

LEGISLATIVE #

100560A



Public Works Department

Downtown Parking Study

- Rich and Associates studied existing conditions and trends for downtown parking
- They have made numerous recommendations for changes and improvements
- The following presentation is Public Works Department Staff's analysis of those recommendations and the impact of implementation

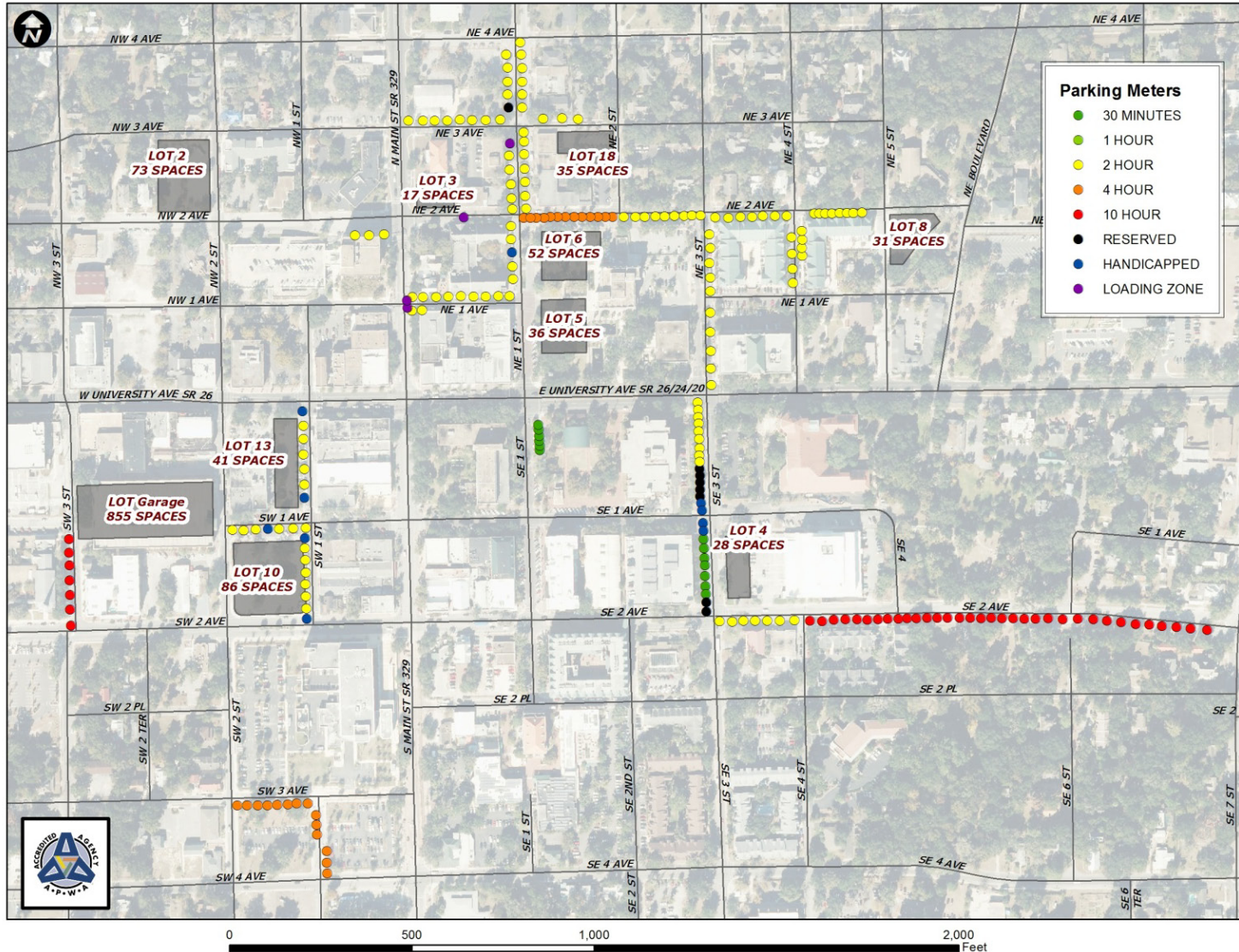
The purpose of the study is to:

- Improve parking conditions in the downtown area
- Create turnover in the parking spaces to improve customer access by regulating the parking

Staff met with downtown stakeholders to present draft recommendations:

- DRAB
- GDOT Board of Directors & Membership
- Alachua County Government:
 - County Manager
 - Supervisor of Elections
 - Property Appraiser
 - Tax Collector
 - Clerk of the Courts

Location Map



1. The consultant recommends the elimination of free parking in the downtown area. This would provide for 2 hour paid parking for visitors and patrons of the downtown area for the 77 existing on-street spaces. It would also encourage long term parking to move to the parking structures.
 - o Staff concurs with this recommendation and recommends the new on-street parking on Main Street be incorporated for consistency.

Free On-Street Parking

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100 S.W. 1st Avenue



200 N. Main Street

Hours of Operation

2. The Consultant recommends that the meters be in effect until at least 8:00 P.M. to discourage business employee parking and monopolizing the best spaces. They recommend a rate of \$1.00 per hour.
 - o Staff concurs and recommends that be until 11:00 P.M. and include Saturday. Additional parking enforcement staff will need to be hired to conduct the additional enforcement required to make this happen.

Parking Enforcement

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Off-Street Parking

3. Consultant recommends off-street parking should be priced \$0.50 to \$0.75 / hr. with a 3 hour time limit – no time limit in the structure.
 - o Staff recommends that the rates remain the same and that the time limit be 4 hours. This allows the surface lots to be used for medium length trips – ½ day or less.
 - o Staff recommends no changes to the Garage Rate structure.

Off-Street Parking

City Lot 10



City Parking Garage



City Lot 13



City Parking Garage



After Hours Off-Street Parking



- Rates to remain the same in off-street parking after hours.
- Hours of operations will be expanded to 11:00 P.M. to match on-street parking.

4. The consultant recommends that the 18 reserved on-street parking spaces in the downtown be made available to the general public after 5:00 P.M.
 - o Staff concurs – these spaces are already signed in accordance with the consultants recommendations. Staff recommends no change in our current practice.

Designated Parking



Unit Block – S.E. 1st Avenue



Unit Block – S.E. 1st Avenue

City Hall Area Parking

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5. Consultant recommends that City Hall Lot 6 and City Hall Lower Lot be made available to the public after hours and weekends.
 - o Staff concurs with this recommendation for Lot 6 and the signage has already been changed to reflect this use.
 - o The City Hall Lower Lot is not controlled by the City.

City Hall Parking Lots



City Hall – Lot 6



Lower Lot – City Hall

Reserved City Employee Parking

6. Consultant recommends moving employee parking out of Lot 6 and making it available for general public paid parking.
7. Consultant recommends moving designated spaces to on-street spaces in 100 block of N.E. 2nd Avenue and employee spaces to the City Hall Upper Lot.

Reserved City Employee Parking

Staff makes the following recommendations:

- The existing off-street lots are not at capacity, particularly in the northeast
- Staff continue to monitor those off-street lots
- When the off-street parking demand begins to reach capacity, the City would look at incrementally implementing the following options:

Reserved City Employee Parking

- City Commission spaces to remain in their current location
- Remainder of lot to be metered
- City Employees in Lot 6 moved to City Lot 18 and City Lot 2
- As with the Lower Lot, the City does not control the City Hall Upper Lot

Reserved City Employee Parking

Lot 18



Lot 2

City Hall Upper Lot



N. Main St. & 2nd Ave

- Upon implementation, there would also be a marketing component to the program
- This would included the development of a website
- The website would show rates and locations of parking
- The website could also show the duration of parking so that a visitor could determine if parking would soon be available

8. Consultant recommends a signage program with consistent signs to direct patrons to off-street parking and key destinations.
 - o Staff concurs. The City is currently working on the downtown “Wayfinding Sign” project and construction has recently begun.

Downtown Signage



Summary – Rate Structure

Existing Rates

- Parking Lots:
 - \$ 0.25 / hour
 - \$ 0.50 / hour
- Parking Garage:
 - \$ 1.00 / hour
 - \$ 6.00 max
- On-Street:
 - \$ 0.50 / hour
 - \$ 0.25 / hour
- Free

Proposed Rates

- Parking Lots:
 - \$ 0.50 hour
 - 4 hour max
- Parking Garage:
 - \$1.00 / hour
 - \$ 6.00 max
- On-Street:
 - \$ 1.00 hour
 - 2 hour max
- No Free in core CCD

Projected Costs

▪ 2 POA II's.....	\$ 100,000 /yr
▪ Annual Operating Costs.....	\$ 25,000 / yr
▪ 45 Multi-space meters.....	\$ 700,000
▪ Upgrade existing meters.....	\$ 110,000
▪ Upgrade existing signs.....	\$ 25,000
▪ Website & Marketing.....	\$ 40,000
Total Annual Cost.....	\$ 125,000
Total Capital Cost.....	\$ 875,000
Total Cost (1 st Year).....	\$ 1,000,000

Project Revenues

- Incr. Meter Fees to \$1 / hour.....\$ 87,250 / yr
- New on-street paid parking.....\$ 156,000 / yr
(77 spaces @ \$1/hr from 8:00 A.M.
to 8:00 P.M. – est. 75% Occupancy
for 45 weeks)
- Enforcement Revenues.....\$ 250,000 / yr
- (2 additional POA II's)

Total Annual New Revenue..... \$ 493,250 / yr

Revenue Summary

Annual Cost: \$ 125,000

Annual Revenue: \$ 493,250

One Time Capital Cost: \$ 875,000

Recover capital

Expenditure: 2.5 years

From the time funds are made available:

- RFQ Process – 12 months:
 - Specification writing / review
 - Staff Presentations / proposals
 - Bid Award – City Commission
- Implementation – 6 months
- Marketing Program – 3 months – to be done concurrently with last 2 months of implementation and 1 month upon start