



**Date of Council Meeting: August 11, 2015**

**TOWN OF LEESBURG  
TOWN COUNCIL MEETING**

**Subject:** Downtown Parking Task Force Recommendations

**Staff Contact:** Keith Markel, Deputy Town Manager

**Council Action Requested:** Authorization is needed to implement the recommendations of the Downtown Parking Task Force.

**Staff Recommendation:** Staff recommends approval of the draft resolution as attached.

**Commission Recommendation:** The Downtown Parking Task Force recommends implementation of the action items listed in their June 8, 2015 report.

**Fiscal Impact:** Varies depending on each recommendation.

**Work Plan Impact:** Varies depending on what recommendations are implemented. The proposed recommendations identified for approval in the attached resolution can be incorporated into the existing work plans of Town staff with minimal impact.

**Executive Summary:** The Town Council established the Downtown Parking Task Force 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 that was presented on June 8, 2015 to Town Council with recommendations for consideration. The Town Council discussed these recommendations in greater detail at their work session on July 27, 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 Town Council discussed these recommendations at their work session on July 27, 2015. The Council was able to reach consensus on several of the recommendations while other recommendations will need to be discussed further. The attached resolution lists all of the recommendations that were developed by the Downtown Parking Task Force along with the direction provided by Council to Town staff. The Task Force has been invited to attend the Town Council work session on September 21, 2015 to discuss those recommendations where consensus has not yet been reached.

**Attachment:** Draft Resolution

PRESENTED August 11, 2015

RESOLUTION NO. \_\_\_\_\_

ADOPTED \_\_\_\_\_

A RESOLUTION: AUTHORIZATION TO IMPLEMENT THE RECOMMENDATIONS OF THE JUNE 8, 2015 DOWNTOWN PARKING TASK FORCE REPORT

WHEREAS, the Town Council has recognized that providing sufficient short term parking in the downtown is important to sustain and enhance the downtown economy; and

WHEREAS, the Town Council directed the Town Manager to organize a Downtown Parking Task Force to develop recommendations; and

WHEREAS, the Downtown Parking Task Force presented their official findings and recommendations to the Town Council on June 8, 2015; and

WHEREAS, the Town Council discussed the recommendations of the Downtown Parking Task Force at the July 27, 2015 work session, and reached consensus on several items.

THEREFORE, RESOLVED, by the Council of the Town of Leesburg in Virginia:

SECTION I. The Town Council authorizes the implementation of the following changes related to downtown parking:

1. **Waive Off-site Parking Requirements for Proposed Development within 500 feet of Public Parking.** Town staff is directed to proceed with a Zoning Ordinance modification to eliminate the County of Loudoun garage as a qualifying facility since public parking is not allowed during work business hours.
2. **Sidewalk and Accessibility Improvements along Liberty Street and Royal Street to encourage public use of the Liberty Street parking lot.** Town staff is directed to develop a capital improvement project for Council consideration as part of the Fiscal Year 2017 budget.
3. **Passenger Pick-Up and Drop Off Zones.** Town staff is directed to provide passenger pick-up and drop zones where feasible to benefit those with mobility limitations.

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4. **Increase Fee for Parking Meter Bags.** Town staff is authorized to increase the fee from \$3 to \$10.
5. **Increase Fee for Parking Violations.** Town staff is directed to investigate options to implement a graduated parking violation fee for habitual offenders, and report back to Council.
6. **Payment in Lieu Increase.** This item is deferred.
7. **Contribution to Payment in Lieu.** This item is deferred.
8. **Mobile Payment Apps for Parking.** Town staff is directed to investigate the use of mobile payment apps and report back to Town Council.
9. **Payment Kiosks for First Floor Parking in Town Garage.** This item is deferred.
10. **Free Parking on Second and Third Floors in Town Garage.** This item is deferred.
11. **Implement a Parking Rate for First Floor Parking in Town Garage.** This item is deferred.
12. **Remove Gates and Payment Booths in Town Garage.** This item is deferred.
13. **Reallocate Town Parking Attendants to Parking Enforcement.** This item is deferred.
14. **Widen Parking Spaces in Town Garage.** Town staff is directed to reconfigure parking spaces where feasible in order to increase the user friendliness of the parking garage.
15. **Paint Interior Walls of Town Garage.** Town staff is authorized to paint the garage walls in a bright white color in Fiscal Year 2016 if funds are available or to request an appropriation in the proposed Fiscal Year 2017 budget.
16. **Install Exterior Signage on Town Garage Wall.** Staff is directed to develop design options and cost for Council consideration.
17. **Welcome and Informational Kiosk.** Town staff is directed to develop a plan to install welcome and /informational kiosks for Council consideration.
18. **Eliminate the Town's Parking Validation Program.** This item is deferred.
19. **Eliminate "First Hour Free" Parking in Town Garage.** This item is deferred.

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20. **Continue to Rent Basement Level of Garage.** Town staff is directed to continue this program.
21. **Update Signage in Town Garage that the 2<sup>nd</sup> and 3<sup>rd</sup> Floors are free to the public.** This item is deferred.
22. **Add Signage that Alerts the Public to Other Parking Areas.** Town staff is directed to develop and install additional signage using Fiscal Year 2016 funds.
23. **Additional Town Garage Safety Measures.** Town staff is directed to develop a list of improvements that can be considered by Council during Fiscal Year 2017 budget discussions.
24. **Relocate Town Staff Parking from the Town Garage to the Liberty Street Parking Lot.** The Town Manager is directed to delay relocation at this time. If changes to Town garage operations create parking shortages in the garage, the Town Manager may need to be relocate Town employee parking in whole or in part, to the Liberty Parking Lot.

SECTION II. The Downtown Parking Task Force is requested to attend the Town Council Work Session of September 21, 2015 to further discuss those recommendations that the Town Council has not yet reached consensus.

PASSED this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Kristen C. Umstattd, Mayor  
Town of Leesburg

ATTEST:

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Clerk of Council