

**EXECUTIVE SUMMARY  
HILLSBORO PARKING FINAL STRATEGY RECOMMENDATIONS CHECKLIST**

**PARKING MANAGEMENT STRATEGIES**

As a result of the data inventory process and continuing discussions with the City and stakeholders, specific parking management strategies have been identified and are recommended for implementation. Recommendations for changes in current policy/code and several near-term strategies will optimize the efficiency of the *existing* parking inventory in Downtown Hillsboro. Additional mid- and longer-term strategies are also recommended for consideration.

**A. POLICY LEVEL ACTIONS (Immediate Implementation)**

The following policy elements have been included to ensure the goals of the parking management plan can be achieved by incorporating parking system management into the City's development policy. Formalizing the policy recommendations assures that the life of the parking management plan extends beyond the first round of strategy implementation.

**1. Create a position of "Parking Manager" for the City of Hillsboro.**

The complexity of parking and access is increasing as the City and the downtown grows through redevelopment and increased demand for access. A single person should be assigned to oversee and manage all aspects of the parking program associated with Zones A - C.

**2. Establish an advisory role for stakeholders to assist in parking program implementation and review.**

The City should develop a process through which a representative cross section of downtown interests routinely assist the Parking Manager in the review and on-going implementation of the Parking Management Plan. This could be the Transportation Committee, which is a subcommittee of City Council. If so, it would be appropriate to augment the Transportation Committee with one or several of the members of the Downtown Parking Solutions SAC, to maintain continuity with this process.

**3. Adopt policies and rules to guide parking management**

**a. Codify Guiding Principles for Parking Management as elements of City Code.**

"Codifying" the Guiding Principles will serve to inform future management decision making as well as development of future public facilities.

**b. Establish "Parking Management Zones" based on desired economic uses and user types.**

The desired economic activity in a particular area of downtown should guide the decision making for the type of parking required. It is recommended that Hillsboro establish three separate parking management zones, each having specific operational priorities.

- c. Adopt “Operating Principles” and an implementation framework that defines the priority purpose/use for parking in each parking management zone. Adopt the principles and framework as City Code elements.**

Operating principles are established to describe the primary purposes for parking within each parking management zone and to complement and reinforce the Guiding Principles established for the downtown.

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

Within the parking industry, it has been demonstrate that when an inventory of parking exceeds 85 percent occupancy in the peak hour, the supply becomes constrained and may not provide full and convenient access to its intended user. Once a supply of parking routinely exceeds 85 percent occupancy in the peak hour, the 85% Rule would require that parking management strategies be evaluated and/or implemented to bring peak hour occupancies to a level below 85 percent to assure intended uses are conveniently accommodated.

#### **4. Increase enforcement of parking violations**

- a. Increased enforcement presence and citations for worst offenses.**

Through the public involvement component of this planning project, numerous stakeholders have emphasized the need for greater levels of enforcement. Enforcement personnel should be increased to help achieve desired turnover and reduce abuse of the parking system. The recently approved Local Option Tax may provide more funding for enforcement. Every City is faced with the challenge of balancing reasonableness in regards to code enforcement. Even with increased enforcement staffing, there are several thousand regulated spaces around the City, so that there are limits to what enforcement can achieve.

- b. Increase fines for violation of parking enforcement in the downtown to market rate of comparable cities.**

Data from the 2006-parking inventory indicated that approximately 10% of parking stalls in the downtown demonstrate violations of the posted time stay. The City of Hillsboro should raise its fines for parking violations to levels comparable to similarly sized cities. The SAC recommends increasing overtime violations to \$15 and the fine for blocking driveways to \$30. Rate increases should be reassessed in the future and raised as appropriate, possibly requiring different rates in different parking management zones.

#### **5. Eliminate minimum parking requirements for all commercial parking development within Zones A and B.**

Data from the 2006 parking inventory indicated that parking is currently being supplied at a rate greater than actual demand. Elimination of minimum parking requirements should result in (a) less parking being built over time, allowing the market to determine an appropriate level of parking for new development, (b) more efficient use of existing supplies of parking (c) better coordination and synergy with alternative modes of access

and (d) making new development more financially feasible particularly in the case of older buildings that have little or no room for parking.

The SAC recommends that the City Council review this action after three years to assess to impact of elimination of minimums on both the parking supply and development.

**6. Require a 0.75 stall per unit minimum parking standard for residential development within Zones A & B.**

As the City moves to encourage more residential development within what is now the commercial zone, competition for on-street parking will create conflicts between customers and residents. Residential units without parking located *within commercial zones* increase pressure for implementation of on-street residential permit programs. Per the operating principles for Zones A and B, on-street parking is prioritized for short-term stays.

**7. Require a 0.75 stall per 1,000 square foot minimum parking standard for commercial development in any area zoned residential.**

As parking conflicts are created in commercial zones by residential development, so too are conflicts created by commercial development in residential zones. To assure priority uses are protected in specific areas, minimum parking requirements are necessary for “non-priority” land uses.

**8. Where parking is required, establish a parking Fee-in-Lieu program to accommodate developments that cannot incorporate parking into development sites (i.e., for reasons of site size, geometries, etc.).**

Fees-in-lieu provide developers an option should site constraints make parking prohibitive to a project or if a developer chooses not to build the minimum level of required parking.

**9. Establish/reaffirm a Downtown Parking and Transportation Enterprise Fund as a mechanism to direct funds derived from parking over time into a dedicated fund.**

As the supply of parking becomes constrained over time, it will be important to direct funds into a specific account intended to support on-going transportation and access in the downtown. It is recommended that such a fund be established as soon as feasible to ensure that net new revenues are captured within the fund.

**10. Evaluate additional funding sources for future parking development and parking system management.**

Some combination of revenue sources will be necessary to assure the feasibility of future structured parking in the downtown, particularly funding associated with a publicly owned facility. A single revenue source is unlikely to cover the cost of parking development.

## **B. PARKING MANAGEMENT STRATEGIES**

Based on the recently completed capacity and usage survey of the parking inventory a number of parking strategies are recommended for near-term implementation. These strategies will assist the City in optimizing the use and accessibility of existing parking in Downtown Hillsboro. ***Near-Term Implementation - (by January 2008)***

The following strategies are recommended for near-term implementation.

### **1. Appoint a Downtown Parking Manager**

Upon approval of a budget and service package by the City Council, the City should move forward with the hiring of a downtown parking manager or restructuring an existing City position. This position would be charged with the implementation of the overall parking management plan.

### **2. Initiate Parking Advisory process.**

Once the Parking Manager is appointed and established, the process of review, evaluation and decision-making with representative stakeholder input for parking management in downtown should be initiated. The Parking Advisory Committee could be a sub-committee of an existing transportation committee.

### **3. Eliminate all No Limit on-street parking in Zone A and create a uniform on-street time stay of 2 hours within this zone.**

It will be important to establish Zone A as a “customer first” parking zone. A uniform on street time stay allowance of 2 hours will accommodate customer demand and better communicate and encourage the use of off-street parking to visitors/customers in need of a longer duration stay.

### **4. Convert ten existing 30-minute stalls in Lot B01C (located between Jackson and Lincoln along 1<sup>st</sup>) to 2-hour stalls to improve customer access in this facility.**

Lot B01C<sup>1</sup> is currently 95% occupied in the peak hour but 30-minute stalls in this facility are only 19% utilized. Converting 10 of 16 30-minute stalls to 2-hour parking will increase capacity for priority users while still providing adequate access for those with quick in-out access.

### **5. Increase enforcement in Lots B01C (location noted above) and B18C (the parking garage at 1<sup>st</sup> & Washington) to encourage turnover.**

Lots B01C and B18C<sup>2</sup> are highly utilized, particularly B18C at 95% peak occupancy. Violation of time stays is high in both lots, reaching 42.2% in Lot B18C. This would indicate that more enforcement is needed in Lots B01C and B18C if the 2-hour priority is truly the intended turnover target.

---

<sup>1</sup> Lot B01C occupies almost the entire block between NW Jackson and NW Lincoln closest to N 1st.

<sup>2</sup> Lot B18C is the parking structure located between SW Main and S 1st along SW Washington.

**6. Allow for longer parking stays in Lot B13C (the Hillsboro Civic Center).**

Given that there is demand for longer-term stays in both B01C and B18C (with high occupancies) and lower occupancies in B13C (i.e., 45% in the peak hour), the City may want to consider allowing stays of 3 – 4 hours at Lot B13C in exchange for increased enforcement at the two higher demand lots.

**7. Develop incentives that encourage private employer-led strategies to reduce demand for long-term parking, and make available private parking resources for short-term public customer and other desired uses.**

Given the cost of parking development and the limited land available to development, it will be important and useful for the City to encourage the development of publicly available parking and transportation demand management (TDM) programs and infrastructure in future private development projects.

Given the priority of customer/patron parking in City owned facilities, the City should also explore incentives that encourage and support development of residential parking in private off-street locations to ensure that conflicts between residential parking demand and customer/visitor demand are minimized.

**8. Establish commuter mode split targets for employee access in Zones A – C.**

Parking development regulations and requirements need to be supported by a system of access that accounts for all forms of capacity (i.e., auto, transit, bike, walk and rideshare). The Guiding Principles for parking management in Hillsboro call for a greater percentage of downtown employees to move into alternative modes of transportation. Quantifying the desired transition of commuters from an established status quo baseline to a desired target will (a) give policy support to the Guiding Principles and (b) inform, facilitate parking strategies and (c) provide a standard of measurement that can be evaluated in the future.

**9. Develop and install a signage package of uniform design, logo and color at publicly available off-street locations.**

Creating a uniform signage package that incorporates a unique logo and color scheme for public parking facilities will establish a sense of recognition, identity and customer orientation for users of the downtown parking *system*.

**10. Strategically place new and unique wayfinding signage in the right of way at locations chosen carefully to direct visitors to off-street locations.**

The City should develop directional signage on the roadways that direct customers to specific facilities. This will be of greatest importance at primary portals into the downtown, at major traffic intersections and at primary points of ingress at specific facilities.

***Mid-Term Implementation – (by October 2009)***

The following strategies are recommended for mid-term implementation.

- 11. Implement a package of incentives for the private development of publicly available parking supply and TDM options in the downtown.**

It is recommended that the City creates and implements a package of incentives that would be made available to private developers that allow for or add publicly available parking into downtown development projects. Similar incentives would be created for privately initiated Transportation Demand Management programs.

- 12. Recommend to the City Council the commuter modes split targets developed in 8, above for adoption as a policy element of the Hillsboro transportation and parking management plan.**

The City should adopt as policy goals commuter mode split targets for access in the downtown. These targets are intended to create a direct link between actual parking management strategies (particularly parking maximums) and adopted targets for access to the Hillsboro Regional Center.

- 13. Initiate discussions with downtown businesses to develop a “Customer First” partnership among downtown businesses.**

“Customer First” partnerships are in place in other cities, whereby downtown businesses develop and sign a downtown partnership agreement that pledges that their business will actively promote short-term parking priorities in the downtown and aggressively work with their employees to either park off-street or take alternative transportation modes to work.

- 14. Partner with the business community to develop a marketing and communication system for access in Hillsboro. The marketing/communication system could include (but not be limited to): branding; maps; validation program(s); TDM alternatives and valet parking.**

A successful parking system will require on-going marketing and communication. The foundation for a marketing and communication program is the signage and wayfinding package recommended in this report. Support of this system can be facilitated through informational maps and brochures about Hillsboro and its parking system distributed through Business Association, Visitor Services, Retail and Lodging networks.

- 15. Negotiate shared use and/or lease agreements with owners of strategically placed private surface lots and parking structures to provide for an interim supply of parking where needed.**

Forty-seven private parking facilities were inventoried during the data survey. These lots are significantly underutilized, even during peak times (i.e., less than 50 percent occupied). The ability of the City to “capture” as many of these stalls as are available in the peak hour for more active management will provide a relatively low cost and effective near to mid-term strategy for mitigating existing access constraints during peak demand periods.

- 16. Evaluate a reduction in current maximum parking ratios for new development in the downtown, to assure that access impacts of new development are meaningfully addressed. Also, parking maximums should be more directly correlated to commuter mode split targets developed/adopted in B. 8, above**

Data from the parking study indicates that current demand generated by land uses in the downtown is in the range of 1.70 stalls per 1,000 SF of commercial floor area. Maximum ratios in place at this time range from 3.4 to 10 stalls per 1,000 SF for many uses. Per strategies B. 8, above, the Parking Manager and Parking Advisory Committee will evaluate and recommend new parking maximums for development downtown.

- 17. Sponsor employer-based initiatives to encourage employee use of alternate travel modes.**

Coupled with B. 9 and 13, above, private sector businesses should be encouraged to provide incentives and subsidies to their employees that result in meaningful changes in employee commute choices.

- 18. Evaluate the impact of near and mid-term strategies based on an updated utilization and demand study. If and when warranted, develop a pricing policy strategy and implement paid on street parking in Zone A and/or B based on the 85% Rule.**

The strategies outlined in Section B above will create changes in access dynamics downtown. If, after nearly three years of growth, parking occupancies in Zone A and/or continue to exceed 85% in the peak hour, move to meter the Zone(s). If metering is pursued, it is recommended that on-street pay stations be considered rather than single head meters.

- 19. Identify and complete planning for possible development of new public visitor parking supply in Zone A and Zone B.**

A strategically located public parking facility in Zone A and/or Zone B would assure continued access opportunities for customers and visitors in the future, particularly as on-street parking supply is maximized. To assure continued short-term parking access that supports vital retail growth, the City may need to develop a centralized facility to support customer access. It is possible that such a facility could be located on one or more sites already in public ownership (e.g. either the existing parking garage located at 1<sup>st</sup> & Washington, which can structurally accommodate another floor of parking; or the surface parking lot on the south side of the Hillsboro Civic Center). Partnership opportunities with private developers should also be explored.

***Long-Term Implementation – (three years and beyond)***

The following strategies are recommended for long-term implementation.

- 20. Monitor downtown parking utilization continuously and periodically. Conduct parking inventory analyses.**

The recently completed analysis of Hillsboro's parking inventory provides excellent information on parking utilization, turnover, duration of stay and peak hour capacity. Periodic monitoring of parking activity will allow Hillsboro 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 as called for in the Operating Principles for parking management zones.

**21. Implement Parking Revenue Strategies**

Given Hillsboro's size and its estimated growth, it is *not anticipated or suggested* that the City of Hillsboro move to parking pricing for customer access in the near-term. Nonetheless, as new capacity for parking and transportation access (i.e., garages, transit programs, etc.) are considered in the context of a 3 - 7 year plan, the issue of pricing and new revenue sources needs to be incorporated into the City's parking management plan. The decision to move to parking pricing and new revenue sources would be facilitated by the parking pricing and funding strategies developed by the City (see 18 and 20, above).

**22. Lease/acquire strategically located land parcels for use as future public off-street parking locations.**

The City would lease or acquire strategically located land parcels in Zone A and/or Zone B for future parking use. Strategically locating future parking sites allows the City to use such sites as (a) interim surface parking locations (until desired development would transition the sites to commercial/retail) and/or (b) future parking structure locations.

**23. Complete development and open new supply in Zone A and Zone B.**

Completion of site identification, planning, outreach and funding efforts described in 19 & 22, above, would be finalized and the project completed and opened to the public.

**24. Implement/reassess a Residential Permit Parking Program in the Peripheral Area.**

As the City moves to implement more active parking management in the commercial parking zones, the potential for spill over into adjacent residential areas (i.e., Peripheral Area) increases.

**25. Consider street improvement projects incorporating angle parking.**

There are opportunities in the downtown for angle parking (on-street diagonal) to increase the number of on-street stalls. Where other reasons trigger street improvement projects, or when the on-street occupancies exceed 85%, the City should complete preliminary designs based upon the angle-parking recommendations in Technical Memorandum #3.

**III. SUMMARY**

The City of Hillsboro is striving to promote growth that fits into the future vision of downtown. A strong parking management plan is one tool that can assist the City in attaining its vision.

A strong parking management plan:

- Defines the intended use and purpose of the parking system.
- Manages the supply
- Enforces parking policies
- Monitors use and responds to changes in demand
- Maintains the intended function of and priorities for the overall system.

This plan has been developed to support the guiding principles and operating principles for parking and access in the downtown. As such, the plan and its strategies reflect the fundamental values and objectives stakeholders have for Downtown Hillsboro.