



Date of Council Meeting: September 23, 2014

**TOWN OF LEESBURG  
TOWN COUNCIL MEETING**

**Subject:** Comprehensive Parking Plan

**Staff Contact:** John Wells, Town Manager

A handwritten signature in blue ink, appearing to read "John", is written over the "Staff Contact" line.

**Issue:** With respect to parking, should the Town consider:

1. Amend the parking meter policy of downtown (replace/remove)?
2. Adding parking kiosks in place of meters?
3. Amend the fee structure of the garage?

**Recommendation:** It is recommended that this recommendation be set for a public input session in the January/February timeframe so as to not confuse the public or business community during the annual holiday parking program, in anticipation of potential changes to the Town Code/related Ordinances. Final action on these changes would be considered as part of the approval of the FY 16 Town Budget.

**Summary:** Based on Council input, and a review of the financial and statistical data available regarding downtown parking the staff recommendation is as follows:

**Parking Goal Statement:** Recognizing that the Town does not have a parking capacity problem, it is the goal of the Town Council to structure a parking strategy that promotes economic activity, is customer friendly, and maximizes revenue opportunity in an effort to provide for future parking expansion.

**Action Steps To Implement Parking Goal:**

1. **Remove all parking meters in the downtown area and provide for parking turnover by enforcing a two-hour time limit in all areas except adjacent to the Downtown Post Office (15 minutes)**

**Rational:** On street parking meters generate only approximately \$1,108/month. (\$110.85/meter/year) Replacing meters to improve their appearance to match the Downtown Improvements would be approximately \$750/meter without credit card technology. With "smart technology" that allows the use of debit and credit cards, the annual cost is \$78/meter on top of the capital cost of enhanced meters at \$1,000 each. With current rates and current usage trends, it would take approximately 30 years to recover the capital cost after the payment of the "smart technology" license fee.

This action step would help "clear the clutter off the street, provide for a positive enhancement to on-street parking, and still provide for turnover by strictly enforcing the time limits.

Subject: Comprehensive Parking Plan

Kiosks were also examined and a one-time capital expenditure for 19 machines could range in the area of \$210,000 - \$250,000. This number alone would result in a return on investment that would exceed the life of the equipment. This does not include monthly costs to process debit or credit cards.

2. **Staff recommends that the Town should still charge for Parking and expand the hours charged to include nights and weekends to capture missed revenue. It is recommended that the garage move to an automated pay entry and exit system. The informal Council survey indicated that there was support (4-3) to have free parking in the Town Garage**

**Rationale:** The Town currently generates approximately \$144,000 in parking garage revenue. That number could increase by up to \$30,000 year if nights and weekends were added. (Additionally, staff would recommend that the Town approach the County government about the possibility of charging for Friday and Saturday nights with the revenue split with the Town. The Town would provide the automated pay entry and exit devices. Revenues could range up to \$5,000 -\$10,000 year.) While it is hoped that removing the parking fee would entice additional shoppers, the anecdotal evidence has suggested that if the parking deck were to be free, that jury and court parking, as well as some downtown business, may monopolize the parking garage,

**Background Data on Parking Garage**

The parking deck attached to Town Hall has 360 regular spaces and 14 spaces for the disabled. The following is a breakdown of the space allocation:

Level	Number of Spaces	Handicap Spaces
Lower level A	48	
Lower Level B	53	
1A	30	6
1B	43	2
2A	44	
2B	53	
3A	36	6
3B	53	
<b>TOTAL</b>	<b>360</b>	<b>14</b>

**Parking Deck Rates:**

- 1st hour free
- Next 4 hours \$.50 each hour
- Next 2 hours \$1.00 each up to \$5.00 Maximum

Subject: Comprehensive Parking Plan

**Permit and Monthly Rate Structure:**

There are 40 unassigned (non-designated) spaces at \$40.00 per month.

- Unassigned parking only in spaces 201 and higher (second and third level).
- All 40 unassigned spaces are utilized and there is always a wait list. There are currently 13 people on the list.

There are 101 assigned (designated/reserved) spaces at \$60.00 per month.

- Assigned spaces are in the lower level
- Of the 101 assigned spaces in the lower level, 86 are currently utilized and that changes on a monthly basis. The change is minimal, however.

**Regular spaces, Monday through Friday:**

There are a total of 141 spaces that are paid spaces, including Town of Leesburg employees parking on the roof level during these hours.

3. **Remove the bags at the Liberty Lot extension and provide additional free parking (2 hour limit) at that location**

**Rationale:** This area is an extension of the existing Liberty Lot, which provides free parking to residents and businesses in that general area.

4. **Enhance signage for Town parking opportunities, to include the Town and County Garages, and Courts Parking Lots**

**Rationale:** This improves customer service and promotes existing, underutilized parking spaces.

5. **Work to promote cooperative parking opportunities between private sector parties.**

**Rationale:** This works to bring underutilized parking into the greater parking inventory.

6. **Establish curbside pick-up and delivery areas at different locations in the downtown**

**Rationale:** This promotes customer service for businesses that provide pick-up service of their products/food.

Town staff will be available to answer questions.