



PACIFIC CITY WOODS PARKING STUDY

PRELIMINARY STRATEGIES

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To: Rachel Hagerty, Tillamook County Commissioners
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Project: Pacific City/Woods Parking Management Plan
Subject: Preliminary Strategies for Summer 2018

PRELIMINARY STRATEGIES FOR SUMMER 2018

This memorandum summarizes a preliminary list of strategies the County could consider for implementation within the Pacific City/Woods area in Summer 2018. These strategies are largely focused on improving information about existing facilities and services, but also include strategies to improve coordination between the County and various local business owners and operators.

- ▶ **Wayfinding Signs** – The County could install new wayfinding signs and improve existing wayfinding signs, including:
 - ▶ Provide “Public Parking” signs at the entrance to the County’s parking facilities – the signs should follow the County’s wayfinding plan and provide consistent “branding” of the public parking facilities.
 - ▶ Provide a temporary “Parking Lot Full” sign at the entrance to the Cape Kiwanda parking lot along with an “Overflow Parking” sign that directs motorists to other lots located south along Cape Kiwanda Drive.
 - ▶ Coordinate with OPRD to provide “Beach Parking Full” signs at the entrance to the Cape Kiwanda parking lot and Hungry Harbor Drive. The sign could direct motorists to the Pacific City Turnaround, McPhillips, and Tera Del Mar for beach access.
 - ▶ Coordinate with OPRD to provide wayfinding signs along McPhillips Drive that direct motorists to McPhillips parking area and beach access.
 - ▶ Provide signs along Cape Kiwanda Drive that direct motorists to the Cape Kiwanda Turnaround.
- ▶ **Frequently Asked Questions/How to Park Resource** – The County could develop a “how to Park” resource that includes the location of the various public parking facilities, the types of amenities available at each facility, and major destinations within the Pacific City/Woods area. The resource could also include information on the shuttle and other transit service. The resource could be posted on various websites and on community bulletin boards.

- ▶ **Coordination with Community Destinations** – The County could work with local business owners and operators, particularly the Pelican Pub and Brewery, the Inn at Cape Kiwanda, and associated properties to develop the “how to park” resource as well as other resources that will ensure that their employees and patrons are aware of various parking opportunities (and limitations) as well as the shuttle and other transit services. The County could also work with local property owners to ensure their tenants are also aware of various parking opportunities (and limitations) – some communities impose penalties on land owners who's tenants violate parking laws, such as parking on streets, along roadway shoulders, etc.
- ▶ **Parking Ambassador** – The county could work with local business owners and operators and the local chamber of commerce to provide volunteers to serve as parking ambassadors; someone who provide information on how to avoid common parking errors and fines, as well as general information on when to park, where to catch the shuttle, etc.
- ▶ **Shuttle Service and Improved Transit Facilities** – The county could work with the Tillamook County transit district to develop a map that illustrates the shuttle route, stops, times, and hours of service. The map could include the location of County parking facilities and major destinations within the Pacific City/Woods area. The map could be posted on various websites, local bulletin boards, at local businesses, and at each stop location. The intention of the map is to increase awareness and use of the shuttle to serve remote parking areas.

The County could also consider working with the transit district to reconfigure the existing shuttle route to increase service frequency, hours of service, and service coverage as well as increase the number of stops, provide more amenities at the stops to accommodate patrons.
- ▶ **Drop-off/Pick-up area** – The county could establish a pick-up/drop-off location along Alder Street, within the Cape Kiwanda Parking lot where people can park on a temporary basis to pick-up and drop-off others.
- ▶ **Implement Regular Parking Enforcement** – The County could work with the County Sheriff's department to implement regular enforcement along local streets within the Pacific City/Woods area. The County Sheriff's department could limit enforcement within the surface parking lots and elsewhere to address complaints.
- ▶ **Support Driveway Share Program** – The County could promote the use of various apps that allow property owners to rent out their driveways on a temporary basis for people to park.
- ▶ **Create Motorcycle or Compact Vehicle Parking** – The County could identify space within their existing surface parking lots for motor cycle and compact vehicle parking. This could be done in conjunction with reconfiguring the existing off-street parking facilities.

- ▶ **Reconfigure Existing Off-street Parking Facilities** – The County could reconfigure the existing surface parking lots to provide clear delineation of the parking stalls as well as increase the total number of parking stalls available (i.e. regular stalls, motor cycle stalls, compact stalls, etc.) as well as increase the efficiency of the parking supply.
- ▶ **Establish Remote Parking Areas Served by Transit** – The County could continue to utilize the existing surface parking lots as remote parking areas where people can park and take the shuttle to get around town.

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