



Date of Council Meeting: June 24, 2013

**TOWN OF LEESBURG
TOWN COUNCIL WORK SESSION**

Subject: Comprehensive Parking Program

Staff Contact: John Wells, Town Manager

John

Background: The Council has requested a comprehensive Work Session discussion on parking in Leesburg. As a beginning point, the Council has referenced the "Parking Summit" that was held at the Ida Lee Recreation Center on March 14, 2009. While no specific action was taken by the Council, there were two general observations that were made by several Council Members. First, there were several "easy fixes" that would be good to proceed with. Second, the Summit discussion evolved into a broader discussion about the type and mix of downtown businesses, uniformity of business hours, a downtown management approach/organization, creation of a "downtown experience", advertising, capital improvements, as well as parking. The notes from the meeting are provided, along with a commentary on any actions that have been taken on any of the items mentioned at the "Summit." Staff will follow-up on direction provided.

PARKING SUMMIT MEETING

March 14, 2009

Meeting Notes

GOALS

1. Critical mass of business/residences/activity
2. Manage expectations based on community size
3. Hybrid
4. AED
5. Pedestrian focused, Pedestrian Safety, Traffic Calming
 - **Council approved Downtown Improvements CIP and begun implementation.**
6. Make garage easier to use
 - **Garage has been repainted and a new lighting system installed. Basement fans re-engineered to reduce noise in Alley.**
7. Service the businesses
 - **Economic Development staff outreach to businesses on-going**
8. One stop shop vs. one shop stop
9. Amenity base – not reliant on auto trips
10. Make parking options clear (court parking)
 - **Some of the Wayfinding Signs have been re-labeled to more clearly identify “Parking”**
11. Make downtown worth walking and parking for – engage property owners – “the experience”
12. Get the most from the meters (court meters)
13. Look @ handicapped spaces on street
14. Build on – on-going momentum – downtown activity
15. Get the “big” anchors downtown
16. Understand – developers (infill) needs (building/business owner) (affordability)
 - **Infill projects completed, approved, or in-process since 2009 (Leesburg Central, Barber and Ross, Courthouse Square, County Courts Expansion.)**
17. Attract suburban audience to downtown Purcellville, Winchester, Warrenton, Williamsburg

CHALLENGES

1. Pedestrian orientation
2. Balance on-street parking and garage
3. Employment Center
4. +/- on-street parking
 - **Council and staff and “experimented” with meter removal in certain locations downtown.**
5. Maintenance costs
6. Meter indicators

CHALLENGES - continued

7. Garage and structural limitations – one-sided elevator
8. Balance bump-outs with parking needs and accessibility – wider sidewalks, wider streets, parking, loading zones
 - **Council approved Downtown Improvements CIP and begun implementation.**
9. Form Based Code
 - **Approved by Council**
10. Parking validation length
11. Residential blocks
12. +/- repair/replace meters
 - **New parking meters to be included in Downtown Improvement CIP**
13. Condition of garage (as 3rd parking option)
 - **Garage has been repainted and a new lighting system installed. Basement fans re-engineered to reduce noise in Alley.**
14. Manage the message – what is available and where
15. Parking for downtown workforce

SOLUTIONS

1. Hybrid (short-term, long-term, variety of prices)
2. Infrastructure changes
 - **Council has approved and begun implementation of Downtown Improvements.**
3. Decongest Market Street side
4. Make walking fun and interesting (streetscape)
 - **Council has approved and begun implementation of Downtown Improvements.**
5. Parking organization (?) [Downtown org?]
 - **Council considered, but did not move forward with creation of a downtown management association.**
6. Use web for directing audience
 - **Web page now includes a Parking Section that identifies garage and public parking. It also includes a restaurant guide for all town establishments and a link for each to Google Maps.**
7. Façade grants (other programs to facilitate better look) incentives
 - **EDC developed a proposal that was not approved by Council**
8. Build a model
9. Add bike racks
 - **Bike racks/facilities have been added to the Town Garage and Georgetown Park. Council approved the Bike Way**
10. Make things simpler (garage signage) “we are worth the walking”
 - **EDC working with Regional Park Authority on W&OD Trail signs promoting the downtown**

SOLUTIONS - continued

11. Provide variety downtown
12. Police enforcement and emergency phone in garage
 - **Emergency phone system being designed/cost estimate developed**
13. Coordinated promotion
 - **Joint marketing effort with the LDBA for promotion and holiday events.**
14. Parking summit turn into development problem
15. Parking operates as a system – on-street/off-street
16. Parking facilitates good development
17. Enforcement
18. Organization – key point of contact

WHAT PROBLEM ARE WE TRYING TO SOLVE

1. Comprehensive audience
2. Town investment in itself lacking
3. Communication of available parking
4. Maximize total square foot of parking spaces and revenue (re-invest \$)
5. Improve experience – balance public/private investment
6. More accessible and simple direction
7. SW residents don't use downtown - \$ not generated as a result
8. Downtown underutilized
9. Perception
10. Downtown mix
11. Uniformity of lighting
12. Belief-system in "our" downtown
13. Cost/benefit of undergrounding utilities
14. Making downtown a destination
15. Enforcement/fines