

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	January 5, 2015
Action Required:	Direction
Presenter:	Chris Engel, CEcD, Director of Economic Development Jim Tolbert, AICP, Director of Neighborhood Services
Staff Contacts:	Chris Engel, CEcD, Director of Economic Development Jim Tolbert, AICP, Director of Neighborhood Services
Title:	Parking Management Strategy

Background/Discussion: After hearing support from downtown merchants for a managed on street parking strategy at the December 1st council meeting, the City Council requested that staff provide a recommendation for moving forward. While there are many components to a comprehensive parking management strategy, the fundamental tenet is the ability to charge for on-street parking. Currently virtually all on-street spaces in the city are available to the public for various lengths of time at no cost. Therefore, if Council is interested in implementing a viable parking management strategy there must be a corresponding willingness to institute a paid on-street system that also includes attentive and regular enforcement.

The most recent comprehensive parking study was completed in 2008 by a consulting team led by Martin Alexiou Bryson. This process resulted in a series of recommendations including transitioning to a paid on-street system. At the time the council was not supportive of doing so. (A complete list of recommendations including those that were implemented and those that were not is included herein.)

More recently, a consulting team associated with the West Main Street Streetscape process was charged with conducting a parking analysis along this corridor. The results of this analysis were made public and discussed as part of the Council work session on December the 18, 2014. This process also produced a series of recommendations centered on the implementation of metered parking using smart parking technology, a robust enforcement strategy and demand responsive pricing.

In light of these past recommendations and continued downtown development that will ultimately outstrip the supply of publically available off -street parking, staff believes it is time to reconsider instituting a paid on-street system so that parking management can be achieved.

To assist with this process, we suggest that a very specific scope of work be developed to refresh and confirm the data and recommendations from the previous studies and provide an implementation plan for a parking management strategy.

The scope should include:

1. Update parking inventory from the 2008 study
2. Perform parking utilization survey of several targeted areas
3. Analysis and recommendation for addressing employee parking solutions
4. Stakeholder survey to assess parking needs of business owners, property owners, employees and residential representatives
5. Review and recommendation of demand management strategies
6. Review of current technology and recommendation of appropriate smart parking equipment

The geographic extent of the proposed analysis should include the previous downtown study area (see attached map) - which also includes the Court Square area and the Corner area. As previously referenced an analysis of the West Main Street area has recently been completed.

Staff recommends engaging the appropriate on-call parking consultant to handle this work.

Community Engagement: Significant public engagement including stakeholder's surveys and public meetings are envisioned should this effort move forward. In addition, the Downtown Business Association of Charlottesville has indicated support for this effort and has been engaging their members and several major property owners.

Alignment with City Council's Vision and Strategic Plan: Approval of this agenda item aligns with Council's vision for Economic Sustainability and for a Connected Community.

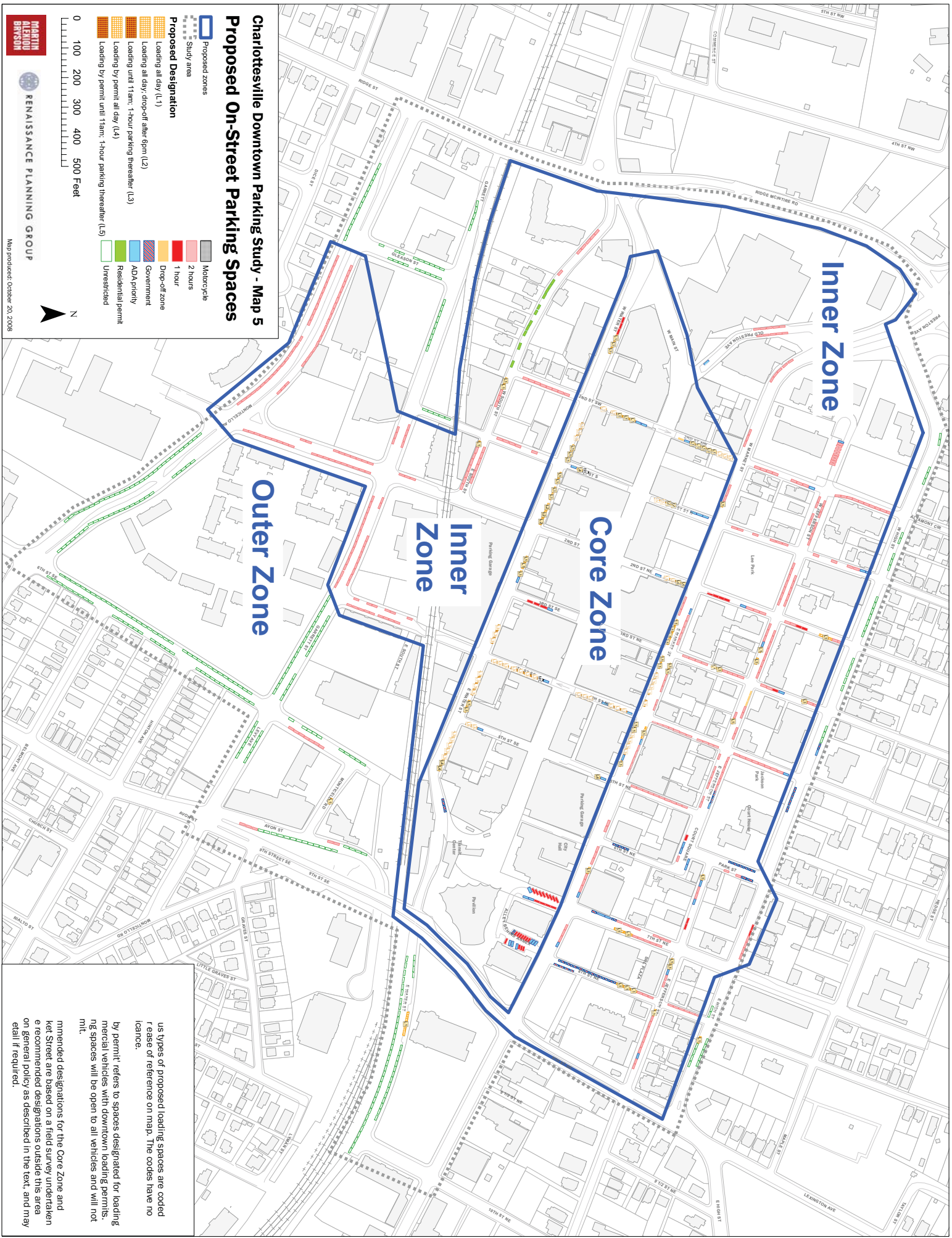
Budgetary Impact: While the city has two on-call consultants with expertise in parking related issues, we do not have an estimated cost for this specific scope of work at this point. Once cost is determined staff recommends using accumulated funds in the Strategic Investment Fund to carry out this work.

Recommendation: Staff recommends moving forward with the necessary data gathering and analysis to inform a comprehensive parking management strategy.

Alternatives: Council may choose not to move forward with further consideration of a parking management strategy.

Attachments: 2008 Parking Study Summary of Recommendations
2008 Parking Study Area Map

PARKING STUDY – 2008 MARTIN ALEXIOU BRYSON & RENAISSANCE PLANNING GROUP		
RECOMMENDATION	COMPLETED	
	YES	NO
1. A Core Zone with the emphasis on business loading needs, short visits to businesses (one-hour parking) and accessible (ADA) spaces.	<input checked="" type="checkbox"/>	
2. An Inner Zone with the emphasis on two-hour parking, serving shoppers and other downtown customers and visitors. Loading, ADA and one-hour spaces should be provided where these are needed in specific locations.	<input checked="" type="checkbox"/>	
3. An Outer Zone with the emphasis on unrestricted parking. Loading, ADA, and two-hour spaces should be provided where these are needed in specific locations.	<input checked="" type="checkbox"/>	
4. Loading all day until 6pm (as per current designation of loading spaces).	<input checked="" type="checkbox"/>	
5. Loading all day until 6pm, then drop-off after 6pm.	<input checked="" type="checkbox"/>	
6. Loading until 11am, then one-hour parking until 6pm.	<input checked="" type="checkbox"/>	
7. Loading with Business Loading Permit all day until 6pm.	<input checked="" type="checkbox"/>	
8. Loading with Business Loading Permit until 11am, then one-hour parking until 6pm.		<input checked="" type="checkbox"/>
9. Creating a City Parking Department, or a Parking Division within an existing City department, to provide full-time management of the parking system.		<input checked="" type="checkbox"/>
10. Treating parking enforcement as an ambassador/welcome role as much as a ticketing role.	<input checked="" type="checkbox"/>	
11. Using on-street parking fees to cover management costs and to create revenue for downtown booster programs.		<input checked="" type="checkbox"/>
12. Adopting an occupancy target for general on-street parking, with rates set accordingly, so that the convenient spaces are never totally full and customers and visitors can therefore always find a convenient space.		<input checked="" type="checkbox"/>
13. Using modern meters or multi-space ‘pay stations.’		<input checked="" type="checkbox"/>
14. Make the recommended changes to parking space designations, as described above, and retain on-street parking.	<input checked="" type="checkbox"/>	
15. Make the recommended changes to parking space designations, as described above, and move to a more pro-active model of managing downtown parking, including charging for on-street parking in the Core Zone and Inner Zone.		<input checked="" type="checkbox"/>
16. Replace the PEZ with the following systems:		
<ul style="list-style-type: none"> Set minimum parking standards with the developer having the option of paying a fee in lieu of some or all of the parking required. 	<input checked="" type="checkbox"/>	
<ul style="list-style-type: none"> Incentivize employer participation in travel demand management (TDM) programs. 		<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Expand permit parking and create parking benefit districts as needed. 	<input checked="" type="checkbox"/>	
17. Using the supply and price of commuter parking to regulate demand.		<input checked="" type="checkbox"/>
18. Providing good quality, attractive modes of travel, so that people can and will respond to the price signals.		<input checked="" type="checkbox"/>
19. Continuing to develop TDM programs to support people who use the alternatives		<input checked="" type="checkbox"/>



us types of proposed loading spaces are coded
r ease of reference on map. The codes have no
lcance.

by permit' refers to spaces designated for loading
merical vehicles with downtown loading permits.
ng spaces will be open to all vehicles and will not
mit.

mmended designations for the Core Zone and
ket Street are based on a field survey undertaken
e recommended designations outside this area
on general policy as described in the text, and may
etail if required.