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PARKING ANALYSIS





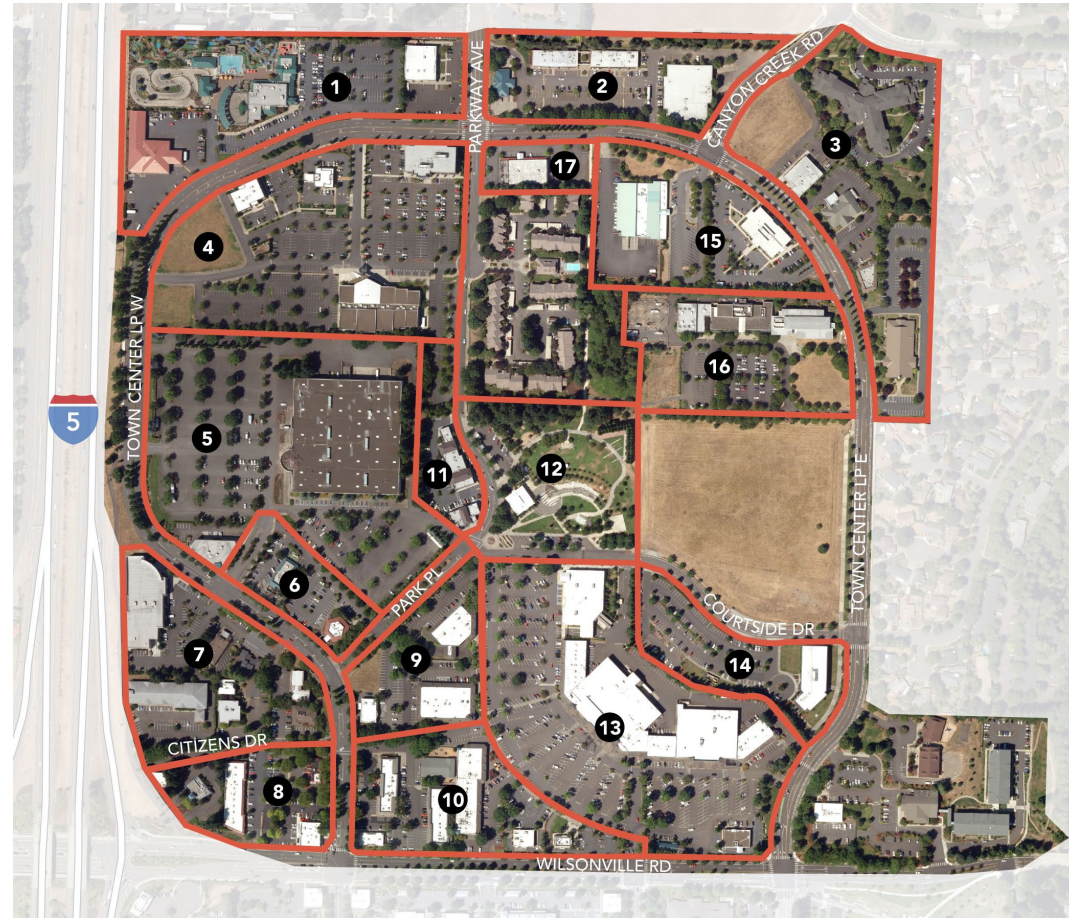
WILSONVILLE  
TOWN CENTER PLAN

# Parking Observations Summary



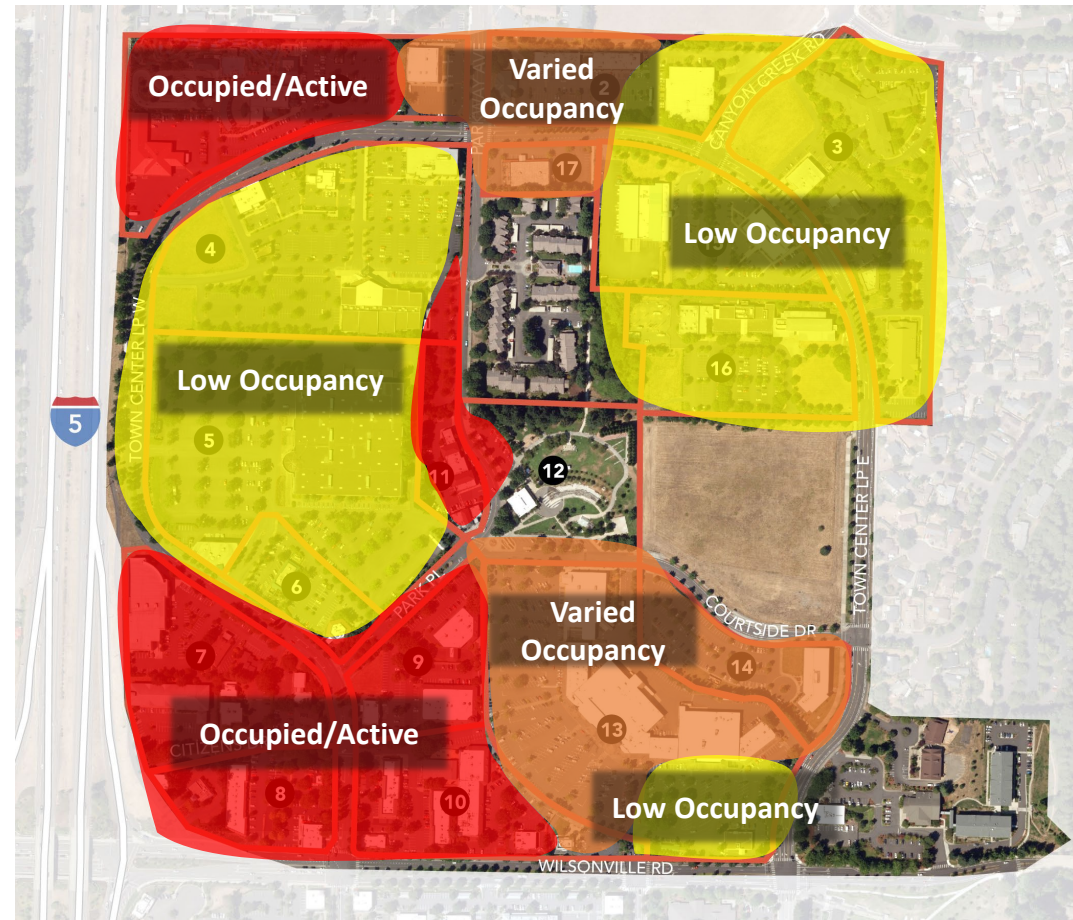
# Methodology

- Observations based on multiple site visits during weekday and weekend mid-day (11am-1pm) and evening periods (4-6pm), and during an event (Fun in the Park) in July and August 2017
- 17 areas were used to identify qualitative observations about parking utilization location and general activity
- Large parking areas were observed by section to see where users tended to park. For example, Fry's and the Town Center Shopping Center had various occupancy usage rates in different sections. Where applicable, that was noted on the maps



# Key Observations

- Areas with high occupancy were generally in smaller or discontinuous (no internal linkages) parking lots. These areas are associated with entertainment, office and retail and tend to serve multiple small businesses
- The west side of Town Center has additional parking capacity. The parking areas are connected internally, potentially making shared parking easier to implement
- Retail has more turnover than office. Office parking has high occupancy and lower turnover during work hours. On weekends, many parking lots are empty
- Occupancy in some areas varies by weekday/weekend and/or time

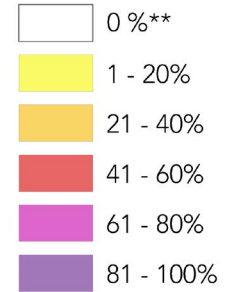


# Parking Usage Maps

- Shaded areas represent the general area within a parking lot where cars were parked at the time of observation
- The "percentage of parking used" denotes the percentage of parking lot used within that particular area
- Parking areas that are not shaded had no parked cars during the time of observation
- The aerial basemap identifies developed and vacant areas, parks, and existing parking areas only. It was not used to identify parking usage as it was not taken at the same time as the observations occurred

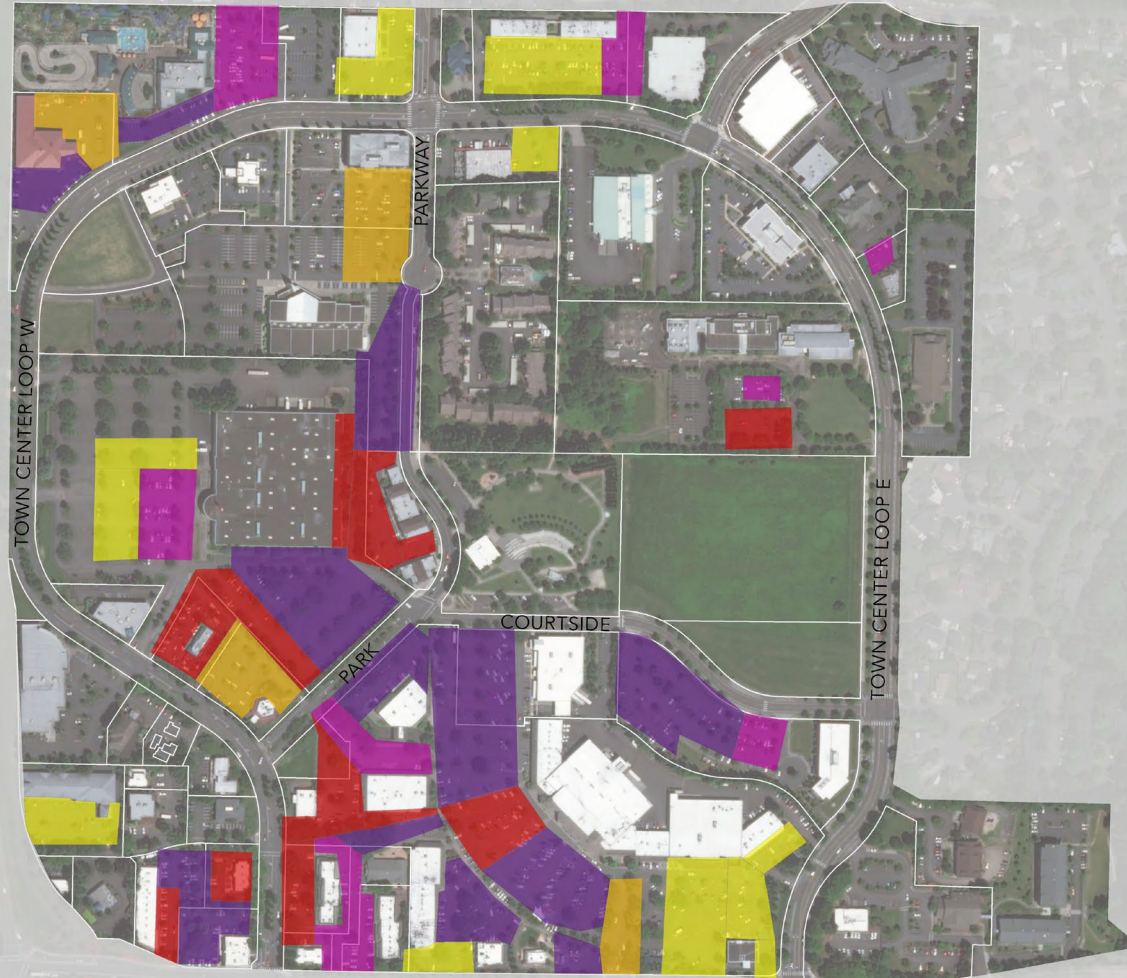


**PERCENTAGE OF PARKING USED\***



\* Colored areas represent the general area with a parking lot where cars were parked at the time of observation. The “percentage of parking used” denotes the percentage of parking area used within that particular colored area.

\*\* Parking areas with no percentage identified had no observed cars during the time of observation

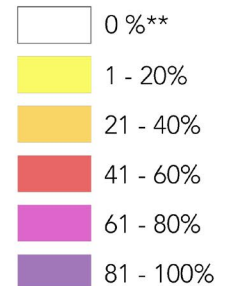


Source: Esri, DeLorme, GeoEye, United States Geological Survey, USDA, USGS, AeroGRID, IGN, Esri, Swire, and the GIS User Community

**PARKING USAGE (SATURDAY EVENT MID-DAY)**

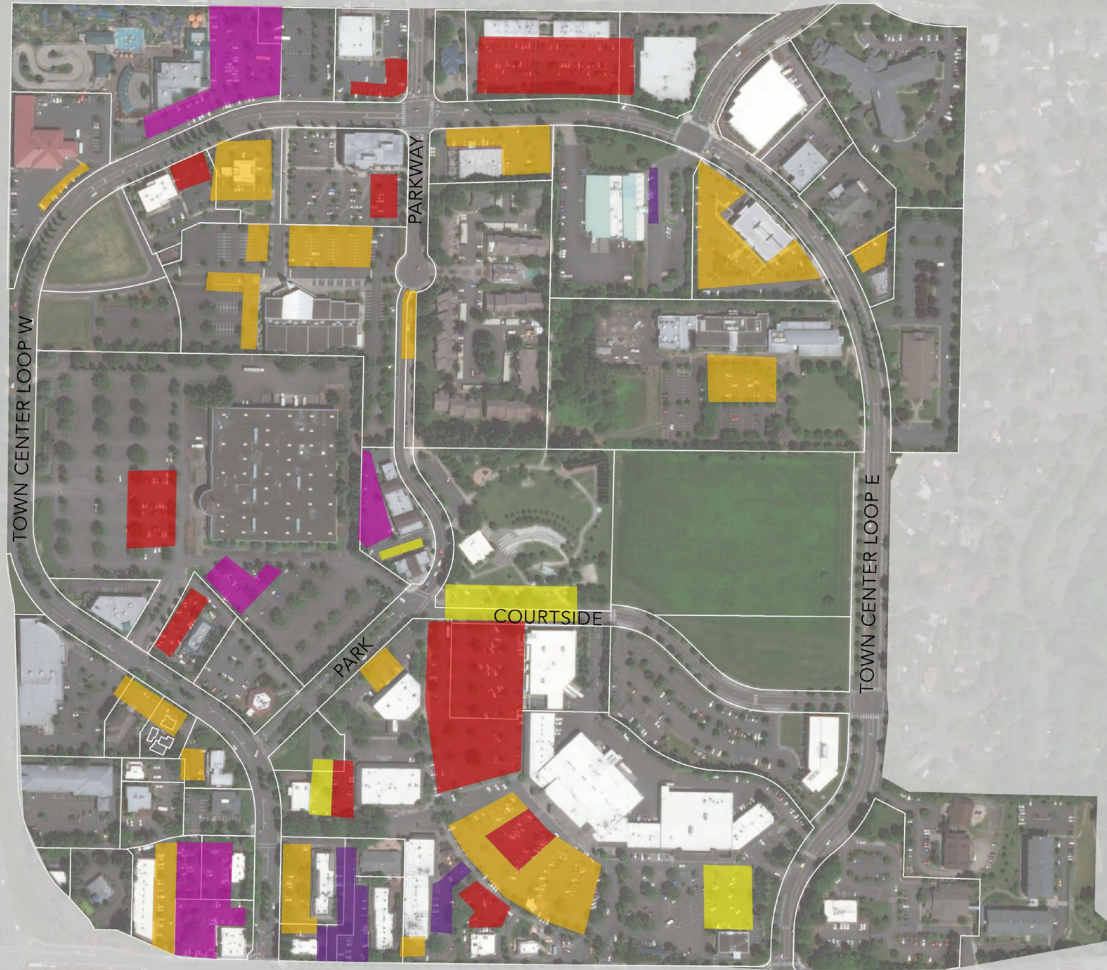


**PERCENTAGE OF PARKING USED\***



\* Colored areas represent the general area with a parking lot where cars were parked at the time of observation. The “percentage of parking used” denotes the percentage of parking area used within that particular colored area.

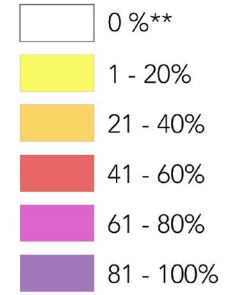
\*\* Parking areas with no percentage identified had no observed cars during the time of observation



Source: Wilsonville GIS, provided by GIS and Geographics, 1111 Office Bldg, 1000 S.W. 4th St., Gresham, Oregon 97030. Wilsonville GIS, provided by GIS and Geographics.

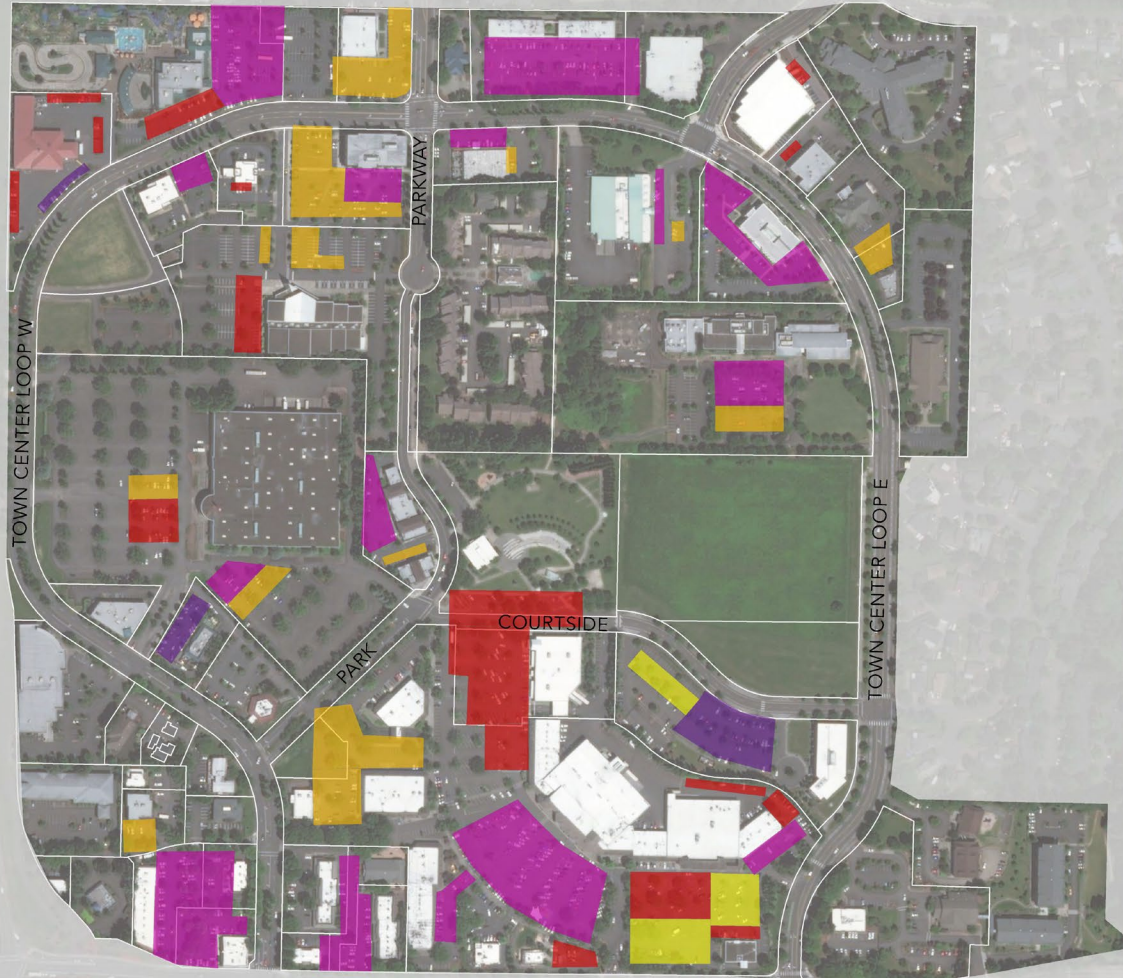
**PARKING USAGE (WEEKDAY PM PEAK)**

**PERCENTAGE OF PARKING USED\***



\* Colored areas represent the general area with a parking lot where cars were parked at the time of observation. The “percentage of parking used” denotes the percentage of parking area used within that particular colored area.

\*\* Parking areas with no percentage identified had no observed cars during the time of observation



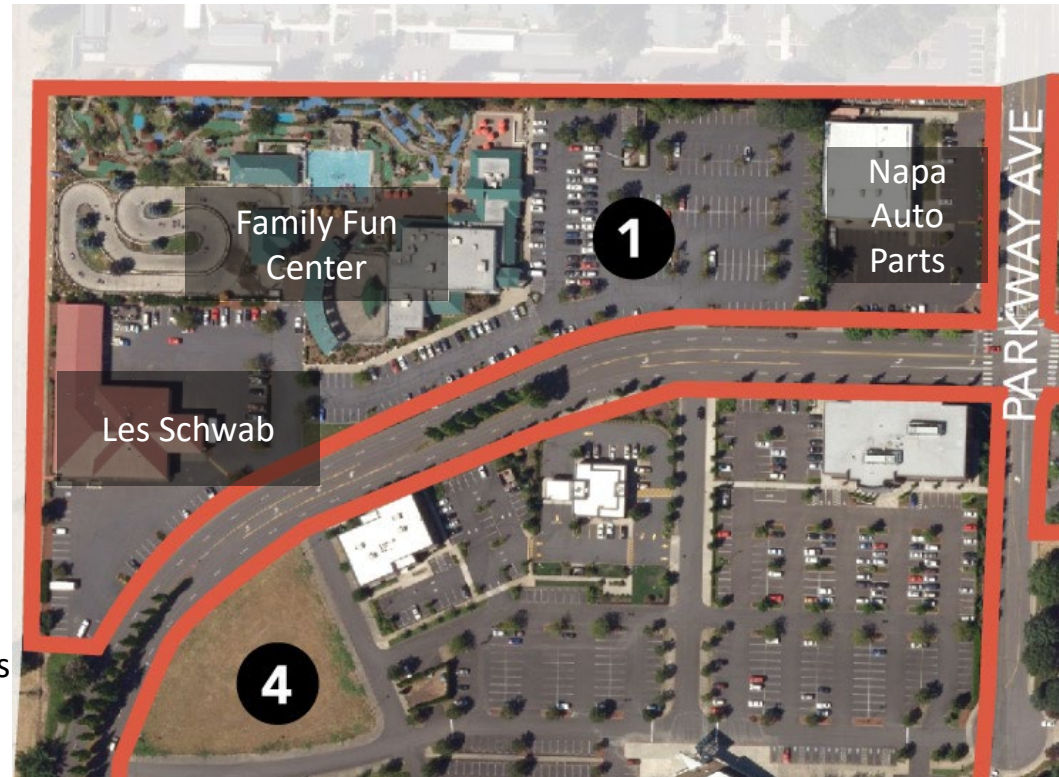
Source: Esri, DigitalGlobe, GeoEye, IGN, Aerotech, Earthstar, GEBCO, CNES, Airbus, GeoEye, USDA, USGS, AeroGRID, IGN, Esri, Swire, and other contributors

**PARKING USAGE (WEEKDAY MID-DAY)**

# Observations: Area 1

## Area 1 (percent occupied):

- Saturday mid-day:
  - Les Schwab: 1-20 percent
  - Family Fun Center: 41-100 percent
  - Napa Auto Parts: 0-20 percent
- Saturday mid-day (event):
  - Les Schwab: 21-80 percent
  - Family Fun Center: 61-100 percent (lot adjacent to Napa Auto Parts was empty)
  - Napa Auto Parts: 1-20 percent
- Weekday PM peak:
  - Les Schwab: 1-20 percent (mostly empty)
  - Family Fun Center: 61-80 percent (near lots only)
  - Napa Auto Parts: 41-60 percent (SE portion only)
- Weekday mid-day:
  - Les Schwab: 41-100 percent in limited areas
  - Family Fun Center: 41-80 percent (lot adjacent to Napa Auto Parts was empty)
  - Napa Auto Parts: 21-40 percent



# Observations: Area 1

- Spaces near the Family Fun Center entrance are full, all days and times
- Low turnover rates at Napa Auto Parts and Les Schwab Tires
- Area between Napa Auto Parts and Family Fun Center mostly empty during the week but at half full with low turnover on the weekends
- Parking areas are generally connected, except for Napa, and appear to be shared



7/22/17 Mid-day, Weekend

# Observations: Area 2

## Area 2 (percent occupied):

- Saturday mid-day:
  - 21-40 (entire lot)
- Saturday mid-day (event):
  - 1-20 (western side)
  - 61- 80 (near bowling alley)
- Weekday PM peak:
  - 41-60 (entire lot)
- Weekday mid-day:
  - 61-80 (entire lot)

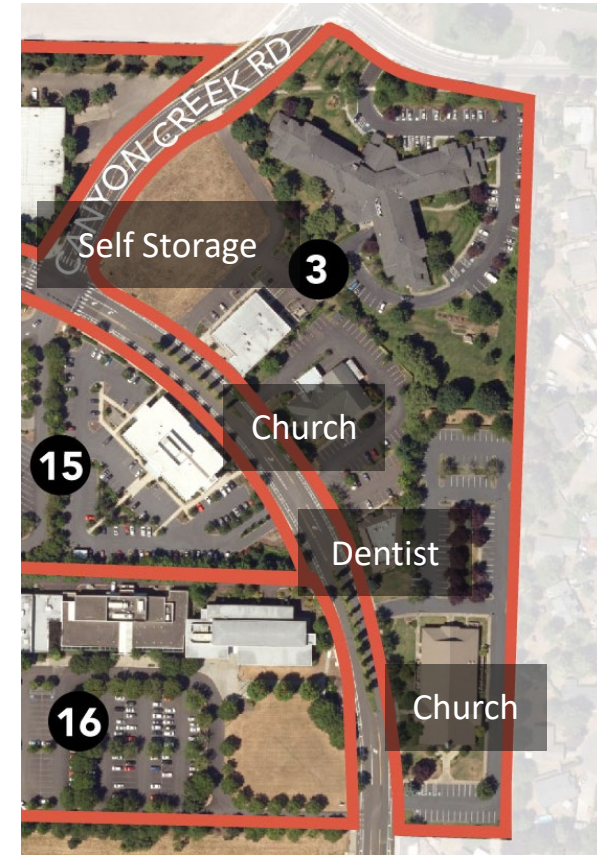


- Most occupancy closest to bowling alley but low turnover of those occupied spaces
- Highest occupancy during the midday weekdays
- While generally lower occupancy of spaces, there is higher parking turnover on the weekends

# Observations: Area 3

## Area 3 (percent occupied):

- Saturday mid-day:
  - Parking lots empty
- Saturday mid-day (event):
  - Parking lots empty except for near a dentist office, which was 61-80 percent full
- Weekday PM peak:
  - Parking lots empty except for one lot near a dentist office, which was 61-80 percent full
- Weekday mid-day:
  - The self-storage parking spaces were 41-60 percent full
  - The dentist office was 21-40 percent full
- Low occupancy during weekday observations
- Church parking lot may be more full during services and events but not used at other times
- Most lots are separated with heavy vegetation, making shared parking options challenging



# Observations: Area 4

## Area 4 (percent occupied):

- Saturday mid-day:
  - Parking lots empty
- Saturday mid-day (event):
  - Western parking lots empty
  - 21-40 percent occupancy along Parkway south of office building
  - 81-100 percent occupancy east of the theater
- Weekday PM peak:
  - Occupancy generally 21-40 percent where cars are parked, but there are several unused areas
  - Office building parking 41-60 percent occupied
- Weekday mid-day:
  - Mostly empty except near office buildings (21-60 percent occupied)
  - 41-60 percent occupied on immediately adjacent to the west side of theater



# Observations: Area 4

- Very little use of theater parking lot at all observation times
- Office building parking lots full during weekdays, not weekends
- Most of the west side of the theater parking lot was empty during the observation
- Large parking lots are all connected





# Observations: Area 5

## Area 5 (percent occupied):

- Saturday mid-day:
  - Most spaces empty in main lot except near entrance (81-100 percent occupied near front entrance)
- Saturday mid-day (event):
  - Most spaces empty in main lot except near entrance (61-100 percent occupied near front entrance)
  - South parking lot full (81-100 percent occupied)
- Weekday PM peak:
  - Most spaces empty except near entrance (81-100 percent occupied near front entrance)
  - A portion of south parking lot 61-80 percent occupied
- Weekday mid-day:
  - Most spaces empty except near entrance (21-60 percent occupied near front entrance)
  - A portion of south parking lot 21-80 percent occupied (possible employee parking). Most of the area is empty



# Observations: Area 5

- Parking area only occupied near the entrance to Fry's with regular turnover. Higher turnover on weeknights and weekends.
- A portion of the south parking area is well used (appears to be employee parking)
- Events use a portion of main parking area, but there are still available spaces
- Parking lot has internal circulation and could be used by other uses



7/13/17 Evening, Weekday

Possible employee parking area south of Fry's

# Observations: Area 6

## Area 6 (percent occupied):

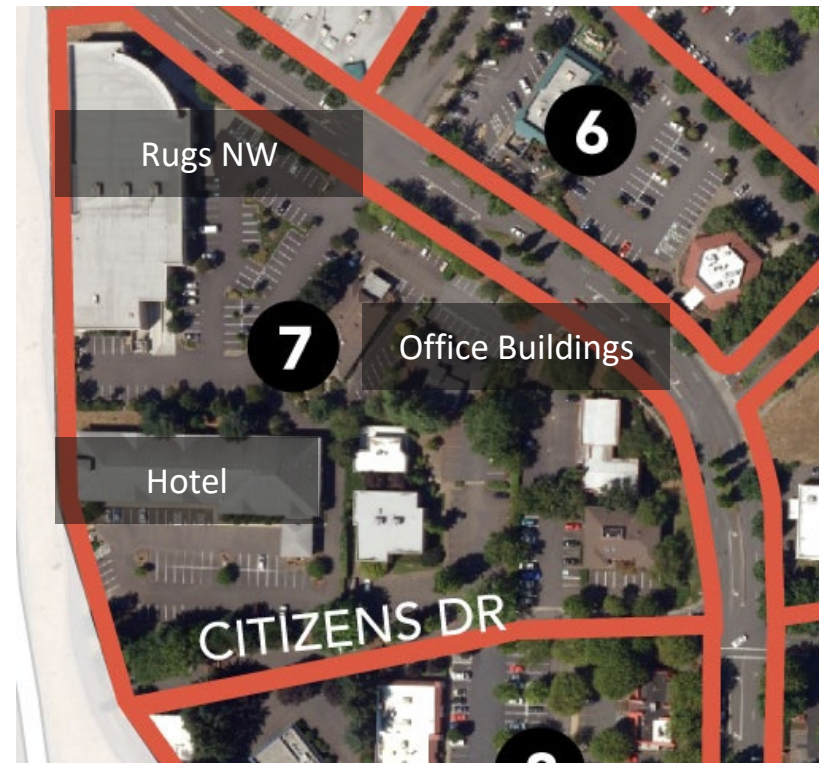
- Saturday mid-day:
  - Parking lots are empty except north of McDonalds (81-100 percent occupied)
- Saturday mid-day (event):
  - Parking lots with highest usage are north and east of McDonalds (41-60 percent occupied)
  - Lot near Shari's is 21-40 percent occupied
- Weekday PM peak:
  - Parking lots are empty except north of McDonalds (41-60 percent occupied)
- Weekday mid-day:
  - Parking lots are empty except north of McDonalds (81-100 percent occupied)
- High occupancy and high turnover at McDonald's at all times of week
- Occupancy and turnover more varied at Shari's, more activity on weekends
- Parking areas are isolated from one another. Little opportunity to reconfigure parking unless Fry's changes its south parking lot



# Observations: Area 7

## Area 7 (percent occupied):

- Saturday mid-day:
  - Parking lots were empty
- Saturday mid-day (event):
  - Parking lots were empty except in front of the hotel (1-20 percent occupied)
- Weekday PM peak:
  - Parking lots were empty except near office buildings (21-40 percent occupied)
- Weekday mid-day:
  - Parking lots were empty except in front of one office building (21-40 percent occupied)



- Highest usage during the week near office buildings
- Low activity in the area at other times
- Development configuration and parking lot access make it difficult to share parking

# Observations: Area 8

## Area 8 (percent occupied):

- Saturday mid-day:
  - Most parking lots are used (61-80 percent occupied)
- Saturday mid-day (event):
  - All parking lots are used (41-100 percent occupied)
- Weekday PM peak:
  - Most parking lots are used (61-80 percent occupied)
  - One frontage area in front of restaurants less used (21-40 percent occupied)
- Weekday mid-day:
  - Most parking areas are used (61-80 percent occupied)



# Observations: Area 8

- High activity area, often full occupancy and high turnover
- Multiple restaurants, coffee shops, fast food areas increase turnover
- Challenging access and limited opportunity to reconfigure parking



7/13/17 Evening, Weekday



7/13/17 Mid-day, Weekday

# Observations: Area 9

## Area 9 (percent occupied):

- Saturday mid-day:
  - Parking lots were empty except in front of Bank of America (61-80 percent occupied)
- Saturday mid-day (event):
  - Most parking was occupied. Location usage varied between 21-100 percent.
  - Highest usage near Town Center Park
- Weekday PM peak:
  - Parking lots were empty except in front of Bank of America (1-50 percent occupied) and the retail spaces to the north (21-40 percent)
- Weekday mid-day:
  - Central parking lots between buildings are used. 21-40 percent occupancy
  - Generally less than 60 percent occupancy during weekdays
  - Weekend usage focused in the south lot
  - Fully occupied during major events
  - Parking lots are connected and adjacent to the shopping center parking lot



# Observations: Area 10

## Area 10 (percent occupied):

- Saturday mid-day:
  - Parking near small retail 61-80 percent occupied
  - Interior lot between buildings 41-60 percent occupied
  - Taco Bell lot 41-60 percent occupied
  - Most other lots not used
- Saturday mid-day (event):
  - Most lots at least half full except near Wilsonville Road where they are empty
- Weekday PM peak:
  - Parking near small retail and interior lot 81-100 percent occupied
  - Boston's Pub lot 21-40 percent occupied
- Weekday mid-day:
  - Parking near small retail and interior lot 81-100 percent occupied
  - Taco Bell lot 41-60 percent occupied
  - Most other areas are empty





# Observations: Area 10

- High occupancy and high turnover near restaurants at all times
- Parking is isolated due to building configuration
- Eastern parking lots are adjacent to the large shopping center parking lot
- Parking adjacent to Wilsonville Road less occupied than other parking lots

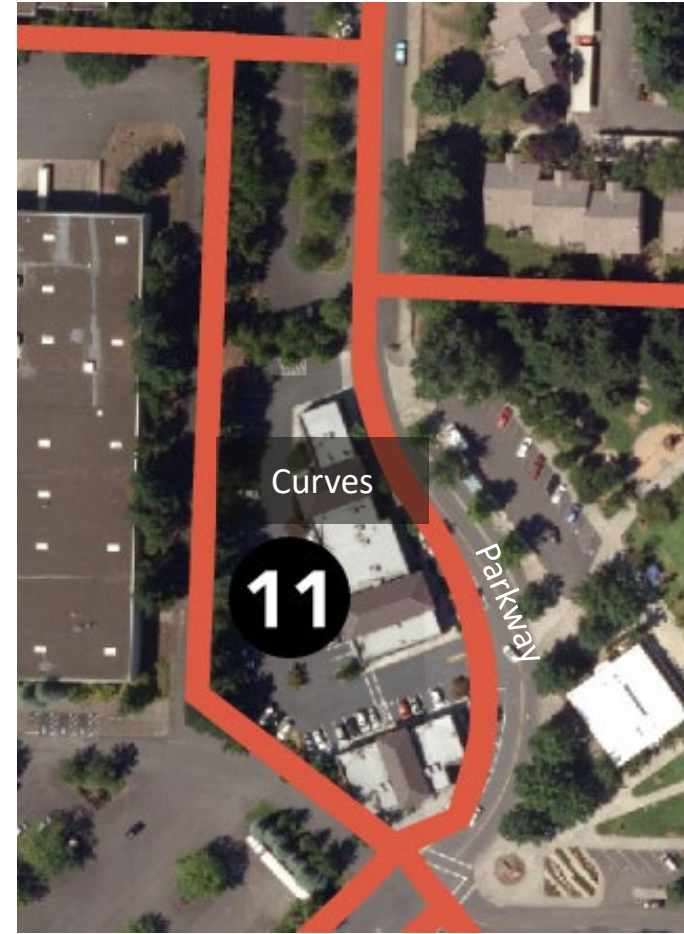


8/5/17 Mid-day, Weekend

# Observations: Area 11

## Area 11 (percent occupied):

- Saturday mid-day:
  - 61-80 percent occupied (western portion of parking lot only)
- Saturday mid-day (event):
  - 41-60 percent occupied (entire lot, including area behind Fry's)
- Weekday PM peak:
  - 61-80 percent occupied (western portion of parking lot)
  - The southern portion of the parking lot is 1-20 percent occupied
- Weekday mid-day:
  - 61-80 percent occupied (western portion of parking lot)
  - The southern portion of the parking lot is 21-40 percent occupied
- High occupancy at most times of the day.
- Parking generally behind the buildings. Little access to other sites



# Observations: Area 12

## Area 12 (percent occupied):

- Saturday mid-day:
  - Northern parking lot is 21-40 percent occupied
  - Southern parking lot is empty
- Saturday mid-day (event):
  - Parking is not permitted in the park parking lots during events
- Weekday PM peak:
  - Southern parking lot is 1-20 percent occupied
  - Northern parking lot is empty
- Weekday mid-day:
  - Southern parking lot is 41-60 percent occupied
  - Northern parking area is empty
- Low turnover with visitors staying at the park
- Southern parking lot has easy pedestrian access to shopping and is already used for overflow parking



# Observations: Area 13

## Area 13 (percent occupied):

- Saturday mid-day:
  - Most parking areas are empty except for spaces in front of Safeway and Goodwill
  - Safeway parking area is 41-60 percent occupied
  - Goodwill parking area is 61-80 percent occupied
- Saturday mid-day (event):
  - Most all areas are 81-100 percent occupied except for a portion near Safety (41-60 percent occupied) and areas fronting Wilsonville Road (1-40 percent occupied)
- Weekday PM peak:
  - Highest parking usage near Goodwill (41-60 percent occupied)
  - Parking in front of Safeway is more varied with areas in front of Safeway more occupied (41-60 percent) than surrounding areas (21-40 percent)
  - Parking areas fronting Wilsonville Road are lightly occupied
- Weekday mid-day:
  - Highest parking usage is in front of Safeway (61-80 percent occupied) and Goodwill (41-60 percent).
  - Areas near Wilsonville Road have mixed occupancy. Areas near buildings are more highly occupied



# Observations: Area 13

- Northern portion of parking area usage is varied, with lower occupancy than the central parking area
- Central parking area near Safeway over half full during the week, with high turnover
- Southern parking area used less than the northern/central parking areas, with lower turnover
- Areas closest to building entrances are more occupied, especially during the weekday mid-day hours
- Parking areas are likely used by patrons of surrounding businesses because the parking areas are connected



8/5/17 Mid-day, Weekend

# Observations: Area 14

## Area 14 (percent occupied):

- Saturday mid-day:
  - Parking lot is empty
- Saturday mid-day (event):
  - Entire parking lot is nearly full (61-80 percent occupied) near City hall or full (81-100 percent occupied) near Town Center Park
- Weekday PM peak:
  - Parking lot is empty
- Weekday mid-day:
  - Parking lot is full (81-100 percent occupied) near City Hall.
  - The western portion of the parking lot is empty except for a small portion in the middle (1-20 percent occupied)



- During weekends spaces are empty, unless there is an event, then it is fully occupied

# Observations: Area 15

## Area 15 (percent occupied):

- Saturday mid-day:
    - Parking lot is empty
  - Saturday mid-day (event):
    - Parking lot is empty
  - Weekday PM peak:
    - A parking strip in front of USPS is 81-100 percent occupied. The rest of the lot is empty
    - The office building parking lot is 21-40 percent occupied
  - Weekday mid-day:
    - A parking strip in front of USPS is 61-80 percent occupied. The rest of the lot is mostly empty
    - The office building parking lot is 61-80 percent occupied except for the western portion of the lot, which is empty
- 
- A portion of the USPS parking is used during the week, but empty on the weekend
  - Office building spaces are about half full during the week, empty on the weekends
  - Parking areas are not connected internally



# Observations: Areas 16

## Area 16 (percent occupied):

- Saturday mid-day:
  - Parking lot is empty
- Saturday mid-day (event):
  - The front and southern parking lots are 41-80 percent occupied.
  - Western parking lot is empty
- Weekday PM peak:
  - The front parking lot is 21-40 percent occupied.
  - Western and southern parking lot is empty
- Weekday mid-day:
  - The front parking lot is 61-80 percent occupied.
  - Southern parking lot is 21-40 percent occupied
  - Western parking lot is empty
- Clackamas Community College parking is about half full during the day with low turnover
- Very little usage on the weekends except during events





# Observations: Area 17

## Area 17 (percent occupied):

- Saturday mid-day:
    - Parking lot is empty
  - Saturday mid-day (event):
    - Most of the parking lot is empty except for the eastern parking area that is 1-20 percent occupied
  - Weekday PM peak:
    - Most of the parking lot is used, with 21-40 percent occupancy
  - Weekday mid-day:
    - Parking lot is empty except for northern parking area (61-80 percent occupied) and a row of parking to the east (21-40 percent occupied)
- 
- Hardware Store is the only business using this parking lot
  - Parking area is isolated from other parking or businesses



# Potential Parking Opportunities

- A portion of the City Hall's outer lot could be utilized by surrounding uses.
- Parking lots near Bank of America and Dollar Tree are connected and adjacent to the large Town Center Shopping Center parking lot. There is high potential for parking reconfiguration with new development.
- Fry's parking lot has internal circulation and could be used by other uses. While not connected to the Regal Cinemas parking lot, creating shared parking lots could be possible to support future development.
- Regal Cinemas parking lot and adjacent lots except for Fry's, are all connected, making shared parking easier to implement.
- If USPS site were to redevelop, the eastern portion of this site could be joined and provide shared parking with adjacent development. While there is parking capacity on the weekend now, there are few active neighboring uses to take advantage of it.
- There is a significant opportunity to consider shared or other parking management options, particularly for the vacant site on Town Center Loop East when the property develops.
- Generally, there is high potential for parking reconfiguration with new development, particularly in areas in the southwest corner of Town Center that have a disconnected development pattern. Currently, there is challenging access and limited opportunity to reconfigure parking or use other areas for overflow parking.

