



# City Council Agenda Bill

# 20085

Bill Number

**Subject:** Downtown parking goals and policies

**Summary Statement:** Staff is developing new parking goals and policies for inclusion in the Downtown Plan, which will be presented in its entirety to Council in 2014. These draft goals and policies have been informed by the adopted City Center Master Plan, data provided in the 2011 Downtown Parking Study, and input from the public and city staff. This is an informational presentation reflecting the results of Transportation Commission review and recommendations on the preliminary parking goals and policies.

**Previous Council Action:** Parking study presentation to the Downtown/Waterfront committee on May 13, 2013.

**Fiscal Impact:** Work is being accomplished using existing resources allocated in the 2013 PCD Department work program and budget.

**Funding Source:** General Fund

**Attachments:** Draft Parking Goals and Policies

Meeting Activity	Meeting Date	Staff Recommendation	Presented By	Time
Committee Briefing Information Only	12-Aug-2013	Information Only	Darby Cowles, Senior Planner	10 min

**Council Committee:**  
**Public Works / Public Safety**  
Stan Snapp, Chair  
Terry Bornemann; Gene Knutson

**Committee Actions:**

**Agenda Bill Contact:**  
Darby Cowles, Senior Planner, 778-8389

Reviewed By	Initials	Date
Jeff Thomas, PCD Director	BT	8/10/2013
Ted Carlson, PW Director	TAC	8/6/2013
Legal	pmu	8/6/13
Mayor	KL/BA	8/6/13

**Council Action:**



## DRAFT PARKING GOALS AND POLICIES

A full array of tools and strategies will be utilized in the development and management of the Downtown Subarea parking supply. These include improving efficiency, reducing demand, increasing awareness/enforcement/authority, strategically locating new facilities, and measuring progress of strategies.

### GOAL 1: MAXIMIZE THE USE AND EFFICIENCY OF THE EXISTING PARKING SUPPLY.

POLICY 1.1: Promote and incentivize shared parking agreements between different uses.

*POSSIBLE ACTIONS:*

- *Establish shared parking agreements with owners of private parking lots.*
- *Conduct pilot program.*
- *Establish agreement templates.*

POLICY 1.2: On-street parking should primarily serve the short-term parking needs of street level retail and service customers. Peripheral lots and parking structures should be primarily dedicated to employee, resident and other long-term parking uses. Continue to price parking lots lower than on-street parking to maximize this type of usage.

POLICY 1.3: Investigate long-term parking storage options inside or outside the City Center for downtown residents.

POLICY 1.4: Consider implementation of a Residential Parking Zone (RPZ) and/or time-restricted or paid parking in the portions of neighborhoods adjacent to Downtown if needed to minimize non-resident parking.

POLICY 1.5: Implement one or two-hour time limits for on-street parking throughout the Downtown Subarea, with at least one 30-minute time limited space per block, if the ability to find available spaces becomes difficult or turnover decreases.

POLICY 1.6: Increase parking pricing along blocks that are more highly utilized to distribute parking to available areas.

POLICY 1.7: Where possible within the existing curb-line, and where it will not adversely impact transit, truck routes, or other traffic flow requirements, consider increasing on-street parking supply by converting parallel parking to angled or 90-degree parking, and/or providing smaller or un-striped parallel parking spaces.

*POSSIBLE ACTION:*

- *Conduct feasibility of restriping the south side of State Street to angled parking from York Street to Berry.*

POLICY 1.8: Expand paid on-street parking as needed to create turnover in areas where drivers are taking advantage of free parking.

*POSSIBLE ACTION:*

- *Consider charging for parking along Forest Street and upper Holly Street to decrease occupancy below 85%.*

POLICY 1.9: Consider utilizing shuttles or other transit modes to transport people between parking areas and the downtown core for special events and the holiday season.

*POSSIBLE ACTION:*

- *Work with stakeholders such as employees, business owners, and Whatcom Transportation Authority and identify funding sources to create a downtown shuttle bus. .*

POLICY 1.10: Encourage downtown employers to create incentives for their employees to park in lesser-used off-street facilities to free up on-street parking for customers and short-term users.

POLICY 1.11: Continue to replace coin-operated metered parking with pay stations or meters that accept both cash and debit/credit cards for parking fees.

**GOAL 2: REDUCE PARKING DEMAND BY SHIFTING TRAVEL MODES AND/OR CHANGING BEHAVIORS DURING PEAK DEMAND PERIODS.**

POLICY 2.1: Continue to promote transportation demand management, improving amenities for cyclists, pedestrians and transit users, increasing bicycle parking, and providing parking spaces for carpool or carshare vehicles in public facilities.

*POSSIBLE ACTIONS:*

- *Establish covered bike lockers and storage near WTA for longer-term secure parking.*
- *Enhance use of existing city-owned covered bike storage.*
- *Establish regulations for bicycle parking carrals.*
- *Implement a Bike/Pedestrian Wayfinding System to trails and destinations: include signage for distances, destinations, and directions*
- *OTHERS TBD THROUGH THE BICYCLE MASTER PLANNING PROCESS*

POLICY 2.2: Encourage public and private developers to provide benefits such as transit passes and ridesharing to residents in exchange for incentives, such as reduced parking requirements or transportation impact fee assessments.

POLICY 2.3: Incentivize and/or require private development projects to incorporate appropriate non-motorized improvements, including enhanced street frontages, public connections throughout the site, improved transit stops (where approved by WTA), covered walkways, bicycle parking, and locker/shower facilities.

POLICY 2.4: Encourage building owners and property managers to include parking as a separate line item in leases and sales agreements so that the cost of parking isn't lumped together with the price of housing.

### **GOAL 3: RAISE PUBLIC AWARENESS OF PARKING REGULATIONS AND LOCATIONS AND ENFORCE PARKING REGULATIONS AND POLICIES**

POLICY 3.1: Enhance wayfinding and information about parking availability by improving signage and exploring new technologies such as Intelligent Transportation System signs that show the number of spaces available in parking lots and garages.

*POSSIBLE ACTION:*

- *Replace Parking Structure Signage*
- *Install access control in the Parking Structure*

POLICY 3.2: Improve information available on the website and through mobile applications regarding public parking locations, parking costs, and time limits.

*POSSIBLE ACTION:*

- *Install access control in the Parking Structure*

POLICY 3.3: Develop a parking enforcement plan that helps improve the visitor-friendly reputation for Downtown, while ensuring that regulations are properly enforced.

*POSSIBLE ACTION:*

- *Revisit booting system for high frequency offenders*
- *Offer convenient electronic payment of traffic violations (ie. online, via mobile app, etc)*

POLICY 3.4: Explore the feasibility of increasing fine amounts for habitual offenders.

### **GOAL 4: STRATEGICALLY LOCATE PARKING FACILITIES TO ENCOURAGE PRIVATE INVESTMENT AND DEVELOPMENT**

POLICY 4.1: The following features will be incorporated into new parking areas:

- Attractive design
- Characteristics that complement neighborhoods
- Pedestrian-friendly edges
- Screening from streets and residential areas
- Multiple uses when appropriate

POLICY 4.2: Develop parking in conjunction with new development to support economic development and infill. Providing parking facilities prematurely can result in an inappropriately sized or located facility.

POLICY 4.3: Evaluate opportunities for public-private partnerships to construct new structured parking facilities to increase parking supply.

POLICY 4.4: As surface parking lots are redeveloped, encourage provision of unbundled parking to maintain or increase public parking availability.

POLICY 4.5: Consider a fee-in-lieu of parking program to fund public parking improvements.

**GOAL 5: MONITOR PARKING CONDITIONS TO CONTINUALLY MAKE IMPROVEMENTS AND ENSURE STRATEGIES ARE APPROPRIATE AS CONDITIONS CHANGE.**

POLICY 5.1: Identify and adopt performance measures to gauge success of parking management strategies.

POLICY 5.2: Assess the use of on and off-street parking facilities as frequently as possible to monitor utilization rates and the effectiveness of parking management strategies.

POLICY 5.3: Develop measures to regularly consult with downtown parking users to assess the effectiveness of adopted management strategies.

POLICY 5.4: Evaluate the boundary of the parking management zone and adjust as needed to ensure the impacts of downtown development are mediated by the proper management of parking assets.