



PARKING MANAGEMENT ELEMENT

The State Transportation Planning Rule, adopted in 1991, requires that the Metropolitan Planning Organization (MPO) area implement, through its member jurisdictions, a parking plan which:

Achieves a ten percent reduction in the number of parking spaces per capita in the MPO area over the [20-year] planning period. This may be accomplished through a combination of restrictions on development of new parking spaces and requirements that existing parking spaces be redeveloped to other uses. [OAR 660-12-045.(5).(c).(A)]

Policy Framework

In developing the parking goal for the City, an emphasis was placed on ensuring the City would have both an adequate supply of parking to meet its needs and an appropriate amount of parking supply reflecting the goals and objectives of the State Transportation Planning Rule. It was also important to state in the goal that the City's parking supply be supportive of the mission of the overall transportation system.

In working to achieve the parking goal, the Parking Management Element has four objectives:

- The role of on-street parking facilities;
- Supply of off-street parking facilities;
- Per capita parking supply reduction; and
- Public parking facility pricing.

Each objective is to be met through the implementation of one or more policies. Upon adoption of the Salem Transportation System Plan, these policies will be reflected in changes, where necessary, to the Salem Revised Code.

Goal, Objectives, and Policies

The City of Salem has the following goal, objectives, and policies designed to better manage overall parking supply of the Salem Urban Area and reduce the amount of parking per capita:

GOAL: To ensure the Salem Urban Area has an appropriate supply of parking facilities that supports the goals and objectives of the Salem Transportation System.

OBJECTIVE NO. 1

The City of Salem will define an appropriate role for on-street parking facilities.

Policy 1.1 Priority of On-street Parking Facilities

The provision of on-street parking is second in priority to the needs of the travel modes (i.e., vehicle, transit, bicycle, pedestrian) using the street right-of-way, except where abutting properties have no ability to provide their own off-street parking or where on-street parking is needed to support an existing business district.



Policy 1.2 On-street Parking Removal

Where practical, existing on-street parking will be removed in preference to widening streets for additional travel lanes. Efforts will be made to mitigate the impact of parking removal in those areas where abutting properties have no ability to provide their own adequate supply of off-street parking or where on-street parking is needed to support an existing business district.

Policy 1.3 Provision of On-street Carpool Parking

In those areas where demand exists, an adequate supply of on-street carpool and vanpool parking spaces shall be provided. The location of these spaces shall have preference over those intended for general purpose on-street parking.

Policy 1.4 Preservation of Residential On-street Parking Supply

To preserve the supply of on-street parking in residential areas for use by local residents and maintain neighborhood livability, the City shall restrict the overflow parking impacts of nearby employment centers, entertainment venues, schools, and other institutions through the availability of a residential parking permit program.

Policy 1.5 Provision of Short-term Parking

Where existing business districts require provision of short-term, on-street parking, such spaces, to the extent possible, shall be located consistently on each block face within a given business district. The total number of spaces will depend on the balance of businesses located within a specified block.

Policy 1.6 Central Salem Pay-to-Park District

To efficiently manage parking resources in this area of high demand and to incorporate market principles, the City will designate a Central Salem Pay-to-Park District within which all on-street parking will be restricted using methods including, but not limited to, pricing or time limitations.

Policy 1.6 will not result in a charge to customers for parking within the Downtown Free Parking District. On-street parking in this area is paid for by business assessments through the Downtown Parking District.

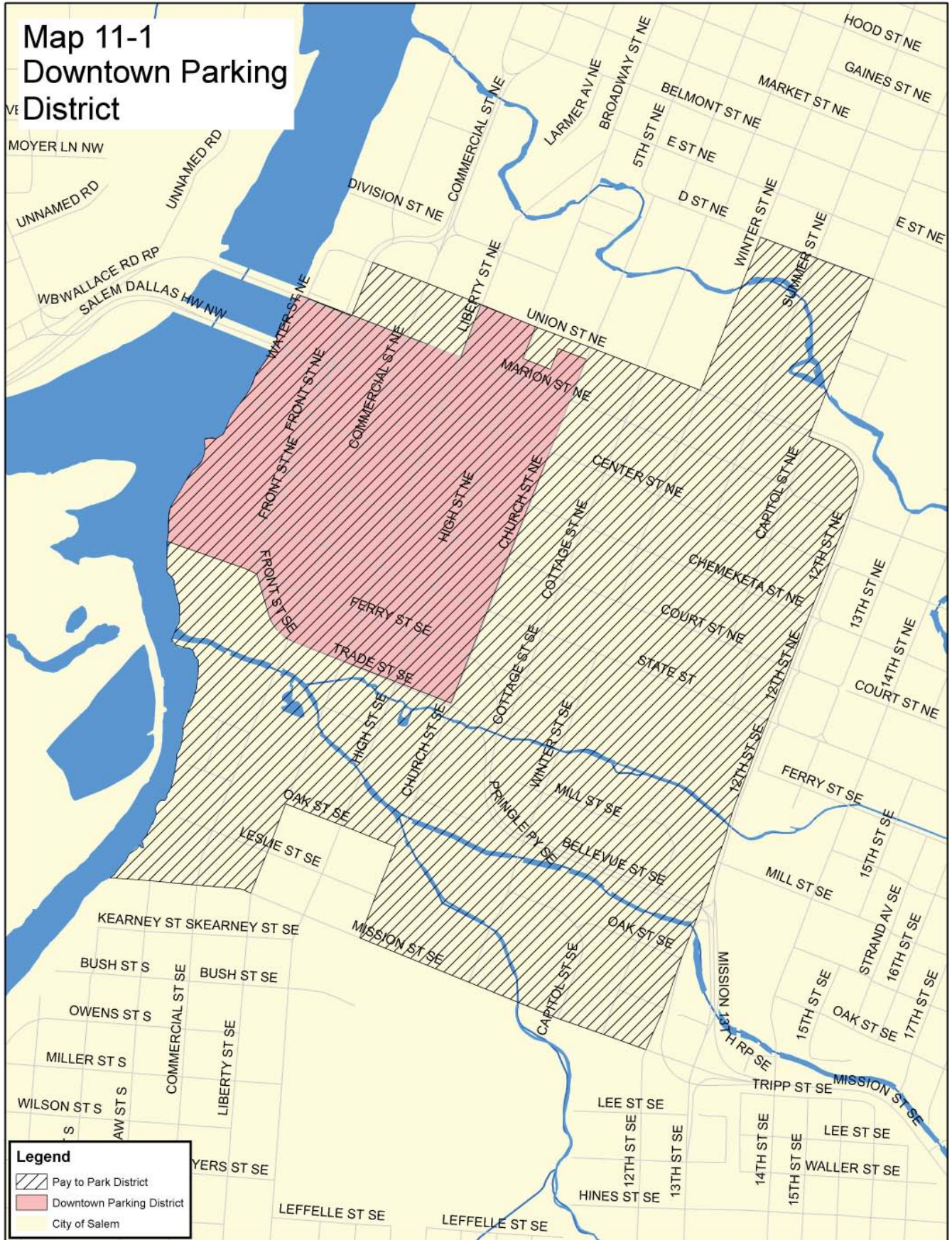
OBJECTIVE NO. 2

The City of Salem shall promote economic vitality and neighborhood livability by requiring an appropriate supply of off-street parking facilities.

Policy 2.1 Provision of an Appropriate Supply of Off-street Parking Facilities

To avoid the negative impacts to surrounding residential neighborhoods or other nearby land uses, new development must provide, or have access to, an appropriate supply of off-street parking.

Map 11-1 Downtown Parking District



Legend

- Pay to Park District
- Downtown Parking District
- City of Salem



Policy 2.2 Avoid Unnecessary Utilization of Lands Through City Code Requirements for Off-street Parking

To avoid the unnecessary utilization of lands for off-street parking, the Salem Revised Code will contain off-street parking supply requirements, specific to individual zoning designations and/or land use types, that require new development to provide:

1. A minimum amount of parking based on the needs of the specific zone or land use type; and
2. A maximum amount of parking allowed based on the needs of the specific zone or land use type.

Policy 2.3 Parking for Major Activity Centers

The location of major activity centers shall be accessible by transit, and shall meet their parking demand through a combination of shared, leased, and new off-street parking facilities.

Policy 2.4 Promoting Alternative Modes

New developments are encouraged to design features or institute programs to promote use of alternative modes of transportation as one way to reduce the needs for off-street parking facilities.

OBJECTIVE NO. 3

To decrease reliance on the SOV and encourage the use of alternative modes of travel, the City of Salem will work towards meeting the State Transportation Planning Rule requirement to reduce the regional parking supply per capita by 10 percent by the Year 2015.

Policy 3.1 Monitoring of New Commercial, Industrial, and Institutional Land Designations in the Comprehensive Plan

To achieve a decrease in the parking supply per capita for commercial, industrial, and institutional lands over the next 20 years, the City of Salem shall carefully monitor how new lands are designated in the Salem Area Comprehensive Plan. Any significant expansion in the supply of commercial, industrial, or institutional designated land shall have its impacts on overall parking supply and Transportation Planning Rule compliance taken into account.

Policy 3.2 Periodic Monitoring of Parking Supply

Every five years the City of Salem shall calculate a parking supply estimate of those lands designated commercial, industrial, and institutional in the Salem Area Comprehensive Plan. The estimate will be used to monitor the City's progress towards meeting the Statewide goal of reducing parking supply per capita by 10 percent over 20 years.

Policy 3.3 Regulate Parking Supply Through Periodic Adjustment of Parking Maximums in the City Code

If, after each five-year parking supply estimate, the Salem Urban Area does not show at least a 2.5 percent reduction in parking supply per capita for that period, the parking maximums found in the Salem Revised Code will be reduced sufficiently to achieve the 2.5 percent.



Policy 3.4 Satisfaction of Off-street Parking Requirements Through Alternative Modes of Transportation

The City of Salem will allow owners and lessees of nonresidential developments to satisfy off-street parking requirements by implementation of a plan to provide for, or increase the use of, alternative modes of transportation as detailed in the Salem Revised Code.

OBJECTIVE NO. 4

To encourage Salem Area workers to carpool, ride transit, and use alternative modes of travel, the City of Salem shall charge for parking at City-owned parking facilities, and encourage other government agencies to do likewise at their facilities.

Policy 4.1 Employee Parking Charges at City-owned Parking Facilities

The City will set prices for City-owned parking facilities in Central Salem to a level that discourages employees from driving alone to work, reflects the relative demand for parking supply, and the cost of constructing, maintaining, and operating such facilities. The City will investigate charging its own employees for parking, or implementing other financial incentives, at its facilities located outside of Central Salem that are on, or near, transit routes.

Policy 4.2 Pricing of Carpool Parking Facilities

In order to encourage the use of carpools and vanpools, the City will offer discounted prices for City-controlled carpool parking facilities.

Policy 4.3 Pricing of Other Publicly-owned Parking Facilities

The City will encourage other Federal, State, regional, and local government agencies to charge their employees for parking at their facilities in Central Salem and at other locations in the City that are on or near transit routes.

Policy 4.4 Pay-to-Park District

The City will charge for, or otherwise restrict, on-street parking in Central Salem to encourage use of alternative modes of travel by regular commuters to the Central Salem area. This district may be expanded to on-street parking facilities in other areas of Salem as conditions warrant.

Transportation Planning Rule Compliance

The consultant firm of Kimley-Horn and Associates, worked directly with City staff to produce an existing parking supply estimate for the Salem-Keizer Urban Area. This was accomplished through an extensive inventory of both on-street and off-street parking in the Central Business District, Capitol Mall area, and along all the major commercially-oriented arterial streets in Salem and Keizer. The remaining portion of the parking supply estimate was derived through sample estimation and air photo analysis.

It is important to note that the parking supply estimate includes only parking associated with commercial, industrial, and institutional land uses. Residential parking supply was not counted as part of the overall supply because it would only act as a constant in any per capita calculations, has very little bearing on automobile dependent behavior, and is already a low per capita value, especially involving multiple family residential housing. The only real opportunity



for change in parking supply involves commercial, industrial, and institutional uses. Institutional uses include government offices, schools, and hospitals. The Salem airport, parks, water and sewer facilities, and cemeteries were excluded from parking supply calculations.

As of spring of 1995 the Salem-Keizer Urban Area had a per capita parking supply of .84 spaces per person. Assuming no significant changes in the Comprehensive Plans of Salem, Keizer, or Marion County, the 2015 per capita parking estimate is calculated to be .76 spaces per person, or an 8 percent reduction. The remaining 2 percent will be accommodated through the implementation of the proposed parking policies.

The key reason why the parking supply per capita is reduced over the 20-year planning period relates to the dynamics between expected population growth of the region versus the rate of absorption of industrial, commercial, and institutional lands. The Salem-Keizer Urban Area has already developed the majority of its commercial lands which have high parking supply rates. The remaining industrial and institutional lands which have much lower rates, will be the primary nonresidential lands developed over the next

Land Use Designations	1995		2015	
	Percent Developed	Estimated Parking Spaces	Percent Developed	Estimated Parking Spaces
CBD	100%	12,050	100%	14,050
Commercial	85%	69,686	100%	81,894
Industrial-Commercial	79%	7,266	100%	9,197
Industrial	61%	27,315	82%	36,719
Education	70%	9,739	90%	12,522
Government	32%	25,043	52%	27,547
Health	50%	2,294	70%	3,212
Total		153,393		185,141
Population		181,650		242,700
Parking Per Capita		0.84		0.76

20 years. The population will to grow, but with lower parking rates developed in the nonresidential lands. This relationship results in a decrease in the per capita parking supply simply by avoiding large-scale changes to the commercial land supply in the *Salem Area Comprehensive Plan*.

Implementation Strategies

Many of the policies found in the Parking Management Plan Element will be implemented through the *Salem Revised Code*. The remainder will act as a policy framework to aid in the design and implementation of individual transportation projects.