

Memorandum

Finance Department



To: City Manager
Subject: Downtown Parking
Date: November 4, 2015
Number: 021-2015 (Finance)

The Downtown Revitalization Plan adopted by City Council on May 18th, 2015, includes multiple recommendations intended to address the perceived lack of available downtown parking by residents, visitors, and stakeholders.

The plan's steering committee identified parking as a top five issue and action item. Additional input gathered through a community survey and public workshops held between October, 2014 through February, 2015 confirmed parking as a top issue. Public input was complimented with a series of stakeholder interviews further reinforcing the perception of parking as a primary issue.

Taking public input and the City Council's feedback into consideration, a cross departmental team developed the recommendations outlined in this memo. Staff continued the dialogue with downtown representatives to develop solutions which simplify parking, standardize regulation, and address the perceived lack of available parking.

In accordance with the recommendations outlined in the Downtown Plan the following changes to downtown parking are proposed effective January 1, 2016:

Parking Lots

- Meters will be removed
- Permitted lots (Lots C and E) will be free, unlimited parking except in reserved spaces
- Timed lots (Lots A, F and G) will be four hours

Parking Ramp

- Meters will be removed
- All spaces will be free, unlimited parking except reserved spaces

On Street Parking

- Meters will be removed
- Short term meters and signed short term parking (less than two hours) will be 30 minute parking
- All other meters and signed two hour parking will be four hour parking
- Parking adjacent to City Hall (both sides of 3rd Avenue and the west side of 16th Street) will be 30 minute parking
- All current four hour and unlimited parking will remain unchanged

Reserved Spaces

- Individual reserved spaces in the parking ramp will be eliminated (currently there is one reserved space)
- Group reserved spaces will be available with a minimum of ten spaces
- Current reserved blocks (Holiday Inn parking in the parking ramp and McKesson parking in lot C) will remain
- Handicapped spaces will remain unchanged

Permits

- Construction, daily, and rover permits will still be available
- Fee increase recommendation are included in attachment one

Violations

- Per Mar will continue to continue to provide parking enforcement services
- Proposed changes to fines are included in attachment one

Cost

- Meter removal and sign replacement will be conducted with Public Works crews
- New four hour parking signs will cost approximately \$3,000 and will be paid with downtown TIF funds

Recommendation

Staff recommends that the City Council approve the proposed parking changes effective January 1, 2016 and authorize the City Attorney to draft the appropriate ordinance changes.

Submitted by: Cynthia L. Parchert, Finance Director
Randy Tweet, Public Works Director
Jeff Eder, Assistant City Manager & CED Director

Approved by: Thomas Thomas, City Manager

Propose Parking Fee Changes

	Current Fee	Proposed Fee
Late Penalty	\$15	\$20
Overtime Parking		
1st offense	\$10	\$20
2nd offense(same day)	\$15	\$25
3rd offense(same day)	\$15	\$25
Permits		
Construction	\$5/month	\$20/month
Daily	\$1/day	\$5/day
Rover	\$70/month	\$80/month