

# Downtown Springfield: Revitalizing The Heart of Our Community

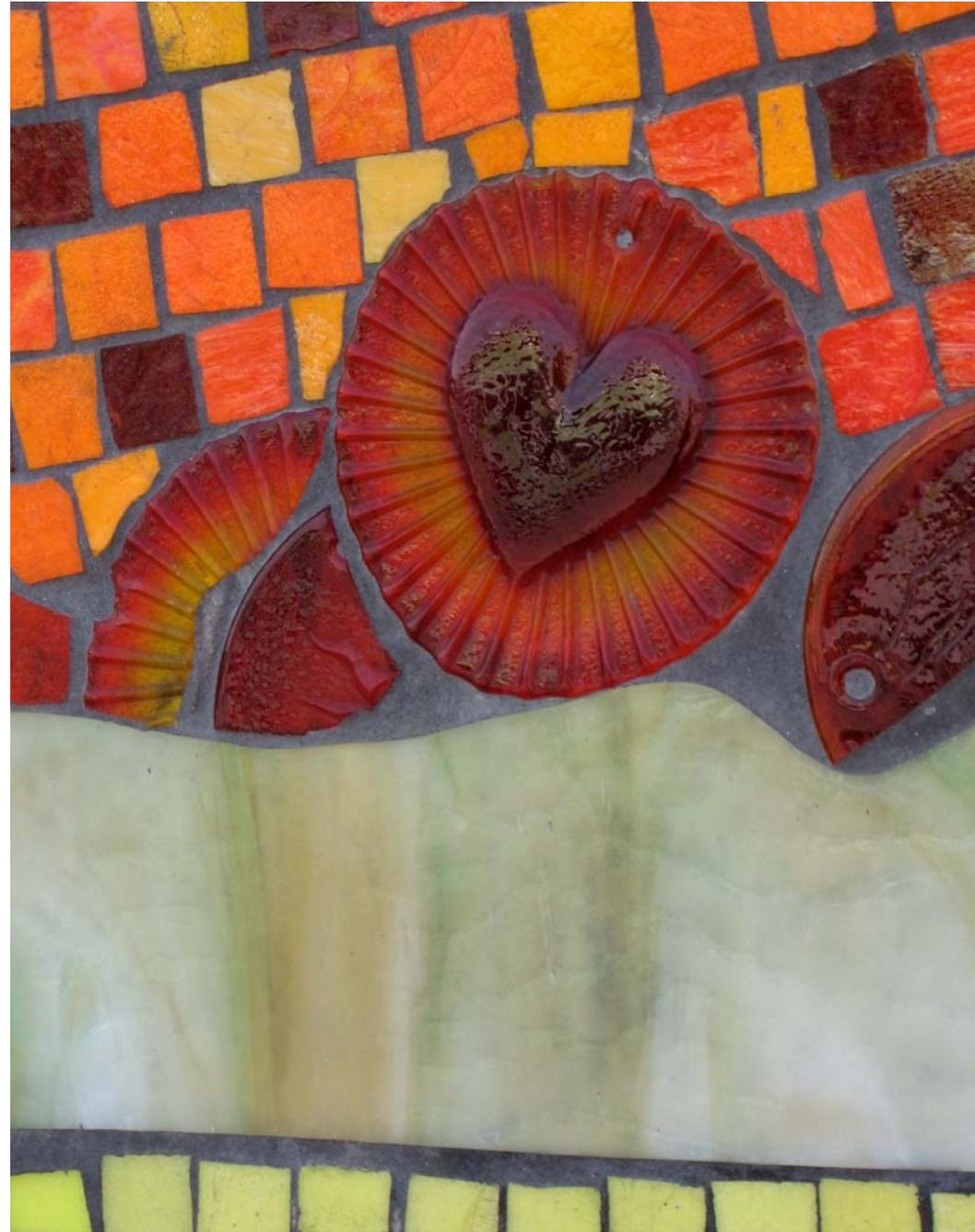
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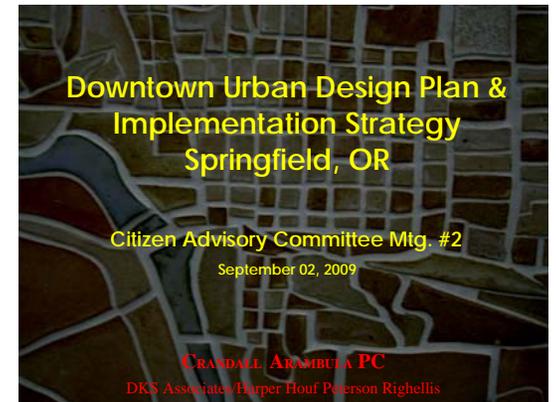
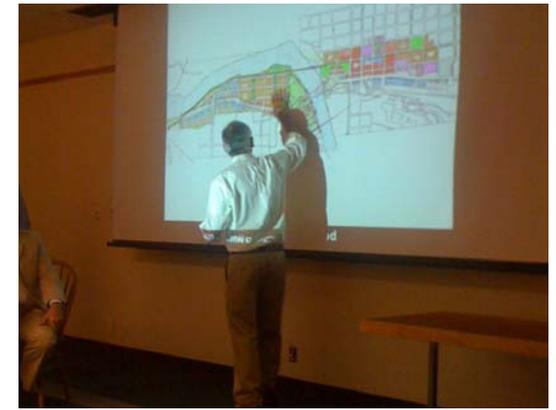
## Springfield Downtown Plan District

Proposed Code Amendments

**Downtown CAC Meeting  
February 23, 2012**

City of Springfield  
Development Services  
Community Planning & Revitalization





**Committee Visioning Sessions & Plan Development Process**

# Tonight's Discussion: PARKING FACILITIES DESIGN

## Springfield Downtown Plan District

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Proposed Code Amendments  
to implement the vision



# Why Parking Design Matters in a Destination Downtown

Parking is often the visitor's **first and last impression** of the destination

**Essential to** the **success** of shopping districts

Structures should be designed, constructed and managed to a higher level than office or residential garages



**Parking Structure  
Design Guidelines**

# Why Parking Design Matters in a Destination Downtown

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Parking is one of the critical issues facing any retailer or shopping district today.

Unlike work, school or obligatory tasks, most shopping trips are elective activities.

**People don't have to shop** and will often avoid downtown commercial districts or suburban shopping centers if parking is difficult to find or challenging.

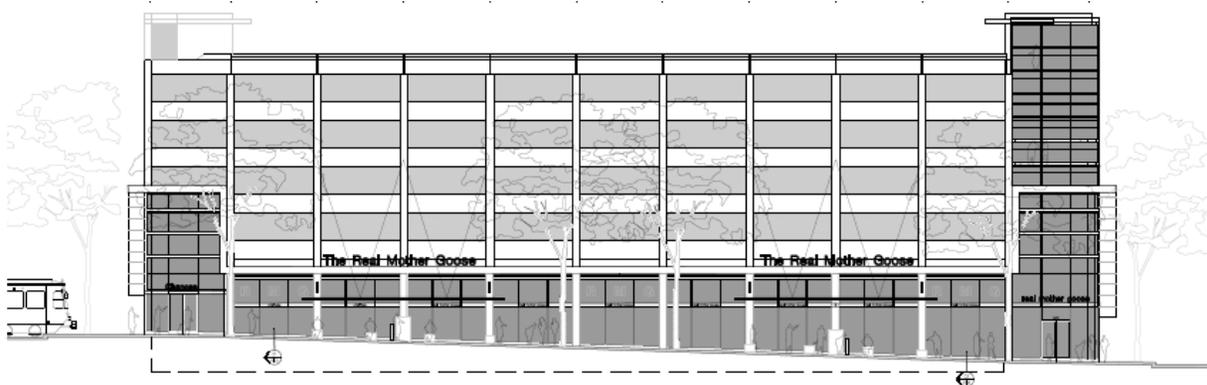


Robert Gibbs, *Principles of Urban Retail Planning & Development*, 2012

# Why Parking Design Matters in a Destination Downtown

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Poorly designed facilities give the impression that the goods and services offered in the Downtown are low in value, poor in quality, and dated.



Robert Gibbs, *Principles of Urban Retail Planning & Development*, 2012

# Parking Plan Development

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- ✓ Parking Advisory Committee met 8 times with Rick Williams (July 2009-April 2010)
- ✓ Desired Outcomes
- ✓ Guiding Principles
- ✓ Consensus Themes
- ✓ Policy Recommendations



# Downtown Parking Advisory Committee:

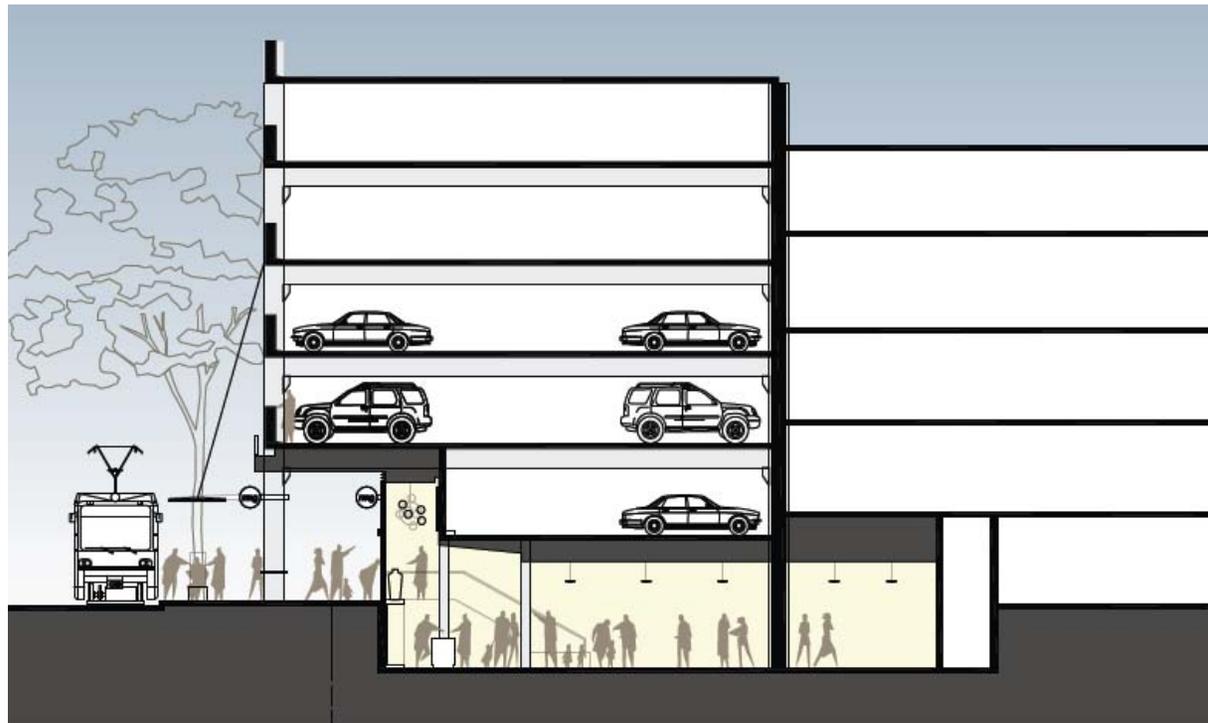
## Meet your new parking experts

Karen Hageman	Downtown Business Owner
Lisa Sprague	Downtown Business Owner
Bill Ruff	Downtown Property Owner
Tess Chedsey	Downtown Citizen Advisory Committee
James Yarnall	Downtown Citizen Advisory Committee
Shannon Mudge	Downtown Citizen Advisory Committee
John Tamulonis	City Manager's Office- Economic Development & Urban Renewal Agency
Tom Draggoo	Springfield Renaissance Development Corporation
Stefano Viggiano	Lane Transit District
Mary Archer	Lane Transit District
Steve Moe	Planning Commission
Rob Everett	Springfield Library Director
Kevin Ko	Springfield DSD Community Development
Brain Barnett	Springfield PW Traffic Engineer
David Reesor	Springfield PW Transportation Planner
Jim Donovan	Springfield DSD Urban Planning Supervisor
Mike Harman	Springfield Police Department
Jim Polston	Springfield PW Facilities Maintenance Manager

# Themes & Guiding Principles: Access

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Strategically locate and actively manage parking under public control and/or ownership to accommodate customer and employee access to Downtown.

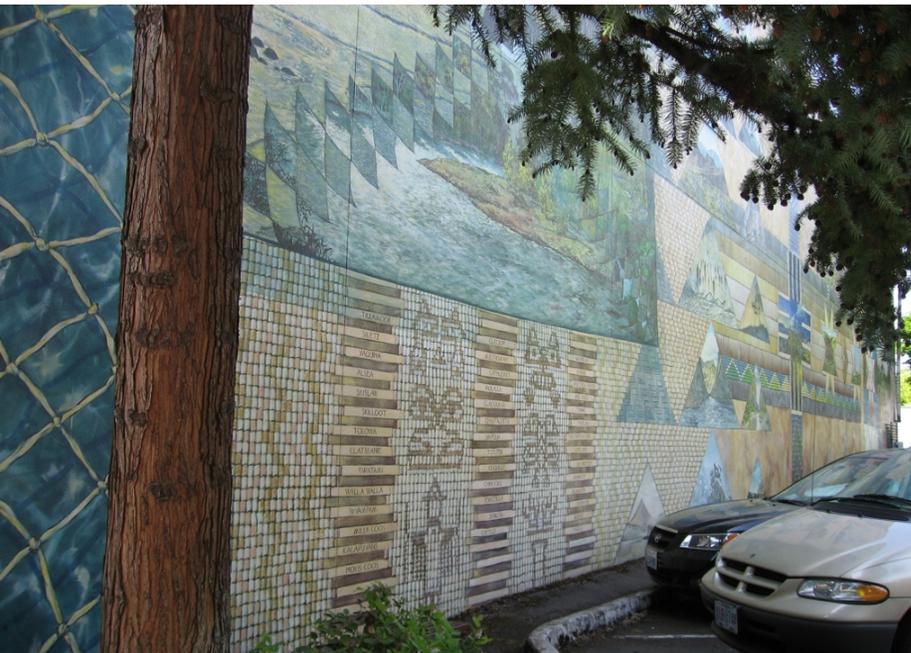


# Themes & Guiding Principles: Understandability & Quality Parking Experience

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Make downtown parking user-friendly, easy to access, easy to understand.

Provide a “parking product” that is of the highest quality to create a safe and positive customer experience with parking and the downtown.



# Parking Plan Development

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## ✓ Policy

## Recommendations:

- **Revise Downtown  
Development  
Standards for Surface  
Lots and Parking  
Structures**

**DAVID A. BERNIKER**  
URBAN DESIGN AND PLANNING

Date: 06 August, 2010

Project Name: City of Springfield Parking Audit

Rick Williams

Project Consultant

[Rick.Williams@BPMDEV.Com](mailto:Rick.Williams@BPMDEV.Com)

### **Background:**

Parking is an essential element in creating vibrant centers and corridors. How parking is treated in terms of the amount of parking, the design of both structured and surface parking lots, the location of parking and access to parking contribute to the real and perceptual impacts of parking, in the built environment.

### **Overview of the City of Springfield Development Code**

In general the City of Springfield's existing development standards do a good job of regulating the form of the building and associated surface and structured parking lots. Section 3.2-315 consists of development standards that are primarily oriented to surface lots. These standards address setbacks and landscaping. However, as it relates to surface lots, the landscaping section requires more attention, especially in regards to interior landscaping. Currently, interior landscaping is treated as a percent of the lot area. In order to increase the amount of green, help reduce the heat island effect and provides opportunities for water treatment, a more comprehensive approach that relates landscaping to the number of vehicles is required.

The structured parking standards described in Section 3.2-625 and 3.2-630 begin to establish how parking is integrated into the building but do not go far enough in regulating how parking impacts the pedestrian environment.

In response to these issues, the following chart identifies existing Development Standards, Recommendations and explains the Rationale behind the proposed Recommendation. These three sections establish a framework for developing a more comprehensive and integrated approach to parking.

Moving forward, It is strongly recommended that parking standards be reviewed in the context of the larger street system. Where possible, curb cuts to surface and structured parking lots should be confined to secondary streets and alleys as a means of fostering a more pedestrian-oriented environment, especially along retail streets.



## **Parking lots can be attractive when they are well-designed**

Eco Trust Building, Portland. Incorporates parking and stormwater management solutions

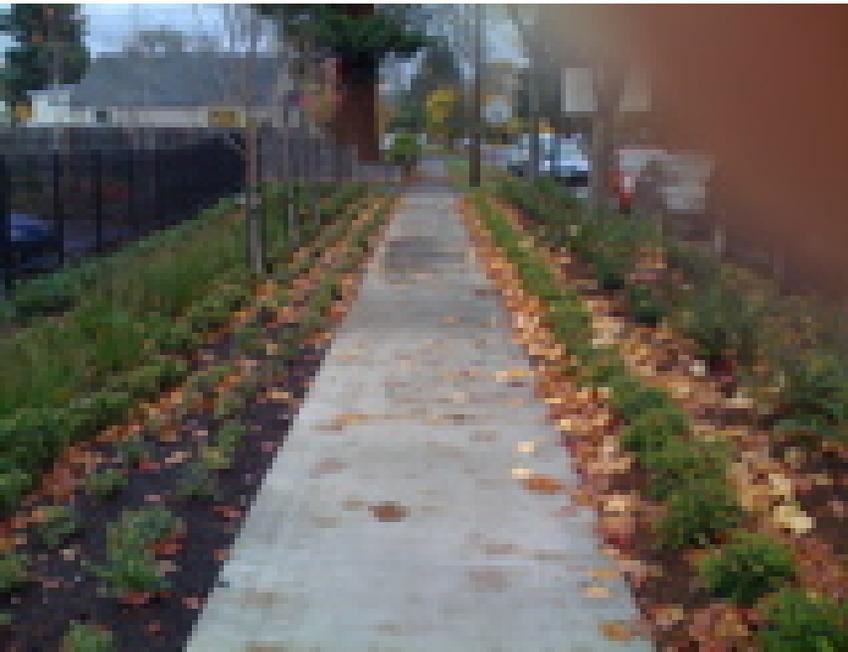


## **Parking structures can enhance the Downtown when they are well-designed**

Active ground floor uses in parking structures help to enliven the street

“In general the City of Springfield’s existing development standards do a good job of regulating the form of the building and associated surface and structured parking lots.”

Berniker 8-6-2010



# Consider New Landscaping Standards for Parking Lots

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“However, as it relates to surface lots, **the landscaping section requires more attention**, especially in regards to interior landscaping.

In order to increase the amount of green, help reduce the heat island effect and provides opportunities for water treatment, **a more comprehensive approach that relates landscaping to the number of vehicles is required.**” Berniker 8-6-2010



# Consider New Standards for Parking Structures

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The structured parking standards in SDC 3.2-625 and 3.2-630 begin to establish how parking is integrated into a building but **do not go far enough in regulating how parking impacts the pedestrian environment.**”

Berniker 8-6-2010



Garage at PeaceHealth  
RiverBend Campus built  
under existing code

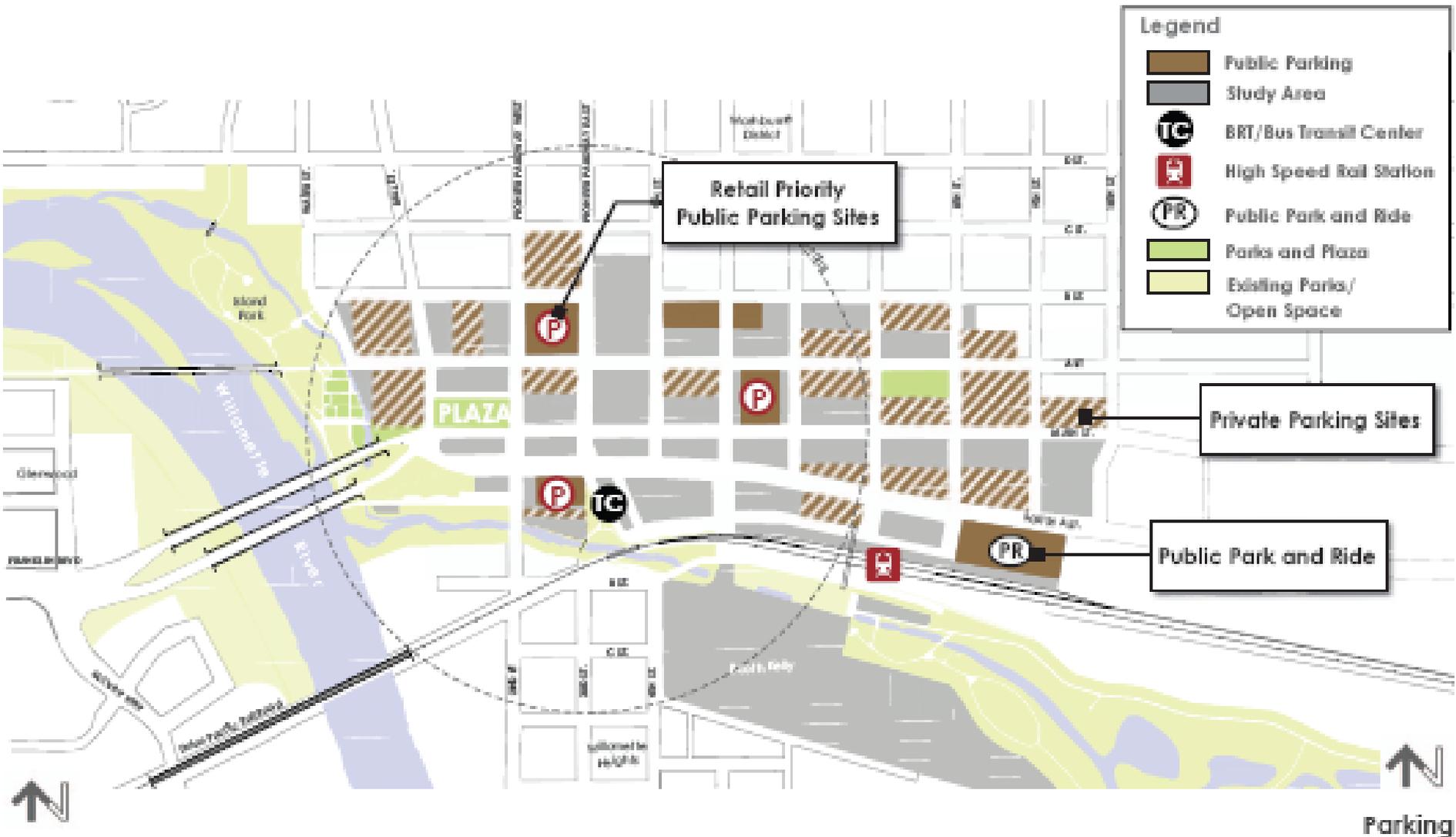
# Costs and Impacts of Traditional Parking Practices and Regulations

- Can have deadening effect on the density and diversity of downtown uses
- Lost opportunities in downtown investment
- Parking lots are large and land-extensive, so they greatly affect urban design and urban form



# Existing Unimproved Lots are an Impediment



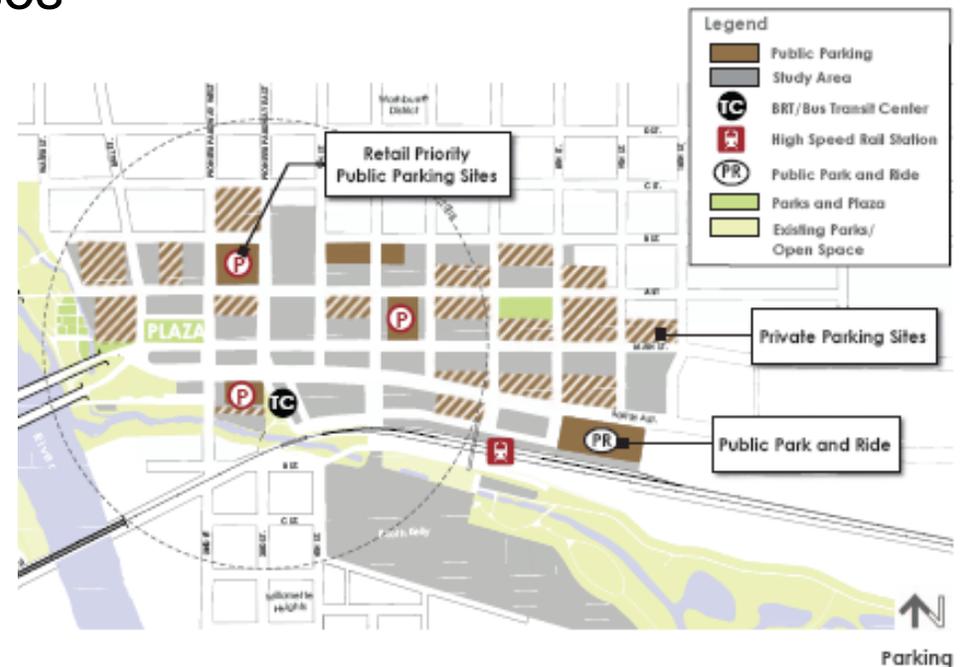


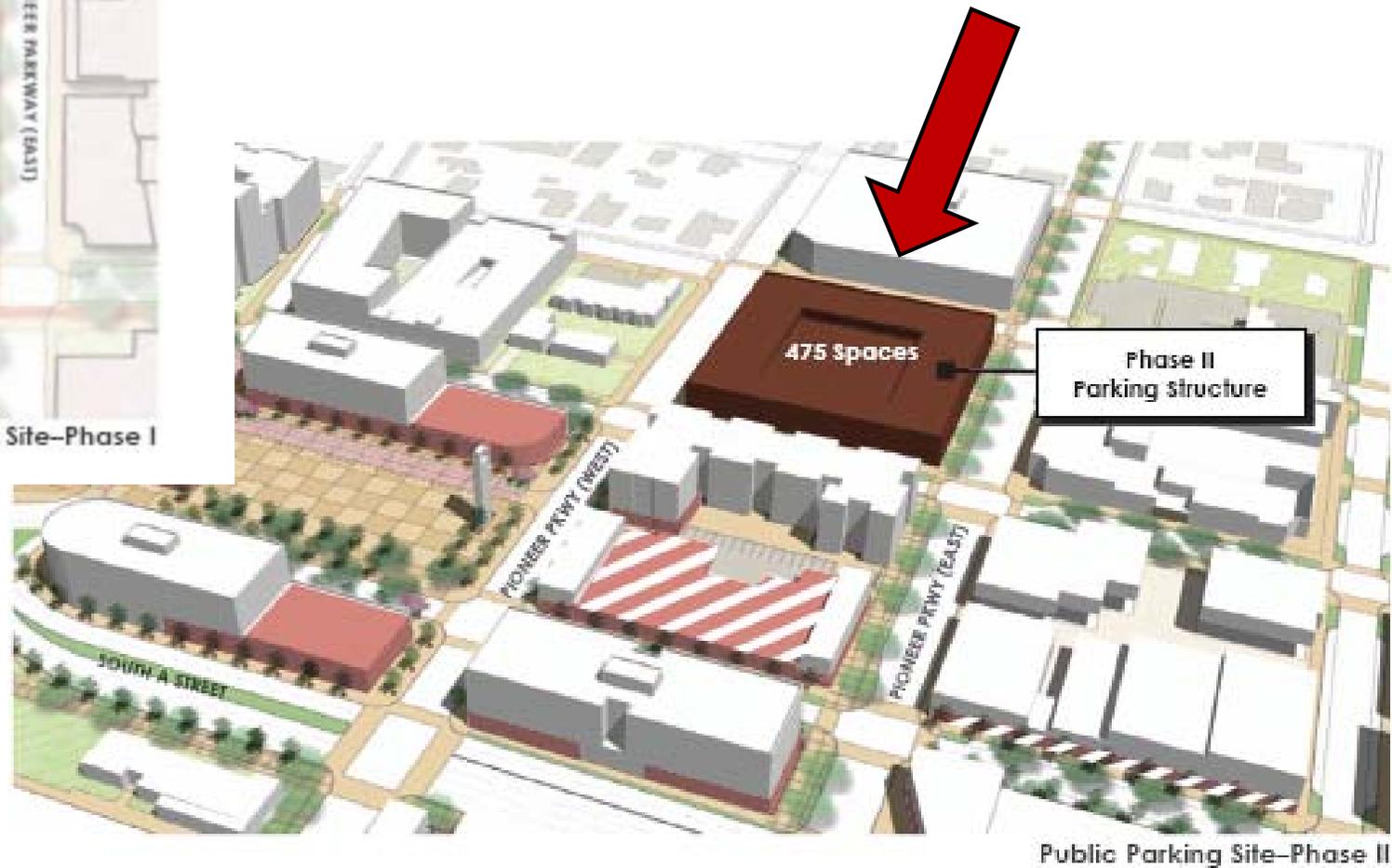
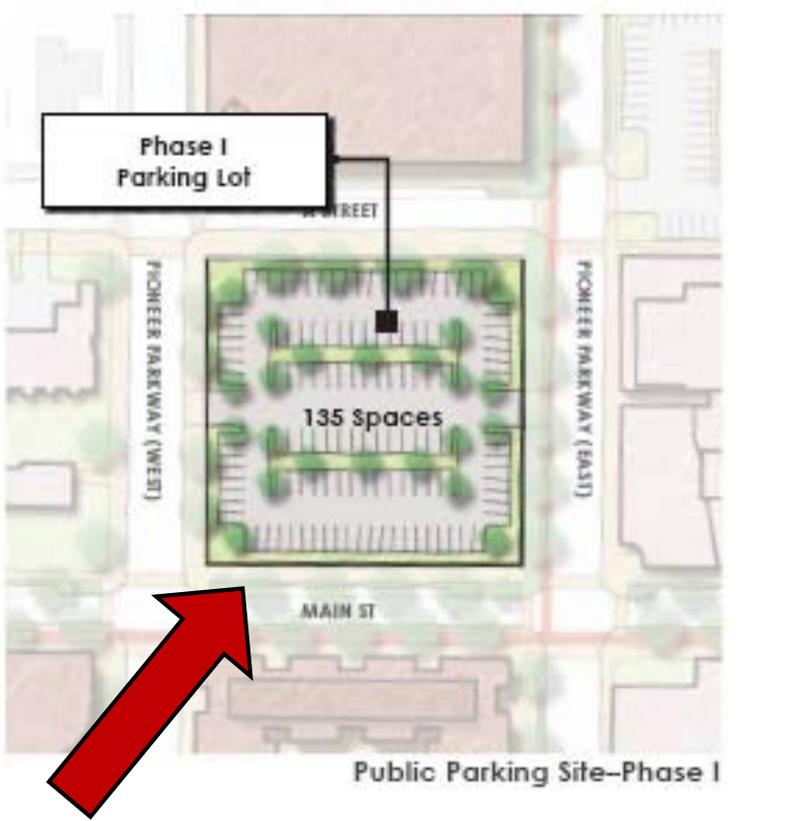
# Committee Discussion

Response to Crandall Arambula Recommendations

# Crandall Arambula Recommendations for “Shopper Friendly” Parking Structures:

- Active uses on ground floor, including corner entries to shops
- Convenient access to retail on Main Street and around Mill Plaza
- Facades compatible with adjacent uses
- High quality durable materials
- Safe, well-lit
- Easily understandable one-way auto circulation





# Committee Discussion

Response to Crandall Arambula  
Recommendations



Key Projects

Committee Discussion

Response to Crandall Arambula  
Recommendations

## PRIVATE PROJECTS

**A** Mill Street Office and Retail

**B** A St Parking Structure and Housing

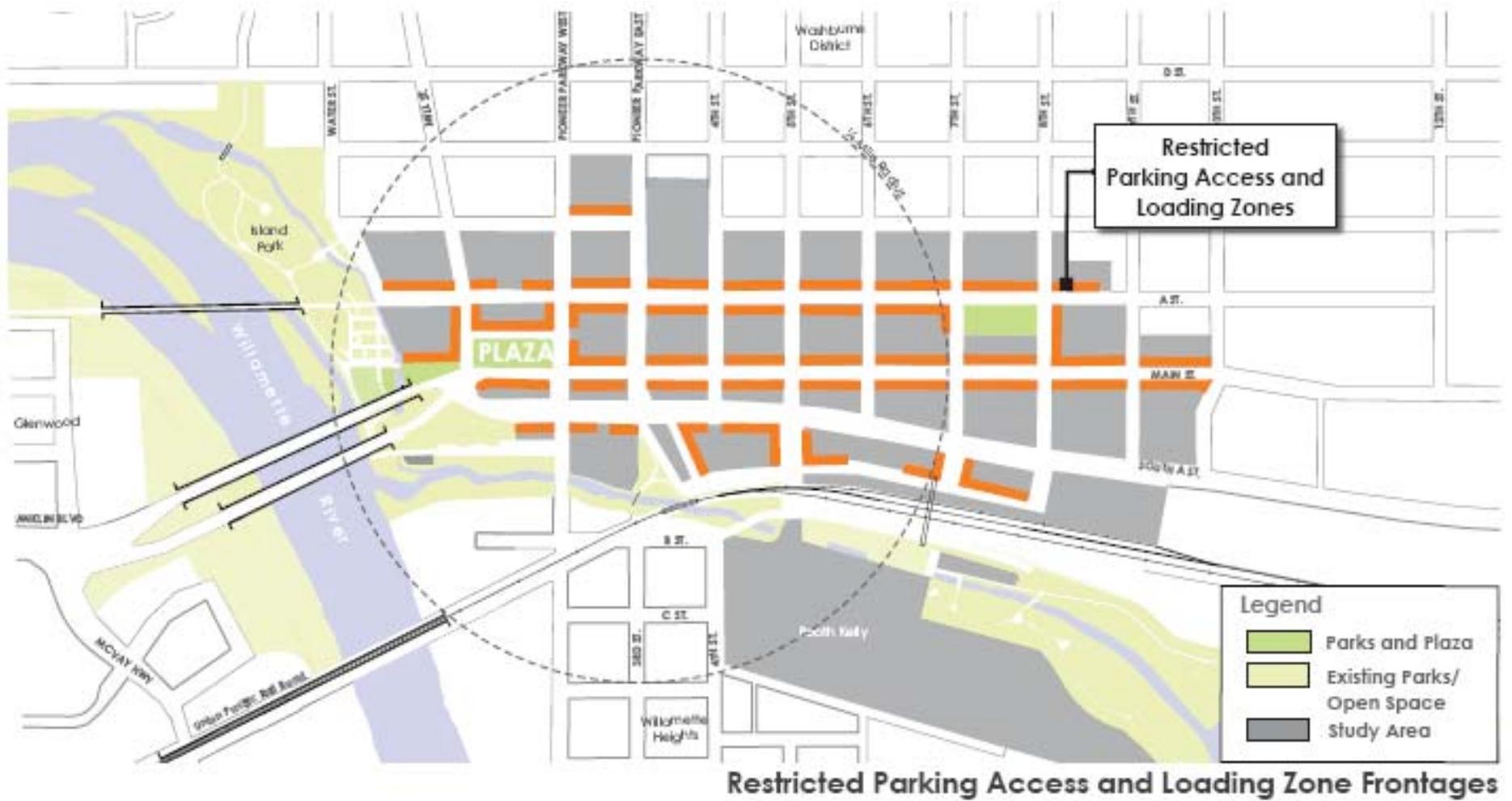


Proposed Catalyst Project and Potential Private Investment



Committee Discussion

Response to Crandall Arambula  
Recommendations



# Committee Discussion

Response to Crandall Arambula Recommendations

# Pedestrian Emphasis Streets

The designation of restricted parking access and loading zone frontages ensures continuity of the pedestrian environment by restricting auto access to parcels and loading zones along specific streets.

- Loading zones or curb cuts are not allowed on frontages as indicated on the right

Restricting parking access and loading zones along the frontages identified on the map will:

- Ensure the most efficient parking access with the least negative effect on the pedestrian
- Restrict loading zones to preserve on-street parking spaces
- Restrict mid-block curb-cuts to protect the historic edge-to-edge building pattern that exists downtown



## Committee Discussion

## Response to Crandall Arambula Recommendations

# Trends: Parking and Placemaking



Santa Monica Civic Center  
LEED Parking Garage





South Beach  
Miami, FL

Flex space  
used for  
weddings and  
events





# Trends



*Large transparent garage and shop doors help to foster an attractive pedestrian environment*



*Integrated Parking Structure*

Committee Discussion

Response to Recommendations

Incorporate architectural and art element such as engaged pilasters, lentils, pedestrian scaled building lighting, hanging baskets, blade signs, decorative tile work and art work into the ground floor of the parking structure and on both sides of the entry to the garage.



- Incorporate decorative elements such as storefronts, display windows, shop entrances, lighting, awnings and overhangs to create visual interest at the ground level.
- Utilize high quality (brick, metal screens and panels, glass and photovoltaic panels) materials to break up the scale of the structure.
- Avoid the use of utilitarian materials such as concrete, plywood and vinyl on the skin of the building.

Committee Discussion

Response to Recommendations



*Transparent parking stair creates visual*



*Parking integrated into structural bay*

## Committee Discussion



*Figure 12-6: Use landscaping to screen mechanical equipment*

Committee Discussion

Response to Other Concepts

- a. Parking structure design shall consider architectural compatibility size, scale and bulk and its relationship to adjacent structures.
- b. Parking structures should generally not be located adjacent to sensitive receptors such as residential uses, schools, or parks, unless appropriate setback, massing, screening and other mitigation is incorporated.

**Committee Discussion**

**Response to Other Concepts**

- c. Exterior elevations should be designed to minimize untreated facades. Long expanses of shear walls are not permitted.
- d. Exterior walls of parking structures should be finished with the same material to match the architectural character of the principal building.

**Committee Discussion**

**Response to Other Concepts**



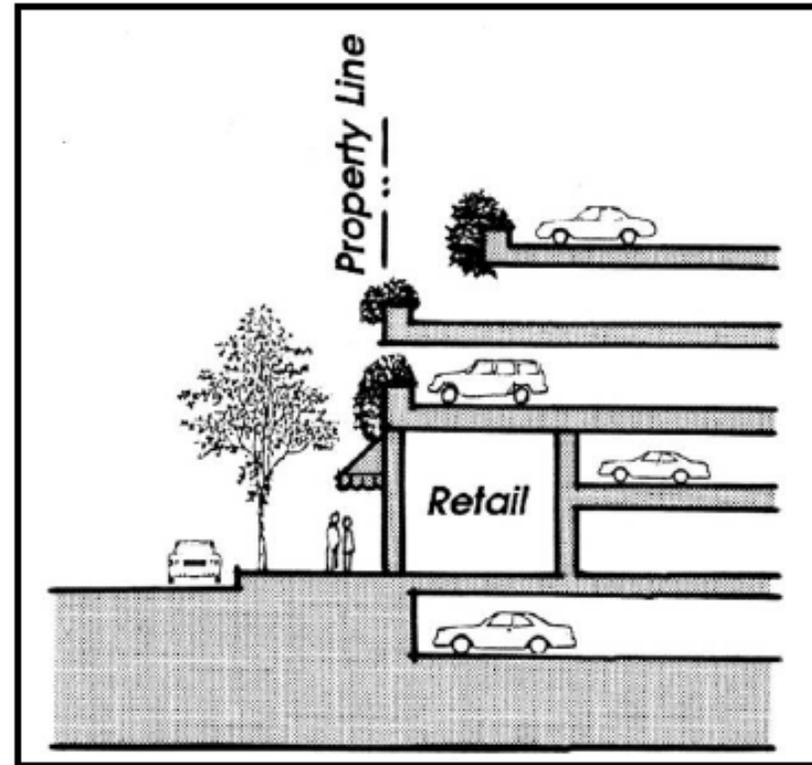
*Figure 12-7: Elevators and stairs should be visible from public areas*

Committee Discussion

Response to Other Concepts



**Figure 12-12: Parking structure with retail on ground level**



Committee Discussion

Response to Other Concepts



An example of off street bicycle parking in Portland.

Image: Otak

Bicycle Parking: LTD point to Point Solutions is doing a regional parking study

**City Staff Contact: David Reesor (541)726-4585**

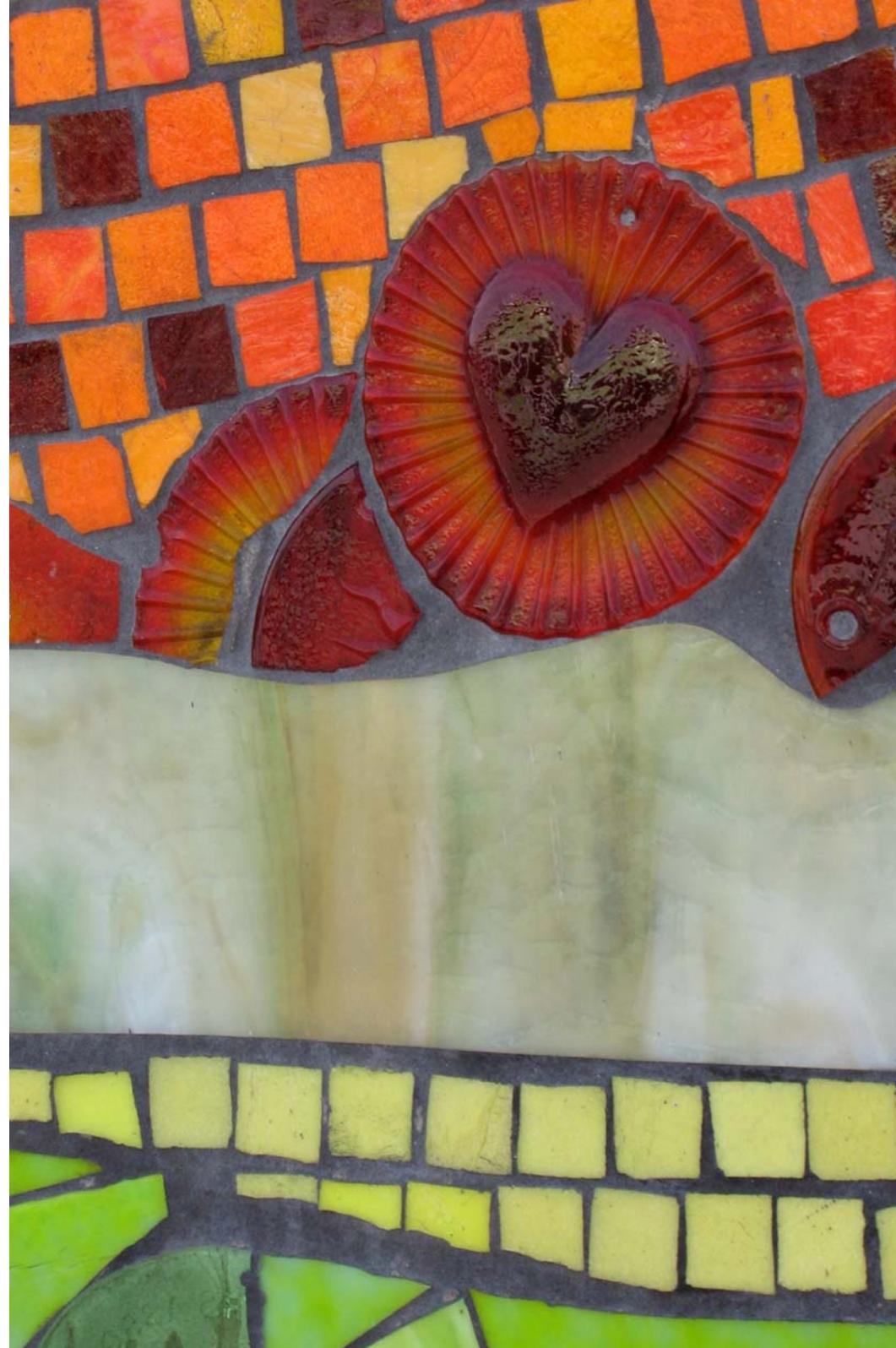


# Building Momentum Next Steps

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## Springfield Downtown District Plan - A Blueprint for Success

City of Springfield  
Development Services  
Community Planning &  
Revitalization



# Downtown Springfield: Revitalizing The Heart of Our Community

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For more information about this  
project contact:  
Linda Pauly (541) 726-4608  
City of Springfield  
Development Services  
Community Planning & Revitalization

