



**Meeting:** Ashland Downtown Parking and Multi-Modal Circulation PAC Meeting  
**Date:** April 2, 2014  
**Time:** 3:30 PM – 5:30 PM  
**Location:** Pioneer Hall

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- I. Administration (Chair) (5 minutes)**
  - a. Welcome from the Chair
  - b. Minutes approval
  
- II. Public Comment (Public) (5 minutes)**  
*Note: Written comments may be submitted*
  
- III. Guiding Principles (CPW) (15 minutes)**
  - a. Revisions
  - b. Approval
  
- IV. Streets Plan (Staff) (90 minutes)**
  - a. Presentation
  - b. Discussion
  
- V. Closing/Next Steps (CPW) (5 minutes)**
  - a. Next Meeting May 7

**ASHLAND DOWNTOWN PARKING MANAGEMENT & CIRCULATION AD HOC ADVISORY COMMITTEE**  
**MINUTES**  
**March 5, 2014**

These minutes are pending approval by the Committee

**CALL TO ORDER** The meeting was called to order at 3:30 p.m. in Pioneer Hall, 73 Winburn Way.

**Regular members present:** Lisa Beam, Michael Dawkins, Rich Kaplan, Dave Young, Craig Anderson, John Williams, Emile Amarotico, Joe Collonge, Marie Donovan, Pam Hammond, Liz Murphy, and John Fields

**Regular members absent:** Cynthia Rider

**Ex officio (non-voting) members present:** Sandra Slattery, Bill Molnar, Mike Faught, Lee Tuneberg, and Mike Gardiner

**Ex officio (non-voting) members absent:** Rich Rosenthal, Dennis Slattery and Katharine Flanagan

**University of Oregon members present:** Bob Parker, Nicholas Meltzer and Amanda D'Souza, Andrew Dutterer, Taylor Eidt, Nestor Guevara and Eli Tome (graduate student team)

**City of Ashland Staff members present:** Tami De Mille-Campos, and Kristi Blackman

**APPROVAL OF MINUTES**

Minutes of February 5, 2014 – Dawkins/Kaplan m/s to approve minutes. Minutes were approved by unanimous consent.

**PUBLIC FORUM**

None

**PROJECT STATUS UPDATE**

Schedule of upcoming meetings:

March 2<sup>nd</sup> – Employee trip generation in the downtown area, and private parking analysis

Moving forward – Parking inventory monitoring by the Community Planning Workshop (CPW), 2<sup>nd</sup> tier survey development, accessibility improvements

**FIRST TIER SURVEY**

The survey was designed to understand, primarily, resident perceptions of parking and access to downtown. It focused on residents and employees of downtown.

Survey context:

- \*Survey designed to better understand public perceptions of downtown parking and access

- \*Released January 31 - closed February 13

- \*Distributed via e-mail (through the Chamber, OSF, City employees) and made available on the City's website

- \*Targeted respondent groups; not intended to be a random sample

Characteristics of Respondents:

- 761 Total survey respondents

- \*753 said they visit downtown (99%)

- \*Of the 753 downtown visitors, 275 were employees (36%) and 56 were business owners (7%)

- \*Over 80% of them were Ashland residents

- \*6.5% were Talent residents

Age of these respondents:

- \*18% 65 and over

- \*26% 55 to 64

- \*16% 45 to 54

- \*16% 35 to 44

- \*20% 25 to 34

- \*5% 18 to 24

Implications:

1. Focus on incremental short-term strategies
2. Peak periods will continue to present a challenge
3. Seek better strategies to meet the parking needs of downtown workers
4. Explore additional transportation/parking management strategies

Implication #1:

Automobiles are a preferred method for accessing downtown

\*92% of all respondents drive downtown

\*31% visit downtown daily

\*66% drive alone multiple times per week

Downtown wayfinding could be improved

\*74% of respondents say signage could be improved

\*76% say resources (brochures, website) could be improved

Many respondents are willing to park further from their destination where more parking is available

\*64% of all respondents are more likely to park further away where more parking is available when they visit downtown for long periods

Implication #2:

Parking capacity is an issue during peak periods for all downtown visitors

\*86% visit the downtown area 2+ times per week

\*39% say that difficulty in finding parking deters them from visiting

\*64% say it takes longer than 5 minutes to find a parking space during the Oregon Shakespeare Festival (OSF)

Downtown visitors alter their parking habits during OSF

\*71% indicate their habits vary during the theater season

Business owners frequently get complaints from downtown patrons

\*69% say their patrons have complained about parking

\*51% indicate parking availability has negative effects on their business during peak season

Implication #3:

Automobiles are a preferred method for accessing downtown for employees

\*71% drive alone to work

76% of them park in the downtown area during the day

83% say their employer does not provide parking

80% say their typical workday shift is more than 4 hours

\*8% carpool to work

\*8% bike to work

\*13% walk to work

Downtown employees use on-street parking

\*50% park in nearby residential neighborhoods, followed by public off-street lot, time limited (4-hour)/move the vehicle during the day, other, and private off-street lot

Implication #4:

Most respondents think pedestrian facilities are safe and adequate

\*31% of all respondents access downtown on foot multiple times a week

- \*89% say pedestrian facilities to access downtown are adequate
- \*93% say pedestrian facilities within downtown are adequate
- \*16% do not feel safe crossing streets in downtown

Downtown bicycle facilities are perceived as inadequate

- \*42% have traveled to downtown via bicycle before
- \*56% believe bicycle access to downtown could be improved
- \*76% believe bicycle access within downtown could be improved

Automobiles are a preferred method for accessing downtown

- \*66% of respondents never use public transportation
- \*<1% use public transit daily

Business deliveries continue to present challenges

- \*31% of business owners receive deliveries 1+ times a day

Several of the committee members spoke to some concerns that they had with the survey questions and results, such as:

- \*Placing too much emphasis on the OSF issue because Ashland's downtown wouldn't be as vibrant and robust as it is without OSF.
- \*The percentages for the bicycle sub questions were asked of the people who responded that they currently bike downtown so the percentage is not of the total survey respondents but of those that answered that they bike downtown.
- \*It was emphasized that most business deliveries occur in the morning and zero occur after 6:00 pm.

Parker added that their role is really to bring the committee information and interpret it. Their goal is to provoke conversations with the committee and provide some direction to the conversation. They feel like there are some pretty significant opportunities for the City to begin to look at things like, wayfinding and other low effort solutions that can be implemented fairly early on before moving onto the tougher solutions.

The committee will need to begin to think about solutions for the peak period issue.

### **GUIDING PRINCIPLES**

Chair Young asked the committee to think of which user groups are underrepresented within the committee. Some of those that were mentioned were; elderly, retirees, students, the younger age group (20-30 year olds), and disabled. He urged the committee to keep these groups in mind as the committee works through the issues at hand.

John Williams left the meeting at 4:17 p.m.

The guiding principles were put together by the CPW based on the following:

Research & Input:

- \*Survey results
- \*2001 Downtown plan
- \*December wants/fears committee exercise
- \*February poster session with committee

User groups:

- \*Business owners
- \*Employees
- \*Tourists
- \*Residents

#### Proposed guiding principles

1. Balance the needs of all downtown users now and in the future.
2. Support low cost options that can be easily implemented in the short term but yield long term benefits.
3. Develop long-term progressive strategies that accommodate growth while maintaining an active and vibrant downtown.
4. Promote ease of access for the efficient operation of downtown businesses.
5. Restructure parking regulations to enhance turnover and generate an optimal occupancy rate.
6. Maximize utilization of existing supply of parking through public/private partnerships.
7. Enhance alternative transportation options for employee's downtown.
8. Increase development of multi-modal transit opportunities.
9. Provide a welcoming environment that efficiently directs and informs visitors and community members in the downtown area.

The committee discussed whether the language was clear, whether the guiding principles are realistic, whether any user groups were unrepresented or missing etc. Committee members voiced areas where they would like to see changes made and the CPW will now bring the revised guiding principles, as discussed in this meeting, back to the committee for approval at the April 2, 2014 meeting.

#### **ACCESSIBILITY (Access/Circulation) IMPROVEMENTS**

This agenda item was pushed to the April 2, 2014 meeting. Staff will present some potential configurations to the committee for review.

#### **CLOSING/NEXT STEPS**

\*Upcoming CPW monitoring

Due to the Ashland Independent Film Festival going on during the time originally proposed for the monitoring they may reschedule the monitoring.

\*2nd survey

The committee was asked to think of anything that should have been asked in the first survey that wasn't asked. The second survey will be directed more towards perceptions about the different strategies being explored.

\*Next meeting is April 2<sup>nd</sup>

The committee was asked to be cognizant of different wayfinding solutions as they make their way around town each day.

#### **ADJOURNMENT**

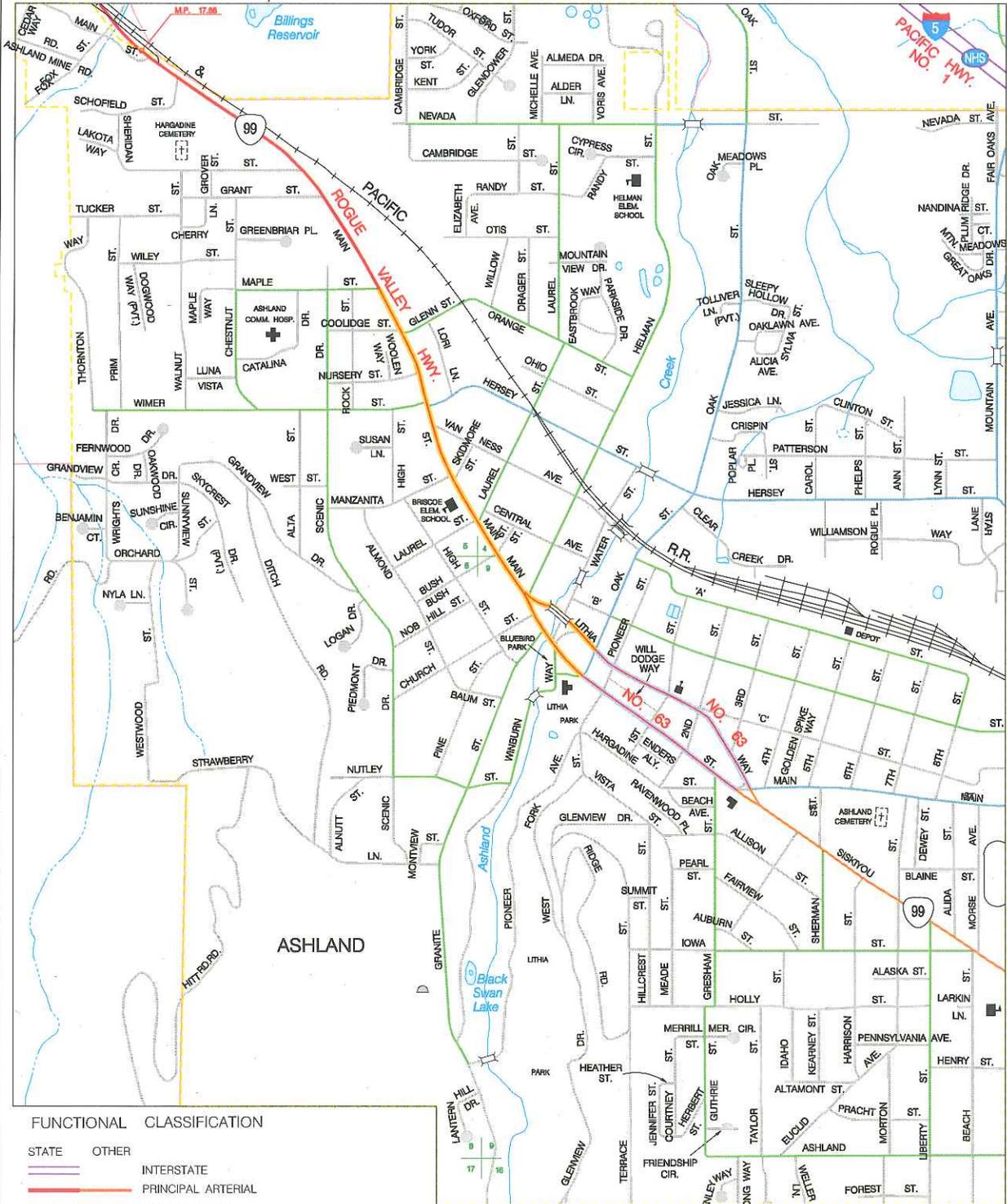
Meeting adjourned at 5:30 pm

*Respectfully submitted,*

*Tami De Mille-Campos, Administrative Assistant*

# HWY. SEGMENT DESIGNATION ASHLAND, OREGON

Adopted January 20, 2005



FUNCTIONAL CLASSIFICATION	
STATE	OTHER
	INTERSTATE
	PRINCIPAL ARTERIAL
	MINOR ARTERIAL
	URBAN COLLECTOR / RURAL MAJOR COLLECTOR
	MINOR COLLECTOR
	LOCAL ROAD

	STA
	UBA

PREPARED BY:  
OREGON DEPARTMENT OF TRANSPORTATION  
TDD - GIS UNIT

20 March 2014

**To** | Ashland Downtown Parking Advisory Committee  
**CC** | Mike Faught and Bill Molnar, City of Ashland  
**From** | Robert Parker, Nick Meltzer, and CPW Team  
**SUBJECT** | DRAFT GUIDING PRINCIPLES

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## **BACKGROUND**

Community Planning Workshop is working with the City of Ashland to conduct a downtown parking and multimodal circulation study. The study is intended to evaluate the effectiveness of existing downtown parking management, truck loading zones, and travel demand management strategies in order to improve the overall accessibility of downtown for all visitors.

To provide a framework for consideration of programmatic strategies and policies, CPW developed a draft set of “guiding principles.” The Parking Advisory Committee (PAC) discussed the draft principles at the March 5, 2014 meeting. The result of the PAC discussion was that (1) there was general consensus that the draft principles were appropriate, and (2) that additional explanation would be useful as the PAC moves towards adopting the principles.

This memorandum presents the revised draft guiding principles. The narrative that accompanies the guiding principles intends to address the details of each principle: the purpose or intent, definitions (if necessary), what user group(s) the principle targets, and some specific examples of strategies or policies that relate to the principle.

The April 5, 2014 PAC meeting agenda includes an item for additional discussion of the guiding principles.

# DRAFT GUIDING PRINCIPLES

**“We’re focusing on people, not parking.”**

The guiding principles constitute the foundation for strategies and policies developed through the City of Ashland’s Downtown Parking and Multi-Modal Circulation Project. The guiding principles provide a framework for ensuring that strategies and policies are consistent with fundamental wants and needs of the Ashland community and the expressed purpose of the project.

The guiding principles focus on user groups (people) in the Ashland community and equitably balancing the needs of Ashland’s downtown user groups. The focus on people is intended to encompass everyone that uses downtown. Key user groups include, but are not limited to: downtown business owners, downtown employees, local residents, visitors, tourists, and any others that utilize the downtown study area outlined in this project. The guiding principles are meant to be inclusive of all users and be compatible with Ashland’s adopted Transportation System Plan. The guiding principles neither supersede the goals of the Transportation System Plan nor preclude its objectives.

## **1. Balance the needs of downtown users now and in the future.**

This guiding principle is intended to ensure an equitable approach to the implementation of strategies and policies related to downtown circulation and parking management. It is critically important that all people accessing downtown are represented in Ashland’s downtown parking management program. Focusing on all user groups, this principle addresses concerns regarding the variety of users in downtown. This includes but is not limited to patrons, employees, business owners, pedestrians, bicyclists, students, elderly, and the physically unable. Every effort should be made to avoid prioritizing certain users over others.

## **2. Support low cost options that can be easily implemented in the short term but potentially yield long-term benefits.**

This guiding principle seeks to underscore the importance of low cost, short-term options that can potentially lead to long-term benefits. Focusing on all user groups, the principle makes an effort to address the “low hanging fruit;” strategies and policies that can decrease demand for parking downtown, without significant administrative or financial effort. For example, a centralized informational campaign could orient visitors and residents to areas that are utilized less frequently than others for parking, while pedestrian wayfinding would then guide them towards points of interest in the downtown.

## **3. Develop long-term progressive strategies that accommodate growth while maintaining an active and vibrant downtown.**

This guiding principle aims towards adopting forward-thinking and innovative (e.g., progressive) strategies and policies that take into consideration the future needs of Ashland and its residents. Within this context, growth is meant to encompass people, infrastructure, and

Ashland's economy. Recognizing the importance of the downtown area to Ashland's economy, this principle seeks to preserve downtown Ashland's character. Focused on all users, this principle recognizes there may be a need for additional parking supply (i.e. surface lots located downtown or otherwise) at a later date, however these can have negative aesthetic effects. In that sense, developing strategies that make use of alternative transportation methods, reduce the number of vehicles, and may be challenging at first could limit the amount of additional supply needed.

#### **4. Promote ease of access for the efficient operation of downtown businesses.**

This guiding principle seeks to promote strategies and policies that support the efficient operation of downtown businesses as well as accessibility for all potential downtown users. Focused, but not limited, to business owners and employees, this principle encourages compromises that benefit the overall community. Supported policies would encompass aspects of business such as deliveries, trash pick-up, or employee parking, while also addressing the short term parking needs (30 minute, 1 hour) of patrons.

#### **5. Restructure parking regulations to enhance turnover and generate an optimal occupancy rate.**

This guiding principle is meant to address efficiently utilizing public and private parking infrastructure that already exists within Downtown Ashland. It is important to maximize the economic and social benefit of each space, in terms of business activity the spot will contribute by patrons parking there. Focused on all users, this principle aims to achieve an optimal parking ratio for downtown; one that doesn't take too long to find a parking space, but is high enough to discourage over supply of parking infrastructure.

#### **6. Maximize utilization of existing parking supply through public/private partnerships.**

This guiding principle is meant to examine the utilization of public and private parking infrastructure which already exists in the downtown study area. For example, use of private lots after regular business hours for shared public parking could provide additional supply during periods of high demand. Focused on visitors, but benefiting business owners and residents as well, this principle highlights one of the potential short-term strategies mentioned in the second principle while attempting to be progressive as mentioned in the third principle.

#### **7. Improve alternative transportation options for downtown employees.**

This guiding principle is intended to provide options for employees that can reduce demand for parking (by encouraging options other than use of single occupancy vehicles (SOV) downtown), thereby increasing parking supply for other users. Focused on downtown employees and businesses, it also benefits patrons and visitors. An example of this would be incentive programs that provide monetary benefit for carpooling, provide secure, dry, bike storage,

subsidize transit passes, and generally make it more enjoyable to walk, bike, take transit, or carpool.

## **8. Increase development of multi-modal opportunities.**

This guiding principle is intended to address the needs of those persons accessing and utilizing downtown through means other than the automobile. It ensures the equitable distribution of usable space and infrastructure for all alternative modes of transportation. Focused primarily on residents and employees, examples include widening sidewalks, increased pedestrian crossings, and the addition of bike lanes.

## **9. Insure and enhance opportunities for access of downtown by the elderly and those physically challenged or unable.**

Note to PAC: there was discussion of wrapping this into principle 8, or have as a separate. We will add appropriate narrative based on the April 2 discussion.

## **10. Provide a welcoming environment that efficiently directs and informs visitors and community members in the downtown area.**

This guiding principle is meant to emphasize informational efforts to guide visitors and community members around the downtown area. By providing a central access point of materials pertaining to points of interest within the downtown area, downtown users can be more efficiently directed to points of interest, whether that means parking or entertainment attractions. This guiding principle aims to maintain a user friendly downtown.