



April 23, 2021

City of Florence
Attention: Wendy Farley-Campbell, AICP
250 Highway 101
Florence, Oregon 97439

Sent via email to: Wendy.FarleyCampbell@ci.florence.or.us

Re: Shore Pines Residential Development – Florence, Oregon
Parking Demand Analysis

C&A Project Number 20201006.00

Dear Ms. Farley-Campbell,

This Parking Demand Analysis supports the proposed Shore Pines project in Florence, Oregon. The purpose of this analysis is to determine the appropriate amount of on-site parking that should be provided with the proposed Shore Pines development. The following items are specifically addressed:

1. Property Description, Proposed Development, and Land Use Actions
2. Parking Demand Analysis Requirements
3. Parking Demand Analysis Scope of Work
4. Summary

1. PROPERTY DESCRIPTION, PROPOSED DEVELOPMENT, AND LAND USE ACTIONS

The subject property is located in the north portion of Florence, generally between 35th and 42nd Streets and east of the Oregon Coast Highway (US 101). The property is described as tax lot 500 on Lane County Assessor's Map 18-12-14-33 and is 106,987 square feet in size. Property access is to US 101. The property is currently undeveloped.

The proposed development includes 68 residential units in two buildings with associated site improvements, including on-site parking – with a proposed reduction to be substantiated as part of this analysis. Off-site (on-street) parking is not available, noting the applicant anticipates providing a pedestrian connection to the church property to the north. This connection will serve as access to Spruce Street which has transit service and will also provide access to the church parking area.

The proposed development includes 68 residential units, including 34 3-bedroom units in one 3-story building, and 34 1-bedroom units in a second 3-story building. All units will be subsidized; i.e., there are no market-rate units, wherein a portion of the units will be subsidized to 60% and a portion to 30%.

The proposed specific development is an allowed use in the existing Highway District (H) zone designation. The proposed land use action is for development review and Planning Commission review of the proposed parking reduction.

2. PARKING DEMAND ANALYSIS REQUIREMENTS

Florence City Code (FCC) Section 10-3-7 – *OFF-SITE PARKING* states, "Except parking for residential uses, the vehicle parking spaces required by this Chapter may be located on another parcel of land, provided the parcel is within 500 feet of the use it serves and the City has approved the off-site parking through Design Review..." As such, the applicant proposes to locate all necessary parking on-site.

The relevant portions of FCC 10-3-3 – *MINIMUM STANDARDS BY USE* state, "The number of required off-street vehicle parking spaces shall be determined in accordance with the standards in Table 10-3-1. Where a use is not specifically listed in this table, parking requirements are determined by finding that a use is similar to one of those listed in terms of parking needs, or by estimating parking needs individually using the demand analysis option described below:

- C. *The minimum number of parking spaces may also be determined through a parking demand analysis prepared by the applicant and approved by the Planning Commission. This parking demand analysis may include an acceptable proposal for alternate modes of transportation, including a description of existing and proposed facilities and assurances that the use of the alternate modes of transportation will continue to reduce the need for on-site parking on an ongoing basis. Examples of alternate modes include but are not limited to:*
 - 1. *Transit-related parking reduction. The number of minimum parking spaces may be reduced by up to 10% if:*
 - a. *The proposal is located within a ¼ mile of an existing or planned transit route, and;*
 - b. *Transit-related amenities such as transit stops, pull-outs, shelters, park-and-ride lots, transit-oriented development, and transit service on an adjacent street are present or will be provided by the applicant."*

Based on the FCC, all required Shore Pines parking has to be located on the subject property. Further, because the FCC does not specify the requirements/elements of a Parking Demand Analysis, the applicant prepared a February 21, 2021 Parking Demand Analysis Scope of Work that was submitted to the City for review and approval which is attached for reference. It is further noted the proposed study locations and study periods presented in the scope of work were modified/revised that based on review and input from the Florence Planning Commission.

3. PARKING DEMAND ANALYSIS

Given the applicant is proposing to construct 1 and 3-bedroom, senior, subsidized apartments, the parking demand was evaluated at the following three (3) similar residential uses in Florence:

TABLE 1 – SIMILAR FLORENCE-AREA APARTMENTS EVALUATED					
Development Name	Location	Size	Parking		Additional Notes
			On-Site	Off-Site	
Munsel Park Apartments	2021-2046 E 12 th Street	44 DU (36 1-Bed, 8 2-Bed)	44 Spaces	On-street parking available	Includes senior/single reservations (1-bedroom) in a subsidized offering.
Siuslaw Dunes Apartments	1750 43 rd Street	45 DU (6 1-Bed, 31 2-Bed, 8 3-Bed)	64 Spaces	Limited On-street parking available	Subsidized offering.
Oak Terrace Apartments	2350 Oak Street	48 DU (24 2-Bed, 24 3-Bed)	83 Spaces	None	Subsidized offering.

Peak residential parking demand typically occurs during the weekday evening or early morning (noting demand is similar at both of these times because residents park overnight – although in Florence it may be higher in the morning because residents who have tourism-based employment may not be home in the early evening), Friday early evening, and on weekend mornings. Weekday parking demand can also increase if there is spillover from adjacent commercial uses; however, for the proposed Shore Pines development this is not anticipated to be a factor.

Parking demand was measured at three different times over a typical week to determine the maximum parking demand at each of the three study locations as follows:

TABLE 2 – DATA COLLECTION PERIODS			
Day of Week	Time of Day	Days of Observation	Observation Frequency
Mid-weekday (Tuesday, Wednesday, or Thursday)	7 – 9 AM	1	Once every 15-30 minutes
Friday	5 – 7 PM	1	Once every 15-30 minutes
Weekend (Saturday or Sunday)	7 – 9 AM	1	Once every 15-30 minutes

The following table presents a summary of the parking demand observations and occupancy calculations.

TABLE 3 – MEASURED PARKING DEMAND									
Development Name [a]	Size		Total On-Site Parking Spaces [d]	Maximum Measured Occupancy ¹			Maximum Occupied Spaces [h]=[e]+[f]+[g]	Maximum Parking Occupancy [i]=[h]/[d]	Bedrooms per Maximum Parked Vehicles [j]=[c]/[h]
	Dwelling Units [b]	Bedrooms [c]		Thursday April 1 [e]	Friday April 2 [f]	Saturday April 3 [g]			
Munsel Park Apartments	44	52	44	29	27	28	29	66%	1.79
Siuslaw Dunes Apartments	45	92	68	49	46	48	49	72%	1.88
Oak Terrace Apartments	48	120	83	56	52	58	58	70%	2.07
Total/Average	137	264	195	134	125	134	136	70%	1.94

¹ Off-Site (on-street) parking is available at Munsel Park and Siuslaw Dunes. Apartment-associated vehicles parked off-site (on-street) at these locations were counted as being parked on-site.

Based on observed parking demand at the three apartment developments, the average maximum parking occupancy is 70% and the average number of bedrooms per maximum parked vehicles is 1.94. Field observations further found there was no significant parking turnover during the data collection periods, and there were more than adequate on-site unoccupied/available parking spaces.

4. PROPOSED PARKING PROVISION

Effective parking management ensures there are sufficient available parking spaces and the applicant desires to provide the parking necessary to accommodate resident and guest demand/need without constructing unnecessary parking. Based on best parking practices, this corresponds to an occupancy rate of 85% during peak periods.

Occupancy rates above 92-93% result in a significant increase in ‘cruising time’ wherein residents are looking for a parking space and occupancy rates of 55% or less indicates an oversupply of parking.

Occupancy rates between these two thresholds indicate either moderate (55% to 69%) or efficient (70% to 85%) use. An efficient parking supply indicates active use but does not create user difficulty. Efficient parking use supports existing residents, is attractive to potential new residents, can respond to routine parking demand fluctuations, and can be effectively managed by the development.

Based on parking best practices, the applicant proposes to provide parking sufficient resulting in an occupancy rate of 85% during peak periods. The following table presents proposed Shore Pines parking:

TABLE 4 – PROPOSED PARKING						
Development Name	Size		Bedrooms per Maximum Parked Vehicles ¹	Maximum Occupied Spaces	Maximum Desired Occupancy	Total Parking Spaces Provided
	Dwelling Units	Bedrooms				
[a]	[b]	[c]	[d]	[e]=[c]/[d]	[f]	[g]=[e]/[f]
Shore Pines	68	136	1.94	70	85%	82

¹ Average ratio from Column [j] of Table 3 above.

As illustrated in the table above, the proposed development will need to provide 82 parking spaces to achieve and 85% occupancy.

5. SUMMARY

The following conclusions and recommendations are made based on the materials contained in this letter.

1. The proposed development includes 68 residential units, including 34 3-bedroom units in one 3-story building, and 34 1-bedroom units in a second 3-story building. All units will be subsidized; i.e., there are no market-rate units, wherein a portion of the units will be subsidized to 60% and a portion to 30%.
2. Off-site (on-street) parking is not available, noting the applicant anticipates providing a pedestrian connection to the church property to the north. This connection will serve as access to Spruce Street which has transit service and will also provide access to the church parking area.
3. Based on the Florence City Code, all required Shore Pines parking has to be located on the subject property. Further, because the FCC does not specify the requirements/elements of a Parking Demand Analysis, the applicant prepared a February 21, 2021 Parking Demand Analysis Scope of work that was submitted to the City for review and approval. It is further noted the proposed study locations and study periods presented in the scope of work were modified/revised that based on review and input from the Florence Planning Commission.
4. Based on observed parking demand at the three studied apartment developments, the average maximum parking occupancy is 70% and the average number of bedrooms per maximum parked vehicles is 1.94. Field observations further found there was no significant parking turnover during the data collection periods, and there were more than adequate on-site unoccupied/available parking spaces.

5. Effective parking management ensures there are sufficient available parking spaces and the applicant desires to provide the parking necessary to accommodate resident and guest demand/need without constructing unnecessary parking. Based on best parking practices, this corresponds to an occupancy rate of 85% during peak periods.
6. Based on parking best practices, the applicant proposes to provide 82 parking spaces to achieve and 85% occupancy.

Sincerely,



Christopher M. Clemow, PE, PTOE
Transportation Engineer



c: Desi Bellamy, Northwest Housing Alternatives

Attachments: February 21, 2021 Parking Demand Analysis Scope of Work



January 22, 2021, *Revised February 17, 2021*

City of Florence
Attention: Wendy Farley-Campbell, AICP
250 Highway 101
Florence, Oregon 97439

Sent via email to: Wendy.FarleyCampbell@ci.florence.or.us

Re: Shore Pines Residential Development – Florence, Oregon
Parking Demand Analysis Scoping Letter

C&A Project Number 20201006.00

Dear Ms. Farley-Campbell,

This Parking Demand Analysis scoping letter supports the proposed Shore Pines project in Florence, Oregon. The purpose of this letter is to provide sufficient information to the City of Florence (“the City”) to fully define the Parking Demand Analysis scope of work. The following items are specifically addressed:

1. Property Description, Proposed Development, and Land Use Actions
2. Parking Demand Analysis Requirements
3. Parking Demand Analysis Scope of Work
4. Summary

1. PROPERTY DESCRIPTION, PROPOSED DEVELOPMENT, AND LAND USE ACTIONS

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The proposed development includes 68 residential units, including 34 3-bedroom units in one 3-story building, and 34 1-bedroom units in a second 3-story building and all will be subsidized (there are no market-rate units). A portion of the units will be subsidized to 60% and a portion to 30%.

The proposed specific development is an allowed use in the existing Highway District (H) zone designation. The proposed land use action is for development review and Planning Commission review of the proposed parking reduction.

2. PARKING DEMAND ANALYSIS REQUIREMENTS

Florence City Code (FCC) Section 10-3-7 – *OFF-SITE PARKING* states, "Except parking for residential uses, the vehicle parking spaces required by this Chapter may be located on another parcel of land, provided the parcel is within 500 feet of the use it serves and the City has approved the off-site parking through Design Review..." As such, the applicant proposes to locate all necessary parking on-site.

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 - b. *Transit-related amenities such as transit stops, pull-outs, shelters, park-and-ride lots, transit-oriented development, and transit service on an adjacent street are present or will be provided by the applicant."*

Based on the FCC, all required Shore Pines parking has to be located on the subject property. Further, because the FCC does not specify the requirements/elements of a Parking Demand Analysis, the applicant has prepared the following proposed scope of work.

3. PARKING DEMAND ANALYSIS SCOPE OF WORK

The applicant desires to provide the parking necessary to accommodate resident and guest demand/need without constructing unnecessary parking. Given the applicant is proposing to construct 1 and 3-bedroom, senior, subsidized apartments, the applicant proposes to evaluate the parking demand at three (3) similar residential uses in the Florence area.

The following table lists similar Florence-area apartments the applicant proposes to be considered for evaluation. Based on City review and approval, the applicant proposes to evaluate parking demand at three of these developments.

TABLE 1 – SIMILAR FLORENCE-AREA APARTMENTS CONSIDERED FOR EVALUATION					
Development Name	Location	Size	Parking		Additional Notes
			On-Site	Off-Site	
Tanglewood Apartments	1956 16 th Street	40 DU (37 1-Bed, 3 2-Bed)	38 Spaces	On-street parking available	Includes senior/single reservations (1-bedroom) in a subsidized offering.
Windsong Senior Apartments	1365 Spruce Street	31 DU (29 1-Bed, 1 2-Bed)	26 Spaces ¹	On-street parking available	Includes senior/single reservations (1-bedroom) in a subsidized offering.
Munsel Park Apartments	2021-2046 E 12 th Street	44 DU (36 1-Bed, 8 2-Bed)	To Be Field Verified ¹	On-street parking available	Includes senior/single reservations (1-bedroom) in a subsidized offering.
Siuslaw Dunes Apartments	1750 43 rd Street	45 DU (6 1-Bed, 31 2-Bed, 8 3-Bed)	64 Spaces	Limited On-street parking available	Subsidized offering.
Oak Terrace Apartments	2350 Oak Street	48 DU (2-Bed, 3-Bed)	83 Spaces	None	Subsidized offering.
Northwood Apartments ²	4480 US-101 Hwy	20 DU (20 2-Bed)	40 Spaces	None	Market-Rate (Not subsidized).

¹ Number of on-site parking spaces to be field verified.

² Alternate study development if directed by the City to consider market-rate apartments.

The applicant further proposes to measure parking demand three different times over a typical week to determine the average/maximum parking demand.

Peak residential parking demand typically occurs during the weekday in the evening or early morning (noting demand is similar at both of these times because residents park overnight - although it may be higher in the morning because residents who have tourism-based employment may not be home in the early evening), Friday early evening, and mid-day on the weekends. Weekday parking demand can also increase if there is spillover from adjacent commercial uses; however, for the proposed Shore Pines development this is not anticipated to be a factor.

The following table presents the proposed study periods at each of the three study locations:

TABLE 2 – PROPOSED DATA COLLECTION PERIODS			
Day of Week	Time of Day	Days of Observation	Observation Frequency
Mid-weekday (Tuesday, Wednesday, or Thursday)	7 – 9 AM	1	Once every 15-30 minutes
Friday	5 – 7 PM	1	Once every 15-30 minutes
Weekend (Saturday or Sunday)	1 – 3 PM	1	Once every 15-30 minutes

Following the collection of parking demand data, the applicant will prepare and submit the parking demand analysis with recommendations for parking provision at the Shore Pines development for City review.

4. SUMMARY

Materials presented in this letter are intended to provide sufficient information to allow the City to determine the Parking Demand Analysis scope of work necessary to support the proposed development.

Following your review of this scope of work, please let us know of any necessary revisions or modifications so we can begin any necessary analysis.

Sincerely,



Christopher M. Clemow, PE, PTOE
Transportation Engineer



c: Desi Bellamy, Northwest Housing Alternatives