

# Downtown Parking Update

Downtown Medford Association  
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**MEDFORD**  
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# Parking Needs for New Residential Infill

New residential development in Downtown introduces new parking demand that must meet the unique need for extended parking that differs from short term visitor parking and daytime employee parking.

Off-street parking is not required for any use in the CB overlay. Some sites have limited space available for off-street parking (the Genesis), or none at all (Palace Hotel/Bricktowne).

Successful residential development will require some combination of dedicated off-street parking, shared parking agreements, and access to public parking inventory (both off-street lots and on-street spaces).

Across Downtown competition with other users of public parking will require a balanced and equitable approach to access, permitting, and pricing.



# On-Street Residential Parking Zones

Our existing parking permits offer an immediate means of providing daytime resident parking in public surface lots but does not apply to on-street spaces.

On-street residential parking zones designate specific block fronts where housing is concentrated and allows area residents to park on the street without time limit. A residential parking permit must be displayed.

The parking is not guaranteed – it is on a space available, first come first served basis. The general public may park in the zone in compliance with posted time limits.



# On-Street Residential Parking Zones

The implementation of the new Residential Parking Permit Program will start in the vicinity of the Genesis Apartments.

There is a residential zone along a single block of Grape Street that has largely been unused. Currently the City does not charge for a permit in this zone.

This is an area that has comparatively low demand for on-street daytime parking from other user groups, and thus, offers a good testing ground.

Low utilization of the County's parking deck at JCHHS is a potential resource for shared parking.

As we gain experience with the new program, we will look at other subareas of Downtown where residential demand could be served by on-street permits. (New Medford Hotel Apartments)



# Residential Permit Zone Expansion

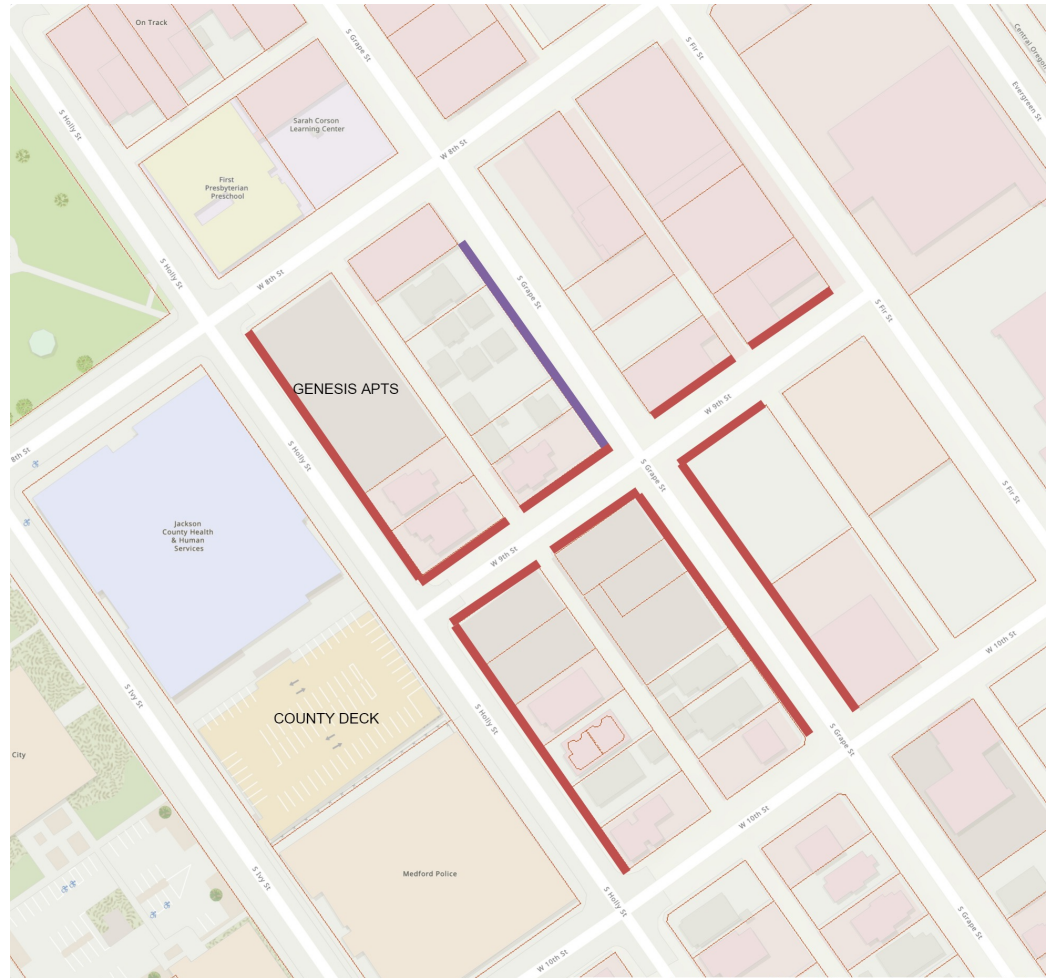
Existing residential permit zone

Expansion area

Residential permit zone is non-exclusive

Public parking allowed per posted time limit (currently 2 or 3 hours)

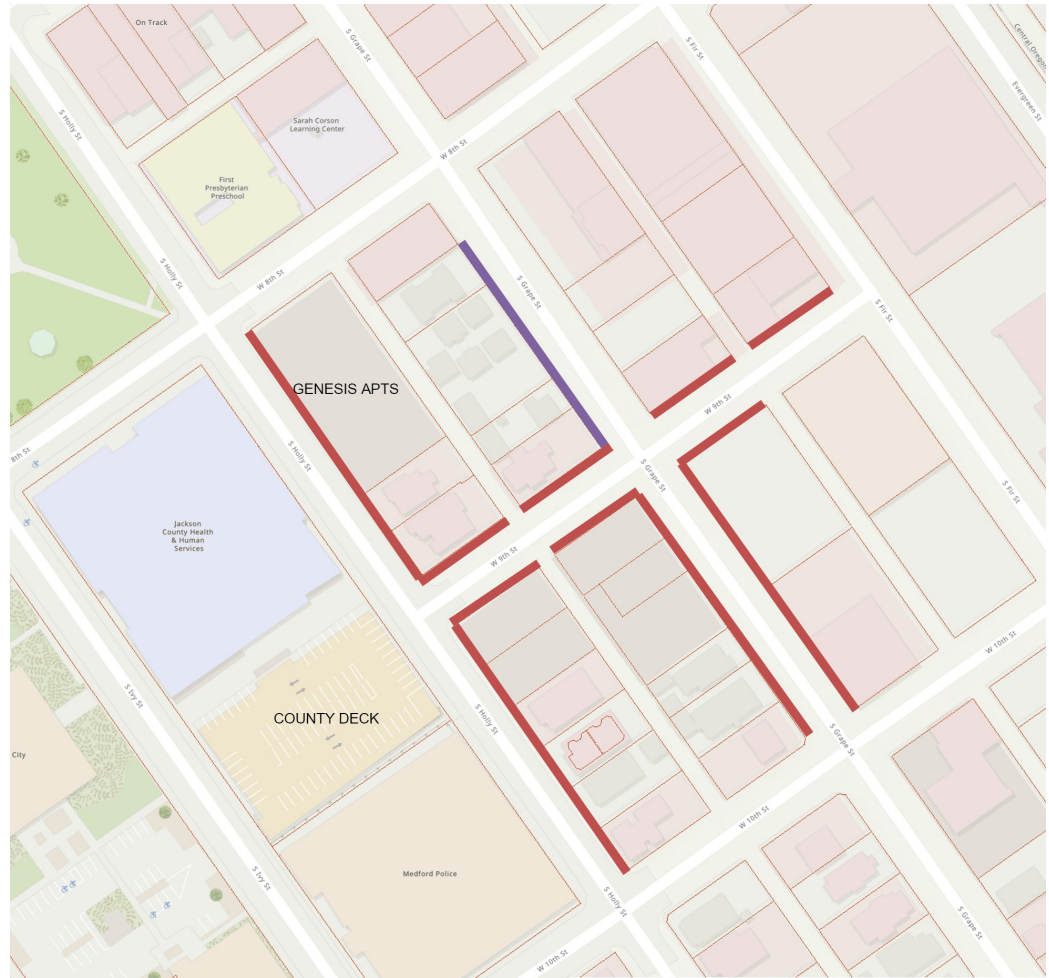
New permit fee:  
\$10/month in 6 or 12 month increments  
Requires amendment of City's Fee Schedule



# Residential Permit Zone Benefit

Currently one can park in this area starting at 3 PM or 4PM and stay until 10 AM or 11 AM the following day and comply with the posted time limits.

The residential permit provides continuous 24-hour parking without having to move to a new block face.



# 2040 Downtown Plan Update

## Parking Analysis

City has been awarded a \$200,000 TGM grant from ODOT to update the 2040 Downtown Plan. The planning analysis will consider various land use/build-out scenarios, including CFEC, and model parking demand.

The planning consultants (MIG) have been selected and the contract is pending with ODOT.

MURA has contract separately with Kittleson for the parking scope.

This accomplishes three objectives:

- Adds \$65K of MURA funds in addition to the \$200K TGM grant
- Accelerates the project calendar – parking data collection is underway.
- The parking analysis will support the development of a new parking management plan.





**THANK  
YOU**

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