

**DOWNTOWN PARKING COMMITTEE
AGENDA**

**October 4, 2016
5:00 p.m.**

**Downtown Fire Station Meeting Room
400 NW Harrison Boulevard**

- I. Call Meeting to Order/Introductions
- II. Approve September 13, 2016 minutes (attachment)
- III. Visitor Comments
- IV. Old Business
 - Downtown Parking Study (discussion, attachment)
- V. New Business
- VI. Information Sharing
- VII. Committee Requests and Reports
- VIII. Pending Items
 - Bike Parking Monitoring Strategy
 - Jefferson Avenue Loading Zone

Committee Members:

Brad Upton, Chair Chris Heuchert
Liz White, Vice Chair Joe Elwood
Steve Uerlings

NEXT MEETING: November 1, 2016

**DOWNTOWN PARKING COMMITTEE
MINUTES
September 13, 2016
DRAFT**

Present

Liz White, Vice Chair
Steve Uerlings
Chris Heuchert

Staff

Lisa Scherf, Public Works
Ryan Amiton, Community Development

Absent

Brad Upton, Chair
Joseph Elwood

Visitors

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Held for Further Review	Recommendations
I. Call Meeting to Order/Introductions	X		
II. Review of July 5, 2016 Minutes			Approved
III. Visitor Comments	N/A		
IV. Old Business • Downtown Parking Study		X	
V. New Business • None	N/A		
VI. Information Sharing	N/A		
VII. Committee Requests and Reports	N/A		
VIII. Pending Items	N/A		

CONTENT OF DISCUSSION

I. Call Meeting to Order/Introductions

Vice Chair White called the meeting to order and those present introduced themselves.

II. Review of Minutes

Committee Member Uerlings moved to approve the July minutes; Committee Member Heuchert seconded the motion and the minutes were approved unanimously.

III. Visitor Comments

None.

IV. Old Business

Downtown Parking Study

The Committee discussed the 2002 Corvallis Downtown Parking Study, Phase 2: Parking Management Plan. They specifically focused on a review of the seven “Key Issues” on page 3

and the eleven “Guiding Principles” on page 4, to determine if these were still pertinent. The Committee generally agreed that these were still relevant. These comments were made about some of the specific bullet points:

Key Issues

- The first bullet point stating that “the existing auto parking supply is currently underutilized during peak days and seasons” is no longer true.
- The third bullet, “Anticipated riverfront development will increase parking needs while redevelopment of the riverfront area will result in a loss of some existing supply”, has come to fruition, since that development has occurred.
- The Committee discussed adding to a word in the last bullet, so it reads, “The Parking Commission is committed to achieving a more balanced transportation system, including increased access via walking, bicycling, and transit, and reduced reliance on automobiles.”

Guiding Principles (numbers refer to numbering of the Principles in the Plan)

- 3./5. The Committee discussed how much utilization/saturation should be observed before changes and/or additions need to be made. They agreed that the 85% threshold still made sense for considering whether the automobile and bicycle parking inventory for customers and employees was sufficient to support demand.
6. They discussed transitioning private lots to public parking after hours through shared-use agreements. Staff has reached out to private lot owners several times throughout the years but have found owners reluctant to enter into such agreements. The Committee agreed this is still a valuable concept that deserves attention again.
7. They suggested that this bullet read “The City’s ~~public information system~~ should provide a ~~clear and consistent message~~ better signage about car parking and access to and within downtown in order to optimize utility and convenience for all users.” Ms. Scherf noted that wayfinding signage could address this and the Committee agreed.

Committee Member White stated that it would be nice to have more bicycle parking corrals. She also noted that employee parking is still an issue, particularly for employees who leave work late at night and have to walk to their cars. Committee Member Uerlings asked if anyone had ever thought about selling permits to employees for after hours. He also stated that the current plan makes employee parking less important, when it should be equally as important as customer parking. The Committee discussed the idea of a shuttle between downtown and parking, but noted that it would have to be very convenient in order to be effective. In response to a question, Ms. Scherf stated that parking meter rates were last reviewed in 2007 or 2008.

Committee Member Uerlings suggested waiting until the full impact of the new hotel and museum before considering undertaking another parking study. For the October meeting the Committee agreed to read and be prepared to discuss the Parking Management Strategies beginning on page 19.

V. New Business
None.

VI. Information Sharing
None.

VII. Committee Requests and Reports

None.

VIII. Pending Items

None.

The meeting was adjourned at 6:30 p.m.

NEXT MEETING: October 4, 2016, 5:00 p.m., Downtown Fire Station #1

PARKING MANAGEMENT

The purpose of the parking management plan is to clearly define the intended use and purpose of the auto parking system, manage the supply and enforce the parking policies, monitor the use and respond to changes in demand, and maintain the intended function of the parking system. Throughout the plan, distinctions are made between short-term (customer, vendor, and other visitor) and long-term (employee) parking management measures in order to reflect the priorities and objectives identified in the Guiding Principles.

PARKING MANAGEMENT ZONES

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. Figure 3 shows three recommended parking zones for Downtown Corvallis. The zone boundaries were established based on the existing economic and transportation characteristics, as well as desired uses for the area.

Core Zone

The Core Zone of downtown includes the highest density of development and has a high concentration of retail, restaurant, and entertainment establishments. The existing Free Customer Parking area in Downtown Corvallis is mostly contained within the Core Zone boundaries. *The primary purpose of parking in the Core Zone is to serve customers and other short-term visitor needs.*

Intermediate Zone

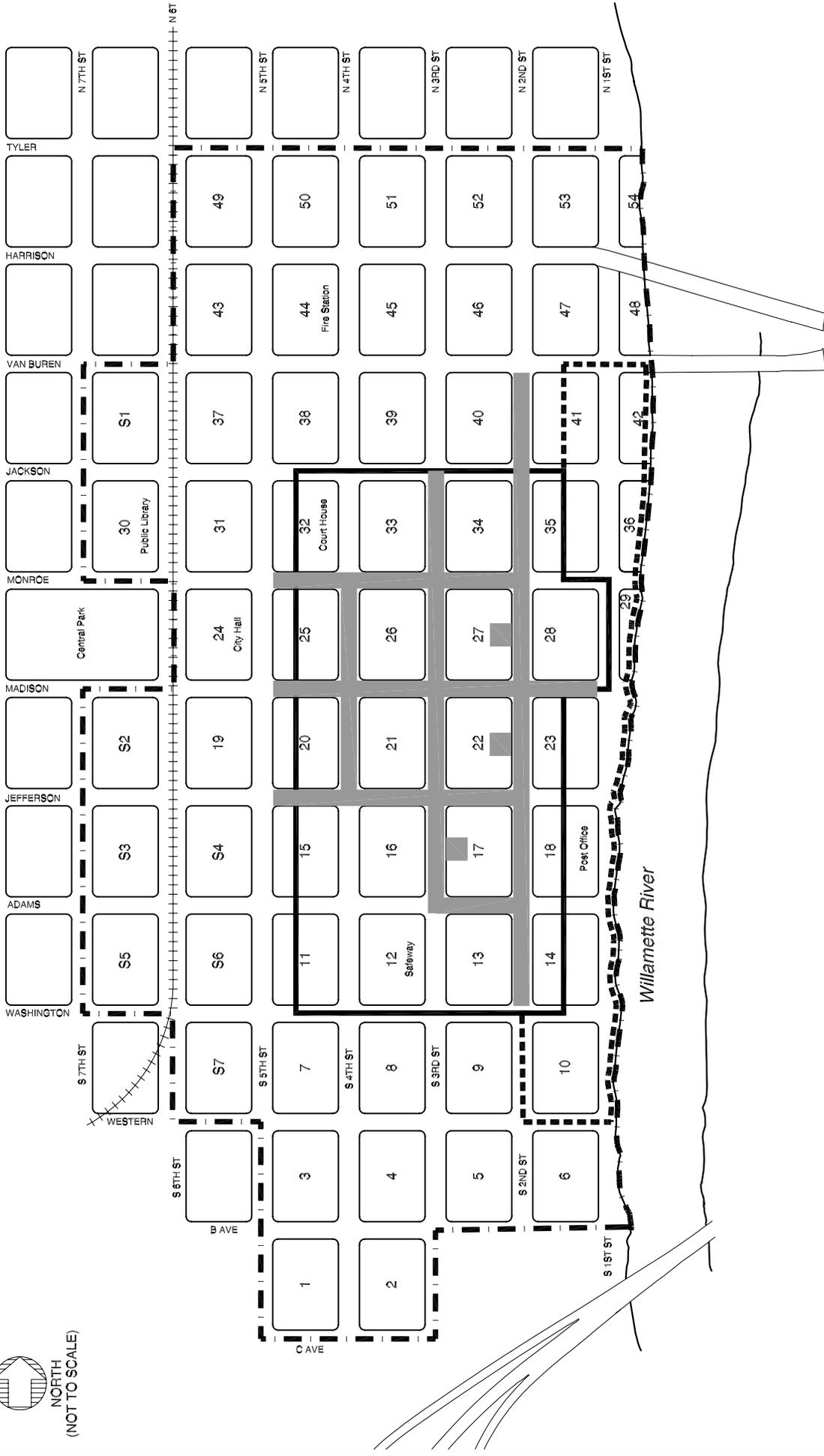
The Intermediate Zone includes a mix of development types, but at lower densities than in the core, and with a relatively higher proportion of office and professional services. Expansions of the economic characteristics of the Core Zone would be expected to occur in the Intermediate Zone. *Parking in the Intermediate Zone is intended to serve a balanced mix of long-term and short-term parking needs.* The public parking supply in the Intermediate zone can serve the long-term needs to the extent that adequate short-term parking is provided for the retail and service oriented businesses in this zone. In addition to retail and commercial office space, Corvallis' Intermediate Zone includes several City and County offices and facilities, including the library, City Hall, and the County Jail. The Intermediate Zone also includes some single-family residential areas north and south of the core.

Peripheral Zone

The Peripheral Zone is the area immediately outside of the Intermediate Zone. Parking in the Peripheral Zone is largely unregulated, as it serves a high proportion of residential demand with some low-density commercial uses. If spillover from the Intermediate and Core Zones occurs and becomes problematic, a Residential Parking Zone may be established. This would ensure that adequate parking is available for demand generated within the Peripheral Zone.



NORTH
(NOT TO SCALE)



LEGEND

- Core Zone
- Intermediate Zone
- Future Core Zone Expansion
- Free Customer Parking
- Study Area Block ID

PARKING MANAGEMENT ZONES

DOWNTOWN PARKING PLAN
CORVALLIS, OREGON
SEPTEMBER 2001

FIGURE

3

OPERATING PRINCIPLES

Operating principles define the purpose and priority for parking in each of the Parking Management Zones. Operating principles complement and reinforce the Guiding Principles established for the downtown.

Core Zone Operating Principles

- The purpose of, and priority for, parking in the Core of downtown is to support and enhance the vitality of the retail core.
- Parking will be provided to ensure convenient, economical, and user-friendly access for customers, clients, residents, and visitors to downtown.
- Parking for short-term users is the priority for on-street and publicly controlled off-street spaces in the Core Zone.
- There will be no unregulated on-street parking in the Core Zone. All on-street parking will be managed as either Free Customer parking, short-term metered parking, or long-term metered parking.

Intermediate Zone Operating Principles:

- On-street and off-street parking in the Intermediate Zone should be regulated and managed to provide a balanced mix of short-term and long-term stay opportunities for visitors, residents, and employees.
- Over time, in commercially zoned areas, on-street parking will be transitioned to serve short-term, visitor parking. Off-street parking will continue to provide a mix of short- and long-term stay opportunities.
- Parking in this zone is intended to be convenient, supportive of business and residential activity, and user-friendly.
- In residentially zoned areas, priority will be given to residential parking needs.

Peripheral Zone Operating Principles

- Parking in the Peripheral Zone is intended to meet demand generated within the zone. Parking in this zone is unregulated. As such, no time stay restrictions are in effect. Future management strategies assumed for this area would be contingent on the parking activity, capacity, and utilization of all other parking zones.
- If parking spillover from the Intermediate and/or Core Zones results in inadequate parking availability for properties within the Peripheral Zone, Residential Permit Zone programs may be desired.
- Residential Permits that allow limited employee parking permits may provide adequate residential parking while not eliminating available capacity for employee parking.

PARKING MANAGEMENT STRATEGIES

Parking management strategies were identified to optimize the use of the existing parking in Downtown Corvallis. The strategies range from recommendations for policy statements in the zoning code to time-stay conversions of specific spaces. The recommendations are organized as follows:

- Policy Recommendations
- Near-Term Management Recommendations
- On-Going Management Recommendations
- Other Parking Issues

POLICY RECOMMENDATIONS

The following policy elements have been included to ensure that the goals of the parking management plan can be achieved by incorporating parking system management into the City's development policy. It is recommended that these policies be adopted into the appropriate City code.

Application of the 85 Percent Full Standard

The *85 percent full* standard, identified in the Guiding Principles as the threshold for decision-making, becomes the unifying monitoring device connecting the various policy elements. Whenever peak hour parking utilization reaches 85 percent, an evaluation of strategies is automatically triggered.

The 85 percent full standard should typically be applied in areas comprising nine to twelve contiguous blocks. Individual parking lots or blocks may have parking utilization levels higher than 85 percent. Within an analysis area the utilization analysis should distinguish between conditions for short-term and long-term parking.

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

Create Parking Manager

A key component of any effective management plan is the designated *point person*. The City should create a Parking Manager designation, which could be an existing staff, to ensure that the parking in downtown is monitored and adopted strategies are appropriately implemented to pro-actively manage parking in Downtown Corvallis.

Adopt Guiding Principles for Parking Management

The Guiding Principles provide a framework for managing parking and decision-making in the downtown over time. Once established, Guiding Principles for Parking Management should be

adopted by the City of Corvallis as a policy element of the parking code to inform future management as well as development of future public facilities. Incorporating them into City policy assures that the intent and purpose for parking management, established through consensus in this study, is carried out over time.

Adopt the Management Zones and Operating Principles

The recommended Parking Management Zones (Figure 1) should be established and adopted and the Operating Principles described above should be used to guide the evaluation and management of day-to-day dynamics of parking activity. Operating principles are established to describe the primary purposes for parking within each parking management zone and to compliment and reinforce the Guiding Principles established for the downtown.

Evaluate Modifications to the Parking Requirements for new Development in the Downtown

Minimum parking requirements in the downtown have contributed to the development of significant private parking supplies. Since private parking supplies are available only to customers, employers, or visitors of specific properties, they do not support the overall downtown. The analysis in Phase 1 of the Parking Study showed that private *accessory* parking tends to be under-utilized, while adjacent public supplies are at capacity or at least better utilized.

In addition to sustaining inefficient parking utilization, minimum parking requirements can be a barrier to new development. Not only do the requirements increase costs of development, but also on historic properties the requirements may render a project infeasible. Parking requirements could be reduced or entirely removed for downtown development. Optional parking requirement modifications that should be considered are listed below.

- Do nothing. Keep requirements and variance procedures as they are.
- Reduce parking requirements, but maintain a minimum. Minimum parking requirements could be modified to reflect the parking demand revealed in Phase 1 of this study.
- Keep requirements as they are, but increase allowable reductions from the existing policy, which permits reductions of up to ten percent. Specifically, a variance or waiver could be permitted for redevelopment of historic properties where construction of surface parking may be infeasible.
- Develop a fee-in-lieu program. Permit developers to opt out of constructing parking if they contribute to a parking fund. The City, or parking administrator, would manage the fund until such time as the City would develop the parking.
- Eliminate parking minimums and include parking as a component of the fees associated with development.
- Eliminate parking requirements without a corresponding fee or waiver requirement.

NEAR-TERM MANAGEMENT RECOMMENDATIONS

The following strategies are recommended to address existing parking issues. These strategies can be initiated in the near term.

Parking Space Management Reassignment

It is recommended that some site-specific changes to the management of on-street parking spaces be evaluated by the City of Corvallis and the Parking Commission. These suggested changes are based on existing parking management policies, existing peak hour utilization analysis and the adopted parking management plan guiding principles. The following identifies the strategies to be evaluated:

- *Management of currently uncontrolled spaces:* Table 2 identifies the locations of 147 currently uncontrolled parking spaces within or near the core boundaries. As the table shows, long-term meters are recommended for the majority of these spaces
- *Conversions of long-term to short-term time stays:* Several parking spaces that currently operate with ten-hour meters or as unregulated spaces should be evaluated for conversion to short-term use, particularly in the Core Zone. Table 2 identifies 93 long-term meter spaces recommended for conversion to short term. These spaces are located within or adjacent to the core in areas with high demand for short-term parking.
- *Conversions of short-term to long-term time stays:* The utilization analysis revealed several locations in the Intermediate Zone with underutilized short-term parking spaces. Many of these spaces are located in areas with high demand for long-term parking. The 52 spaces recommended for conversion from short-term to long-term are identified in Table 2.

The net impact of the recommended changes is minimal, with a net conversion of 50 long-term spaces to short-term use. However, the following benefits would be achieved:

- increased long-term parking availability near civic buildings;
- increased short-term parking spaces in and near high retail areas;
- compliance with Guiding Principle establishing priority for short-term parking in the Core;
- established City role as owner and manager of on-street parking; and,
- increased revenue potential.

The City of Corvallis should make the decision to modify the parking management as shown in Table 2 based on a review of existing parking utilization in the area, the parking management plan guiding principles, and the operating procedures of the Core and Intermediate Zones.

Table 2
Recommended Changes to On-Street Parking Space Control

Street	Bounding Streets	Side of Street	Zone	Peak Utilization	Spaces*	Current Type	Recommended
Adams Ave	3 rd to 4 th	Both	Core	Moderate to High	8	Uncontrolled	LT Meter
Washington Ave	1 st to 2 nd	Both	Core	Low	29	Uncontrolled	LT meter
Washington Ave	2 nd to 5 th	Both	Zone boundary	High	54	Uncontrolled	LT Meter
6 th Street	Jefferson to Monroe	East	Intermediate	High	17	Uncontrolled	LT Meter
6 th Street	Jackson to Harrison	East	Intermediate	Moderate to High	16	Uncontrolled	LT Meter
Van Buren Ave	2 nd to 3 rd	South	Intermediate	Low	4	Uncontrolled	LT Meter
1 st Street	Jackson to Van Buren	West	Core	High	10	Uncontrolled	LT Meter
1 st Street	Adams to Madison	West	Intermediate	High	9	Uncontrolled	ST
3 rd Street	Washington to Adams	Both	Core	High	12	LT meter	ST
4 th Street	Washington to Adams	East	Core	High	7	LT meter	ST
4 th Street	Adams to Jefferson	Both	Core	High	12	LT meter	ST
Monroe Ave	1 st to 2 nd	Both	Core	Moderate to High	17	LT meter	ST
Jackson Ave	1 st to 3 rd	South	Core	High	15	LT meter	ST
1 st Street	Madison to Jackson	West	Core	High	30	LT meter	ST
Madison Ave	5 th to 6 th	Both	Intermediate	Low	12	ST meter	LT meter
Monroe Ave	5 th to 6 th	Both	Intermediate	Low	11	ST meter	LT meter
Jackson Ave	5 th to 6 th	North	Intermediate	Low	7	ST meter	LT meter
Van Buren Ave	5 th to 6 th	South	Intermediate	Low	6	ST meter	LT meter
5 th Street	Monroe to Jackson	East	Intermediate	Moderate	6	ST meter	LT meter
5 th Street	Van Buren to Harrison	West	Intermediate	Low	10	ST meter	LT meter

* Includes planned changes for angled parking and riverfront redevelopment
LT: Long-term; ST: Short term (free or meters)

Initiate Shared Parking Arrangements

The existing and forecast conditions analyses revealed considerable parking capacity in the existing system. However, the majority of available supply is privately owned. As an alternative to developing new parking, shared parking arrangements offer an opportunity to better utilize existing supply. The City and/or designated representative, such as the Downtown Corvallis Association, can take the lead in developing incentives and initiating contacts with existing property owners. Shared parking arrangements could be initiated between two private developments, or between the private owner and the City.

Some options to facilitate shared parking agreements include:

- Facility upgrades (e.g. lighting, striping, pavement, landscaping)
- Leasing arrangements
- Revenue sharing
- Purchase

Shared Parking/Shuttle Program

Parking demand in the City of Corvallis has sharp seasonal and event peaks. Some typically underutilized parking areas will be at capacity during the Christmas season, or during events such as Da Vinci Days, and OSU parents' weekends. Owners may be reluctant to enter into shared parking arrangements for employees if their ability to meet peak demand will be jeopardized. If during peak events, employees were provided shuttle service to satellite parking, private parking owners may consider making their lots available to visitors.

Hotel parking lots are an example of private facilities that could work well with a shared parking/shuttle service arrangement. The hotel lots included in the surveys had relatively low utilization. Arrangements should be considered under which the hotel lots are leased for employee parking, with the provision that on designated weekends, such as OSU graduation and parents' weekends, the hotels would have access to the full supply. A satellite parking/shuttle program would be incorporated to serve employees during these periods.

Implement "Value" Pricing of Parking

The finite character of parking supply makes appropriate pricing essential in effective management. This is particularly true when parking conditions are constrained. Pricing of parking should reflect the relative convenience for users, in light of the priorities established in the Guiding Principles and operating principles for each management zone.

Not all parking spaces are created equal. In a downtown setting, on-street spaces are seen as more convenient than off-street facilities. Proximity to retail and employment centers is another key determinant of parking space value. Based on these premises, the on-street parking in the Core is the most valuable category of public parking supply in downtown Corvallis. The City's policy of

providing much of this premium parking for free use by customers is appropriate to meet the objectives of the downtown.

In addition to establishing the relative value of specific parking locations, the parking fees should facilitate a generally consistent experience for users. Table 3 outlines the recently updated pricing schedule for public parking in Downtown Corvallis. Daily and monthly equivalent rates are provided for the purpose of comparison.

**Table 3
 Current Parking Charges**

Type	Hourly Equivalent	Daily Equivalent	Monthly Equivalent
Parking Meters			
24 minute meter	\$0.63	\$6.30	n/a
1-hour meter	\$0.50	\$5.00	n/a
2-hour meter	\$0.38	\$3.80	n/a
10-hour meter	\$0.10	\$1.00	\$22
Permit Lots			
Yellow Permit (City Hall)	n/a	\$1.15	\$25
Red Permit (Fire Station)	n/a	\$0.90	\$20
Blue Permit (1 st Street)	n/a	\$0.40	\$7
Note: Daily rates correspond to 10 hours; monthly rates correspond to 22 days			
Daily equivalent rates are provided as a basis for comparison, and are not intended to indicate appropriate use of short-term metered spaces.			

As Table 3 shows, the parking fees for metered spaces decrease as the length of stay increases. Also, employee parking at on-street meters is comparable in price to the permit lots at City Hall and the Fire Station. In some locations, the on-street commuter spaces are located near areas of high retail parking demand. In theory, such on-street spaces charged at \$0.10 per hour (for employees) could be valued at \$0.38 per hour by customers, the priority user for the on-street system. As such, some of the 10-hour meters may be under-priced.

The Yellow Permit spaces adjacent to City Hall may also be under-priced, given the long-waiting list. Recent query revealed that the next person on the waiting list for a Yellow Permit has been on the list since 1992. Clearly, this lot is considered premium among some downtown employees.

For the reasons outlined above, the fees for long-term on-street metered parking and for the Yellow Permit lot should be increased to provide employees incentives to use the currently underutilized Blue Permit lot and free lots south of Western. Modifications to short-term rates are not recommended at this time, but when such modifications are next considered, the hourly equivalent rates should be modified to provide a more consistent hourly equivalent charge for stays less than four hours. For instance, the two-hour meter fees could be raised to \$0.50 per hour, and the 24-minute meter could be reduced to \$0.20. This would achieve a consistent \$0.50 per hour rate for short-term stays. A supporting public education process should be implemented to explain the rationale for this particular action and to provide advice regarding the location of available off-street parking.

ON-GOING MANAGEMENT RECOMMENDATIONS

The recommendations identified in this section should be implemented and revisited on an on-going basis by City of Corvallis Staff or the parking manager. These recommendations are designed to accommodate changes in development patterns and resulting changes in parking needs in Downtown Corvallis. First, strategies for area-wide implementation are identified, followed by strategies targeted for each Management Zone.

Area-Wide Recommendations

- Continue to pursue shared parking arrangements with owners of private parking.
- Conduct regular utilization studies to assess parking conditions and perceptions. Every 12 to 18 months, conduct an informal assessment of parking conditions, which could include some or all of the following elements:
 - Peak hour utilization study using an aerial photo. The system peak hour of noon to 1 p.m. should be studied. In addition, the mid-day peak between 2 and 3 p.m. could be studied to evaluate employee-parking conditions.
 - A brief survey of property owners and or customers/visitors could be conducted to gauge user satisfaction or frustration.
 - Every five years, conduct duration/turnover analysis in targeted areas to assess the effectiveness of enforcement and to identify shifts in demand characteristics of parking system-users.
- Apply these findings to test if there is any need to adjust parking policies or management techniques (e.g. short-term and long-term meters, management zone boundaries).

Core Zone Management Strategies

- Maintain Free Customer Parking in the core zone.
 - On-street Free Customer Parking should be managed to accommodate parking duration of up to two hours.
 - Off-street Free Customer Parking should be managed to accommodate parking duration of up to four hours.
- Long-term metered parking can be provided in the core only to the extent that adjacent short-term parking is below 85% full during the peak hour.
- The long-range plan for off-street parking in the core is to accommodate parking durations of no more than four hours.
- Conduct regular utilization analyses to reflect the retail peak (noon to 1 p.m.) and the employment peak (10 to 11 a.m. or 2 and 3 p.m.). Utilization studies should be conducted at intervals of no more than three years, or more frequently as changing conditions or specific concerns may dictate. Aerial photography or manual field counts could be used to conduct the analysis. Manual field counts will likely be more appropriate for specific study

areas, whereas the aerial photography would be more efficient to evaluate the entire downtown.

If monitoring reveals parking utilization of 85% or higher, conduct a duration analysis to determine if time stays in public short-term parking areas are consistent with desired uses. Specifically, on-street short-term parking should not exceed two hours and off-street parking duration should not exceed four hours. If the duration analysis reveals that time stays are too long, the first priority will be to decrease time stays. Though each measure should be considered, it is likely they would not all be implemented.

Measures to decrease time stays

- Increase the level of enforcement.
- Sign the off-street Free Customer Parking for four-hour maximum stays (currently the Free Customer Parking lots are not signed with any time limit).
- Convert some signed time limits to metered time limits.
- Sign the on-street Free Customer Parking for two-hour maximum stays.

Measures affecting short-term parking availability in the Core Zone

- Transition employee parking in the Core Zone to the Intermediate Zone.
- Expand the boundaries of the Core Management Zone and where appropriate, modify parking supply to increase the number of on-street visitor spaces.
- Continue to pursue shared-use agreements with private lots to provide for additional short-term parking in the Core Zone.
- Implement or increase parking fees.
- Create new public supply in the Core Zone.

Intermediate Zone Management Strategies

- On-street parking will be an appropriate mix of short-term and long-term stays based on the belief that:
 - current utilization in the Intermediate Zone provides flexibility to provide time stays conducive to employees and longer term visitor parking for the downtown as well as short-term parking; and,
 - the current economic uses in the Intermediate Zone do not as yet require the type of turnover ratios necessary in the Core Zone.
- If in the future, hourly pricing is implemented for off-street facilities in the Intermediate Zone, the hourly rate for parking for the first four hours of parking will be the same as that

in effect for the on-street parking system for short-term use. Longer-term rates are intended to be less than those charged for long-term parking in the Core Zone to facilitate and attract longer-term users, especially during peak weekday use periods.

- If monitoring reveals parking utilization of 85% or higher, conduct a duration analysis to determine if time stays of short-term public parking spaces are consistent with desired uses (see Core Zone Management Strategies). If the duration analysis reveals that time stays are too long, the first priority will be to decrease time stays.

All of the following measures should be considered though it is likely they would not all be implemented

Measures affecting time stays

- Increase the level of enforcement
- Increase the number of metered short-term parking spaces to create greater efficiency in actual rate of turnover.
- Increase parking fees for long-term parking.

Measures affecting short-term parking availability in the Intermediate Zone

- Transition employee parking in the Core Zone to the Intermediate Zone.
- Transition employee on-street parking in the Intermediate Zone into off-street locations within the zone.
- Transition off-street employee parking into another parking zone.
- Transition the overall mix of unrestricted spaces to a higher percentage of customer accessible stalls.
- Pursue additional shared parking arrangements.
- Implement or increase parking fees.
- Create new off-street supply.

Measures affecting long-term parking availability in the Intermediate Zone

- Where practicable, expand the boundaries of the Intermediate Zone to increase the number of on-street long-term spaces. Parking conditions in the Peripheral Zone would need to be evaluated to ensure that access for current users, especially residential, is protected.
- Continue to pursue shared parking arrangements with private parking owners to increase accessible parking supplies for long-term use.

- Increase measures to encourage non-automobile access to downtown for commuters, including programs such as shuttles, satellite parking, ridesharing, parking cash-out and transit subsidies.
- Implement or increase parking fees.
- Create new off-street supply.

Peripheral Zone Management Strategy

Parking in the Peripheral Zone is unregulated. As such, no time stays are in effect. Future management strategies to be implemented in this area would be contingent on the parking activity, capacity, and utilization of all other parking zones.

As stated in the Operating Principles, Residential Permit Zone programs may be desired if parking spillover from the Intermediate and/or Core Zone(s) results in inadequate parking availability for properties within the Peripheral Zone.

CONSIDERATIONS FOR DEVELOPING NEW PUBLIC PARKING

New public parking development is not recommended at this time and the analysis conducted in Phase 1 of the parking study indicated that adequate capacity is available to meet the ten-year development requirements. Therefore, this Downtown Corvallis Parking Management Plan emphasizes improved utilization of existing supplies through increased management of public parking and shared use agreements with private parking facilities. However, additional off-street supply may be appropriate in the long-range as development densities increase and as private parking lots reach the 85 percent full trigger conditions. This section outlines the key issues to consider in planning for, considering and/or developing public parking facilities.

Primary User Group

The intended primary user group that will be served by new parking should be established at the outset of new facility planning. Basically, the facility should be planned to serve customers, employees, or a combination thereof. The determination should largely be made based on the existing demand by user type and the overall strategy implementation to achieve the downtown goals. It is often appropriate to make a parking facility available for all users on an interim basis, and transition toward the primary user group as demand requires.

Walking Distances

Walking distance is another key determinant in site selection. The survey conducted in Phase 1 of the parking study asked each user group the maximum distance they would be willing to walk to parking. Table 4 summarizes the responses in terms of the percent of respondents who would be accommodated by a parking facility at various distances.