



# city commission agenda item

<b>item type</b>	Action Item Requiring Discussion	<b>meeting date</b>	June 24, 2013
<b>prepared by department division</b>	Troy Attaway/Dori Stone Public Works/ED/CRA	<b>approved by</b>	<input checked="" type="checkbox"/> City Manager <input type="checkbox"/> City Attorney <input type="checkbox"/> N/A
<b>board approval</b>	<input type="checkbox"/> yes <input type="checkbox"/> no <input checked="" type="checkbox"/> N/A		<b>final vote</b>

## subject

CRA Parking Study

## motion | recommendation

Approve parking study results and authorize staff to implement the first three recommendations

## background

In December, 2012, the City Commission directed staff to update data in a 2007 parking study based on an increase in comments related to insufficient parking within the Park Avenue corridor. This study considered several factor:

- Analyze current parking supply and demand
- **Review the City's parking policies**
- Provide parking recommendations

Throughout the Spring of 2013, BASE Consultants performed an inventory of on-street and off-street city parking within the study area. Community input was also solicited by local residents, employees, business owners and visitors to the downtown area. In addition, the study area was expanded to include all of the CRA and Orange Avenue. Similar studies have generally involved just the central business district.

After a full analysis, the consultants found that the parking supply for the entire study area includes a surplus of 193 weekday daytime spaces and a surplus of 182 weekend daytime spaces. However, facilities serving the Park Avenue area corridor experience a deficit of 237 weekday daytime spaces and a deficit of 280 weekend daytime parking spaces. More detail of the analysis is available in the report. The consultant cross-checked this data with an evaluation of shared parking and the total parking needed for the types of uses found within the Park Avenue corridor. The deficits in parking spaces did not change based on the type of parking analysis that was completed.

BASE consultants made several recommendations **based on the city's current parking situation**. The top three recommendations work in tandem and staff recommends that all three be implemented simultaneously to get the best possible results.

- Parking enforcement – currently the city has one full-time parking enforcement officer to enforce hourly parking limits between the hours of 8:00 a.m. and 5:00 p.m. Turnover in on-street parking is critical for businesses. The on-street spaces closet to shops should be available for customers and should not be used by business owners or employees who may

park there longer than three hours. Parking enforcement is also going to be necessary to prevent SunRail riders from occupying parking spaces within the area around the station. Given these factors, the consultant is recommending hiring one or two additional parking enforcement officers and that enforcement is expanded to seven days a week. The officers should serve as downtown ambassadors – able to provide visitors and businesses with information about longer-term parking options.

- Employee Parking Program – the consultant is recommending implementing employee-only parking areas within a 10 minute walk to Park Avenue using either parking decals or hang-tags. Staff has considered making Lot A a long-term lot with either all day parking with a permit or four hour parking without a permit. This option will require education and enforcement by both the city and the business community to implement changes to employee behavior.
- Special Events Parking – Stakeholder surveys as well as field observations have determined that a majority of parking issues stem from the increased number of visitors during special events. BASE consultants recommends that the city work with the Winter Park Police Department and create and distribute special events parking maps, provide additional temporary signage directing visitors to parking locations during special events and make Park Avenue merchants aware ahead of time of special event parking policies and locations.

The consultants included several other parking recommendations including wayfinding and signage as well as parking apps for smart phones that allow visitors to access parking information in real time. There is a brief discussion in the study of capital construction of more parking and the costs associated with this.

## **alternatives | other considerations**

The Commission could chose to not accept the parking study recommendations and direct staff to look at different alternatives.

## **fiscal impact**

The fiscal impact of the recommendations may include the addition of up to two new parking enforcement officers. Early estimates may be that this effort would cost an additional \$100,000 in staff and equipment. A portion of the costs could be off-set by additional parking enforcement revenue. With the budget under development, it is appropriate to decide on the implementation and timeframe of these additional staffing positions. There is a limited cost to creating an employee parking program. The city would assume the cost of the educational materials and stickers or tags as well as staff time to implement the program.

## **long-term impact**

Changing driver behavior, especially with parking is a long-term effort. The opportunity to offer our visitors and guests closer parking opportunities and functionally control employee parking begins to address the parking issue. Staff should also look at long-term parking solutions including additional parking locations and easier access to safe and efficient parking spaces that are already available.

## **strategic objective**

Quality Economic Development

The CRA Parking Study can be downloaded separately from the website and/or the drop-box.