

## Recommendations Summary

Currently, approximately 68% of the available parking supply in the overall study area and 38% of the supply in the Olde Town core is unused during the typical peak parking period. However, future developments in Olde Town could lead to significant parking supply deficits in some areas. Therefore, future Olde Town development will necessitate the construction of additional parking resources as recommended below. The Recommendations cover four periods of time.

### *Immediate Action – January to June 2010:*

#### **1. Designate Lead Division and Support Units and Determine Resources for Further Implementation**

Designate an existing city department as responsible for the Olde Town parking and transportation system. This would include both operations and management.

#### **2. Create Master Signage Plan and Install Signs**

Provide additional parking-related signage and wayfinding to increase the potential utilization of existing public parking areas. Additional identification signage may also be required in some areas, such as the Tiller Lot, to denote public parking. Lot identification signs should note the Lot's name and applicable restrictions. Finally, work with private parking lot owners to ensure existing signage does not discourage appropriate parking in the lots (e.g., signs saying the parking is reserved, but not noting for whom the parking is reserved).

#### **3. Prepare Parking Map and Marketing Materials - Brand the System**

- a. Work with the Olde Town community to determine appropriate methods to communicate parking and transportation system issues and goals.
- b. Develop an Olde Town parking map. Distribute printed copies to Olde Town businesses and post a version on the city's website. Links to the Olde Town parking map could be placed on Olde Town business and organization websites.
- c. Begin the process of branding the Olde Town parking system, developing a logo, signage, and other marketing materials.
- d. Develop an "Olde Town Employee Kit" that would include information on appropriate parking locations and alternative forms of transportation.

#### **4. Designate Long-term Parking in Conjunction with HOTA and Communicate to Business Owners**

Encourage long-term parkers (e.g., Olde Town employees and business owners) to park in off-street parking areas, especially the Tiller Lot. Parking in long-term off-street lots, such as the Tiller Lot or the lot east of the Library, may need to be limited in the future due to commuter rail parking demand. This could include time limits (e.g., 4-hour parking), pay parking, and/or long-term parking permits for Olde Town employees.

#### **5. Delineate all On-street Parking Spaces**

Begin the process of delineating all on-street parking spaces in Olde Town. Parking time limits should be longer in underutilized areas.

#### **6. Develop Ordinance to Authorize Enforcement of Time Restrictions**

Work with Legal to draft an ordinance that will codify the enforcement of parking time restrictions.

#### **7. Prepare Shared-Use Agreements with Private Parking Lot Owners**

Work with Olde Town parking facility owners to improve the utilization of private parking supplies. This could include private parking areas north of Ralston Road, and St. Anne's Church (surface lot directly south of Ralston Road). Work with parking lot owners to find equitable solutions to provide additional public parking.

## 8. Delineate Loading and Delivery Zones

- a. Work with the Olde Town community to determine appropriate loading zone locations and policies.
- b. Delineate loading zones in Olde Town with appropriate signage and markings.

### *Short-Term 2010 and 2011:*

#### 1. Conduct a Safety Assessment of Parking Facilities

- a. Ensure existing parking facilities are safe and well lighted. Conduct a security review with local law enforcement and city staff knowledgeable in lighting issues.
- b. Ensure pedestrian paths between parking facilities and Olde Town destinations are well lighted and safe.
- c. Ensure existing parking facilities meet Crime Prevention Through Environmental Design (CPTED) standards.
- d. Update parking-related zoning requirements to include appropriate lighting standards.

#### 2. Adopt Municipal and Land Development Code Changes

- a. Begin drafting an ordinance that will address parking and transportation demand issues in Olde Town.
- b. Instead of a zero parking requirement for new developments in Olde Town, provide flexible parking requirements that allow reasonable parking reductions (e.g., using existing underutilized spaces and reductions for TDM) and encourage shared parking. Also, provide new developments with the option of paying an in-lieu fee instead of providing on-site parking.

#### 3. Establish Procedures for Enforcement

While not necessary in the near term, parking enforcement capabilities should be available prior to the opening of the Gold Line commuter rail station. Completing the following steps will be necessary:

- a. Ensure the proper authority exists for parking enforcement (city ordinance).
- b. Determine how parking appeals and citation collection will be handled Determine which parking enforcement methodologies/technologies will be used (e.g., paper tickets or handheld computers).
- c. Consider the implementation of a tiered parking fine structure.
- d. Consider using "Olde Town ambassadors" to provide parking enforcement, as well as basic security in Olde Town.
- e. Involve the community in the process to define parking enforcement goals and objectives, and provide sufficient notice prior to implementation.

#### 4. Address Staffing and Funding for Mid-Term and Long-Term Implementation

- a. Work to diversify parking-related revenue streams to ensure sufficient funds exist to cover parking-related management, operations, marketing, maintenance, and construction expenses. Work with the community to evaluate alternative ways of funding the parking system, including pay parking, a business improvement or parking district and fees in lieu for new projects. Communicate goals prior to implementation.
- b. Strongly consider public/private partnerships to develop future parking resources. Work with new developments to help defray at least a portion of parking construction costs.
- c. Encourage the development of additional on-street parking spaces (e.g., more angled parking) when Olde Town areas are redeveloped.

- d. As future developments occur, determine appropriate financing strategies for public parking facilities.
  - e. Provide limited parking operations services in-house. This would include parking-related signage, parking system marketing, parking enforcement, planning, special events assistance, and maintenance. It is unlikely that outsourced parking management would be necessary given the limited amount of day-to-day operational needs in the short-term.
- 5. Monitor Parking Usage and Initiate Parking Enforcement when Overall Peak Public Parking Utilization Exceeds 85% or when Average Parking Durations in Time-limited Public Parking Areas Exceed 70% of the Posted Time Limit.**

### *Mid-Term 2012 to 2015:*

#### **1. Institute Active Enforcement**

#### **2. Initiate Transportation Demand (TDM) Programs**

- a. Market transportation options for downtown visitors and employees:
  - i. Add TDM components to a parking website (ridematching, interactive transportation map, and a virtual commute store).
  - ii. Provide information and wayfinding kiosks in Olde Town.
  - iii. Promote TDM alternatives at community events.
  - iv. Provide transportation options kits to employers, employees and visitors.
  - v. Create a Residential Individualized Marketing campaign focused on increasing the use of carpools, bicycling, walking, and a secondary emphasis on transit.
- b. Encourage the following employer programs:
  - i. Encourage telework and alternative work schedules.
  - ii. Support pre-tax transportation benefits for employees.
  - iii. Encourage secure, on-site bicycle storage in new developments.
- c. Utilize the following ridesharing strategies:
  - i. Provide preferential carpool and vanpool parking.
  - ii. Create a Local ridematching website.
- d. Consider the following bicycling strategies:
  - i. Install bike parking inside buildings as they are developed.
  - ii. Install changing rooms/showers as buildings are developed.

#### **3. Install Safety Improvements in Parking Facilities**

- a. Consider installing panic alarms or emergency call boxes in public parking lots and future parking structures.
- b. Ensure all future parking facilities incorporate CPTED standards.
- c. Incorporate parking industry best practices related to facility safety and security into future parking structure design standards.

#### **4. Develop Agreements for RTD Transit Parking Overflow**

Prior to the opening of the Gold Line, the city and RTD should explore options to utilize available parking areas adjacent to the existing Park-n-Ride lot (e.g., the parking surrounding the movie theater). The need for a parking structure could be delayed if these areas can be better utilized. This could also include a shuttle for commuter rail customers between parking lots and the station.

## 5. Develop Design and Phasing Concepts for RTD Parking Garage

While not needed for Olde Town parking today or the early years of Gold Line operation (except maybe special events), constructing a Park-n-Ride garage could reduce the impact of commuter parking in Olde Town. A parking facility could also help spur area development as shared parking could be provided.

## 6. Execute Agreement with RTD for Phasing, Construction, and Shared use of Parking Garage

Ideally, the parking structure would be constructed by RTD or as a public/public partnership between RTD and the city. The parking garage should include consideration of other appropriate uses such as retail, office, residential, and public spaces. If the facility is constructed as a joint-use facility, the costs of construction and operations should be divided between RTD and the city based on facility use (e.g., divided by operating hours with RTD covering costs during Monday through Friday 8:00 a.m. to 5:00 p.m. and the City of Arvada paying for expenses during all other hours).

## 7. Evaluate Options for Long Term Parking and TDM Management and Funding

- a. Working with the community, consider the implementation of a community-based management approach, such as a parking district, parking authority, or downtown business organization.
- b. Consider outsourcing daily parking operations once the parking system becomes more complex (e.g., staffed facilities and/or on-street pay parking).
- c. Develop methods to encourage public participation in the parking system, such as periodic public/stakeholder input meetings, online surveys or comment forms, mail-in comment cards, etc.
- d. Create a parking system annual report to communicate system progress, challenges, and parking supply/demand changes.
- e. Incorporate parking system branding initiatives into new parking facilities as they are developed.
- f. All facets of the parking and transportation operation should be placed in a vertically-oriented management structure.

### *Long-Term 2016 and Beyond:*

#### 1. Continue to Work with the Community to Determine the Long Term Management and Operation of the Parking System

#### 2. Expand TDM Program

- a. Continue TDM programs, except retool the Residential Individualized Marketing program for transit.
- b. Develop a Residential Individualized Marketing campaign focused on new Gold Line service.
- c. Create a RTD Pass Outlet.
- d. Develop a bikesharing program.

#### 3. Work with RTD on Phasing, Construction, and Shared Use of Parking Garage

Continue to work with RTD on the proper phasing and design of the garage, focusing on high quality design that includes others uses.

#### 4. Develop Additional Public Parking Supplies as Necessary

Monitor parking usage and the effectiveness of TDM strategies and develop additional parking supplies when needed.