



Date of Council Meeting: July 13, 2015

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Downtown Parking Task Force Recommendations

Staff Contact: Keith Markel, Deputy Town Manager

Council Action Requested: Consider recommendations and provide direction to Town staff

Staff Recommendation: Consider recommendations from Task Force and determine what items would be appropriate to implement

Commission Recommendation: Not Applicable. The Downtown Parking Task Force recommends the action items listed in the group's report

Fiscal Impact: Varies depending on what recommendations are implemented

Work Plan Impact: Varies depending on what recommendations are implemented

Executive Summary: The Town Council established the Downtown Parking Task to develop recommendations that would help create the availability of more short term parking in the downtown. The Task Force met this past spring and developed a report with recommendations for Council to consider that was presented on June 8, 2015.

Background: The Downtown Parking Task Force looked at a wide range of enhancements and policy changes that may work to increase the amount of available parking in the downtown for short term users rather than all-day parkers. The attached list of recommendations was generated from the Task Force report. The Town Council is asked to review the recommendations and provide feedback to staff as to what items should be implemented or pursued further.

Attachment:

- 1) Recommendations worksheet

Parking Task Force Recommendations

General Recommendations

	Yes	No	Maybe
1			
500 Foot to Public Parking Rule			
Because County garage is not available for general public parking during normal office hours this facility would be removed from the list of qualifying public parking facilities for the purpose of the 500 Parking Rule.			
2			
Sidewalk Improvements / Construction on Liberty & Royal			
Develop CIP project to design and construct extensions to existing sidewalks to provide a ADA accessible sidewalk from Loudoun Street to the Liberty Street Parking Lot.			
3			
Passenger Pick-Up / Drop Off Zones			
Provide zones for passengers to wait while drivers take/bring vehicle from parking areas. This will especially benefit those with mobility limitations.			
4			
Increase Fee for Meter Bags			
The Town will sell bags to place over meters for contractors or special events that require reserved spaces. The Town currently charges \$3 per day for a bag. If a vehicle was paying a meter all day the charge would be \$13.50. Staff recommends increasing the daily bag fee to \$10.			
5			
Increase Fee for Parking Violations			
The current fee for parking at an expired meter is \$10. The cost to pay the meter for the full day is \$13.50. One option would be to have a graduated fee scale for repeat offenders, so those who abuse on street parking would be charged more than first time offenders. It would need to be confirmed that the Town's existing software could be modified to accommodate this programming change.			
6			
Payment in Lieu Increase			
Increase the price for payment in Lieu to accurately reflect the true cost of structured parking space construction.			
7			
Town Contribution to Payment in Lieu			
Consider Town partnership to help defray the true cost of structured parking by providing some percentage of financial assistance.			

Town Deck

8	Payment Kiosks for First Floor Parking	Yes	No	Maybe
<p>Payment Kiosks will allow garage patrons to pay using a variety of payment options including cash, credit, and debit. Four payment kiosks are proposed- two on level 1A and two on level 1B. The initial cost for each kiosk would be approximately \$____. The annual maintenance cost for each kiosk would be approximately \$____.</p>				
9	Free Parking on Second and Third Floors	Yes	No	Maybe
<p>Under the current configuration, this would make 190 free parking spaces available to the public.</p>				
10	Rate for First Floor Parking \$1.00/hr	Yes	No	Maybe
<p>It is recommended that rates for hourly parking in the garage remain at their current rate.</p>				
11	Removal of Gates and Payment Booths	Yes	No	Maybe
<p>If payment for the first floor is handled by payment kiosks, the need for booths, gates, and staffing to collect fees is eliminated. Removal of the gates will promote a more welcoming approach to the garage, reduce confusion, and reduce maintenance costs.</p>				
12	Reallocate Staff to Parking Enforcement	Yes	No	Maybe
<p>With the removal of the payment booths at the garage, the parking attendants would be available to enforce parking in the garage and on-street throughout the downtown. Having greater enforcement will increase compliance and generate additional revenue.</p>				
13	Widen Parking Spaces in Garage	Yes	No	Maybe
<p>The current spaces in the garage meet the Town's minimum standards, but with difficult angles of approach and obstructions such as posts and concrete walls parking can be a challenge in some spaces, especially for larger vehicles.</p>				
14	Paint Interior Walls of Garage Brighter Color	Yes	No	Maybe
<p>To increase the impact of the current lighting and to promote a more welcoming and safe environment the walls could be painted a bright white color.</p>				
15	Install Exterior Signage on Garage Wall	Yes	No	Maybe
<p>Mount attractive/decorative signage to exterior garage wall near vehicle entrance to welcome visitors and announce free parking on 2 & 3 floors.</p>				

		Yes	No	Maybe
16	Welcome / Informational Kiosk			
	Reuse the payment booths as informational kiosks, or install new structures to provide space for maps, upcoming events, and possible public advertising.			
		Yes	No	Maybe
17	Eliminate Parking Validation Program			
	If free parking is approved for the 2 & 3 levels, no validation program will be needed.			
		Yes	No	Maybe
18	Eliminate "First Hour Free"			
	If free parking is approved for 2 & 3 floors, no first hour free parking will be needed on first level.			
		Yes	No	Maybe
19	Continue to Rent Basement Level of Garage			
	Continue to rent spaces by the month to any interested party.			
		Yes	No	Maybe
20	Increase Rent for Basement Level of Garage			
	The current rate is \$60 per month. Consider increasing rate to \$80.			
		Yes	No	Maybe
21	Update Signage in Garage (2 & 3 Floor Free)			
	Update signage inside the garage where needed to communicate clearly that there is a fee to park on the 1 level and it is free to park on the 2 & 3 level.			
		Yes	No	Maybe
22	Add Garage Signage that Directs to Other Parking			
	This signage would be located at the exits to the garage informing visitors of other parking options in the event that the garage is full.			
		Yes	No	Maybe
23	Additional Garage Safety - Mirrors			
	This may be needed if all available free spaces on the second and third levels become occupied by the public.			
		Yes	No	Maybe
24	Town Staff Relocate to Liberty Lot			
	This may be needed if all available free spaces on the second and third levels become occupied by the public.			