

**EXECUTIVE SUMMARY**  
***Parking Management Strategy – City of Canby***

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**BACKGROUND**

The City of Canby recently completed a parking study of the downtown. The purpose of the study, conducted by Melvin Mark Development Company, was to:

- (1) Develop an understanding of real and perceived challenges to doing business in the downtown, particularly as to how those challenges can be addressed through access and parking strategies, and,
- (2) Conduct a comprehensive inventory of parking usage in the downtown, including peak hour utilization, turnover, and duration by hour of day and area of downtown.
- (3) Develop a parking management plan for implementation in the downtown.

Major findings derived from work with downtown stakeholders and from the parking inventory include:

***Common Themes – Challenges to Doing Business***

- ◆ Need to attract a more diverse mix of businesses
- ◆ Expand and diversify customer base
- ◆ Develop a clear plan for future growth
- ◆ Better manage the parking inventory
- ◆ Maintain the existing parking supply – no net loss of spaces
- ◆ Improve non-auto options (transit/bike)
- ◆ Improve the pedestrian environment and “connections” within downtown

***Parking Utilization Analysis***

- ◆ Peak hour utilization at 40% (entire downtown)
- ◆ Peak hour utilization at 49% (Core Zone)
- ◆ Significant capacity for parking access growth in downtown
- ◆ Some abuse of 3-hour zones in East Surface Lot
- ◆ Low abuse of 2-hour zones throughout downtown.
- ◆ Parking turnover is very efficient

**KEY ISSUES**

Review of background materials and discussions with stakeholders revealed a number of concerns with parking in the downtown. Key issues include:

- ◆ Concern that even though the existing supply may be underutilized, that it be preserved to allow for peak seasons and future growth.
- ◆ A desire to balance short-term “retail” parking and employee parking demand in a manner that continues to support downtown vitality.
- ◆ A desire to make best use of off-street facilities both in and outside of the core area.

- ◆ The need for a better system/plan for communicating parking to users (e.g., signage, marketing).
- ◆ The need for a plan that assures maximum utilization of the supply to meet intended uses.

The parking management plan outlined below attempts to provide a framework through which each of these issues could be reasonably addressed.

### **DEVELOPMENT OF A PARKING MANAGEMENT STRATEGY**

The approach to development of a parking management plan includes the following steps:

- a. Identify the critical parking issues through sound data analysis (i.e., capacity/utilization inventory) and the public involvement process.
- b. Determine discrete “parking management zones” based on existing parking conditions, land uses and needs.
- c. Develop overall guiding principles for each parking management zone.
- d. Develop parking management strategies that meet the overall goals of downtown, support the guiding principles for each district, and address existing parking issues.
- e. Formulate the parking strategies into a comprehensive plan for near, mid and long-term implementation.

### **RECOMMENDATIONS FOR CANBY**

#### *IMMEDIATE ACTIONS*

1. **Establish “parking management zones” based on desired economic uses and user types. Incorporate the zones into the City’s parking/zoning code.**  
Different segments of the downtown have different economic uses and represent different points of access into the downtown. The heart of downtown should represent the area in which the highest density of economic activity and access is intended to occur. Parking should be seen as a management tool that supports specific economic uses. The desired economic activity in a particular area of downtown should drive the decision making for the type of parking required.

- 2. Develop “Guiding Principles” defining the priority purpose/use of each parking management zone and adopt them as a policy element of the parking code.**

Guiding principles are established to describe the primary purposes for parking within each parking management zone. Guiding Principles should establish priority for use of on-street supply, off-street supply and use of future publicly owned facilities. It is recommended that the City of Canby adopt Guiding Principles for Parking Management as a policy element of the parking/zoning code.

- 3. Adopt the Rule of 85% to facilitate/direct parking management strategies.**

The Rule of 85% is a measure of parking utilization that acts as a benchmark against which parking management decisions are based. The recently completed parking inventory for Canby revealed that existing peak hour occupancies are generally less than 50% in all zones. Having the Rule of 85% in effect will assure that a process for evaluating and responding to future parking activity in the downtown is in place.

#### *NEAR-TERM ACTIONS*

- 4. Re-stripe entire Zone A and B public inventory (on and off street).**

The recent inventory of parking revealed that the majority of striping is faded and difficult to discern. Many vehicles were parked improperly, most likely because the customer was unable to clearly identify the parking stall.

It is recommended that the City include re-striping of the public parking supply in its near term capital improvement budget.

- 5. Identify areas for additional parking supply (i.e., angled parking, empty block faces).**

The parking inventory identified several areas in the downtown where additional parking capacity could be created either by adding parking to existing “no parking” areas or by removing parallel parking and replacing it with angled parking.

- 6. Upgrade and improve NW 1<sup>st</sup> Avenue surface lots (signage, entry/exit, and striping).**

The East and West surface lots currently serve multiple users, including customer/visitors, employees and park and ride transit users. Currently the lots are in ragged shape. Signage is worn and faded, entries and exits are poorly defined and informational signage identifying the lots (and their purpose) from the public right-of-way is not in place. It is recommended that the City implements a range of upgrades and improvements to enhance the convenience and use of these lots for intended users.

**7. Identify areas for future employee/park and ride supply.**

Stakeholders indicated that use of the East and West surface lots by park and ride transit users was not a long-term priority or intended use of this resource. While capacity is not an issue at this time, Stakeholders realize that as customer use of these lots increases, parking management strategies will be eventually be implemented to transition park and ride users to other areas of the downtown.

It is recommended that the City begin to identify off-street sites, outside the Core Zone, that could serve as future park and ride and employee parking areas. Locations outside the Core Zone will ensure that Core Zone spaces and the East and West Lots are prioritized for customer/visitor uses.

**8. Routinely conduct parking inventory analysis in the downtown.**

The need for accurate up-to-date data is very important as a foundation piece for determining actions to maximize parking supply. Periodically monitoring parking activity will allow Canby to (a) better coordinate enforcement, (b) assure maximum utilization based on intended uses and (c) provide solid evidence for the need to move to higher and/or more aggressive levels of parking management.

It is recommended that the parking inventory analysis be conducted at least every two years.

*MID TERM ACTIONS*

**Parking Management Strategies**

Different areas of the downtown core experience different types of demand and should respond by providing parking that is appropriate. This is best accomplished by identifying the central purpose of each zone and establishing a comprehensive set of strategies to be applied within that zone.

**Zone A (Core)**

*Purpose:* The purpose of and priority for, parking in the Core of downtown is to support and enhance the vitality of the retail/service core.

- A. The majority of on-street parking will be 2-hour parking.
- B. The long-term priority for on street parking in the Core will be 2-hour parking.
- C. The priority for off-street parking in the Core will be stays of less than 4-hours to accommodate customers, visitors and clients.

- D. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in the Core area. If utilization of on- and off-street parking in the Zone exceeds 85%, the City will evaluate and implement one, or a combination of, strategies to assure that intended users are accommodated.
- E. The City will establish policy guidelines for exceptions to the short-term parking requirements in the Core Zone.
  - 1. Handicapped/disabled access
  - 2. 20 minute zones
  - 3. Loading zones

### **Zone B (Intermediate)**

*Purpose:* Parking in the Intermediate Zone is established to provide longer-term stay opportunities and to further support the long-term development of this zone as an expansion of the retail/theater core.

- A. The majority of on-street parking will be “no limit” parking.
- B. The long-term priority for on street parking in the Intermediate Zone will be 2-hour and 4-hour parking.
- C. The priority for off-street parking in the Intermediate Zone will be “no limit” parking to accommodate the full range of users, including employees, customers, visitors and clients.
- D. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in the Intermediate Zone. If utilization of on- and off-street parking in this Zone exceeds 85%, the City will evaluate and implement one, or a combination of, strategies to assure that intended users are accommodated.
- E. The City will establish policy guidelines for exceptions to the parking requirements in the Intermediate Zone.
  - 1. Handicapped/disabled access
  - 2. 20 minute zones
  - 3. Loading zones

### **Zone C (Periphery)**

*Purpose:* Parking in this zone is unregulated. As such, no time stays are in effect. Future management strategies assumed for this area will be contingent on the parking activity, capacity, and utilization of all other parking zones.

### **Zone D (East and West Lots)**

*Purpose:* Parking in the East and West Lots is intended to provide a mix of parking stay opportunities for both visitors and employees of the downtown. Their primary purpose is to serve the retail/service core.

- A. Parking spaces that border NW 1<sup>st</sup> Avenue will be signed for stays of less than four hours based on the belief that this time stay is conducive to longer term visitor parking for the downtown.
- B. Parking spaces along the backside of the lots will be signed for stays of 9.5 hours based on the belief that this time stay is conducive to employees of the downtown.
- D. The longer-term priority for parking in these lots will be stays of less than 4-hours to accommodate customers, visitors and clients.
- E. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in the East and West Lots. If utilization in this Zone exceeds 85%, the City will evaluate and implement one, or a combination of, strategies to assure that intended users are accommodated.

### *LONG TERM ACTIONS*

### **OTHER ISSUES (Parking Management)**

#### **Wayfinding**

- A. Creation of a uniform system of directional signage.
- B. Creation of a uniform system of signage for off-street facilities owned and/or operated by the City of Canby.

## **Marketing and Communications**

### **A. Develop marketing and communication system**

1. *Maps.*
2. *Validation program.*
3. *TDM alternatives*

## **Design**

### **A. Adopt design guidelines for future structured facilities and lots.**

## **Enhanced Access**

### **A. Evaluate feasibility of a downtown circulator system to tie adjacent parking areas to core.**

## **Residential Mitigation**

### **A. Adopt and implement Residential Permit Parking Program (RPPP)**

## **Pricing**

Given the size of Canby and its current and anticipated growth, it is not anticipated or suggested that the City of Canby move to parking pricing. Nonetheless, as new sources of parking and transportation access (i.e., shuttles, trolleys) are considered in the context of a 15-20 year plan, the issue of pricing should be incorporated into the City's parking management plan.

### **A. Meter on-street parking to increase efficiency and capacity.**

As the 85% Rule triggers additional and more aggressive management of the supply, Canby may at some future point consider pricing parking. At that point pricing would be intended to (a) facilitate more efficient turnover, (b) encourage use of specific facilities in specific management zones (i.e., short-term vs. employee parking), (c) encourage use of alternative modes, and (d) provide funding source for new supply and alternative mode options.

### **B. Charge for parking in publicly owned off-street facilities.**

1. The City should establish a policy for pricing in publicly owned off-street facilities.

### **C. Establish a "Downtown Parking Fund" from revenues derived from downtown public parking.**

## **SUMMARY**

A comprehensive parking management plan based on the desire to provide on-going access to priority users will be facilitated through the actions suggested above. Coordinating and actively managing the available supply of parking will result in reasoned and appropriate implementation of parking management strategies based on the dynamics of parking use and the growth of the downtown. The actions presented in this memorandum will assure the City and its users that parking management strategies are implemented within a system that is fully maximized and operated at a high level of efficiency.