

Parking Committee

2nd Meeting, July 19, 2005



Topics

- Schedule and Process
- Observations
- Review Overall Approach
- Suggested Objectives and Policies
- Next Steps

Winslow Tomorrow

Design Principles

1. A growing downtown evolves to a complete community; accessible, affordable, sociable, beautiful, diverse & sustainable.
2. Winslow is a pedestrian place – The “Heart” of Island culture, commerce & community: Winslow Way is the “Centerpiece.”
3. Connectivity & access for all – safe alternatives to the car exist for pedestrians, cyclists, the less-able & transit riders.
4. Parking is plentiful, accessible, & supportive of all other principles.
5. A variety of green & gathering places connect, protect, define & bind.
6. The Harbor connects to the Town & the Town to the Harbor.
7. Our stewardship of resources is revealed in green, artistic & environmentally appropriate buildings, spaces and infrastructure.
8. Regulate to stimulate investment: The City as an active partner with investors to realize the vision.

Overall Approach

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graph TD; A[Overall Approach] --> B[Objectives (priorities)]; B --> C[Strategies]; C --> D[Policies]; D --> E[Priority Actions];
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A flowchart illustrating a five-step process. The steps are arranged in a descending staircase pattern from top-left to bottom-right. Each step is contained within a rectangular box with a blue border. The steps are: 'Overall Approach', 'Objectives (priorities)', 'Strategies', 'Policies', and 'Priority Actions'. Each step is connected to the next by a thick yellow arrow that turns 90 degrees clockwise, pointing from the bottom of one box to the left side of the next.

Objectives (priorities)

Strategies

Policies

Priority Actions

Schedule

Overall Approach

Objectives

Strategies

Policies

Priority Actions

Schedule

Overall Approach

propose

Objectives

explore

June

Strategies

Policies

Priority Actions

Schedule

Overall Approach

Objectives

propose

Strategies

explore

Policies

explore

Priority Actions

July

Schedule

Overall Approach

Objectives

Strategies

Policies

Priority Actions

propose

propose

explore

August

Schedule

Overall Approach

propose

Objectives

propose

Strategies

propose

Policies

propose

Priority Actions

propose

**October
City
Council**

Observations



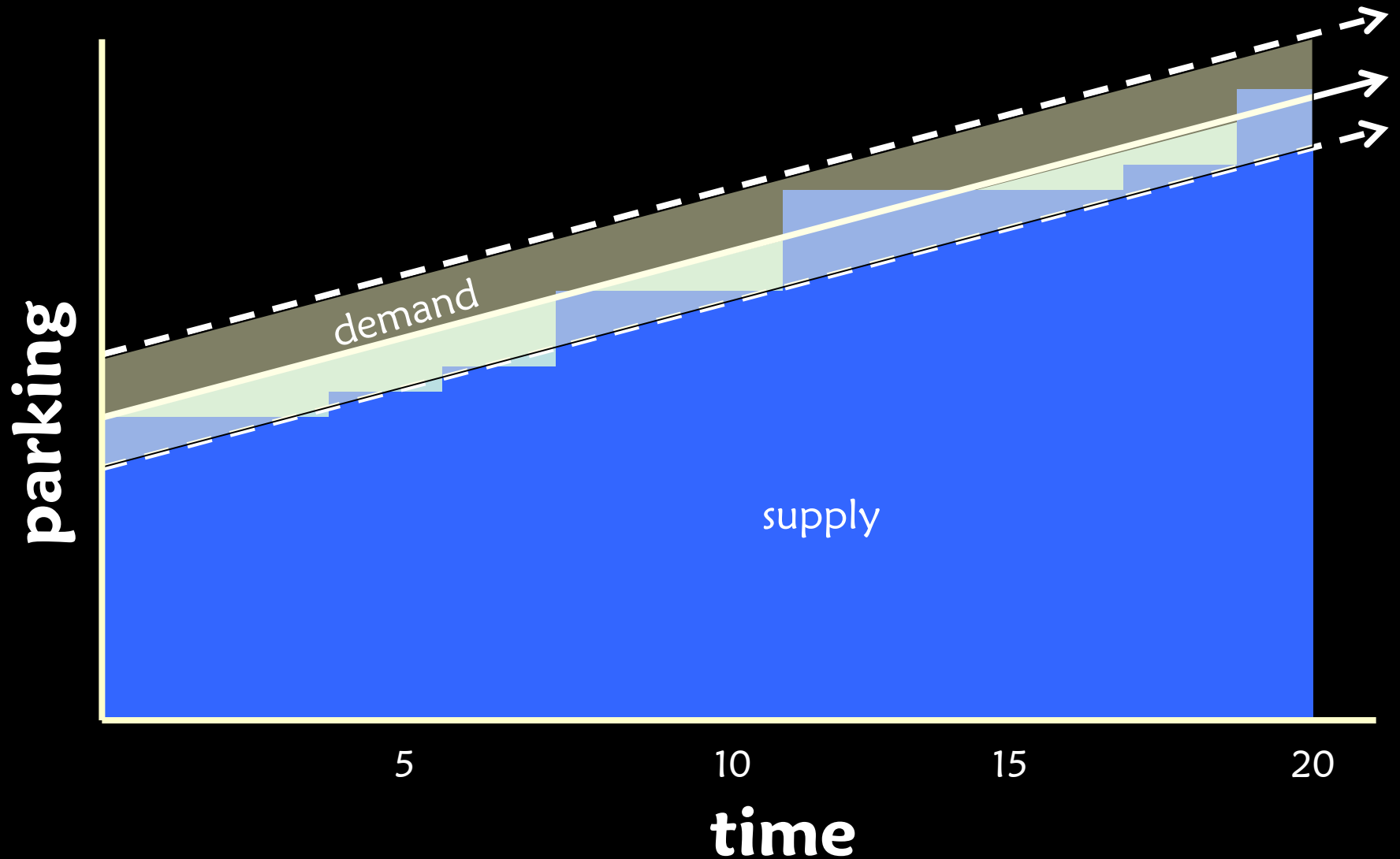
Additional off-street supply can relieve pressure on storefront parking but does not serve the same purpose.



There is not a parking shortage today, but you must add parking to achieve the Winslow Tomorrow vision.



You also cannot achieve your objectives by just drawing down the current surplus.



Tightening up on enforcement without adding off-street supply will fail.

Adding off-street supply with out tightening up on enforcement will fail.



Future Commercial Develop (based on Winslow Tomorrow)

*Square footage of
commercial space*

	office	retail
annual	10,000	8,200
by 2025	200,000	160,000

Future Commercial Develop (based on Winslow Tomorrow)

*Off-street parking
spaces (4/1,000)*

	office	retail
annual	40	33
by 2025	800	640

New Off-Street Parking

(required by existing code)

- 70 new spaces annually
- 1,400 spaces by 2025
- = 11 acres of surface parking
- = 6 acres of two-level parking
- = > 3 acres of four-level parking

Overall Approach



Overall Approach – Parking

1. Achieve pedestrian supportive downtown with pedestrian places
2. Support & retain existing businesses
3. Encourage infill & redevelopment consistent with Winslow Tomorrow
4. Achieve equity in management & finance

Suggested Parking Objectives



Suggested Parking Objectives

- A. Optimize On-Street Supply
- B. Revise Off-Street Supply/Developer Requirements
- C. Beef Up Enforcement
- D. Address Employee Parking Needs
- E. Establish Parking District & Organization
- F. Chart Course for Funding & Financing
- G. Manage Spillover from Downtown & Ferry

Parking Objectives

A. Optimize On-Street Supply



A. Optimize On-Street Supply

Strategies:

1. Enhance storefront retail within a pedestrian supportive setting

2. Improve utilization of existing on-street supply

3. Make downtown core a “park once” area

4. Plan for paid parking in future

1. Enhance storefront retail within a pedestrian supportive setting

Policies:

- a. Apply principle of no net loss in street design and other decision-making
- b. Add spaces wherever feasible consistent with other objectives
- c. Credit on-street frontage in developer requirements
- d. Improve utilization of existing supply

2. Improve utilization of existing on-street supply

Policies:

- a. Diversify time limit zones (e.g., ½ hour, 2 hour, 3 hour)
- b. Increase turn-over rate by reducing use by long term parkers
- c. Defer paid on-street parking for now



$\frac{1}{2}$ hour &

2 hour

3 hour

3. Make the downtown core a “park once” area

Policies:

- a. Diversify time limit zones (e.g., ½ hour, 2 hour, 3 hour)
- b. Provide for longer durations in off-street spaces
- c. Use marketing and signs to establish the “park once” concept in public perception

4. Plan for future paid parking

Policies:

- a. ½ hour and 2 hour spaces to become paid parking
- b. Incorporate paid parking into capital planning and into design of parking structures
- c. Communicate a paid parking future to stakeholders
- d. Paid parking should begin when first garage opens

Aspen



Portland

Parking Objectives

B. Revise Off-Street Supply/Developer Requirements



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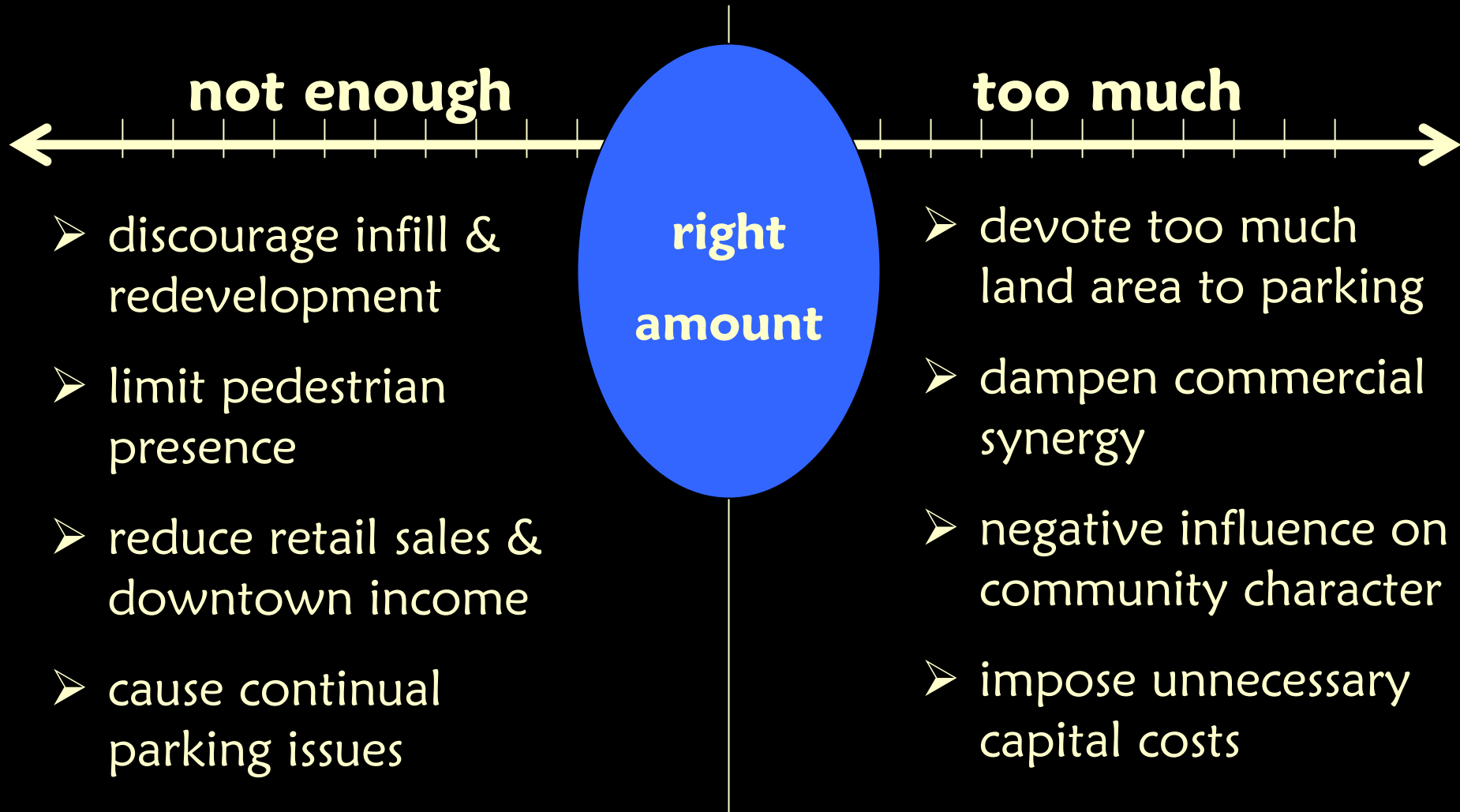
Strategies:

1. Ensure “right amount” of parking supply over time

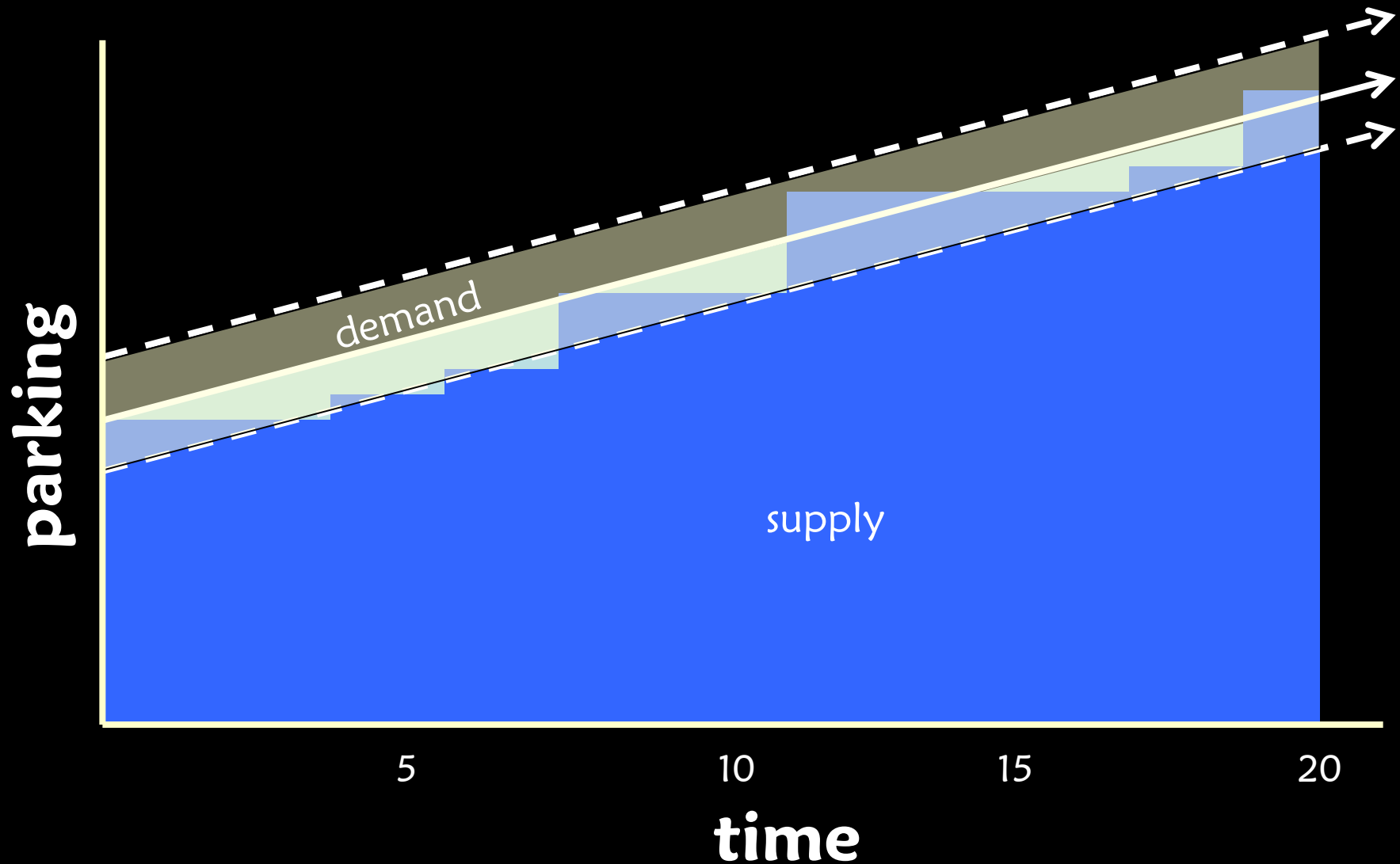
2. Minimize land area devoted to parking

3. Enable redevelopment & infill of small buildings & sites

Downtown Parking Supply



Managing Parking As a Utility



1. Ensure “right amount” of parking supply over time

Policies:

- a. Ensure parking requirements are matched to actual demand in downtown Winslow
- b. Refine “shared parking” provisions

2. Minimize land area devoted to parking (efficient land use)

Policies:

- a. Facilitate development of structured parking
- b. Anticipate loss of off-street surface lots to infill

2. Enable redevelopment & infill of small buildings & sites

Policies:

- a. Clarify & expand off-site allowances
- b. Make the fee-in-lieu program more functional
- c. Give credit for street frontage/on-street spaces
- d. Put developer requirements on sliding scale with lower ratios for small buildings

Parking Objectives

C. Beef Up Enforcement



C. Beef Up Enforcement

Strategies:

1. Increase probability of time limit offenders being ticketed
2. Eliminate 2-hour shuffle
3. Discourage scofflaws
4. Maintain customer-friendly environment

1. Increase probability of time limit offenders being ticketed

Policies:

- a. Achieve constant enforcement coverage during time limit hours
- b. Use hand-held computers for ticketing (instead of chalking tires and paper ticket books)
- c. Maintain adequate staffing



2. Eliminate 2-hour shuffle

Policies:

- a. Implement parking zones
- b. Use hand-held computers for ticketing (instead of chalking tires and paper ticket books)
- c. Diversify duration of zones ($\frac{1}{2}$ – 2 – 3)

Vancouver's new system*:

“Once a license plate is entered, staff has immediate and up-to-date data on outstanding tickets, previous cancellations, residential/exempt permits and any history of abusive behavior by the driver. Staff is also able to signal impound requests to the towing contractor without having to go through a dispatcher.”

* wireless



3. Discourage scofflaws

Policies:

- a. Implement escalating fines for repeat offenders
- b. Use hand-held computers for ticketing (instead of chalking tires and paper ticket books)
- c. Update offender database daily (or real time with wireless)

4. Maintain customer-friendly environment

Policies:

- a. Replace first offense ticket with friendly warning
- b. Ensure clear signing
- c. Diversify duration of zones ($\frac{1}{2}$ – 2 – 3)
- d. Convert enforcement personnel from law officers to service/ambassadors and provide training

Parking Objectives

D. Address Employee Parking Needs



D. Address Employee Parking Needs

Strategies:

1. Provide safe, convenient parking for employees

2. Reduce employee use of on-street supply

1. Provide safe, convenient parking for employees

Policies:

- a. Near term – expand off-street employee permit program (requires additional off-street sites)
- b. Keep permit fees below overtime ticket costs
- c. Long term – pull employee parking into structures
- d. Long term – shift permit program into district

2. Reduce employee use of on-street supply

Policies:

- a. Beef up enforcement (Priority C)
- b. Involve downtown employers in parking management
- c. Market employee permit program

Parking Objectives

E. Establish Parking District & Organization



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Strategies:

1. Create non-political parking management structure

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Policies:

- a. Establish a parking district – “parking and business improvement area” (PBIA) – self assessment (60%)
- b. Give district responsibility for downtown parking enforcement, parking budget & financing, employee permit program, marketing & public outreach
- c. Create a district board drawn from downtown representatives (from rate payers)

Parking Objectives

F. Chart Course for Funding & Financing



F. Chart Course for Funding & Financing

Strategies:

1. Establish parking enterprise fund (PEF)

2. Retool fee-in-lieu (FIL) program

3. Set stage for public/private financial partnerships

1. Establish parking enterprise fund

Policies:

- a. Shift parking offense (ticket) revenues into PEF
- b. Assign employee permit revenues to PEF
- c. Assign parking lot and garage revenues to PEF
- d. Shift enforcement budget into PEF
- e. Put FIL revenues into PEF
- f. Create both capital and operating accounts
- g. Provide for Council and Staff oversight and control
- h. Long term – dedicate parking meter revenues to PEF

2. Retool fee-in-lieu (FIL) program

Policies:

- a. Set FIL fees at full-cost recovery
- b. Update fees annually based on actual estimated costs via District recommendation
- c. Allow purchase and banking of FIL spaces
- d. Develop multi-year capital investment program

3. Set stage for public/private financial partnerships

Policies:

- a. Give district mandate to work with downtown land owners on building and financing parking structures
- b. Give District authority for public/private financing
- c. Define terms for potential use of public lands in off-street parking program
- d. Allow “principal use” parking (condo spaces for sale or lease) in parking structures

Parking Objectives

G. Manage Spillover from Downtown & Ferry



G. Manage Spillover from Downtown & Ferry

Strategies:

1. Establish Neighborhood Parking Permit Program

1. Establish Neighborhood Parking Permit (NPP) Program

Policies:

- a. Establish NPP program to be implemented at the neighborhood parking district level
- b. Establish warrants for NPP districts
- c. Provide NPP enforcement as City law enforcement function, not downtown district