

Port of Hood River
Waterfront Parking Management Plan

November 25, 2016
PUBLIC REVIEW DRAFT



I. BACKGROUND

The popularity of the Hood River Waterfront continues to increase. The use of waterfront trails and recreation sites by the public is growing particularly in the summer months. New development in the next few years is expected to further increase demand on the waterfront's limited parking supply by visitors and employees of waterfront businesses. In 2015, the Port of Hood River Board of Commissioners identified the need to anticipate existing and future parking issues and to prepare a plan to efficiently and effectively manage the waterfront parking supply.

Port staff worked closely with Rick Williams Consulting in summer 2015 to inventory and document the existing supply of parking spaces, evaluate the dynamics of waterfront parking, and identify various approaches for Port consideration. Because the City of Hood River controls a significant number of on-street spaces, Port staff discussed various parking approaches with City staff; particularly issues associated with parking meters and enforcement of parking regulations. In fall 2015, the Hood River City Council decided that the major streets on the Waterfront would have parking meters and be subject to parking stay limits. As a result, City and Port staff has engaged in further coordinated efforts to prepare a coordinated parking management plan.

This document represents the recommended rationale and approach for implementation of a Waterfront Parking Plan for the Port's parking supply in summer 2017.

II. GOALS

The primary goals for management of the Port's waterfront parking resources are to:

- A. Ensure that limited parking resources are managed to benefit all stakeholders
- B. Get the "right user to the right spot"
- C. Implement greater financial fairness for the use of recreational facilities
- D. Encourage turnover at specific locations to increase availability
- E. Maintain financial self-sufficiency
- F. Distribute users throughout the waterfront recreation sites
- G. Provide new resources for road and recreational area maintenance

III. KEY ISSUES

The following are the key factors considered in preparation of this parking plan:

A. Parking Type

Existing parking spaces are generally comprised of four distinct types:

- On-street spaces within the city right-of-way, under city control, no fee or time limit
- On-street parking spaces under Port control with seasonal time limits
- Off-street parking owned by the Port with a fee during summer months

- Off-street parking lots serving private uses, generally no fee or time limit

B. Inventory-- During the summer of 2015, Port staff conducted a detailed count of most parking spaces within the high-use areas of the Waterfront. In total, 950 stalls were catalogued. Stall totals are as follows:

1. *Port of Hood River*

- 1st Street: 48
- Portway Ave.: 28
- Jenson Lot: 70 spaces designated for recreation
- Jenson Lot: 54 stalls designated for building tenants (*not counted in total*)
- Event Site: 188 stalls
- Nichols Basin Seawall: 13
- Marina Boat Launch: 83 (55 trailer/28 vehicle) 484

2. *City of Hood River:*

- 2nd Street & Portway Ave.: 226 226

3. *Private Ownership:*

- Solstice Building Lot: 152
- Dakine Building Lot: 58
- Halyard Building Lot: 43 253

TOTAL: 963

C. Enforcement: A parking plan can only be successful if there is adequate enforcement. The Port is not equipped to carry out enforcement responsibilities. The City can carry out enforcement for the Port but does not currently have adequate staff capacity and a new enforcement officer would need to be hired. The City will hire a new officer so long as it is a full time position and the Port helps fund it.

D. Seasonality: As is widely recognized, parking demand on the Waterfront is highly seasonal. Even though overall use is increasing, and extending more into the shoulder seasons, the cost for implementation and operations of a waterfront parking plan would need to be covered primarily for about 3 months of high intensity use.

E. Cost: Initiation of a parking plan will require a significant capital investment in pay stations and budget for staff training in pay station maintenance. Payment to the City will be required for enforcement. All costs would need to be fully borne by the parking revenue and a portion of associated fines.

F. Community Acceptance: Except for the Event Site, charging for waterfront parking will be new in areas that have previously been free. It will likely take some time for community acceptance of fee-based parking stations.

- G. Ongoing Coordination:** It is recognized that paid waterfront parking is a new approach and both communication with local stakeholders and modifications and refinements to the plan over time will be required. The Port should work to establish a “coordinating council” of parking owners to oversee the management of parking in the area. This would consist of the Port, City, key private property owners, the CGWA and CGKA, among others.
- H. Hours of Operation:** The hours during the day that parking payment will be required is a function of user demand and hours devoted to the waterfront by the enforcement officer. Generally, payment should be considered between 10:00 a.m. and 8:00 p.m. This would allow use of the waterfront without a parking fee until mid-morning on all days.
- I. Implementation Schedule:** Funds for the capital cost of pay stations are in the FY 16/17 budget for both the Port and City. It is assumed that the purchase, delivery, and installation of pay stations would take approximately three months. The optimum time to implement paid parking and commence enforcement would be in late spring, prior to the 2017 summer season.
- J. Equity:** The Waterfront should maintain areas where a parking fee is not required. These would include Marina Park, the Swim Beach, Hook, and Spit.

IV. PARKING PLAN

There are seven key areas of the parking management plan. The following is a summary and staff recommendations for each area:

A. GENERAL ELEMENTS

1. Parking payment required from April 15-October 15 for most areas
2. Marina and Jensen East Lot payment required year-around
3. On-street parking rates higher than off-street
4. Some spaces near 1st/Portway Ave. have 90 minute maximum to encourage turnover
5. City/Port on street parking rates are the same for consistency
6. On-street parking charges accrue up to a daily maximum of \$10
7. Maximum on-street parking of 12 hours per day
8. No payment required for on-street parking before 10:00 a.m.
9. On-street parking not allowed past midnight
10. Maintain pre-season pass availability available for low cost, through year parking. Passes allow parking at both Event Site and Jensen East Lot
11. Enforcement days and times vary
12. Enforcement Officer will have more enforcement hours during pay parking months, but some other enforcement/surveillance duties throughout the year

B. SUBAREAS

The Port manages many areas of the Waterfront, each with different issues and dynamics. Port staff worked with Rick Williams Consulting to identify an appropriate parking management approach for each site. The following describes the specific approach that would be used in each subarea. (Note: Numbers refer to **Attachment 'A': "Waterfront Parking Areas Map"**)

1. Nichols Basin Seawall (13 Spaces)

There are a limited number of parking spaces near the seawall. The Port maintains a lease agreement with a kayak rental company and adequate parking is needed for this business. This is a location for easy access to the Nichols Basin for SUP users, especially those that are less physically able to walk longer distances.



Approach:

- Gorge Paddling Center employees/customers park at north end- 5 spaces, no time limit
- Mark one space for handicapped parking—no time limit.
- Mark seven spaces for general public use. No payment required but enforce a two hour time limit.

2. N. 1st Street (48 Spaces)

This area has been used primarily by water sport recreationalists who wish to avoid paying in the Event Site lot and, to a lesser extent, trail users and temporary visitors. Due to the loss of lower-level parking after construction of the Nichols Basin Trail, SUP and other Nichols Basin light watercraft recreationalists are expected to put more pressure on these parking areas. Higher turnover should be encouraged on N. 1st Street.



Approach:

- Install two stations
- Payment Required **10:00 a.m. to 8:00 p.m.**
- Hourly rate of \$1.00/hr.
- Five spaces at north end-- 2-hour maximum stay
- South end allow maximum stay of 12 hours per day, maximum daily rate of \$10. No parking past 12:00 midnight.

3. Event Site (188 Spaces)

The Event Site is the epicenter of active water sports on the Waterfront and is intensely used for most of the summer. Currently, free parking on Portway Ave. to the south has allowed use without paying for use of Event Site facilities. The Event Site is currently staffed

and payment is required from Memorial Day to Labor Day. The Event Site parking area is completely full an average of 10 times per summer season.



Approach:

- Continue to staff the Event Site Booth and collect parking fees. Season passes would still be purchased at the Port office or booth.
- Install one pay station near the booth. Require payment from April 15-June 1 and September 1-October 15.
- If Event Site lot is full, season pass holders could park on Lot #1. This would be so designated on season pass.

4. Portway Ave. East (28 Spaces)

This area is used primarily by Event Site users who wish to avoid paying in the Event Site lot and, to a lesser extent, short term spectators, trail users and patrons of the Cruise Ship Dock restaurants.



Approach:

- Install two pay stations
- Payment required 10:00 a.m. to 8:00 p.m. from April 15 through October 31
- Five spaces at east end-- maximum stay of 2-hours
- Hourly rate of \$1.00/hr
- For the remaining 23 spaces, allow a maximum stay of 12 hours per day, maximum daily rate of \$10. No parking past Midnight.

5. Jensen Building West (70 Spaces)

The Jensen Building west lot is used both by tenants and for access to the windsurfing launch site at Waterfront Park. For several years, the Port has entered into an agreement with the CGWA to police the lot in the summer. Parking is primarily gravel with one row of paved parking for recreational use. The Port is currently evaluating the feasibility of paving this area for greater accessibility. Overnight parking for RV's was considered but raises too many issues at least in the near term.



Approach:

- Install one pay station
- Hourly rate of \$1.00/hr
- Payment required from 10:00 a.m. to 8:00 p.m. throughout the year
- Event Site season pass valid for use.

12. Portway Ave. West

This area is heavily used by truckers for local deliveries and serves truck access to the Maritime Building. The Port has allowed truck/trailer parking to occur for many years given its importance to the community and lack of suitable alternatives. The Port has a use agreement with one trucking company. A dog park may be installed near the west end in the future.



Approach:

- Continue to allow truck use
- Seek agreements with all trucking companies and require payment
- Prohibit passenger vehicle/RV parking— install clear signage

13. The Hook

This area is heavily used by windsurfers in the summer and modestly by dog walkers, anglers, and kayakers throughout the year.



Approach:

- No change.

16. Marina Boat Launch Parking Lot (83 Spaces)

The Marina lot is heavily used during certain times of the year, most notably on hot weather days in the summer and during fish runs. It is also used throughout the year by travelers and temporary parkers stopping for lunch or for the view. Note: Maintenance of the lot and restroom is partially funded by the Oregon State Marine Board. This funding may be reduced to the extent that parking revenue is received.

Approach:

- Install two pay stations with rates to include additional fee for trailers
- Hourly rate of \$.50/hr. for passenger vehicles spaces. \$1.00/hr. for truck/trailers
- Payment required from 8:00 a.m. to 8:00 p.m. throughout the year
- Pay station and fees would be in place year-round; however, designate four spaces near the restrooms for 30 minute free parking to accommodate transient users

A. ENFORCEMENT

The City and Port will need to enter into an Inter-Governmental Agreement (IGA) that would allow the City to enforce parking limits on Port property. An IGA will be necessary if the Port seeks to implement any parking plan to set guidelines for enforcement, citation fees, reporting,

and so on. The IGA would require a funding commitment to the City that ensures the Port pays a proportionate share of a new full-time City Parking Enforcement Officer. This payment is expected to be \$40- \$50,000 per year or about ½ the cost of a full time position with benefits.

B. EQUIPMENT

Centralized pay stations will be required for all areas of paid parking. Such stations are now highly flexible and can be programmed in a variety of ways to accommodate various parking objectives. Port staff has met with the City and industry representatives to develop initial familiarity and capabilities.

Recommendations:

- Utilize the same pay stations – Cale, CWTCC -- that the City utilizes downtown and is planning to use on the Waterfront. This will ensure system integration and user familiarity. Passes displayed on dash.
- Assume one pay station per **15-20 cars** for on-street parking on the Port areas of Waterfront.
- No cash would be accepted —debit and credit cards only.



Cale Pay Station

Capabilities: The recommended pay station would allow for a wide variety of payment methods including pay by plate, pay by space, or pay and display. Pay and display is recommended whereby the parking officer checks for a pass/receipt or season pass displayed on the dash. Power supply is through solar-charged battery.

Costs: Recommended pay stations cost **\$7,000** and require a monthly fee of **\$75/mo.** per station during operational months for data management by Cale. There are various other charges upon purchase and others for monthly web services. It is estimated that 8 stations will be required for Port properties. The units come programmed and ready to install. Some additional budgeted funds would be required for concrete pads and signage. Maintenance can be performed by Port staff with appropriate training.

C. SEASONALITY

Parking on the waterfront is highly seasonal. For the foreseeable future, pay stations will only be frequented for about 4 months each year depending on weather conditions. However, the enforcement officer will be available year-around. It is recommended that the pay stations be operational for six months, from **April 15 through October 15**, except at the Marina and Jensen East Lot. Outside those months, the stations would be “tented” with no parking fees required. At the Marina Launch Parking Lot and Jensen East Lot, paid parking would be required throughout the year.

D. PRICING

The following are recommended parking fees if a Waterfront Parking Plan is implemented:

Street Parking

- Pricing at any Port on-street pay stations should match the City rate of **\$1.00/hr**.
- Maximum daily parking fee of **\$10**.
- Parking fees for the Port’s off-street parking areas (i.e. Event Site and Jensen Building West Lot) should be priced to encourage off-street parking. (Currently, the Event Site parking is \$7.00 per day.)
- Parking at the Marina Parking Lot would be set at **\$.75/hr** for passenger vehicles and **\$1.25/hr** for truck/trailer combinations with a \$10 per day maximum daily rate. To accommodate transient visitors, a few spaces would be fee with a 30-minute maximum.

Season Passes

- For locals and frequent users, offer season passes for the entire parking fee year.
- Passes may be used at both the Event Site and Jensen Building West Lot.
- Recommended price is **\$70** for pre-season purchase and **\$100** after **May 15**.
- Passes could be purchased at Pay Stations, Port office or on-line for in-person pick-up.
- Additional passes for in-family vehicles would be **\$40**.

E. IMPLEMENTATION

Implementation of an operational parking plan can occur by summer 2017. Staff recommends the following schedule (dates are approximate):

- November 15, 2016 Board Discussion (Fall Planning Worksession)
- December 15, 2016 Public Meeting
- January 10, 2017 Commission Discussion - Public Comment
- January 23, 2017 Commission Decision: Pay Station Purchase & IGA Approval
City Council Decision: Same

--If Approved--

- March, 2017 Installation of Pay Stations & Signage
- April, 2017 Operational Testing
- May 1, 2017 Implementation begins.

Attachment A

Waterfront Parking Management Areas



Port Parking Management Areas (Vehicles)

- 1. Nichols Basin Dock (8)
 - 2. First Street (48)
 - 3. Event Site (188)
 - 4. Portway Avenue East (28)
 - 5. Jensen Bldg. Tenant Lot (54)
 - 6. WF Park Access Lot (70)
 - 12. Portway Avenue West
 - 13. Hook Road
 - 16. Marina Parking Lot (not shown) (83)
- 🟩 = Pay Stations