate with the building beyond all contribute to a high quality urban environment.



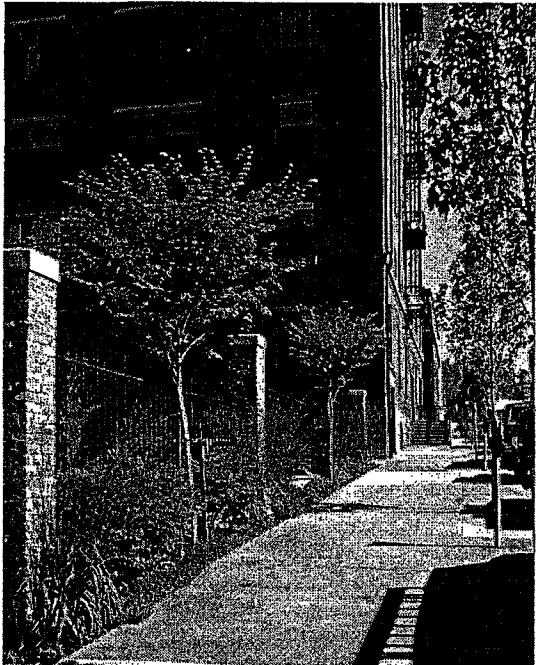
Example 3, a low wooden fence with hedge planting behind, which incorporates gateway structures and built-in seating areas.

Background

Off-street surface parking lots shall be located to the side or rear of buildings. Parking lots at mid-block or behind buildings is preferred. When this is not possible, carefully designed perimeter screening and planting shall be required, complying with the following:

Design Standards:

- Off-street surface parking areas shall be designed to be as unobtrusive, and as attractive in appearance, as possible.
- Trees shall be used extensively at the perimeter and in the interior of surface parking lots to break up large parking areas and provide shade.
- Accessways through surface parking lots shall be clearly identifiable through use of different paving materials, grade differentiation and planting. They shall be well lighted, direct and as short as practicable.
- Surface parking areas shall provide perimeter parking lot planting adjacent to a pedestrian street which meets one of the following standards:
 - (a) A 5 foot wide planting strip between the right-of-way and the parking area (see Example 6). The planting strip may be interrupted by pedestrian-accessible and vehicular accessways. Planting strips shall be planted with an evergreen hedge.



URBSWORKS, McInelly

Example 4, a tall wrought iron grille, with brick columns coordinated with the building beyond, planted with small ornamental trees and an informal arrangement of grasses and shrubs.



URBSWORKS, Crane

Example 5, a formal hedge with an allée (two rows of trees) to screen parking.



Example 6, A low wood fence, designed to coordinate with adjacent historic building, and formal hedge planting behind.

Hedges shall maintained at a height no less than 36 inches or more than 42 inches in height at maturity. Hedges and other planting shall be planted and maintained to afford adequate sight distance for vehicles exiting the parking lot; or

- (b) A solid decorative wall or fence 36 inches to 42 inches in height parallel to and not nearer than 2 feet from the right-of-way line (similar to example 8). The area between the wall or fence and the pedestrian street line shall be planted. The required wall or screening shall be designed to allow for access to the site and sidewalk by pedestrians and shall be constructed and maintained to afford adequate sight distance as described above for vehicles exiting the parking lot.
- (c) A transparent screen or grille 48 inches to 72 inches in height parallel to the right-of-way line. A 2 foot minimum planting strip shall be located either inside the screen, or between the screen and the right-of-way (see Examples 2 & 5). The plant strip shall be planted with a hedge or other planting. Hedges shall be no less than 36 inches or more that 42 inches in height at maturity. Other planting shall be no less that 36 inches and shall not be so high that it becomes a safety or security problem.

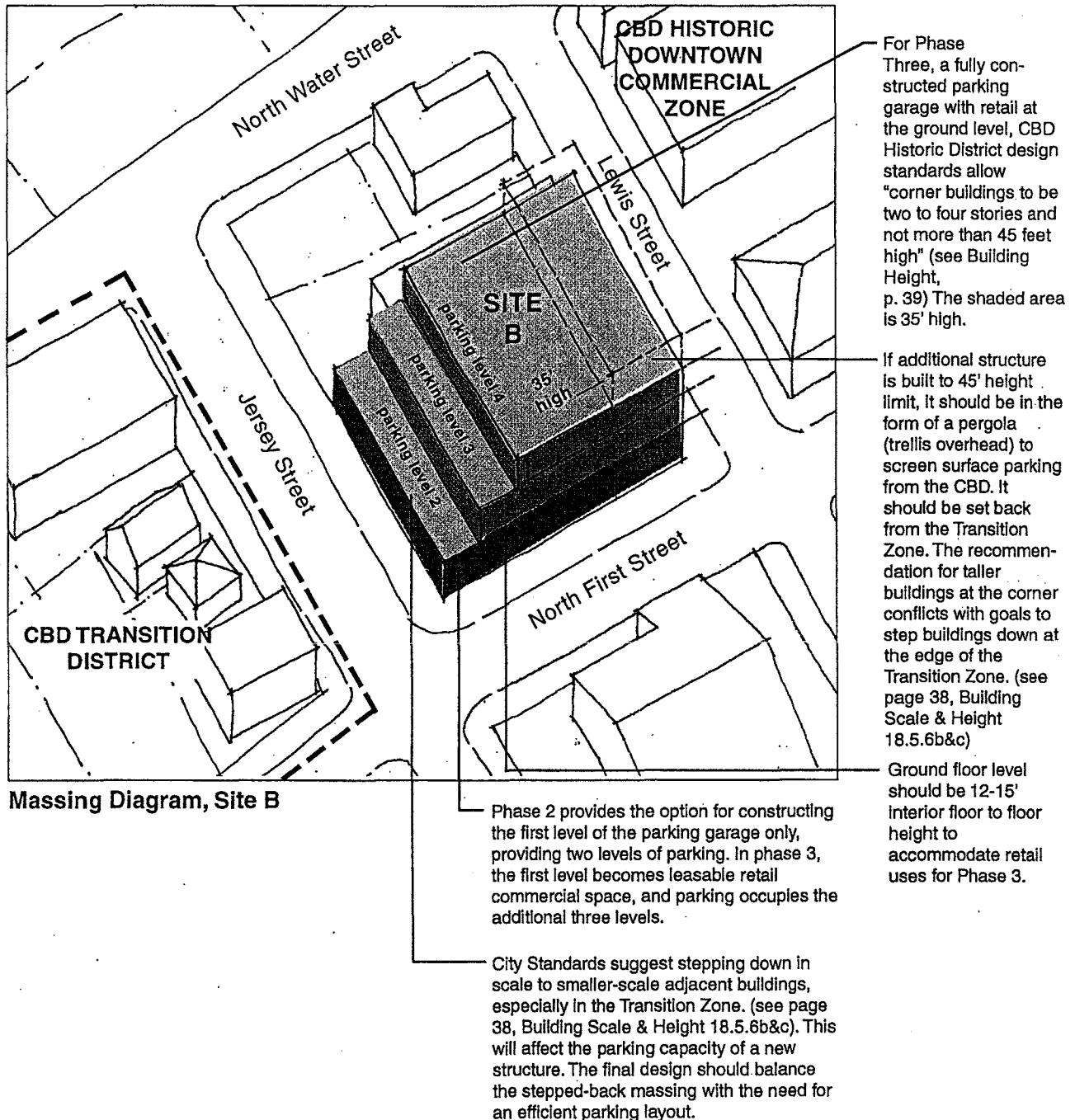


Example 8, a low wall with concrete columns to mark entries and break up wood lattice screens, planted with ivy.

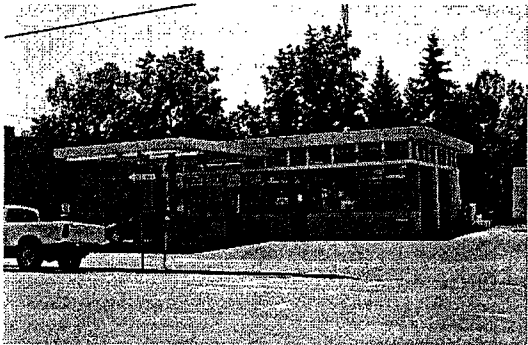
- Surface parking areas shall provide interior landscape planting which meets the following standards:
 - (a) Angled or perpendicular parking spaces shall provide, where needed, wheel stops or widened curbs to prevent bumpers overhanging walkways.
 - (b) Planting shall be installed within planting bays, and in any other area where parking stalls, circulation aisles, driveways, or pedestrian movements would not be precluded by the landscaping. The City of Silverton

should examine establishing standards for the percentage of interior planting and trees per car or stall.

Figure 16.
Design of Site B, Copeland Lumber Lot
Phase Two & Three



Site C, Closed Gas Station & Adjacent Lots: Historic District Infill Site



Closed gas station

Closed Gas Station and Adjacent Lots

Description of Site

- It is within the CBD Historic Downtown Commercial Zone.
- It is close to the north end of retail core, which complements the Copeland lot, located to the south side of the retail core.
- The lot is ideal for mixed-use development.

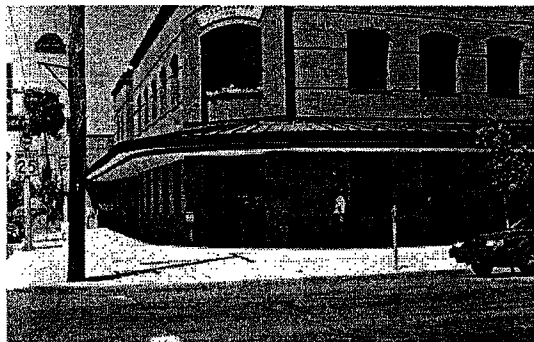


Historic district typical "fabric"

Improvement Options

Phase One

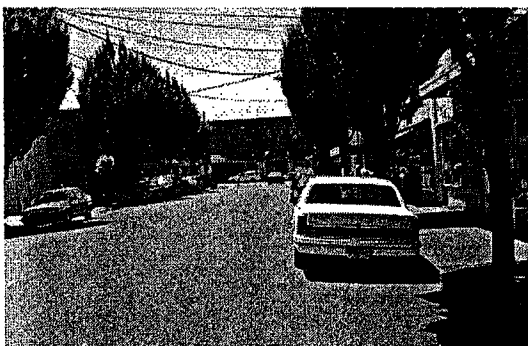
- Screen surface parking.
- Pave, landscape and stripe.
- Provide pedestrian access and overviews at Silver Creek as feasible.
- Provide lighting and signage.



New development compatible with historic buildings, and demonstrates compliance with Historic District design standards.

Phase Two

- Screen surface parking.
- Develop a structure with lower level retail with two or more levels of parking above.
- Sell parcels to a developer and use proceeds to develop parking elsewhere in core commercial area.



Oak Street within the historic district terminates on N. Water Street and demonstrates the potential for a visually distinctive building or architectural element at a similar location, for instance, at the terminus of High Street.

Structured Parking Design

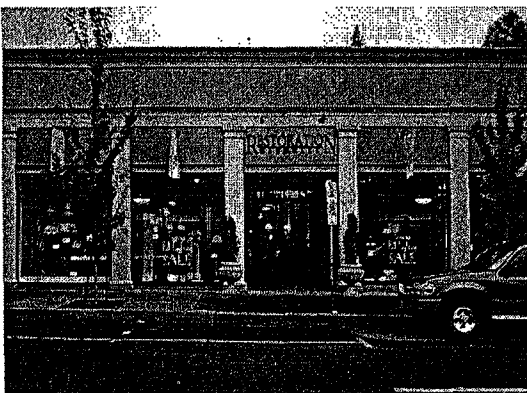
Suggested modifications to City of Silverton zoning ordinances 96-126



Example 1, mixed-use parking structure. This building contains space which was designed to accommodate retail at a later time. Interior floor-to-floor heights are 12' minimum. Each building side fronting onto a public street has a storefront character (see following examples).



Example 2, storefront design for the ground floor of parking structures. In accordance with Silverton existing design standard 18.4.c: "on the ground floor the incorporation of large display windows with transom lights above is highly recommended."



Example 3, storefront design for the ground floor of parking structures. In accordance with Silverton existing design standards 18.4.5b: "New buildings whose street frontage is more than 45 feet wide shall be designed so they convey a sense of division through the use of either pilasters, window and door openings, recessed entries, off-sets or other architectural details."

- Except at access points, parking structure openings on all levels shall be no lower than at least three feet from floor level to limit exterior views of vehicle fronts below the windshield.
- The first floor of a parking structure fronting on a street shall contain space for retail and office or other active uses, or shall be designed to allow for conversion to such space at a later time.
- Structures shall also include accessible parking, bike parking and safe pedestrian access.

Site K, Triangular Property North of Downtown, Gateway to Downtown Silverton

Description of Site

- Bounded by Front Street, Water Street and C Street.
- For tour bus and RV parking as well as for potential street modifications, providing 50 or more parking spaces, depending on the C Street alignment which is currently being discussed as part of the Transportation System Plan.

Improvement Options

- Pave, landscape and stripe.
- Screen surface parking.
- Provide lighting and signage.
- Provide gateway structures to mark the entrance to Silverton CBD Historic Downtown. Coordinate with parking screening design and based on the historic architecture of the Downtown Commercial Zone.

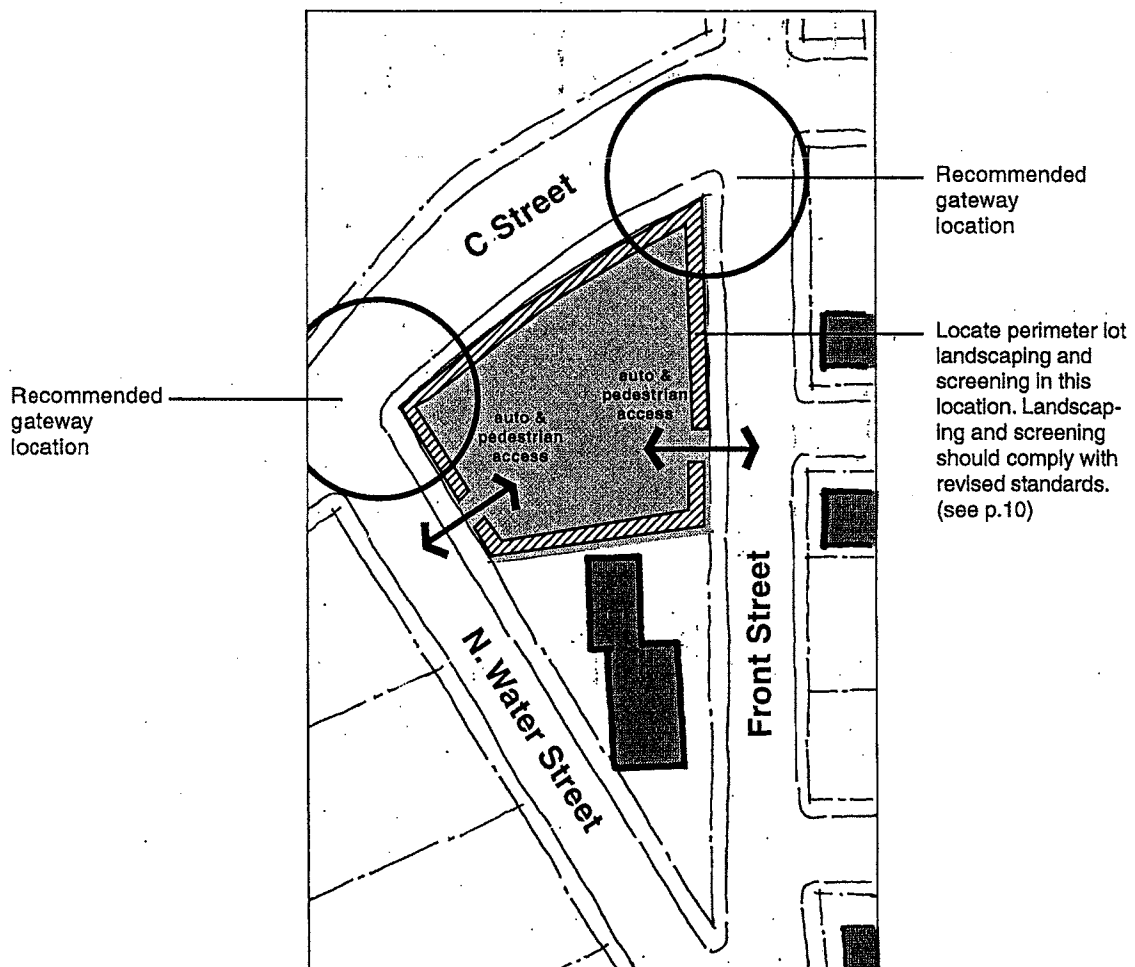


Figure 18. Perimeter Enclosure & Important Entry Points for Site K

Section 6

Recommended Parking Plan

Recommended Parking Plan

Design Recommendations

- In addition to current requirements governing the design of parking areas, consider providing screening for surface parking lots.
- When and if parking demand justifies structured parking, provide a stepped-down design between the downtown zone and the transitional zone. This may be accomplished by a stepped building (see Figure 16) or by transitioning the step-down through the transition zone.
- At the closed gas station (Site C), create a visual terminus to High Street with parking lot screening (or a building in the future.) Also, close the gaps as possible to fill in the downtown street edge.
- Specific recommendations to Ordinance 96-126 are listed on pages 44 to 46 “CBD Perimeter Parking Lot and Screening and Screening “ and page 50 “Structured Parking Design.

Cost of Parking

Each strategy and recommendation should be evaluated in terms of capital and operational costs for the community. There are a number of communities that have implemented programs of similar scale within Oregon. We recommend that the City compare their approach to each strategy with the experience of other communities to better understand opportunity and constraints.

Capital costs will range greatly depending upon the public/private partnerships Silverton may take part in. The cost of land will likely be a key determinant of the City’s ability to develop parking. Currently, a parking space complete with curbs, lighting, utilities, landscape and pavement, will be approximately \$2,000 per space after land cost. Operation of the parking lots will vary depending upon size and location of lots and availability of manpower and machinery.

Structural parking can range from \$10,000 to \$18,000 per stall after land costs. These figures are widely divergent depending upon the structure used and level of refinement to the building façade.

It is clearly in the best interests of the City to facilitate shared parking arrangements whenever feasible. Given the current available downtown parking, managing the area as a district and facilitating the program should be the City’s primary investment in the program.

RECOMMENDATIONS

The following recommendations present a strategy to better manage parking and to increase the overall parking supply.

Recommendations for Immediate Action

- Continue the use of parking meters as a method of ensuring short-term parking within downtown. Maintain or increase the level of monitoring of the meters. Increase the fine for parking violations in order to encourage compliance. Consider a stair-stepped increase in fines for those with multiple infractions in a calendar year beginning with courtesy notices followed by fines that may increase to somewhere between \$50 and \$100 after a given number of infractions. Revenues could be used to offset the cost of enforcement, and possibly be applied to a downtown-parking fund.
- Actively seek out shared use agreements with Churches and Lodges in the downtown area. This could be a mutually beneficial arrangement for both parties. The key locations for consideration would be the Elks Lodge and the Church located on West Main Street and Coolidge Street for downtown employee parking during weekdays and the Church located at First Street and A Street for use by Eugene Fields School staff during the week.
- In conjunction with finding shared off-street parking for weekday employees, discourage employee parking in the City Park parking lot on West Main street by implementing signed four-hour time limits for this parking lot. The intent is to provide free parking for shoppers and park users. Monitoring of the lot should continue to ensure compliance.
- In conjunction with finding shared parking for staff at Eugene Fields School, eliminate the practice of giving school staff unlimited free parking in metered parking spaces in this area.
- To gain the maximum amount of parking, avoid parking policies that reserve a parking space for a single business or individual, which will result in parking spaces sitting-idle for long periods of time.
- Purchase properties as feasible that can be used for public parking. A total of 100 public parking spaces of surface parking are recommended initially so that land is available to accommodate 200 parking spaces in the future using structured parking. The priorities for acquiring land would be:
 1. The Copeland parking lot — to assure that this parking area is available into the future (50 parking spaces);
 2. The three parcels on the west side of Water Street at the terminus of High Street. These parcels should be purchased if the cost of property is reasonable as a parking opportunity in the near-term (50 parking spaces). For the long-term vitality of the downtown, these lots should be developed into building sites based on market demand. Future revenue from the sale of the properties could then be used to add to the parking supply by constructing new surface or structured lots (at this location or elsewhere in the downtown).
 3. The triangular property bounded by Front Street, Water Street, and C-Street — for tour bus and RV parking as well as for potential street modifications (50 or more standard spaces — number of parking spaces depends on the C Street realignment which is currently being discussed as part of the Transportation System Plan);
 4. Wells Fargo Bank parking lot (21 parking spaces) after the bank closes.

- Loading zones should have posted operational times such as allowing short-term parking in the truck loading zones after 3:00 p.m.
- As a temporary action, consider using the west side of Front Street between C Street and A Street as for long-term tour bus parking should the need arise.

Recommendations for Near-term Action

- Expand the use of the existing shuttle bus (Silver Trolley) to bring people to the downtown area and to the Oregon Garden once in operation. The bus has the potential of reducing traffic congestion and freeing up parking spaces. The potential to attract people to the downtown without driving would depend highly on the frequency and quality of the service. In the near term, it would be considered highly successful if the shuttle were able to reduce 20 percent of the projected 60 parking spaces needed at the peak by Oregon Garden visitors. This would amount to a savings of 12 parking spaces, which is small in terms of the total parking supply, but none-the-less amounts to nearly two block-faces worth of parking that would not have to be provided otherwise. Avoid a layover in the downtown that consumes on-street parking.
- Restrict parking to a 12-hour time limit for private vehicles on all on-street public parking areas within the downtown core and in the Copeland parking lot to discourage vehicle storage in public parking spaces.
- Demolish the A&W building to increase the parking supply in the Civic Area, located at the south end of the study area.
- Given the lack of parking at City Hall for visitors, consider relocating some City and some Police vehicle storage to a remote parking area such as the existing A&W lot. This parking area may be an ideal place for City Hall employees to park.
- Consider providing angle parking on one-side of High Street between First Street and Water Street in conjunction with a capital project on this street such as redevelopment of adjacent properties, changes in the parking meters, or a major roadway/sidewalk reconstruction project if desired by the merchants on this street.
- Develop a uniform signage program to direct drivers to public parking areas in the downtown. A uniform theme and picture/logo could add clarity to the parking program.

Policy Recommendations

- Formulate a parking district that includes the downtown area. Determine management and financial responsibilities for the long-term viability of the program.
- Implement a flexible parking policy that would allow the city to be responsive to the needs of business in the downtown area. For example, the kind of parking actions that would be appropriate may include changes such as:
 1. The addition of very-short-term parking. Time limits of 3 to 10 minutes would be appropriate, not to exceed 2 spaces in three blocks, located in front of appropriate business such as flower shops, dry cleaners, etc..

2. The addition of handicapped parking. The amount of handicapped parking available should be about 1 handicapped parking spaces per 25 total parking spaces. The location and design of the spaces is of critical importance. With the current supply, it would be appropriate to add four new handicapped parking spaces. Two of these could be added when/if the Copeland lot is paved and the remaining two could be added when new public parking spaces are constructed at another site. Alternatively, if a local business desires a handicapped parking space near their store due to the nature of the business (for example, a pharmacy with no off-street parking) this would be an ideal opportunity to add an on-street handicapped parking space.

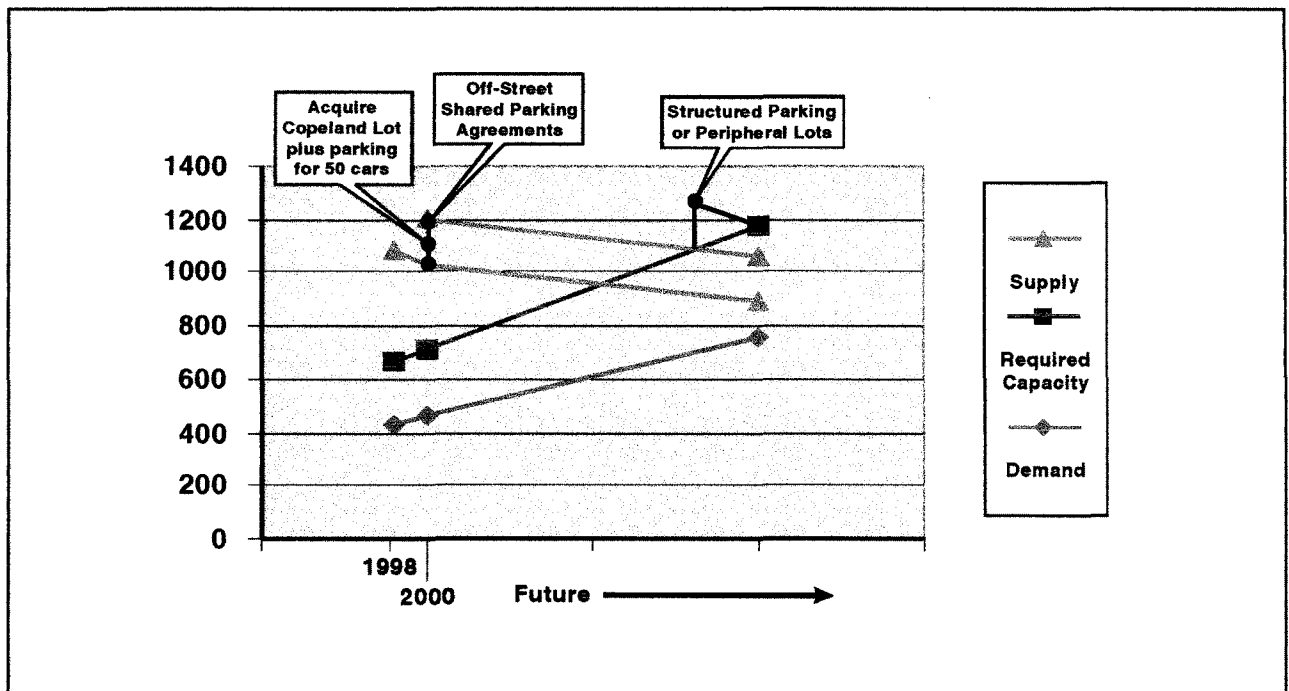
3. Provide flexible arrangements for the location of truck loading. Maintain three to four large truck loading areas on-street that are distributed in the retail core as best suits the needs of current business. Encourage but do not require off-street loading space where feasible and consistent with goals of downtown development.

- Examine development codes to ensure compliance with goals of downtown development, especially related to off-street parking provisions.

Other Actions

- Conduct annual parking surveys. These would be used by the City to monitor the parking situation and respond to growing parking needs. Surveys should include parking utilization counts during the peak parking period (noon to 2:00 p.m.) and parking turnover counts during the period that time limits are in effect (9:00 a.m. to 6:00 p.m.) at metered parking spaces.

Figure 13
Future Capacity



- Implement a TDM (Traffic Demand Management) program to encourage ride sharing. In the case of the City, depending on legal restrictions, City owned vehicles might be used as carpool vehicles. In this case, a carpool of two people would eliminate the need to park three vehicles in the downtown area.

Actions with Trigger Points

It is important that the City take actions to ensure parking supply keeps pace with increases in demand. At key utilization levels or trigger points, specific actions should be taken. This is illustrated for supply-side actions in Figure 13.

- Expand the coverage of two-hour parking meters to more street segments if and when an unmetered street-segment reaches utilization levels of more than 85 percent for four hours or more. The expansion of parking meters should be done only on segments that are connected to streets that already have parking meters.
- Add approximately 100 parking spaces when parking utilization in the study area reaches an overall threshold of approximately 65 percent of the supply by constructing surface lots adjacent to the downtown core, constructing single-level parking decks or parking structures with 2 or 2-1/2 levels of parking above a lower level retail development. At 65 percent utilization, parking demand will result in most prime parking areas being 85 to 100 percent full during the peak while providing a buffer of surplus parking around the core. Overall, parking demand was relatively flat from about 10:00 a.m. to about 4:00 p.m. on both the weekday and the Saturday observation, with peak parking demand occurring during the early to mid afternoon time period. Either case, the original purchase of land represents an opportunity and strategy to provide for the eventual parking needs of the community.