

Downtown Parking Capacity & Management Study: Recommendations Outline

BOMA



VOLKERT



WALKER
PARKING CONSULTANTS

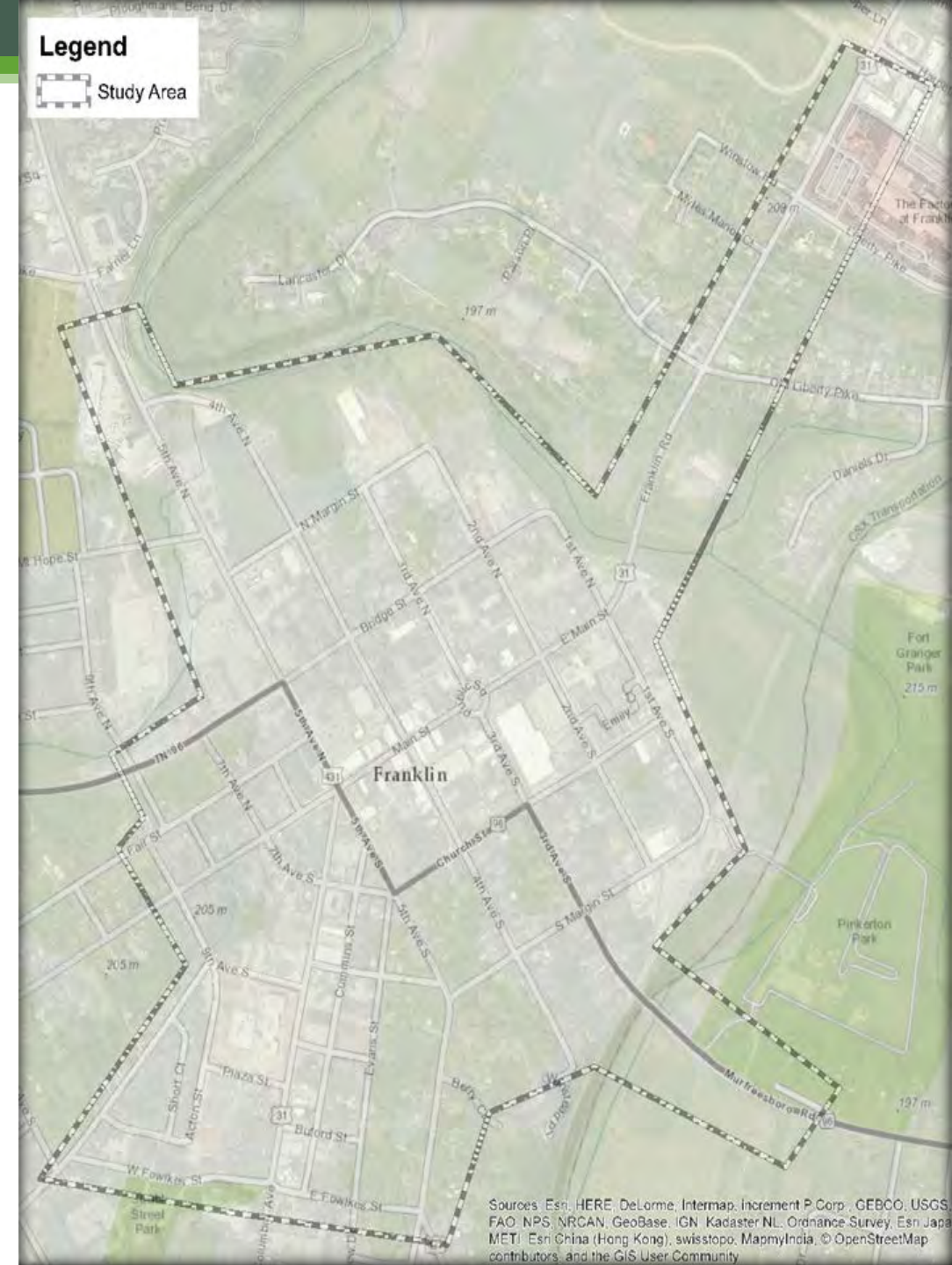
Today's Agenda

- Project Overview & Status
- Draft Recommendations
 - Infrastructure
 - Management
 - Operations
- Next Steps
- Questions/Open Discussion

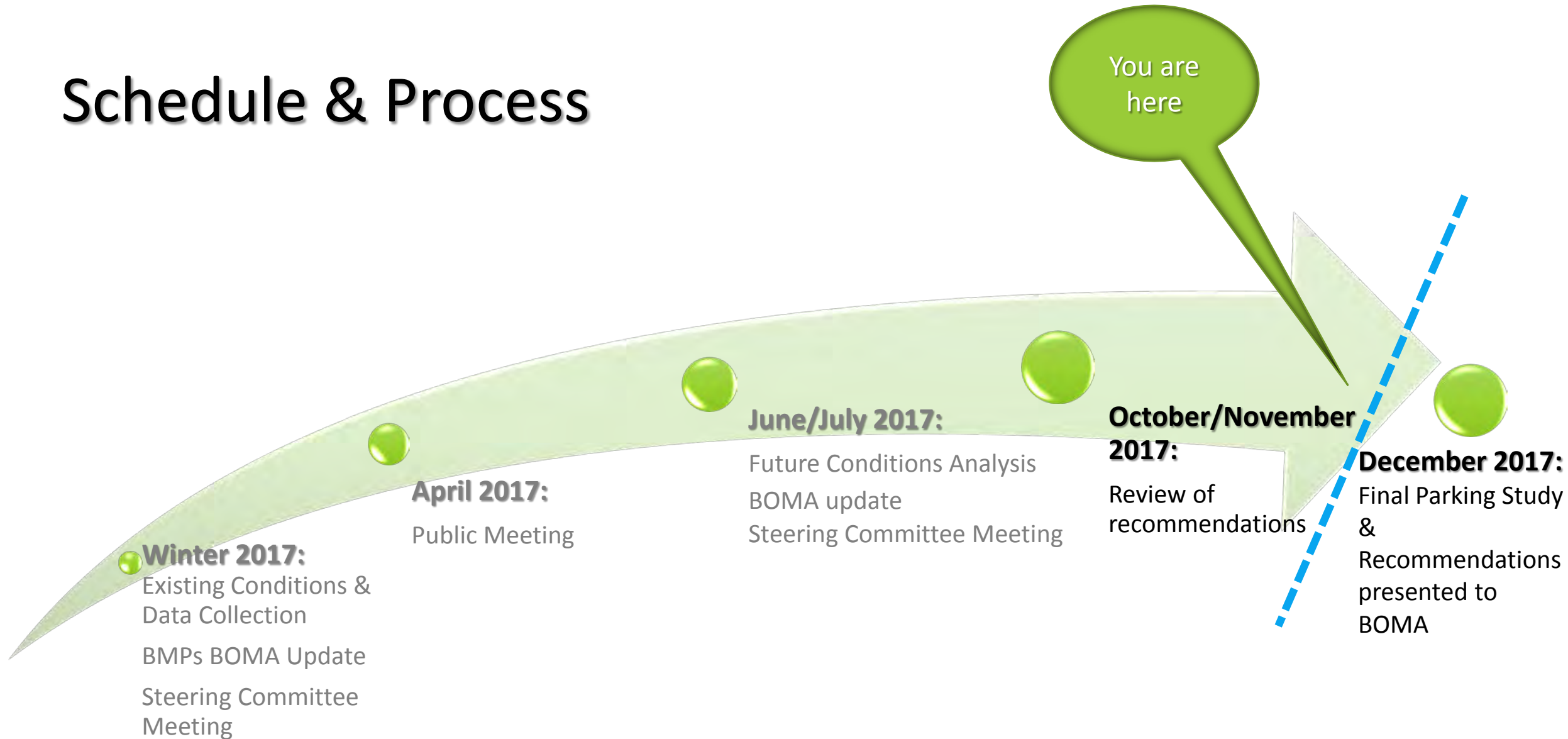


Purpose

- Provide the City, Businesses, Shoppers, Diners, Workers, Churches, Tourists, and Citizens with:
 - Clear understanding of the existing parking infrastructure.
 - Projections of anticipated parking demand in the downtown area.
 - Identification of parking infrastructure and operational needs.



Schedule & Process



Draft Recommendations

Three-pronged approach:

1. **Parking Infrastructure**
2. **Parking Management**
3. **Parking Operations**



Draft Recommendations

Three-pronged approach:

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Draft Recommendations: Parking Infrastructure

- On-street Striping Plan
 - Implement the Striping Plan
Create Mobility Hubs along Main Street (loss of 4 spaces) for ride-sharing, transit, loading shared space.
 - Install mid-block crossing on 4th Avenue at garage with signage



Draft Recommendations: Parking Infrastructure

- Surface Parking (Free):

Locations within proximity of:

- 2nd Avenue North at North Margin Street (short-term)
- 5th Avenue North at North Margin Street (short-term)
- 1st Avenue South at South Margin Street (long-term)

New Surface Lot Policies

- Bus Parking Spaces to be included (also suggest bus parking agreement with Factory management group)
- Primary locations for employee parking
- Implement Parking Study policies for Valet, Wayfinding, & Technology
- Walkable, but connected with transit

Draft Recommendations: Parking Infrastructure

New Surface Lots Location Map



Draft Recommendations: Parking Infrastructure

New Surface Lots



Draft Recommendations: Parking Infrastructure

- Garage Parking:

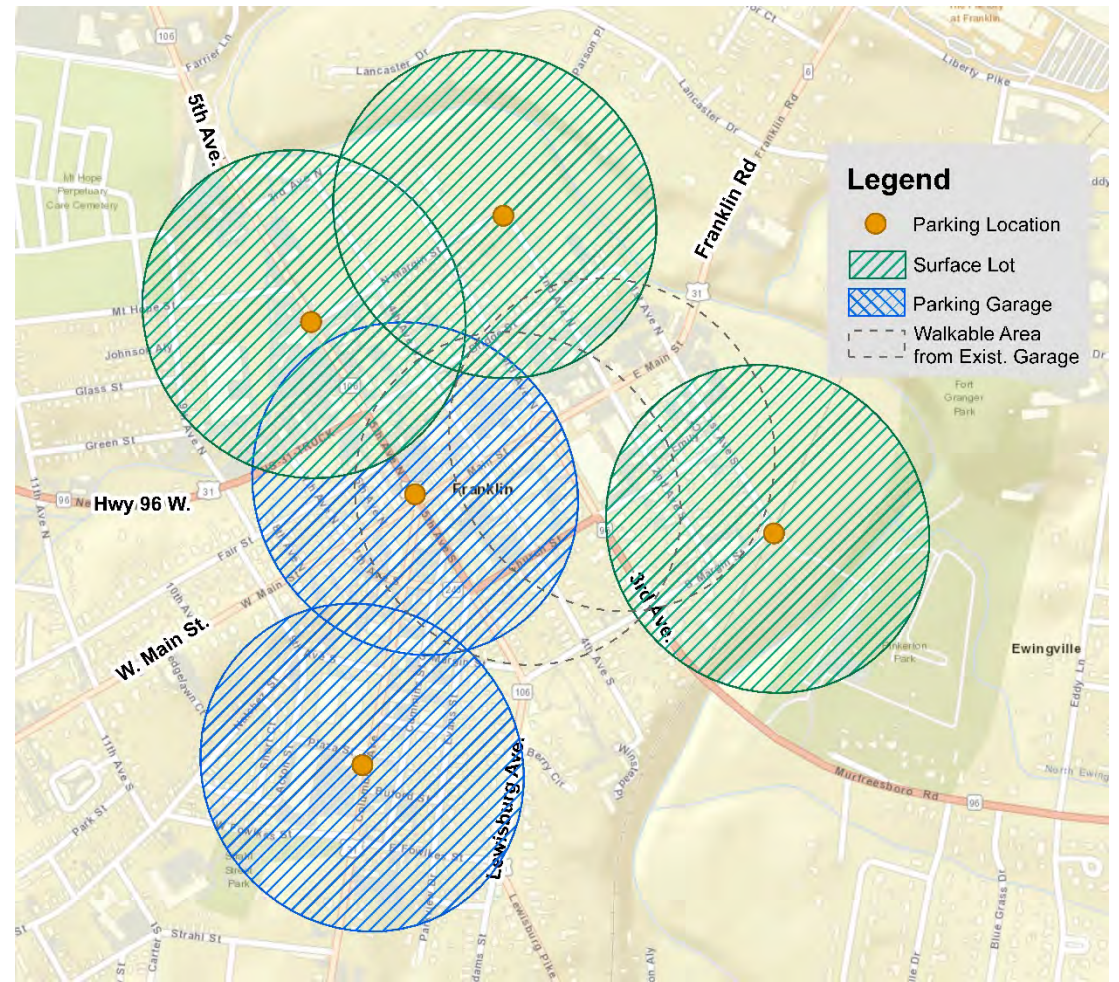
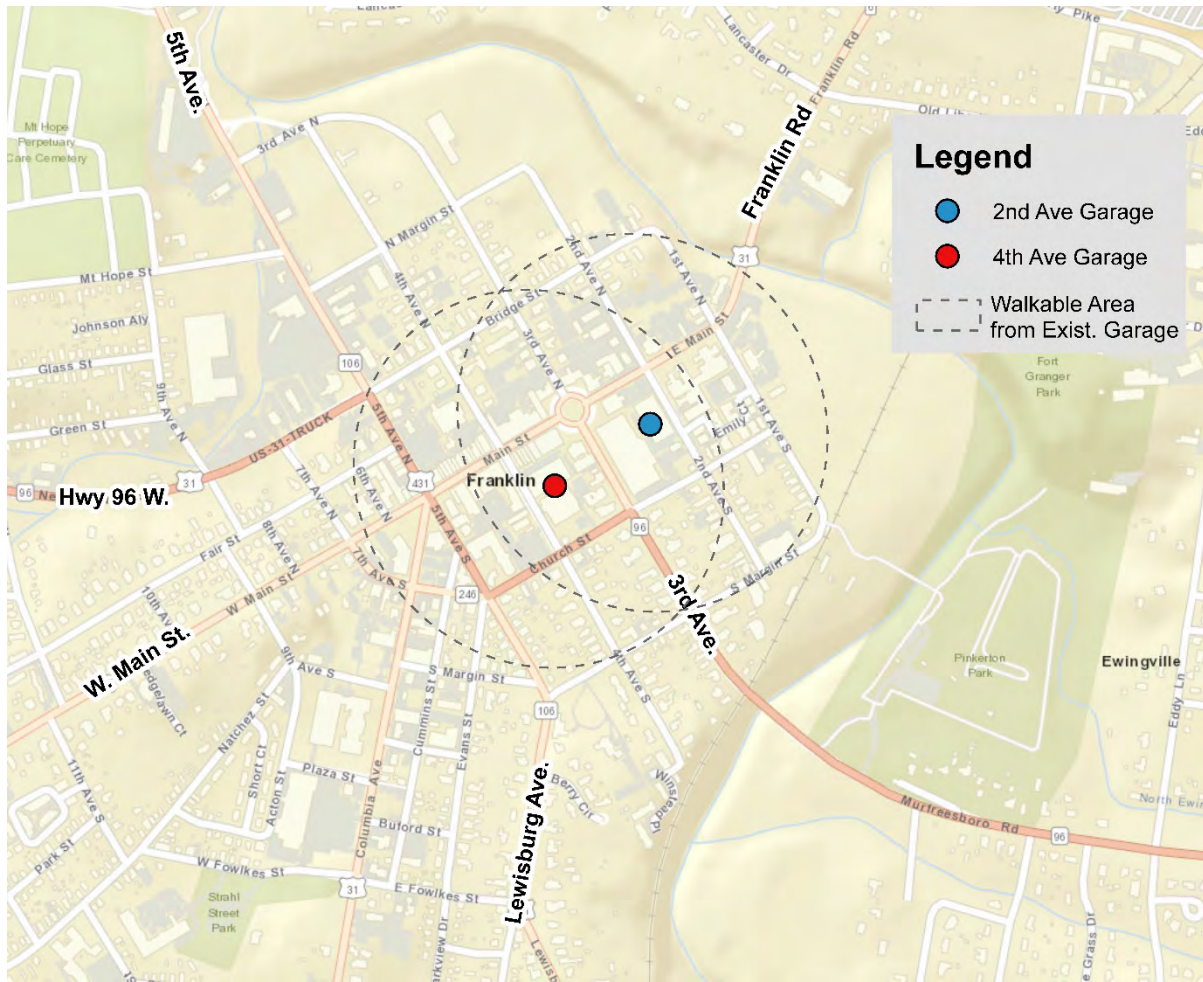
Locations in proximity to:

- Near Term: 5th Avenue North at Main Street (Approximately \$25,000 per space)
- Long Term: Plaza Street at Columbia Avenue (Public/Private partnership or the City should work to acquire space for a public garage.)

New Garage Policies

- Study increasing parking capacity with any new City Hall development proposal
- Primary locations for customers, patrons, & visitors
- Implement Parking Study policies for Valet, Wayfinding, & Technology
- Walkable, but connected with transit

Draft Recommendations: Parking Infrastructure



Draft Recommendations

Three-pronged approach:

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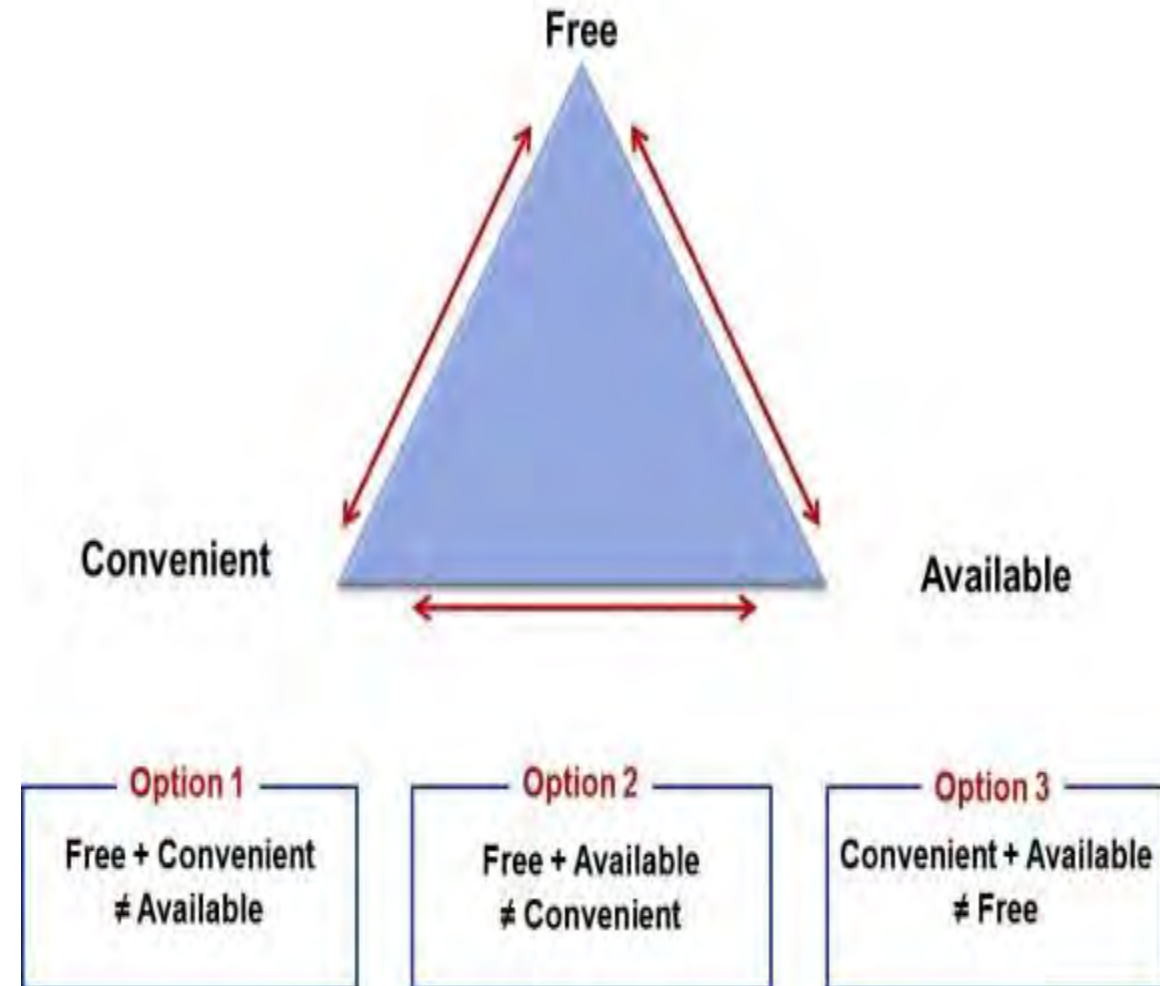


Draft Recommendations: Parking Management

- Parking Authority (short-term)
 - City should create a Parking Authority with broad scope:
 - Parking professional to run & operate
 - Enforcement of downtown parking
 - Funded via revenues from paid parking & enforcement
 - Public-Private Partnership possibilities
 - Oversee the downtown valet system
 - Support creation of private parking options & innovations (surface lots, garages that are part of larger developments, technology, apps, etc)

Draft Recommendations: Parking Management

- Paid Parking:
 - Recent institution of private, paid parking lots within Downtown core
 - Different areas of Downtown require different Parking Management options
 - Recommendations tailored to specific areas



Draft Recommendations: Parking Management

- Payment Structure
 - On-Street
 - Convenient + Available ≠ Free
 - Phased roll-out of payment locations:

Location	1 st Hour	Price/Hour thereafter
<u>Phase 1:</u> Main Street	Free	\$2.00
<u>Phase 2:</u> Streets Intersecting Main Street 1 Block in either direction	Free	\$2.00
<u>Phase 3:</u> All other Streets	Free	\$1.50

Draft Recommendations: Parking Management

▣ Garages

- Convenient + Available ≠ Free
- Conversion to paid in concert with On-street. Garages become paid parking in Phase 2 of On-street roll out
- Parking Authority should coordinate with specific stakeholders on designated parking areas in existing garages prior to implementation

Duration	Price
0-1 hour	Free
1-2 hours	\$1.00
2-3 hours	\$2.00
3-4 hours	\$3.00
4+ hours	\$7.00

Draft Recommendations: Parking Management

- New Surface Lots
 - Free + Available ≠ Convenient
 - Locations for longer-term, specialized users & employees/employers
 - Walkable to most of Downtown Core, but connected to transit (recommend a connector loop similar to the Music City Circuit with frequent services times)



Draft Recommendations: Parking Management

- Enforcement
 - Organized under Parking Authority
 - 9 am – 9 pm enforcement timeframe
 - Downtown Ambassador: Partnership with CVB Ambassador & DFA Greeter programs, while COF remains enforcement.
 - Graduated Violations:

# of Violations	Fee Prior to Notice	Fee After Notice (Issued 30 days after violation)
1st Violation	Warning	Not Applicable
2nd Violation	\$35	\$50
3rd Violation	\$50	\$100
4th Violation	\$100	\$200

Draft Recommendations: Parking Management

- Residential Permit Program (Neighborhood Driven)
 - To protect downtown residential blocks from employees or visitor/patron parkers, a permit system could be instituted at a neighborhoods/block request:
 - Set up to be neighborhood driven, not imposed by City
 - Partnership between residents, DFA, & City
 - Parking Authority to administer

Draft Recommendations: Parking Management

- Policy Changes

- Zoning:

- Clarify zoning standards for exemption of existing uses & square footage by adding specific guidance for: tenant build outs, COs, business license, etc.
 - Require new square footage -for any use and/or building- to provide/account for parking
 - Require Change of Use to provide/account for parking
 - Codify the ULI Shared Parking framework as the basis for shared parking (discreet vs shared parking)
 - Explore an In-Lieu of Parking Fee Option
 - Look to identified Best Practices (Greenville, SC; Burlington, VT; Beaufort, SC)

Draft Recommendations: Parking Management

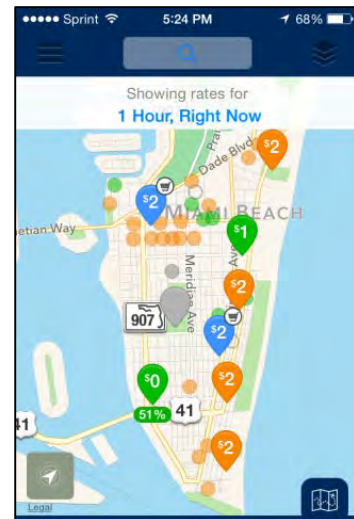
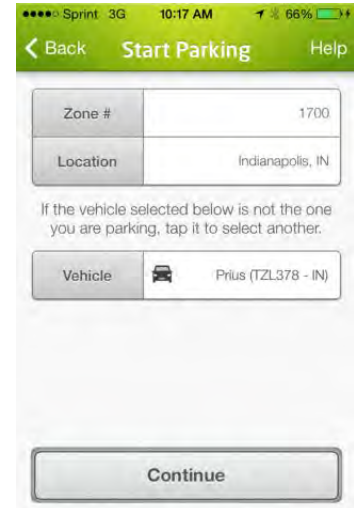
- Policy Changes
 - Valet/Ride Share (zoning & Municipal Code revisions)
 - Parking Authority should control- for overall oversight (accounting of spaces & allocation), enforcement, and contracting authority/agreements
 - Pause any new agreements until Parking Authority is enacted and/or new parking facilities are built. Parking Authority should review existing valet agreements (Special Permits) and make recommendations to BOMA on any updates to existing valet agreements.
 - Limit portion of reserved parking spaces in public garages (per ULI reserved parking in the shared parking analysis)
 - Continue to permit in limited zones (CFCO Special Areas 1 & 2)
 - Valet/Ride Share drop-offs:
 - Prohibit in any travel lane or striped on-street parking space
 - Not permitted along Main Street (Until revised Streetscape)
 - Require a plan & agreements to be on-file & up-to-date with PA
 - A Valet Parking Attendant must be on duty during business hours

Draft Recommendations: Parking Management

- Policy Changes
 - Loading Zones
 - Big issues with big impacts
 - Creation of a partnership study between COF & DFA/Main Street/Business Owners to work through more comprehensive solution
 - Interim Recommendations:
 - Increase enforcement and monitoring of safety issues (blocking accesses/fire lanes)
 - Enforce vehicle class limits
 - Create permitting system to ensure off-peak loading times (require a working group with business/delivery services to determine locations & logistics)

Draft Recommendations: Parking Management

- Technology Recommendations
 - Pay-by-Phone Capabilities
 - Allows notifications to remind user that meter is expiring
 - Ability to pay for parking while walking to destination and extend meter without revisiting the space
 - Ability to have no actual meters distracting from the streetscape in the downtown if desired or could have as an added service, along side meters.



Draft Recommendations: Parking Management

- Technology Recommendations
 - Smart Parking Meters
 - Option along side pay-by-phone or as a stand alone system for paid on-street parking
 - Allow for credit card payment
 - Solar powered
 - Ability to have different costs for different hours of duration to encourage off-street parking for longer durations
 - Utilize multi-space meters to accommodate an entire block face
 - Can be managed from a central computer

Draft Recommendations: Parking Management

- Technology Recommendations
 - Automated Parking Guidance Systems (APGS)
 - Allows patrons and visitors to see not only where parking is available but also how much is in a particular garage
 - Creates more efficient garage as every space can be filled
 - Acts as an added service to those parking



Draft Recommendations

Three-pronged approach:

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Draft Recommendations: Parking Operations

- Wayfinding
 - Partner with DFA on updating wayfinding within Study Area
 - Comprehensive Wayfinding essential for successful parking functionality



Draft Recommendations: Parking Operations

- Safety
 - Lighting, regular foot patrols, add call boxes at new facilities
 - Upgrades to pedestrian safety infrastructure



Questions + Discussion

Thank you for your time!

