

Fall 2024

PARKING PRINCIPLES

Creating a shared understanding of how parking works in Gresham. Choosing what principles should be used for future management.

Winter 2025

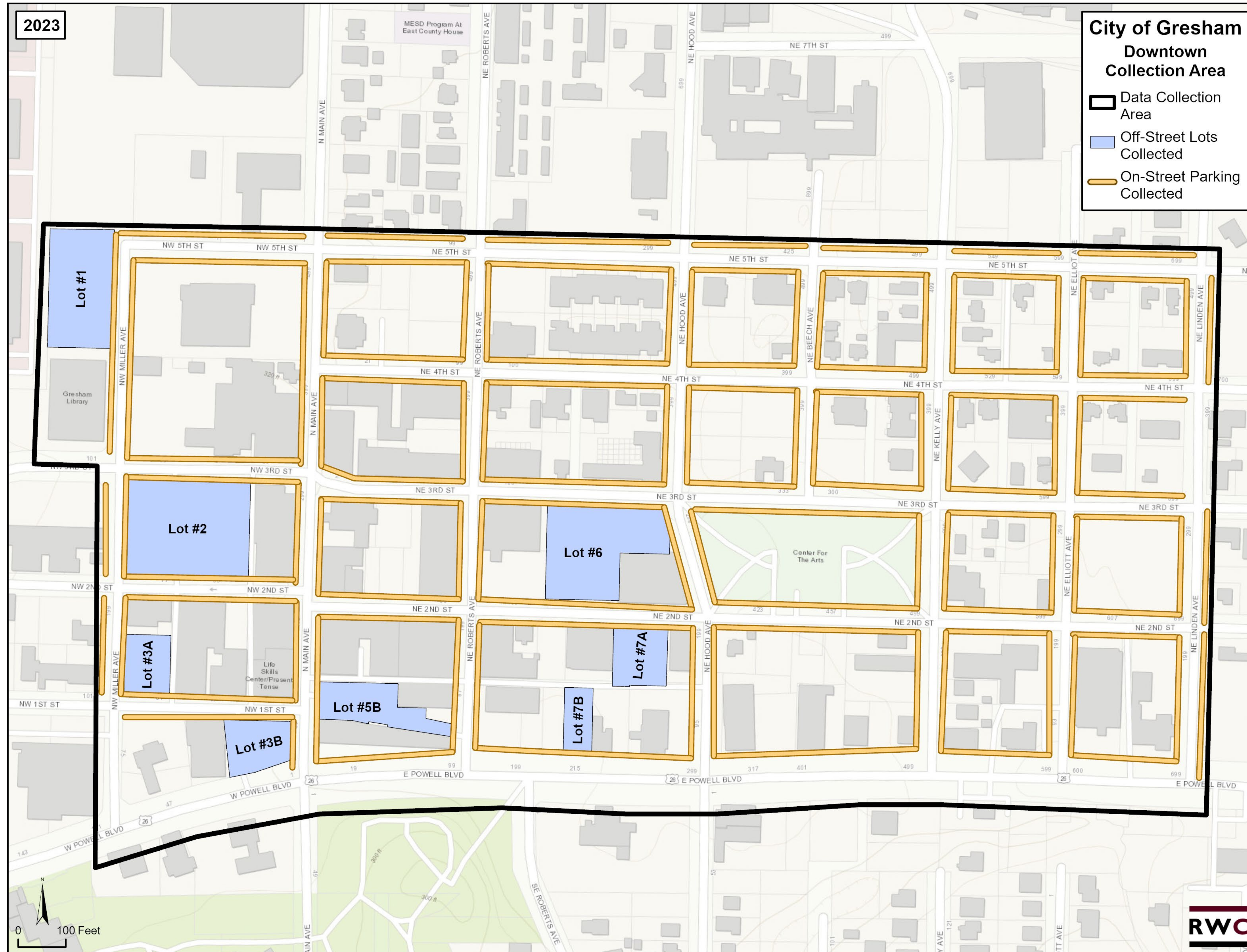
DRAFT PARKING MANAGEMENT MANUAL

Providing feedback on the proposed parking strategies.



Data Collection & Data Summary Report
June 2023

Project Study Area



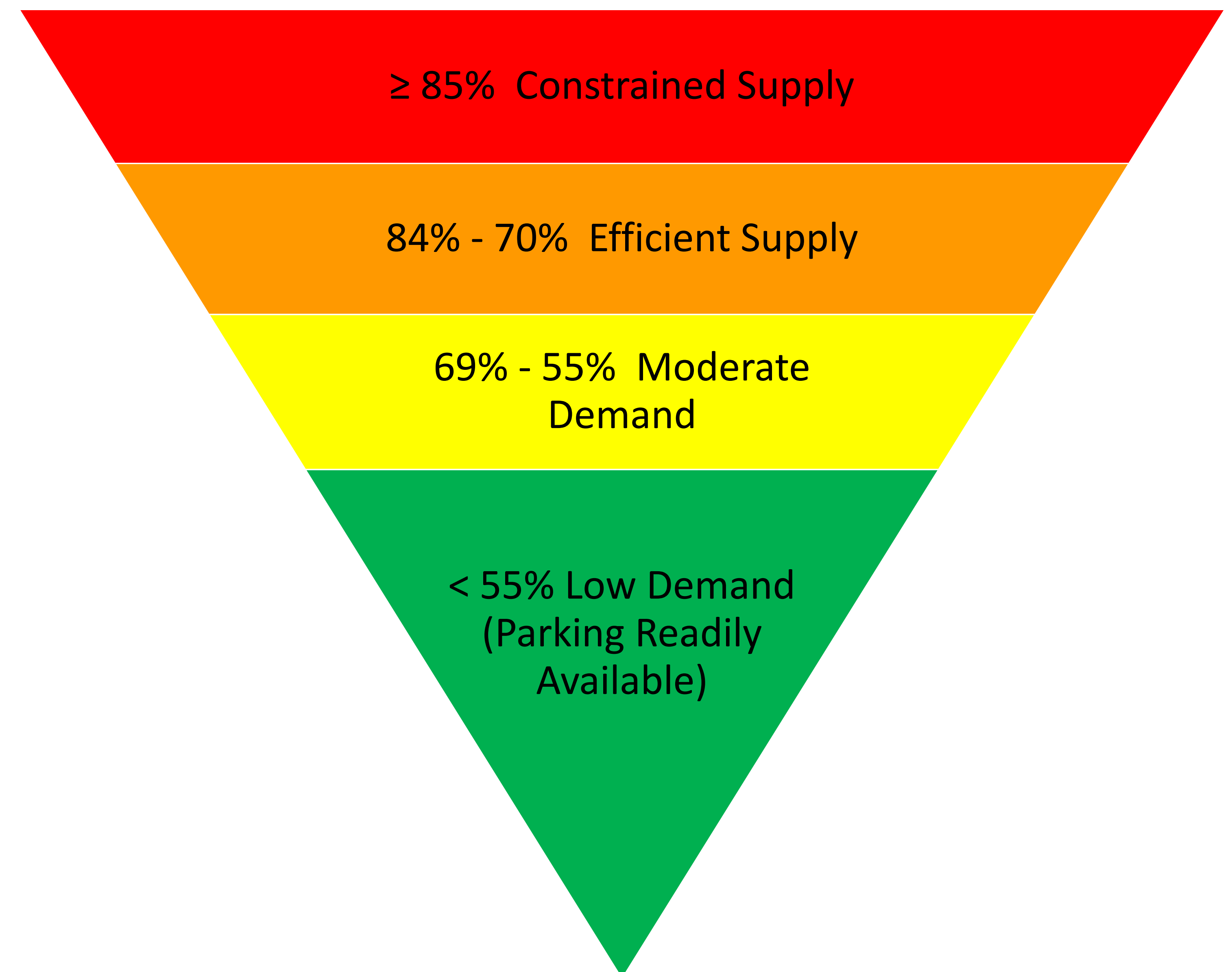
- ❖ **North** – NE 5th Street
- ❖ **East** – NE Linden Ave
- ❖ **South** – E Powell Blvd
- ❖ **West** – NW Miller Ave

Use Type	Stalls	% Total
Public Off-Street Supply (8 sites)	375	100%
On-Street Supply	854	100%
ADA accessible	1	< 1%
15 Minute	2	< 1%
30 Minute	3	< 1%
1 Hour	2	< 1%
2 Hour	31	3.6%
3 Hour	16	1.9%
No Limit	799	94%

Measuring Performance: 85% Rule

Foundation for Decision Making

- **85%+** (constrained): turnover is affected, access is difficult, and the customer experience is adversely affected
- **84% - 70%**: parking activity is robust, stalls are accessible, and system is efficient
- **69% - 55%**: moderate parking activity, supply can absorb additional demand
- **< 55%**: parking activity is low, not supportive of active business



Guiding Principles

Desired Outcomes:

- Convenient and welcoming
- Keep it simple / alleviate complications
- Well signed and safe
- Help businesses thrive
- Place customers first
- Downtown's unique character

Active Capacity Management:

- Optimize utilization – *use of 85% rule to guide decision-making*
- Shared off-street parking: *encourage where parking is underutilized*
- Create connections to transit: *improve access to transportation options*

Information Systems:

- Convenience & communication – *parking options for different users, improved branding & communications*
- Monitor & report utilization: *implement performance measurements and reporting to facilitate decision-making*

Priority Users:

- On-street (Downtown) - *customer*
- On-street (neighborhoods adjacent to downtown) – *residents & their guests*
- Off-street (public) – *varies by location and demand*
 - High demand areas: *customers / visitors*
 - Low demand areas: *employees / business owners*
- Off-street (private) – *determined by individual owners*

Safety and Accessibility:

- Safety – *parking resources and pedestrian infrastructure routinely evaluated against base safety standards*
- Accessibility (ADA): *ensure equitable access for all users, including mobility challenged individuals*

Roles and Coordination:

- Primary role (City of Gresham)
 - *Customer / visitor access*
 - *Mitigate future conflicts*
 - *Equitable parking access*
- Primary role (Private Sector) – *employee parking*
- Stakeholder support: *use affected representative group to inform decision-making*

Understanding the Value of a Parking Stall

Customer prioritized stall

AVERAGE DAILY TURNOVER
PER OCCUPIED STALL

5.6  PER DAY

AVERAGE RETAIL SALE
PER CUSTOMER TRANSACTION

\$31.55

DAILY POTENTIAL RETAIL SALES
PER OCCUPIED STALL

\$176.68

NUMBER OF SHOPPING DAYS
PER YEAR


303

ANNUAL POTENTIAL RETAIL SALES
PER OCCUPIED STALL

\$53,534

Non-customer prioritized stall

AVERAGE DAILY TURNOVER
PER EMPLOYEE OCCUPIED STALL

1.8  PER DAY

AVERAGE AMOUNT SPENT
PER EMPLOYEE WORKDAY

\$16.50

DAILY POTENTIAL SALES
PER EMPLOYEE OCCUPIED STALL

\$29.70

NUMBER OF WORKDAYS
PER YEAR


303

ANNUAL POTENTIAL SALES
PER EMPLOYEE OCCUPIED STALL

\$8,999

▪ **\$45.5 million** in potential sales revenue (@ 850 stalls)

▪ **\$7.6 million** in potential sales revenue (@ 850 stalls)

- ✓ Maximizing the use of stalls you already have
- ✓ Getting the right car to the right space makes economic sense
- ✓ Getting employees off-street or into other modes frees up on-street parking
- ✓ Calibrating turnover maximizes revenue potential to businesses

Management Strategy Considerations

- Goal: *Get the right user in the right space*
- Establish Guiding Principles for Parking
- Stripe on-street parking spaces in the commercial core
- Better use of signage (on and off-street) – to instruct users on how and where to park
- Time limited parking in high parking demand areas in downtown
- Periodic enforcement for time limitations or unlawful parking
- Identify preferred employee parking areas in downtown
- Improve City of Gresham parking website – for information for customers, employees and visitors
- Assess ADA parking locations and compliance
- Identify off-street shared-use parking opportunities (through HDGA)

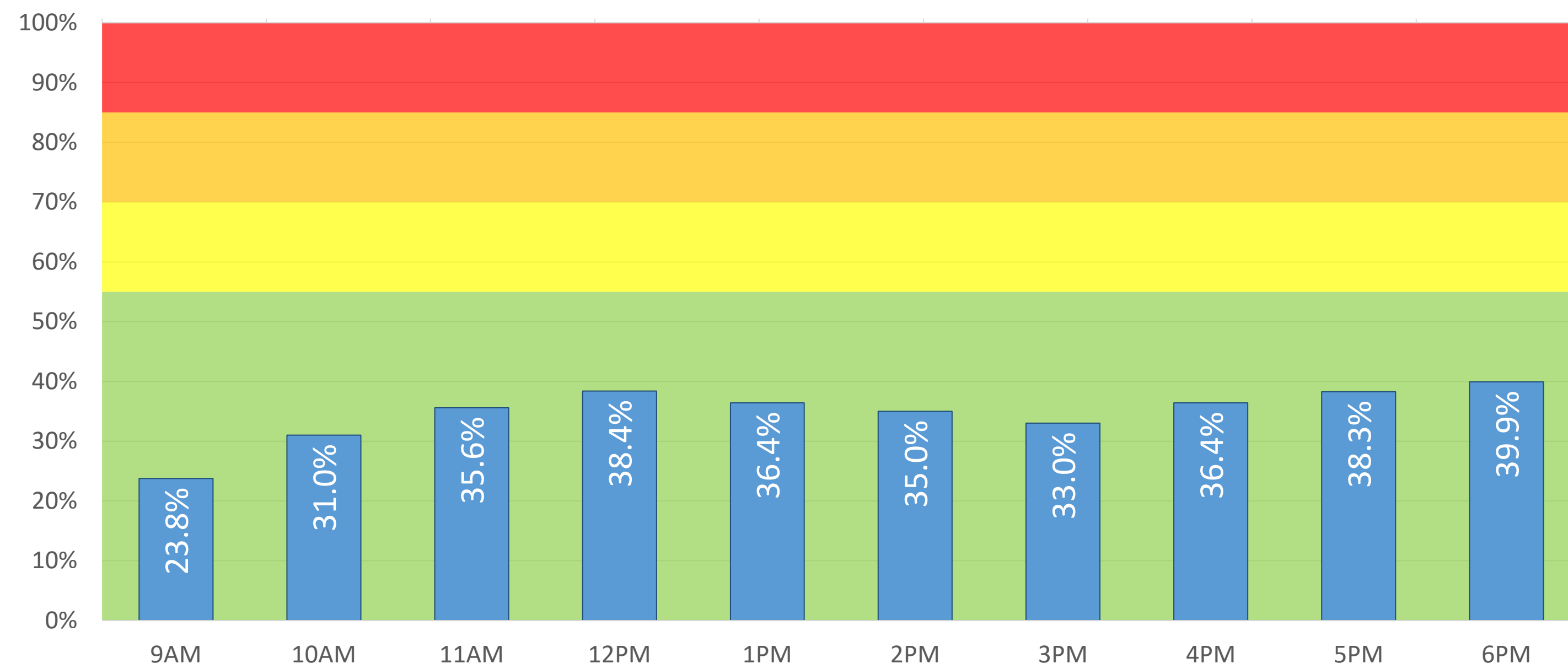
Basis for Strategy Development:

- Downtown Parking Assessment (June 2023)
- Guiding Principles (Sept 2024)
- Perceptions Survey (Nov 2024)
- Industry Best Practices

Current Parking Environment

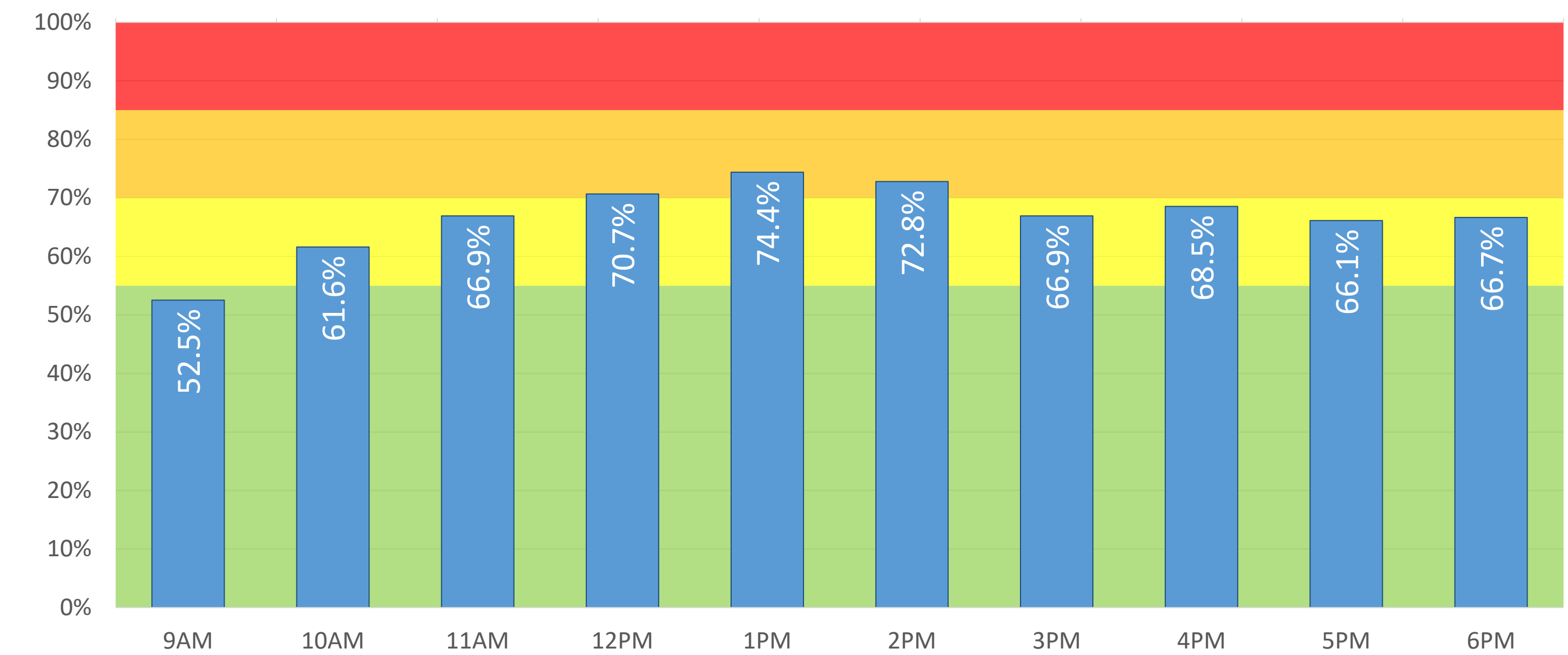
City of Gresham - Downtown - Occupancy by Hour

2023: Weekday on-street occupancies (854 stalls)



City of Gresham - Downtown - Occupancy by Hour

2023: Weekday off-street occupancies (375 stalls)



Parking Data Findings

On-Street:

- *Inventory:* 850 on-street stalls, most are unregulated stalls
- *Peak occupancy:* 40% at 6 PM
- *Average occupancy:* 35% over ten-hour survey day
- *Empty stalls:* 513 during peak hour (6 PM)

Off-Street:

- *Inventory:* 375 public off-street stalls
- *Peak occupancy:* 74% at 1 PM
- *Average occupancy:* 67% over ten-hour survey day
- *Empty stalls:* 96 during peak hour (1 PM)

