

# Committee Meeting

May 7, 2019

Hood River City Hall



# Downtown Parking Study

Guiding Principles

+

Forecasting Parking Demand

**RICK WILLIAMS CONSULTING**  
Parking & Transportation

**FEHR & PEERS**

# Agenda

1. Introductions
2. Approve Meeting #2 Notes William Reynolds
3. Review Guiding Principles (WP #2) Rick Williams
4. Forecasting Demand (WP #3) Rick/William
5. Preview: Residential Barriers (WP #4) William Reynolds
6. Next Steps
  - May 28, 2019 City Council Briefing
  - June 4, 2019 Ad Hoc Committee

# Approve Meeting #2 Notes

Refer to Handout



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# Building Guiding Principles

## 7 ELEMENTS OF PARKING MANAGEMENT IN HOOD RIVER

- Priority Users
- Active Capacity Management
- Information Systems
- Integration with Other Modes
- Planning for Future Supply
- Financial Viability
- Roles and Coordination



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# Building Guiding Principles



## Priority Users

- Customers on-street in the downtown
- Residents and their guests in neighborhood
- Employees in off-street locations

# Building Guiding Principles



## Active Capacity Management

- 85% Rule to make decisions – data informed
- Share parking to highest degree possible – maximize existing supply

# Building Guiding Principles



## Information Systems

- Develop and implement branding and wayfinding
- Establish performance success metrics
- Routine data collection to inform decision-making

# Building Guiding Principles

## Integration with Other Modes

- Expand non-auto options
- View alternative modes as new capacity



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# Building Guiding Principles



## Planning for Future Supply

- Ensure that regulations are not barriers to new development
- Explore funding options now, recognizing multiple sources of funds will be required

# Building Guiding Principles

## Financial Viability

- All users benefit from the parking system
- Parking must strive toward paying for itself.



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# Building Guiding Principles



## Roles and Coordination

- City and private sector share responsibility for parking
- City is a facilitator of potential partnerships and leads in visitor parking
- More active involvement of stakeholders in delivering parking

# Forecasting Demand - Commercial

Table 1: Study Area Demand – Mixed Land Use to Occupied Land Use

Estimated Building Occupancy	Gross Square Footage (Occupied)	True Demand Ratio	Calibrated True Demand (with 15% Buffer)
95%	753,862 ft <sup>2</sup>	1.31 / 1,000 ft <sup>2</sup>	1.51 / 1,000 ft <sup>2</sup>
93%	737,991 ft <sup>2</sup>	1.34 / 1,000 ft <sup>2</sup>	1.54 / 1,000 ft <sup>2</sup>
90%	714,185 ft <sup>2</sup>	1.38 / 1,000 ft <sup>2</sup>	1.59 / 1,000 ft <sup>2</sup>

Estimates of occupied building area at

- Assumed rate of occupancy ranging from 90% to 95%
- Levels of calibrated true parking demand from White Paper #1

# Forecasting Demand - Commercial

Table 2: Study Area Demand – 20 YR Forecast

	Non-residential growth (ft2) @ 1% annually					Cumulative @ 20 Years
	2019	2025	2030	2035	2040	
Non-residential ft2	793,539	833,216	874,877	918,621	964,552	
Net growth ft2 (5 YR increments)		39,677	41,661	43,744	45,931	171,013
<i>Net new parking @ 1.51/1,000 ft2*</i>		<b>60</b>	<b>63</b>	<b>66</b>	<b>69</b>	<b>258</b>
<i>Net new parking @ 1.59/1,000 ft2*</i>		<b>63</b>	<b>66</b>	<b>70</b>	<b>73</b>	<b>272</b>

\*[NOTE: Net new parking does not account for existing parking that might be removed to accommodate new development]

- 21.5% increase in commercial land area (20 YR)
- 18% increase in parking supply over 2018 (1,485 to 1,757) at 2040

# Forecasting Demand - Residential

**Table 4: Municipal Residential Parking Demand Ratios**

<b>City</b>	<b>Urban Context</b>	<b>Type of Housing</b>	<b>Demand Ratio</b>
Bend, OR	Low transit / High auto	Multi-family	1.25 / unit
Albany, OR	Low transit / High auto	Multi-family	1.33 / unit
SeaTac, WA	Some transit / High auto	Multi-family	1.15 – 1.27 / unit
Tukwila, WA	Low transit / High auto	Multi-family	1.26 – 2.00 / unit
Renton, WA	Low transit / High auto	Multi-family	1.74 / unit

- 1.5/unit – Hood River Code Required
- 1.43/unit – Sample Average
- 1.27/unit – Sample Median

# Forecasting Demand - Residential

**Table 5: Estimated Parking Need for Future Residential Development**

Sample Development Size	Parking Demand Ratio	Parking Stall Need
5 units	1.27	7 stalls
10 units	1.27	13 stalls
25 units	1.27	32 stalls
50 units	1.27	64 stalls
100 units	1.27	127 stalls

- Estimate of 32 stalls over 20 years based on rate of growth over last 14 years.

# Barriers to Residential Development



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Refer to Handout  
White Paper # 4  
William Reynolds



# Next Steps



- Meeting #4: June 4 2019
- Evaluating Barriers to Downtown Residential Development
- What more would the Committee like to see?



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*THANK YOU!*