

2002 DOWNTOWN BEND PARKING STUDY
GUIDING PRINCIPLES FOR ACCESS

Objective Statement: To implement a Parking Management and Access Plan for downtown Bend that supports the development of a vibrant, accessible, 24-hour city serving commercial, retail, cultural, institutional and residential uses and the customers, visitors, employees and residents of those uses.

GUIDING PRINCIPLE FOR ACCESS

1. ***Make the downtown accessible to all users.*** Access should be provided to all users of the downtown, which includes automobile, transit and bike/walk users. The City should strive to create and implement as many access options as possible. Parking management strategies and programs should support and compliment other access modes.

GUIDING PRINCIPLES FOR PRIORITY PARKING

2. ***Make the downtown core conveniently accessible to priority users.*** The *core zone* of downtown should provide an access system that supports its priority role as the central point from which customers, visitors and patrons are connected to all the districts of the downtown.
3. ***Provide sufficient and convenient parking.*** Sufficient parking should be provided to support desired and priority economic activities in each downtown district. The most convenient parking spaces should be reserved to support customer/client/visitor access to the area.
4. ***Provide adequate employee parking,*** Adequate parking should be provided to meet employee demand, in conjunction with a transportation system that provides balanced travel mode options. All parking strategies should be coordinated with transportation demand management goals and objectives to ensure that commuters and customers have reasonable options available for access.
5. ***Promote mixed-use off-street facilities.*** Off-street parking facilities should be developed to serve a mix of uses to facilitate continued access activity throughout the day and into the evenings and weekends. Publicly owned facilities should be strategically located to assure that such a mix of uses, particularly customer/visitor access is conveniently and economically served.
6. ***Preserve and expand on-street parking wherever possible.*** On-street parking should be preserved along strategic corridors to improve customer/visitor accessibility and to facilitate revitalization of street level activities. On-street access should, in some cases, take priority over street capacity and vehicle speeds.

GUIDING PRINCIPLE FOR UNDERSTANDABILITY

7. ***Improve access linkages between districts and the downtown core.*** Access linkages within the core and between districts should be clearly identified through signage, way finding measures and other communication strategies to increase customer understanding of the downtown.
8. ***Implement education and communication programs on goals and objectives for access.*** Efforts should be made to educate employees, customers and other users of the downtown of the general purpose and intent for parking and access in the downtown.

GUIDING PRINCIPLE FOR COORDINATION

9. ***Coordinate access strategies with desired development.*** All access strategies should be coordinated with and highly and mutually supportive of residential, retail, and commercial office developments in the downtown.