

Astoria Downtown Historic District Association

# 2018-19 PARKING SURVEY REPORT

Purpose, Findings, Possible Solutions

[Date]

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## **ADHDA 2018 PARKING SURVEY REPORT**

### **PURPOSE OF THE REPORT**

Astoria parking issues were initially examined in 1963 and has since been the topic of two studies and a priority of city officials. Astoria continues to examine its parking needs as the needs of the city continue to evolve. Today tourism is a dominant industry for Astoria and on-going efforts to revitalize the downtown business district also impact parking needs for its core shopping district. The need to balance parking and downtown accessibility with maintaining a pedestrian friendly and walkable downtown with its historic nature creates distinct challenges.

The Astoria Downtown Historic District Association (ADHDA) received City of Astoria Promote Astoria funds to conduct a parking survey that evaluates private parking options, parking occupancy and possible solutions for resolving downtown parking issues.

The purpose of the study is to:

1. Update the parking space and occupancy information from the 2013 report.
2. Act on a recommendation from the 2006 City of Astoria report by Todd Scott to inventory private parking spots.
3. Create connections with businesses with private parking and employees seeking spaces.

The survey and research for this survey was conducted beginning in July 2018 with final interviews and surveys completed in September 2019.

### **BACKGROUND**

The subject of downtown parking is not a new topic for city leaders and merchants. In 1963 the Astoria Chamber of Commerce formed a committee to work on the issue and engaged with the city. While an initial request to conduct a parking study was rejected, the city did consider several actions including the purchase of land for parking (later tabled) and declared making parking lots a priority, "entailing wholesale destruction of historic buildings," (Scott, 2006. Astoria Downtown Parking Study Final Report, Appendix A). Fortunately, the wholesale destruction did not occur.

Since then, downtown parking has been a priority for city leaders throughout the 1970s and 1980s. Plans for the purchase of lots and construction of parking facilities were considered, pursued, but ultimately defeated. In 1987 a parking study led to the establishment of a parking district.

Throughout the 1980's, downtown Astoria had parking meters (estimated installation late 1970's). Meters were removed sometime between 1989 – 1991. Reasons cited for removal included:

- 1) Cost of repair/replacement and collection
- 2) Meters didn't solve chronic problem of business owners and employees from parking downtown
- 3) Downtown Association advocated removal citing that meters affected shoppers more than employees and felt that time limits would do a better job of encouraging shoppers and monitoring chronic violators.

According to Rosemary Johnson, who was responsible for parking enforcement from 1980 to 1988, enforcement of fines to ensure consequences for violations is the best deterrent.

Following the removal of the meters, parking was not significantly addressed until 2006 when a study conducted internally by the City of Astoria was completed by J. Todd Scott, Community Development Manager. The study area was 6<sup>th</sup> to 16<sup>th</sup> from the river to Franklin. The study began in 2004 and a final report was approved in 2006. The report came to the following four conclusions:

- Usage numbers above 90% occupancy indicate that capacity has been reached. The areas that met this criterion was primarily between 10<sup>th</sup> and 13<sup>th</sup> on Exchange and the one-block vicinity of 12<sup>th</sup> and Commercial and in the blocks surrounding the parking lot located off 12<sup>th</sup> Street between Duane and Commercial.
- Their report concluded there was a need for employee parking at the central edge of the parking district (near the city plaza) identified as the heaviest use areas.
- The report noted that occupancy rates dramatically improve during government/bank holidays
- If council pursues its 2006 streetscape plan it would eliminate one or two parking spaces per block.

The summary also noted that since the City acquired the old "Safeway" block (located off of 12<sup>th</sup> between Duane and Exchange Streets), parking occupancy in these spaces increased while occupancy for the nearby on-street parking decreased. Since that report was conducted, the Chinese Heritage Park was constructed eliminating about 40 spaces and the use of the lots as unlimited time restrictions were replaced with time limits of two and three hours. These actions have increased street parking occupancy on the adjacent blocks.

### **2006 Highest Density Parking Snapshot**

<b>Space Type</b>	<b>Location of Heaviest Use</b>	<b>Daily Occupancy</b>
2-hour limit	Commercial (between 12 <sup>th</sup> & 14 <sup>th</sup> ) and 12 <sup>th</sup> & 14 <sup>th</sup> (between Marine & Commercial)	70%
No-Limit	Exchange (between 10 <sup>th</sup> & 13 <sup>th</sup> ) 11 <sup>th</sup> & 12 <sup>th</sup> (between Duane & Exchange)	94%
Off-Street	Former Safeway Parking Lot	71%

## **2013 Astoria Transportation System Plan**

In 2013 the comprehensive Astoria Transportation System Plan (TSP) provided a detailed study of parking occupancy within the same downtown footprint studied for the 2006 report. This study was more comprehensive and involved a professional contractor, DKS Associates, to complete under the study under the guidance of city staff. The TSP is required by the state of Oregon with the goal of integrating local plans with state-wide plans. Portions of the TSP examined the parking district established in 1987.

The 2013 study noted that the downtown core has approximately 1,368 on-street parking spaces available. Of the available spaces, 559 have some type of time limit (e.g. two hour) or restrictions (e.g., ADA). 809 have no limits and are open for anyone to park.

The 2013 report noted that there were 134 public off-street parking spaces in two lots within the downtown core. The largest off-street public parking has 101 parking spaces and is located between 11<sup>th</sup> and 12<sup>th</sup> bounded by Duane and Exchange Streets. This count was completed prior to the creation of the Astoria Chinese Heritage Park, which eliminated 40 spaces. Today the lot offers 61 spaces. Another lot with 33 reserved off-street public parking spaces is located at the Sunset Empire Transit Center located at 10<sup>th</sup> and Astor. The reserved spaces are open to the public on weekends.

The 2013 study noted that the highest demand for both on-street and off-street parking was midday (11 am to 1 pm) and afternoon (2:00 pm – 4:00 pm). During midday they noted over 60% were occupied. Parking utilization was lowest in the morning with just over 40% spaces occupied.

## 2018 PARKING SURVEY SUMMARY OF FINDINGS

The 2018 study includes a survey of downtown parking replicating the snapshot update of the 2013 report, employed in-person and online surveys, and follows up on the recommendation of the 2006 report to inventory parking lots and find solutions for efficiency of use.

### Summary of On-Street Parking Survey

**Constrained Supply:** The downtown core shows constrained supply (parking density of more than 85%) beginning at 11 am on Duane and Marine between 14<sup>th</sup> & 17<sup>th</sup> Streets. Franklin between 15<sup>th</sup> & 16<sup>th</sup> Streets is also heavily used.

Constrained use is also seen in central downtown on Commercial from 10<sup>th</sup> to 12<sup>th</sup> and on 11<sup>th</sup> and 12<sup>th</sup> Streets from the water to Exchange Street.

The greatest areas of constrained use grow in the evening showing occupancy greater than 85% on Duane and Exchange from 10<sup>th</sup> to 16<sup>th</sup> Streets and on Marine and Commercial from 14<sup>th</sup> to 16<sup>th</sup> Streets. (This may speak to service workers parking outside the parking district with shifts that begin mid-afternoon.)

These results are not surprising and reflect similar findings when a more in-depth study of street occupancy was conducted for the 2013 Transportation System Plan.

One key difference to note is the occupancy has increased in the east edge of the surveyed area along Commercial, Duane and Exchange between 15<sup>th</sup> & 17<sup>th</sup> Streets. (This may be reflective of renewed parking enforcement efforts that began in 2018.)

Morning use shows constrained parking on two blocks: Commercial between 8<sup>th</sup> and 9<sup>th</sup> and between 11<sup>th</sup> and 14<sup>th</sup>. There is Efficient use on Commercial and Marine between 14<sup>th</sup> and 15<sup>th</sup>.

Another problem area is around 8<sup>th</sup> and Astor near the River Walk. The 2013 report showed this area as high use for parking and those issues have recently increased due to the construction of a dialysis center on land that was used as parking (lot located between 6<sup>th</sup> & 7<sup>th</sup> off of Marine Drive). The impact has primarily affected staff of Buoy Beer. The remaining lot has eight spaces dedicated to Buoy Beer and 14 for Craft 3.

Overall, constrained parking supply is limited to a few blocks in the core of the downtown district and blocks surrounding the parking lot adjacent to the Chinese Heritage Park during peak hours (11 am to 1 pm and 5 to 7 pm). This is a typical pattern sometimes referred to as camel humps, representing restaurant traffic.

Parking for employees is more constrained for those working the west end of town by Buoy Beer. It's also notable that many public parking spaces are to the south and across Marine Drive, not an ideal pedestrian crossing.

## **2018 – 2019 Public, Stakeholder and Employer Survey Summary**

In 2018 fifteen business and stakeholders were surveyed and employees from three major private employers (Fort George Brewery, Mo's Restaurant and Buoy Beer). In general, employees from Fort George did not find parking an issue and based on the lack of responses from Mo's restaurant we conclude a similar response. Employees from Buoy Beer generated the highest response rate that shared a negative experience with parking. This aligns with the loss of available parking due to construction taking place along the river front, and loss of parking due to construction of the dialysis center on a former parking lot on the north side of Marine between 5<sup>th</sup> & 6<sup>th</sup>.

Other stakeholders mirrored the employee survey showing that they generally were not concerned about parking with the exception of those most affected by the construction along the waterfront and loss of spaces from the construction of the dialysis center. While the construction issues will clear up and solve those concerns, the loss of the parking lot due to the dialysis center has constricted parking for the neighborhood immediately east of this area.

Public Survey: In August 2019, during the height of the tourist season, the public was also surveyed. Fifty-seven personal interviews were conducted to complete the survey (the responses provided with the appendix include four test surveys). Thirty-nine responses came from visitors to Astoria Sunday Market (ASM). ASM is notable for its high use of parking spaces from both vendors (typically 145 vendors with vehicles) and increased visitors that add to the typical Sunday use from merchants and non-Market associated activities.

The remaining eighteen surveys were taken during the week from Commercial Street in downtown Astoria.

### **Survey summaries from on-the-street interviews found that:**

72.13% drive a vehicle downtown

78.69% said that parking was not a factor in their decision to come downtown

40.98% are in downtown daily

40.98% are downtown for entertainment and 22.95% are downtown for shopping. 21.31% listed "other" for reasons to be downtown and note "all of the above" work, shopping, entertainment, and dining).

Interestingly, only four respondents indicated that parking was an issue in the general comment section. The remaining comments expressed a positive experience being downtown. This supports the concept that parking in downtown Astoria is more available, less expensive, and shorter distances from destinations than is perceived by most people, and particularly when compared to other tourist destinations.

**Survey summaries from social media interviews found that:**

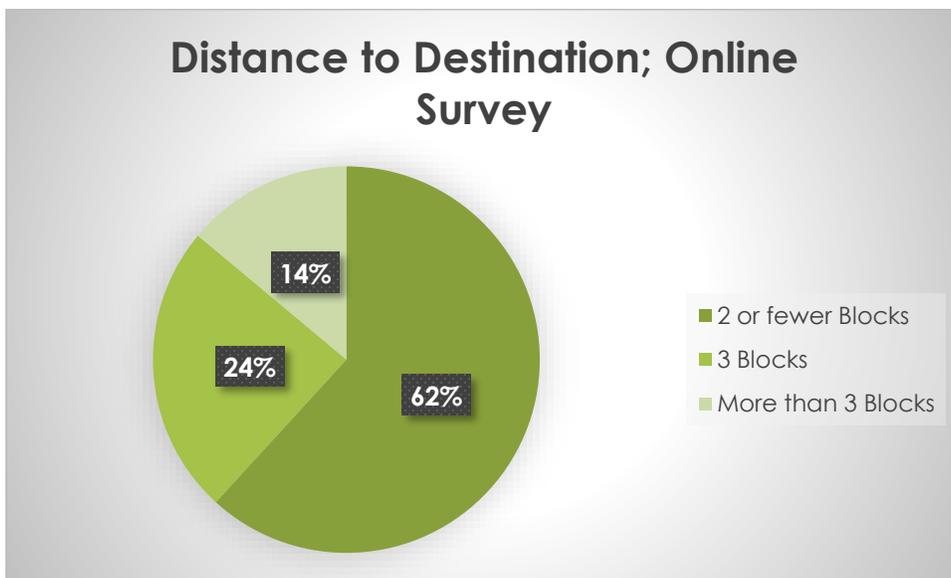
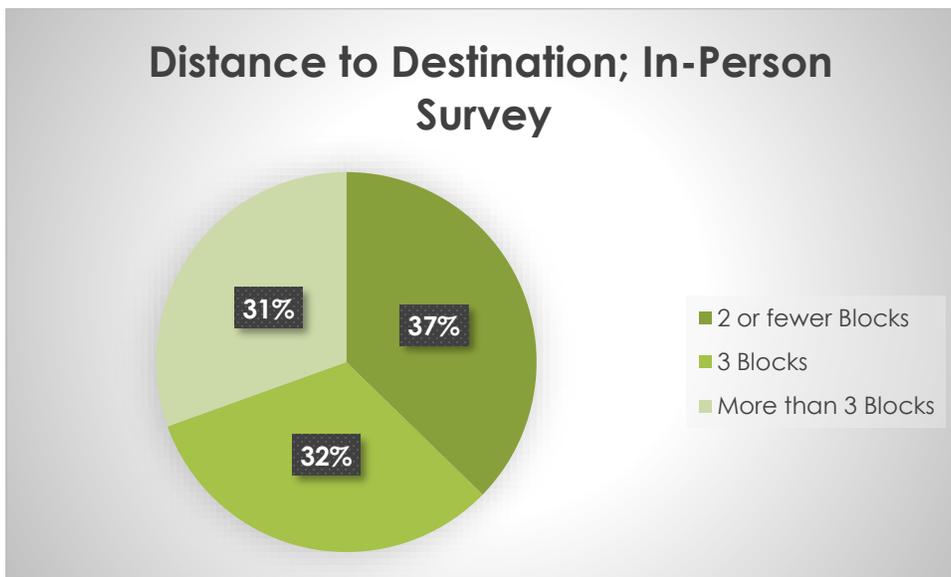
In August an online public survey concerning parking was also conducted and garnered 289 responses.

93.43% drive a vehicle downtown

59.86% said that parking was a factor in their decision to come downtown – in contrast to those interviewed on the street.

37.76% are in downtown daily and another 30.07% are downtown weekly.

27.08% come downtown for shopping, 13.5% are downtown for work and 45.49% noted they were downtown for “all of the above” – work, shopping, dining, entertainment.



## **PARKING SURVEY CONCLUSIONS**

Of the major private employers in downtown, response rate to the employee survey was lower than anticipated, showing a lack of urgency in regard to parking difficulties. The exception to this summary is Buoy Beer, which has experienced a recent and drastic change to losing the majority of their employee parking to new construction.

Private parking spaces, while anticipated to be an option to provide employee parking, is at capacity.

For shoppers, diners, and visitors, parking is generally available within the district, but sometimes not on the same block as the destination. Given that nodes of high congestion vary as businesses change over time, encouraging a change in mind-set and perception would be the best outcome for downtown merchants.

Visitors in particular have greater willingness to accept novel modes of transportation. When compared to Cannon Beach or the urban areas we typically receive visitors from, the cost and availability of parking makes our neighborhood easy to access. Once drivers have left Commercial Street, there is typically on-street parking availability within two blocks, which is seen as very reasonable accommodation.

## PUBLIC AND PRIVATE PARKING LOT INVENTORY

Astoria has five public parking lots, eleven leased lots and about 25 privately owned lots dedicated to customer or employee parking needs. Most leased spots are at capacity or have wait-lists.

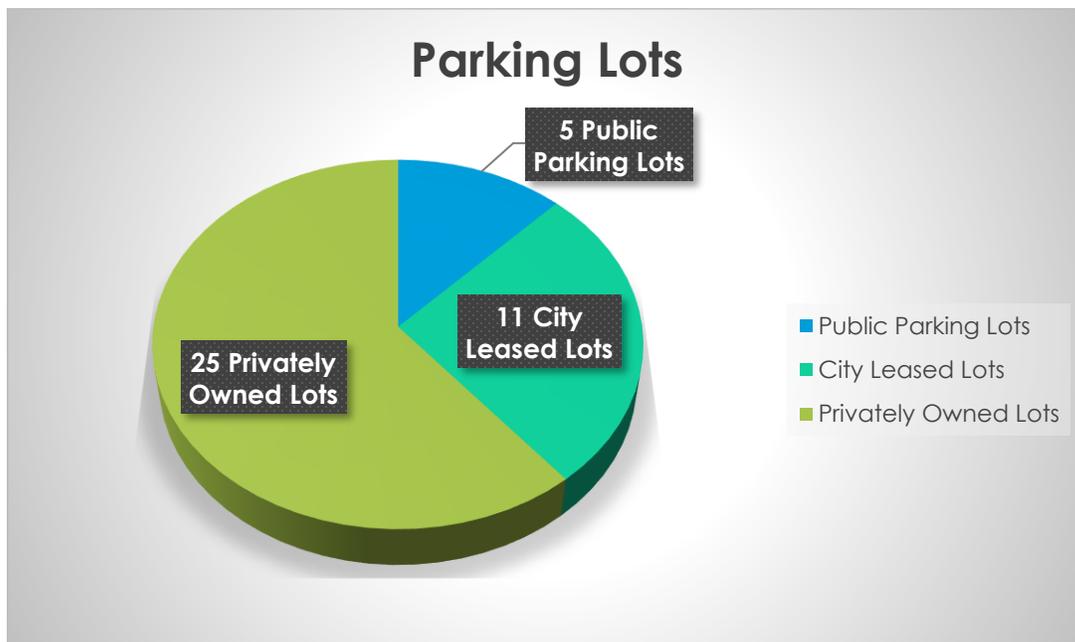
Astoria has what the 2013 report referred to as “Pit Parking Lots” -- these are lots that are created where buildings once stood and later razed leaving a hole in the city’s footprint. In many cases, these holes have been converted to parking lots. Of the twenty-five privately owned lots, about six lots are considered “pit parking.”

Since the TSP report was completed in 2013 the downtown area has lost about 40 public parking spaces when the Garden of Surging Waves park was completed.

Food cart pods have taken another ten or so spaces from the lot located at the corner of 13<sup>th</sup> and Duane and another ten or so from the lot located at the SW corner of 11<sup>th</sup> and Duane. Total loss of 56 spaces in the downtown core.

One of the goals of the 2018 parking survey was to determine if a partnership between private parking lots could be arranged to allow use of those lots during off-hours when the owners are not using the spaces.

While there is a notable amount of private parking in downtown Astoria, the majority of those lots are already leased or unavailable for this type of arrangement. Insurance issues were also noted as a reason that kept owners from wanting to participate in such a partnership. With that said, many private business lots in town are already used unofficially as off-hour parking in the evening and on weekends.



## **OPTIONS FOR IMPROVING ACCESS TO DOWNTOWN ASTORIA**

### **Maintain and Improve Current Parking:**

#### **Recommendations**

- Maintain Restricted Parking (3 hours/2 hours/1-hour limits). Consider increasing the number of 3-hour limits in some areas to improve the shopper experience.
- Ensure some parking is preserved in the development of Heritage Square.
- Maintain city ordinance restricting street parking for business owners/employees
- Continue active Parking enforcement
- Continue ADHDA education to merchants in keeping open spaces for customers
- Ask ODOT to consider pedestrian crossing enhancements at 6<sup>th</sup> Street and Marine Drive.

### **Paid Parking Options, Not Recommended at this Time**

#### **Paid Parking Lot**

Another solution is to revisit turning the city-owned public parking lot located off of 12<sup>th</sup> Street between Duane and Exchange (adjacent to the Legion Building and Heritage Park) into a fee lot. This solution was offered by City Manager Paul Benoit in 2008-2009 but was ultimately defeated by City Council when merchants through ADHDA made a case for free parking but including time limits to encourage greater turn-over. Nearby beach communities – Cannon Beach and Seaside -- who are also reliant on tourism have paid parking (meters or lots). However, this solution hasn't been addressed since (2009) and it may be worthwhile to visit the benefits and opportunities of paid lot parking.

#### **100 Car Parking Garage**

Estimated Cost: \$2,000,000 (Not considering land cost/availability)

The 2018 construction project taking place at the Seaside Civic & Convention Center included a four-story parking garage in its original plan for expanding their facility. The estimated cost for their structure (2017 dollars) was \$6 to \$7 million for an estimated 300 to 350 parking spaces, which included a structure that was seismically designed and offered tsunami evacuation shelter for about 3,000 people. The estimated funding of the structure proved too costly so plans to add the parking facility were scrapped.

The current standard for estimation is between \$20,000 and \$30,000 per stall, according to Russ Vandenberg, General Manager, Seaside Civic & Convention Center. Vandenberg based this estimate on their recent bidding process for a new parking facility in conjunction with convention center expansion.

## Metered Parking

Returning to metered parking is the solution parking engineers would recommend for providing better access and turnover in congested areas. The downtown district may consider meters along Commercial Street. By installing modern metered parking, it is possible to shift people needing longer parking period into areas with less congestion within the district. In some cases, municipalities have used profits to fund local projects of interest to merchants affected by changes in parking.

Modern metered parking offers many advantages that the previous system Astoria used was not able to provide. For example, newer systems offer:

- Close to current display of nearby available metered parking;
- Credit card & coin payments;
- Instant deposit into designated account;
- One meter can manage multiple spaces so fewer meters are needed;
- Digital apps allow shoppers to get alerts when their time is running out;
- Digital apps also allow for easier collection management by the city and by the parking enforcement officer.
- Digital meters can be easily programmed allowing for greater flexibility. For example, the City could choose to shut metering off during December for holiday shopping or create a 15-minute grace period.

## Conclusions:

- At this time, ADHDA has determined that the investment in a **paid parking garage is unwarranted** and far too costly in our current situation.
- As constrained parking times are **seasonal and event based**, year-round paid parking may have a detrimental effect on businesses.

## Recommendations:

- **Park and Ride Options for Employees:** Seasonal shuttle for shift workers that runs between the DMV lot located on Highway 202 just south of the roundabout and encouraging carpooling. (At this time, we don't believe that demand would be sufficient to gain adoption.)
- **Promote Walking and Cycling Options:** Visitors should be encouraged to park their cars at the hotel and enjoy Astoria from the street level walking, taking the bus, riding a bicycle, using the river walk and trolley. Creating an awareness program for locals about available options would also be beneficial and may be executed in partnership with the Sunset Empire Transportation District and ADHDA.
- **Peak Day Shuttles:** Other historic districts nationally and internationally have used specialized vehicles to move folks on circuit routes during peak seasons. For specific events, the Astoria-Warrenton Area Chamber of Commerce does a good job of running shuttles to their event from downtown and other outlying locations.

## **Signage**

Recommendations for signage in downtown Astoria include:

- Blue P dot signage on Marine and 12<sup>th</sup> pointing to public parking lot at Heritage Square.
- Public campaign encouraging people to carpool, bike, walk or trolley their way downtown.

## APPENDIX

### PUBLIC STREET PARKING SURVEY

#### Method and Purpose of Survey

The purpose of the parking survey was to create a quick snapshot of downtown parking use to see if there are significant changes since the 2013 study was completed. With this in mind, the survey was limited in scope and detail:

One Friday in July (capturing a typical summer day)

Surveyed area covered the same footprint as 2013 (see associated illustration)

Surveyed times were: 8 am – 10 am; 11 am – 1:00 pm; and 5:00 pm – 7:00 pm

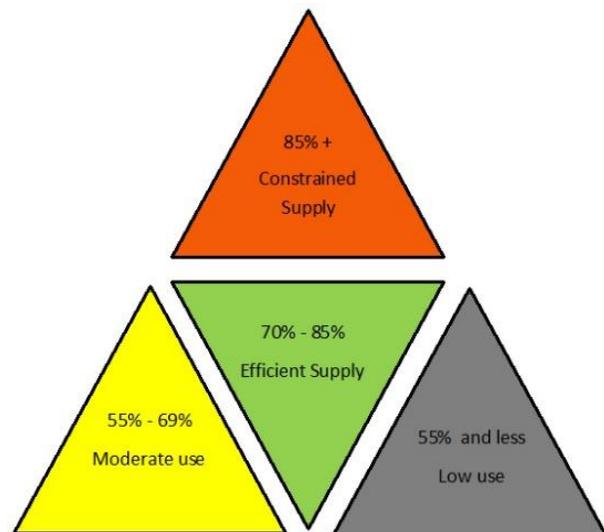
Off-Street use of spaces

The survey did not specifically distinguish between cars parked in no-limits versus timed-limits

Measuring occupancy was based on the Downtown Strategic Parking Plan conducted by Rick Williams Consulting for the city of Bend, Oregon. Their formula offers a current explanation about measuring parking density.

Findings from the City of Bend:

Parking is considered to be constrained when 85% or more of the available supply is routinely occupied during the peak hour. In a constrained system, finding an available spot is difficult, especially for infrequent users such as customers and visitors. This can cause frustration and negatively affect perceptions of the downtown. Continued constraint can make it difficult to absorb and attract new growth, or to manage fluctuations in demand—for example, seasonal or event-based spikes.



Occupancy rates of 55% or less indicate that parking is readily available. While availability may be high, this may also indicate a volume of traffic inadequate to support active and vital businesses. Occupancy rates between these two thresholds indicate either moderate (55% to 69%) or efficient (70% to 85%)

use. An efficient supply of parking shows active use but little constraint that would create difficulty for users.

Efficient use supports vital ground-level businesses and business growth, is attractive to potential new users, and can respond to routine fluctuations.

*Cited from Rick Williams Consulting (2017) page 25 retrieved from  
[www.bendoregon.gov/home/showdocument?id=30975](http://www.bendoregon.gov/home/showdocument?id=30975)*

## **Astoria Parking Survey Summary**

Parking Use (190 total block faces)

### **AM Weekday Observations (8 am - 10 am)**

Low use: 73.5%

Efficient use: 11%

Moderate: 12%

Constrained: 3%

### **Midday Weekday Observations (11 am - 1 pm)**

Low use: 44%

Efficient use: 15%

Moderate: 14%

Constrained: 26%

### **PM Weekday Observations (5 - 7 pm)**

Low use: 50%

Efficient use: 12%

Moderate: 12.5%

Constrained: 25%

\*Percentages are rounded so will not equal 100%

# Parking Survey Area



**Parking use:** AM Weekday Observations



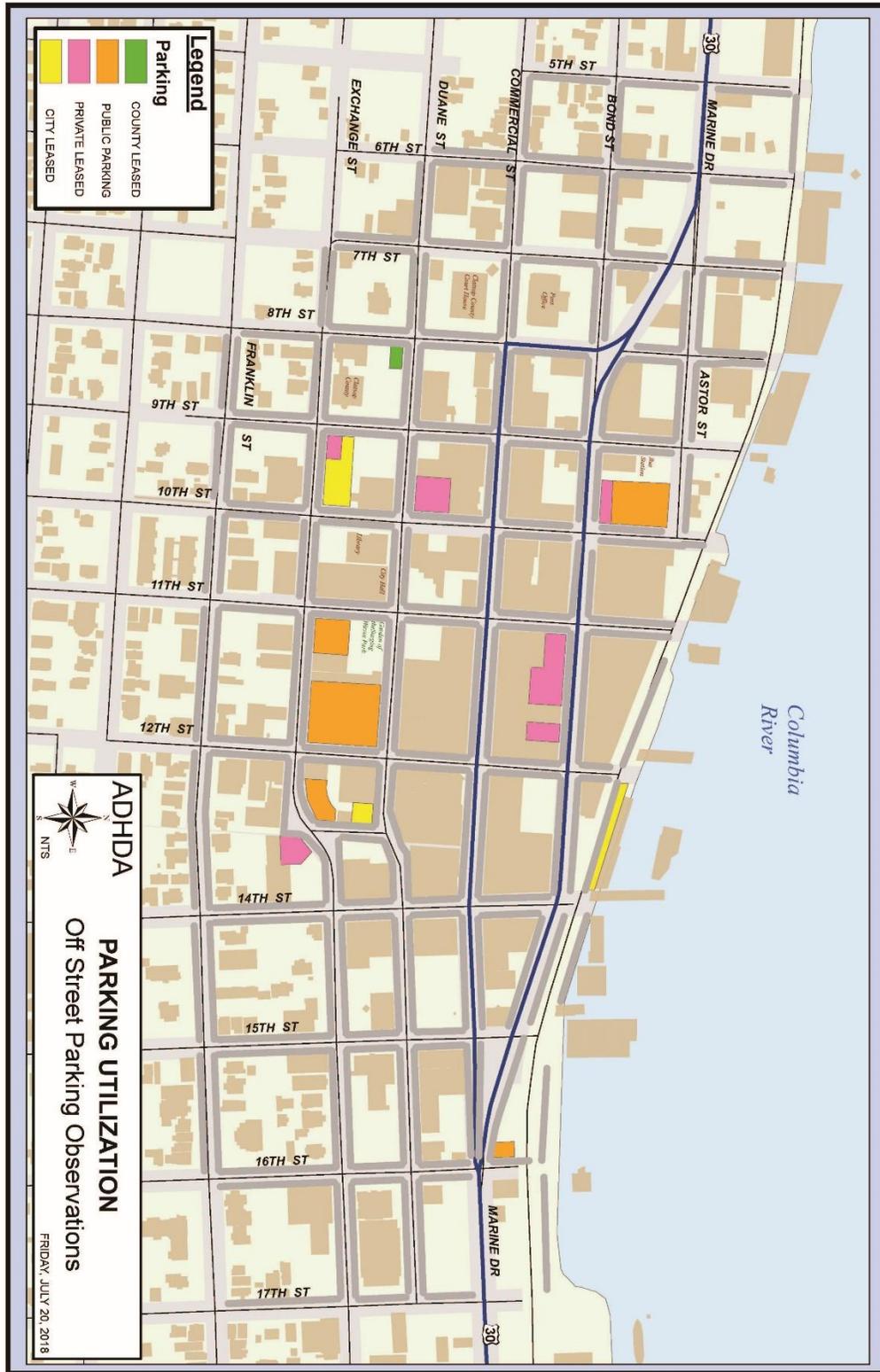
**Parking use:** Midday Weekday Observations



**Parking use:** Evening Weekday Observations



# Parking Lots



### Unreserved Public Parking

Location	Total No. of Spaces	Owner
Corner of 11 <sup>th</sup> & Exchange (West of Legion Building)	17	City of Astoria
12 <sup>th</sup> Street between Duane & Exchange	44	City of Astoria
13 <sup>th</sup> & Exchange (pit parking)	13	City of Astoria
1590 Marine (People's Park lot)	6	City of Astoria
900 Marine (10 <sup>th</sup> & Marine)	6	Sunset Empire Transit District

### Public and Private Leased Lots

Location	Total No. of Spaces	No. Avail as of 3/2019	Leased Amount	Owner
11 <sup>th</sup> – 12 <sup>th</sup> along rails (river front)	50	0	\$90 p/quarter	City of Astoria
11 <sup>th</sup> & Exchange (West of Library)	6	0	\$90 p/quarter	City of Astoria
SW corner of 13 <sup>th</sup> & Duane	8	0	\$90 p/quarter	City of Astoria
10 <sup>th</sup> & Duane (pit parking)	21	0	\$50 p/m	Claudine Hoch
900 Marine	16	0	\$47.50 p/m	Sunset Empire Transit District
1125 Marine (street level – corner of 11 <sup>th</sup> & Marine)	20	0	\$45 p/m	Scott Seppa
1167 Marine (pit parking) – West Lot	14	0	N/A	Seppa (all leased to Cook Building tenants)
1167 Marine (pit parking) – East Lot	8	0		
1303 Exchange	7	0	\$30 p/m (anticipated)	Trish Bright (not yet available as of Jan 2019)
1076 Franklin (adjacent to church, behind Senior Center)	17	0	\$40-\$50 anticipated	First United Methodist Church (parking not yet available; Church considering leasing as of Jan 2019)
NE Corner 8 <sup>th</sup> between Duane & Commercial	8	0	N/A	Leased to Tenants of Snow building

**Private Lots (not for lease or public use)**

<b>Location</b>	<b>No. of Spaces</b>	<b>Owner</b>	<b>Purpose</b>
800 block Duane St	22	Clatsop County	Employee & Visitor Parking for County business
300 block 8 <sup>th</sup> Street (below grade)	19	Clatsop County	Employee Parking /fleet parking
826 Marine	22	Lower Columbia Bowl	Customer parking – some spots likely to be used by new hotel project.
790 Marine	9	Sundial Travel	Customer & Employee parking; willing to let others park on late during off-hours but not promoting it.
7 <sup>th</sup> & Duane	19	Clatsop County	Sheriff's Dept parking
Lot located between 6 <sup>th</sup> & 7 <sup>th</sup> off Marine Drive (north side).	8	Buoy Beer	Employee parking
Lot located between 6 <sup>th</sup> & 7 <sup>th</sup> off Marine (south side)	25	Wauna Bank	Intended use is for customer parking (3+ years away)
7 <sup>th</sup> & River Walk (across from Buoy Beer)	14	Buoy Beer	Customer Parking
1076 Franklin	5	First United Methodist Church	Senior Center (they have 22 total spots; 17 reserved for church patrons but are considering leasing)
750 Astor (parking lot for Safari, Video Horizons, Alano Club)	18	Paul Larson	Customer parking
11th & Exchange (West of Library)	36	City of Astoria	Employee parking
343 - 10 <sup>th</sup> Street			
900 Marine (10 <sup>th</sup> & Marine, south side)	8	Sunset Empire Transit District	Reserved for employees
1122 Duane	11	Columbia Bank	Customers during banking hours; has arrangements with Hotel Elliott for their

			guests during off hours
1100 Block Exchange Street	2	Senior Center	Staff/Volunteers
303 – 11th (corner of 1th & Commercial)	10	Bank of the Pacific	Customer parking
565 – 12th	11	Peace Lutheran Church	Church patrons & staff
987 Duane (lot is between 9 <sup>th</sup> & 10 <sup>th</sup> on Duane	30	U.S. Bank	Customer & Staff parking
Shark Rock Center	24	Paul Caruana	Customer parking for Astoria Coop (16) and Providence Heart Clinic (8)
1218 Commercial	20	Wells Fargo	Customer parking
1248 Marine	10	Jerry Blakely	
1400 block on Commercial	49		Parking for Astor Apartment tenants and 5 spaces leased to Commodore Hotel
1490 Commercial	8	Area Properties	Customers/staff only
1508, 1511, 1535 Commercial	12	Roby's Furniture	Customers/staff
101 – 15 <sup>th</sup> Street	35	Mo's Chowder House	Customer only
16h & Franklin	56	Pacific Arts Center	PAC performances.
16 & Exchange (south of Astoria Armory)	30		

Total Unreserved Public Parking: 86

Total Public & Private Leased Lots: 175

Total Private Lots (not leased): 396

Total Parking Lots: 657

## **PARKING STAKEHOLDER SURVEY**

A selected stakeholder and employee survey was conducted as part of the study process. The focus of the survey was to get a sense of how businesses, employees and residents perceived parking in Astoria.

### **Surveyed Businesses**

Astoria Brewing (also building owner)  
Astoria Bistro & Bar  
Astoria Coop  
Astoria Visual Arts  
Buoy Beer (also building owner)  
City of Astoria  
Clatsop County  
Fort George Brewery (also building owner)  
Mo's Restaurant (also building owner)

### **Others:**

Karen Allen, Astoria Brewing  
Bruce Conner, Sundial Travel  
Sean Fitzpatrick (building owner and lives downtown)  
Paul Larsen, building owner  
Lisa Smith, AVA  
Noel Weber, building owner

### **Employees Surveyed**

Buoy Beer (electronically – 43 responses)  
Fort George (electronically – 11 responses)  
Mo's (printed survey – 1 response)

### **Summary of employer survey**

Respondents: 7

Paid Parking: 3 respondents provide most, or all staff paid parking

Parking Policies: Most respondents either formally or informally inform employees that they are not allowed to park in customer spaces or on the street in front of their business

or in any timed parking area. The City of Astoria provides parking for its employees and staff are told to not park downtown.

When asked if they have a parking policy one respondent said, "Yes, we do. It's called... 'if you want a job...you will not park on (x) street or other street with 2 hr parking limits or under.'"

**Do you want help finding parking for your employees?** Only one employer responded with a "maybe" and the rest either said no or didn't respond. Three already provide parking.

**Suggestions to improve public parking: Below is a list of ideas or comments from those surveyed:**

- Create a parking district map
- Keep downtown employees from parking inside the zone
- Possibly a parking structure
- Parking attendant (respondent noted many business owners and employees park on the street)
- Create more parking spaces for workers
- Raise the parking ticket up by each offense: \$10, \$25, \$50, \$100, \$200
- Possibly consider diagonal parking slots on Duane
- Institute timed parking from 15<sup>th</sup> and Commercial to Exchange and 2-hour on 15<sup>th</sup> and 2-hour on North side of Exchange.
- Doesn't feel there is a parking problem

**Special Issues:** Two of the businesses surveyed are directly affected by the bridge repair work taking place along the River Walk at intersections at or near their business. The construction has highlighted the importance of available parking for customers. One business has seen a dramatic decrease since construction began and has reduced its staffing by half of what it normally is this time of year. The other business notes that customers seem to be finding them, but survey results indicate employees are struggling.

### **Summary of employee survey**

Three companies were chosen for an overall employee survey. The business that generated the most comments was a company that has undergone a major disruption in parking and is currently surrounded by two construction projects.

**Buoy Beer:** 105 Employees; 43 responses

88% drive to work

12% walk to work

Where they park:

Astor Street was mentioned specifically by nine respondents with the majority noting they parked as close as possible and a few noted the employee parking lot (there are 8 spaces).

Challenges to getting to work: The majority of Buoy Beer employees noted that finding parking was their biggest challenge. A new dialysis center is being constructed near the restaurant on land that previously served as employee (and customer) parking. In addition, there is bridge construction taking place that limits where staff can park and still access their worksite. While the bridge construction will eventually resolve itself in two years, the dialysis center permanently removes parking that was unofficially available. Some respondents noted that they parked on the South side of Marine Drive and mentioned the hazards of crossing Marine as a pedestrian.

Weather and safety were mentioned by a few.

**Fort George:** 135 employees (60 full shift); 11 responses

91% drive

9% walk

0% bike

Where they park:

Primarily on Duane between 15<sup>th</sup> & 16<sup>th</sup>. One respondent noted they were afraid to tell us for fear their favorite spot would see changes. The rest simply noted they parked as close as possible or had no response.

Challenges to getting to work: Five respondents stated they had no challenges and only two mentioned parking as challenge. Traffic issues on 202 and Highway 30 were mentioned as was weather.

Only 11 employees from Fort George responded to the parking survey. This may indicate that fewer employees perceive parking as a challenge as opposed to Buoy Beer employees who have undergone a major shift in availability of parking and therefore may have seen the survey as an opportunity to voice their frustrations. Interestingly, none of the Fort George respondents mentioned riding their bikes to work although one noted they wished they could but lived in Warrenton. This is interesting only in that Fort George has a special campaign to encourage bike riding (they've given 75 - 80 bikes away to employees and estimate that at least 60 ride their bikes to work on at least a part-time basis).

**Mo's Restaurant:** 30 employees; 1 response

100% drives to work

Where they Park: On Marine Drive

Challenges Getting to Work: None

## Public Parking Survey

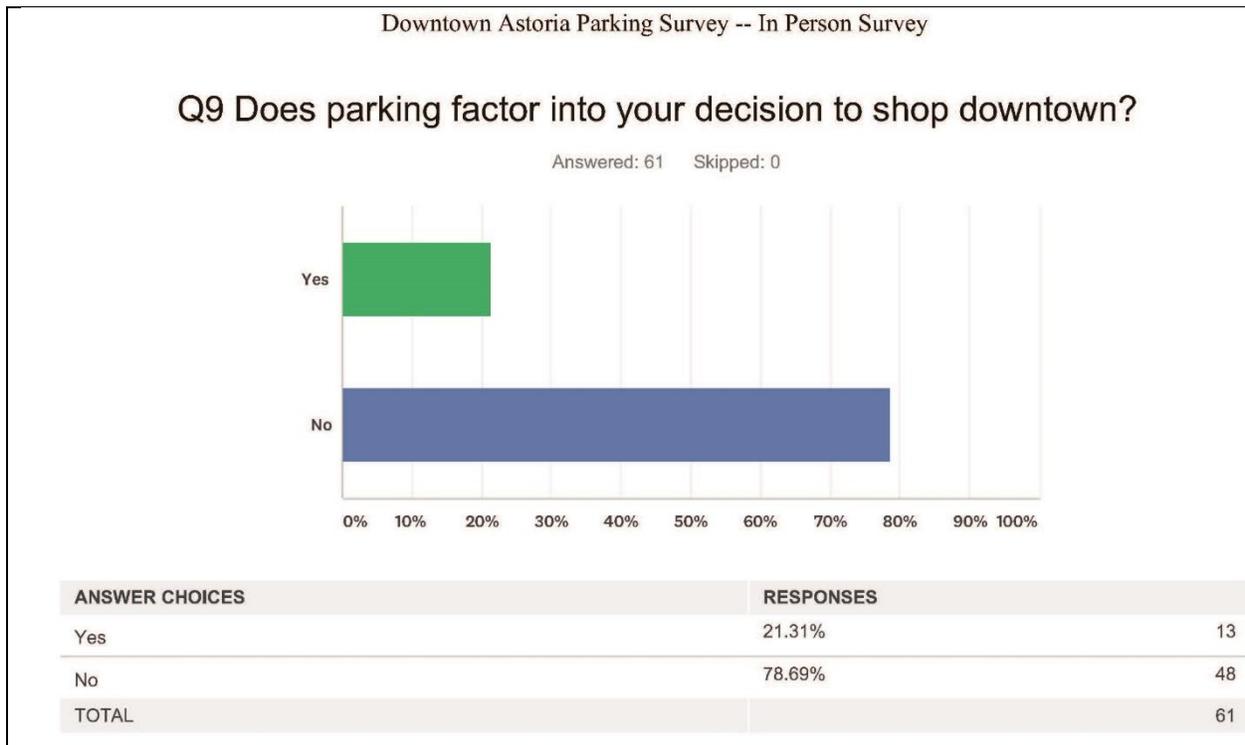
Two public surveys were conducted between July 17 and July 29. An online survey received 289 responses and an interview-style survey was conducted in downtown Astoria during the weekday as well as at Astoria Sunday Market. 61 responses were collected from the personal interviews.

### Personal Interview Survey Summary Results

Responses: 58

Overall, those personally interviewed while downtown had positive responses to the parking situation. When asked if parking was a factor in visiting downtown 78.69% said no. 58.85% parked on the street and 23.73% used public parking lots. 69.48% parked three blocks or less with 40.98% noting they are downtown on a daily basis. 63.93% are in downtown for entertainment (40.98%) and shopping (22.95%) with 11.48% noting work as their reason for being downtown.

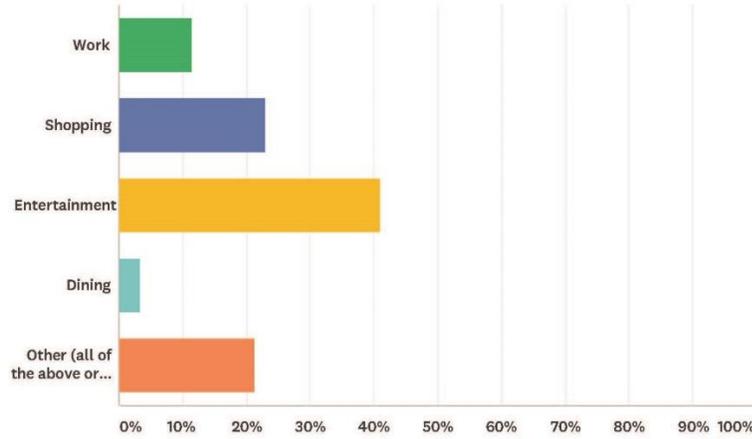
Comments were generally positive about their parking experience from those who were personally interviewed and the experience fresh in their thoughts. Those responding online tended to have more criticisms of their experience.



Downtown Astoria Parking Survey -- In Person Survey

Q3 What brings you to downtown Astoria?

Answered: 61 Skipped: 0

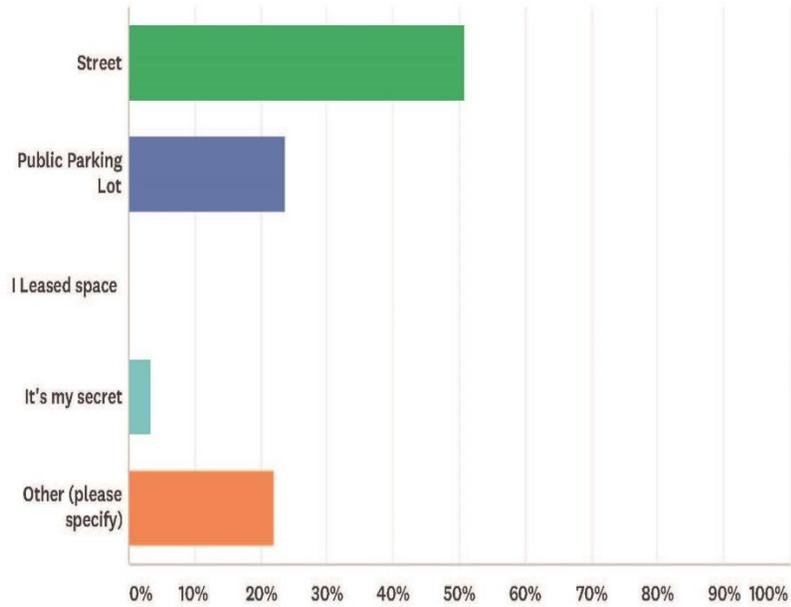


ANSWER CHOICES	RESPONSES	
Work	11.48%	7
Shopping	22.95%	14
Entertainment	40.98%	25
Dining	3.28%	2
Other (all of the above or other comments)	21.31%	13
<b>TOTAL</b>		<b>61</b>

Downtown Astoria Parking Survey -- In Person Survey

Q8 If you drove, where did you park?

Answered: 59 Skipped: 2



ANSWER CHOICES	RESPONSES	
Street	50.85%	30
Public Parking Lot	23.73%	14
I Leased space	0.00%	0
It's my secret	3.39%	2
Other (please specify)	22.03%	13
<b>TOTAL</b>		<b>59</b>

Those who responded to "other" primarily noted that they walked or were dropped off.

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Downtown Strategic Parking Plan

May 31, 2017

Rick Williams Consulting

Parking & Transportation

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### **DKS Associates**

In association with the City of Astoria and Oregon Department of Transportation

Astoria Transportation System Plan (TSP)

2013

Chris Maciejewski, Project Manager

Kevin Chewuk, Lead Transportation Planner

Ben Fuller, Assistant Transportation Planner

### **Flowbird**

Parking Meter Solutions

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