

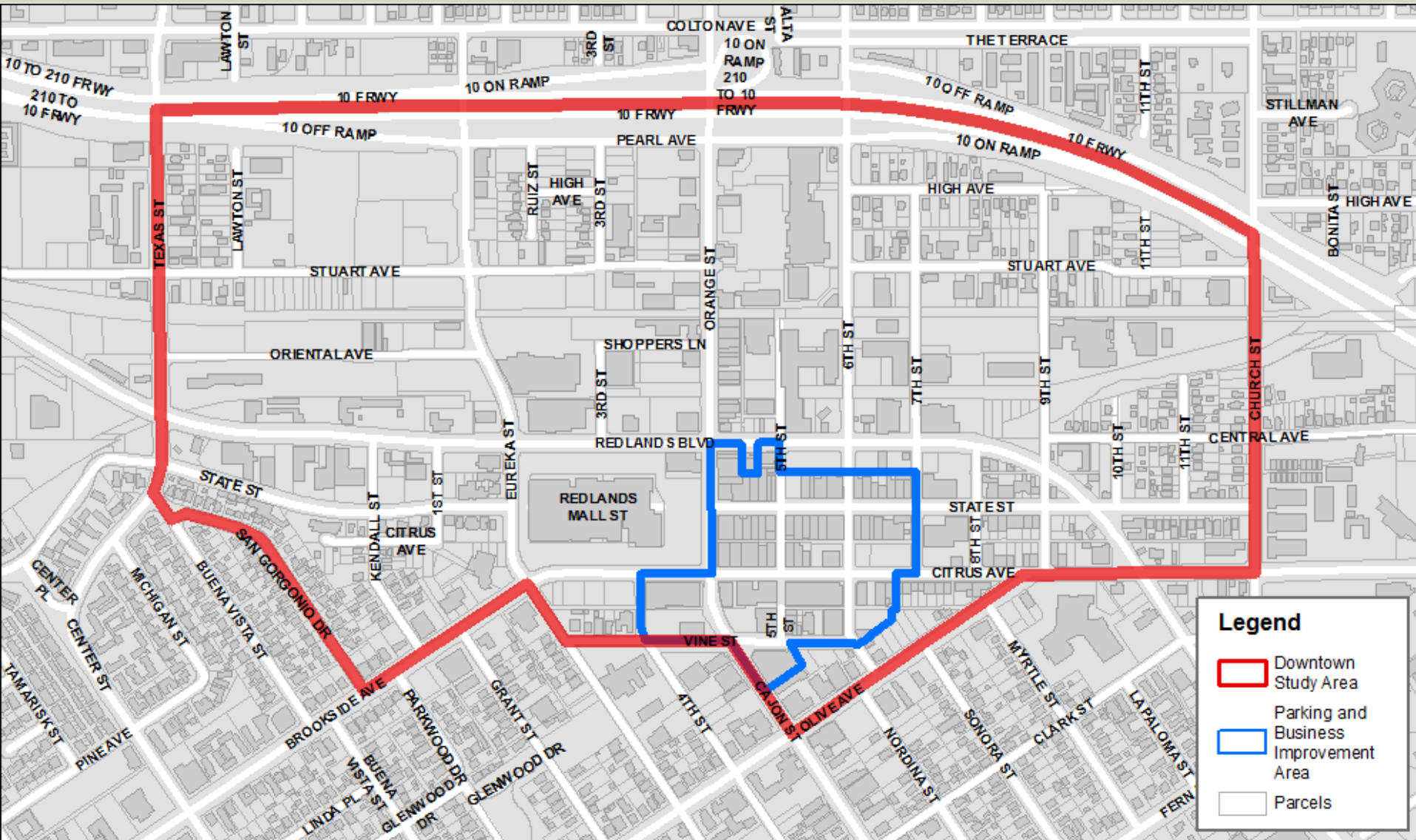
# Initial Downtown Parking Study



July 18, 2017



# Study Area



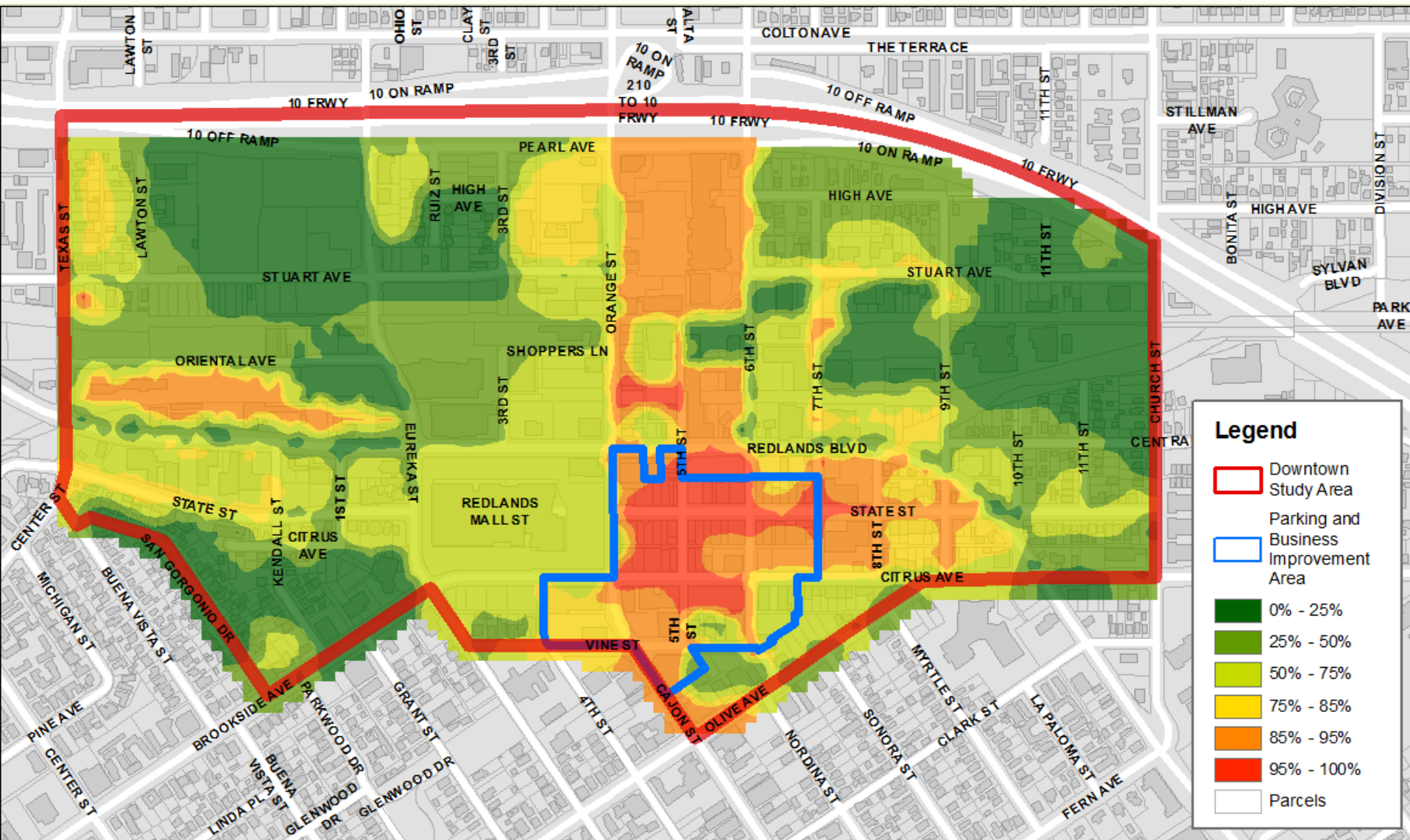
# Parking Space Inventory

Ownership	Spaces
Private	
Existing parking	5,105
Under construction	455
Public	
Existing parking lots and garages	586
On-street parking (1,465 unmarked)	1,915
<b>Total</b>	<b>8,061</b>

# Parking Space Utilization

- Peak hours (Downtown Core):
  - 12 pm to 2 pm weekdays:
    - 60% to 70% for private lots
    - 90% to 100% for public lots
  - 6 pm to 8 pm on Thursdays (Market Night):
    - 95% to 100% for private lots
    - 100%+ for public lots

# Parking Utilization



# Phase I Parking Improvements

- Time frame: 0 to 2 years
- Potential spaces: 301
- Cost: \$416,900 +
- Other Improvements:
  - Better identification of public parking areas
  - Improved security
  - Better access to existing spaces

# Potential Phase I Improvements

Item	Action	Cost	Additional Spaces
1	Restriping top level of Citrus Avenue Parking Garage	Funded	7
2	Striping of unmarked on-street spaces	\$8,500 + Staff Time	85
3	Orange Street Parking Lot Expansion	Funded	11
4	7 <sup>th</sup> Street Parking Lot expansion	\$88,000	35
5	Stuart Avenue Parking Lot	\$250,000	145
6	Additional on-street parking through private development	Private Funding	18

# Potential Phase I Improvements (cont'd)

Item	Action	Cost
7	Wayfinding signage	\$5,000 - \$20,000
8	Security Improvements	\$65,000
9	Pedestrian crossing safety improvements	Funded
10	Parking consultant	TBD
11	RFP to downtown property owners for public parking proposals	Staff time
12	Review of parking standards	Staff time



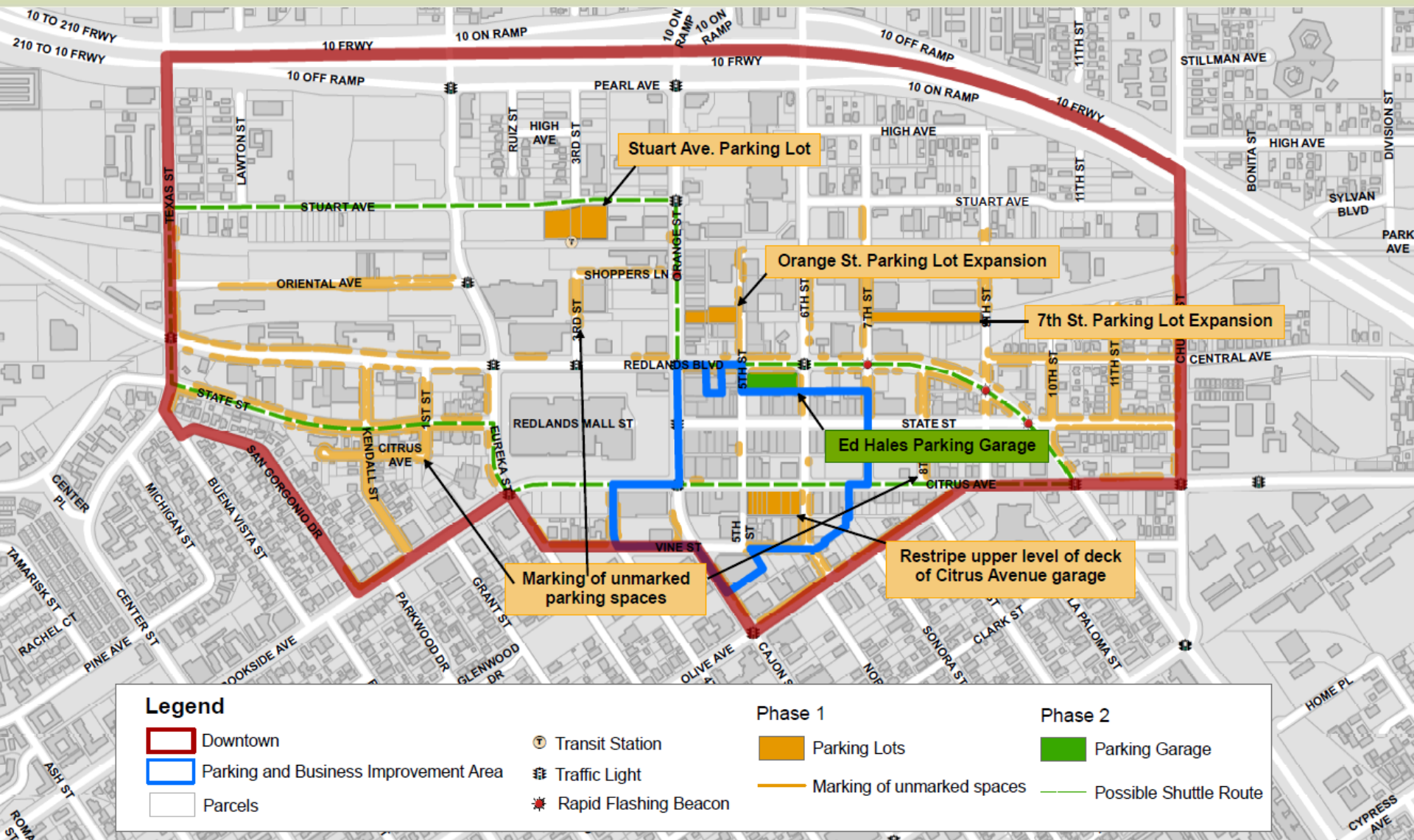
# Phase II Parking Improvements

- Time frame: 2 to 5 years
- Potential spaces: 181
- Cost: \$4,015,000
- Parking structure:
  - Candidate: Ed Hales Parking Garage
  - Spaces: 163 (101 additional spaces)
- Parking shuttle

# Potential Phase II Improvements

Item	Action	Cost	Additional Spaces
1	Ed Hales Parking Garage	\$3,865,000	101
2	Additional on-street parking through private development	Private Funding	80
3	Downtown parking shuttle	\$150,000 + Staff	NA

# Phasing



# Transportation Trends

- Car hire services (e.g. Uber and Lyft)
- Car share services (e.g. Zipcar)
- Autonomous “self-driving” vehicles

# Potential Funding Sources

- Public financing through bonds
- Leasing – capital lease and operating lease
- Community Facilities District
- Enhanced Infrastructure Financing District
- Public/private partnership
- Special fees
- Paid parking