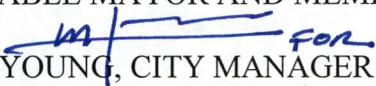


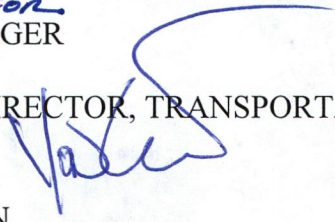
City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 22, 2014

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: RASHAD M. YOUNG, CITY MANAGER 

FROM: YON LAMBERT, AICP, ACTING DIRECTOR, TRANSPORTATION AND ENVIRONMENTAL SERVICES 

SUBJECT: CITYWIDE PARKING WORK PLAN

The purpose of this memo is to update City Council on current and upcoming citywide parking initiatives which have been organized into a proposed work plan. Parking planning and operations is a complex endeavor. In order to successfully manage this valuable public resource, which is often underpriced, it is critical that a comprehensive approach be taken. As a result, staff is working on five parking initiatives over the next few years to comprehensively address parking management. These initiatives build upon successes of the parking program over the last few years, which include the launch of a mobile parking app (Pango) in Alexandria with over 9,800 registered users, the installation of over 149 multispace parking meters, raising on-street parking rates to market levels, and the extension of parking hours to 9 PM to better match parking demand.

To build upon these accomplishments, and to be responsive to recently adopted plans, planning studies and development proposals, staff is recommending initiating a number of studies and workgroups to review and recommend parking policies practices. These studies and workgroups will pick up on the work of previous workgroups, such as the Old Town Area Parking Study (OTAPS) workgroup. The proposed work program is shown in Figure 1 on the next page. It is important to note that each of these projects will include an extensive amount of public outreach, data collection and that timelines align with staff resources. The workgroups will rely on the data collected to make comprehensive and thoughtful recommendations. Detailed project descriptions are included in Attachment 1.

City Council directed the City Manager to establish the OTAPS Study workgroup in 2010 and reconvened the group in 2012. The workgroup was made up of a diverse collection of stakeholders including residents, business representatives and civic groups (Attachment 2). The group worked to make substantive and difficult recommendations on implementation of comprehensive parking strategies in the Old Town Area. These included discussions of an extension of meter hours to encourage parking turnover as well as difficult discussions on balancing the parking needs of residents versus visitors and businesses. There was a tremendous

amount of data that was analyzed and considered by the group before making any recommendations.

Since this group has been key in gaining a large degree of consensus on many difficult issues, staff is planning to reconvene OTAPS to address a number of issues that have come up, including the potential extension of meter maximums from two to three hours on King Street, and looking at whether or not to establish additional residential permit parking programs close in to King Street and along the Waterfront where there may be the greatest strain on parking demand. This review is intended to specifically look at parking issues that had been raised during the Waterfront Small Area Plan and related discussions. The civic and business organizations that were represented on OTAPS will be asked to nominate persons to represent their organizations, and the prior independent OTAPS members will be asked if they wish to serve on OTAPS again. City staff will not serve on the new OTAPS group. These discussions can only start after T&ES has updated parking occupancy data which is being collected this fall. The data will serve as the basis for a reconvened OTAPS in early 2015. If results from the current parking data collection effort support minor parking policy changes that can be addressed in the short-term, staff may be able to move forward with those recommendations as early as late 2014.

It should be noted that at current staffing levels, and the need for data collection, public outreach and coordination with boards and commissions, staff can only undertake these parking initiatives sequentially.

Figure 1
Parking Work Program

No.	Project	Estimated Start	Estimated Completion	Deliverable
1	Parking Standards for new Development (Phase I- Residential)	Underway	Winter 2014	Recommendation to Boards and Commissions and City Council for Text Amendment
2	Old Town Parking Data Collection and Old Town Parking Policy updates	Underway	3 rd Quarter 2015	Report on Old Town parking utilization. Reconvene OTAPS Workgroup in late 2014
3	Del Ray Parking Study Implementation	4 th Quarter 2015	2 nd Quarter 2016	Report on Del Ray parking study to City Council.
4	Motorcoach Study	1 st Quarter 2016	3 rd Quarter 2016	Recommendations on loading and parking spaces for Motorcoaches
5	Parking Standards for New Development (Phase II- Commercial and Office)	3 rd Quarter 2016	2017	Recommendation to Boards and Commissions and City Council for Text Amendment

Staff is also aware that members of Council have been contacted on a number of parking issues. Addressing these parking issues will be tied into the City's larger parking work plan, and

Attachment 3 contains information on some of these issues.

Attachment 1: Detailed Project Descriptions

Attachment 2: OTAPS Workgroup Membership

Attachment 3: Recent Community Parking Concerns

cc: Mark Jinks, Deputy City Manager
Sandra Marks, AICP, Deputy Director/Transportation, T&ES
Karl Moritz, Acting Director/Planning and Zoning
Faye Dastgheib, Principal Parking Planner/Transportation Planning, T&ES

Detailed Project Descriptions

The following is a description of each initiative shown in Figure 1, including expected issues to be addressed and expected work products. To comprehensively manage parking, each project will be looked at in the context of the adopted relevant existing city policies and practices, small area plan recommendations and citywide goals.

1. Parking Standards for New Developments – Phase I and II

This study will recommend updated parking standards for new developments. The purpose of the first phase of this study, to be completed in the winter of 2015, is to right size parking and update existing parking requirements for new residential multi-family development projects, including affordable housing, while minimizing spillover effect into nearby on-street spaces. Staff has been meeting regularly with a Council appointed task force (Attachment 2) that provides feedback to staff on proposed recommendations. The second phase of the study, which is not scheduled for completion until 2017, will examine parking standards for commercial and office development and study shared parking.

2. Old Town Parking Data Collection

Currently staff is updating the parking occupancy data in the 2009 Old Town Parking Study which was used as part of the Waterfront planning process. The Old Town Area Parking Study (OTAPS) Workgroup recommended that the City monitor on- and off-street parking occupancy every two years to determine when both on- and off-street parking facilities reach their 85 percent occupancy threshold. The updated parking occupancy data provided as a result of this study will also help staff assess existing on-street conditions in Old Town and evaluate the feasibility of implementing other parking policies. Staff will develop a memorandum summarizing the findings for OTAPS and City Council and may recommend minor policy changes to the Traffic and Parking Board as early as the final quarter of 2014.

The data will serve as the basis for the reconvened OTAPS' consideration of parking issues such as residential parking permit policies in Old Town and changes to on-street parking hours. It is important that this be coordinated with waterfront development.

3. Del Ray Parking Study Implementation

Staff will be convening a task force to discuss key findings and recommendations from the Del Ray Parking Study in late 2015. The task force will be discussing implementation of specific recommendations from the Del Ray Parking Study.

4. Motorcoach Parking Study

The Waterfront Small Area Plan and recently approved development projects will necessitate the City to reevaluate the loading and parking spaces for motorcoaches in Old Town. Staff will collect data and establish a workgroup to develop recommendations for consideration. This effort would begin in early 2016.

Parking Standards for New Developments – Phase II (See #1 above.)

Old Town Area Parking Study (OTAPS) Previous Workgroup Membership

- Rob Kaufman, Real Estate Developer - PMA Properties
- Charlie Banta - Alexandria Hotel Association
- Alexandria Restaurant Commission - Appointment Pending
- Nate Macek - Waterfront Commission
- Marsha Wright, Retailer - Old Town Pendleton Shop
- Mollie Danforth, Alexandria Commission on Persons with Disabilities
- Merrie Morris - Old Town Business & Professional Association
- Peter Pennington - Waterfront Commission
- Steve Tees, Old Town Business & Professional Association
- Mark Abramson, Leadership Inc., Citizen Representative
- John Hassett, U.S. Patent & Trademark Office
- Mark S. Feldheim, Citizen Representative
- Andrew Blair, Parking Garage Owner/Operator - Colonial Parking
- Bert Ely, Old Town Civic Association
- John Gosling, Old Town Civic Association
- Heidi Ford, West Old Town Citizens Association
- Alexandria Chamber of Commerce - Appointment Pending
- Abi Lerner, Deputy Director of Transportation, Chair, City Staff
- Barbara Ross, Deputy Director of Planning & Zoning, City Staff

Parking Standards for New Development Projects Task Force Members

- Nate Macek, Planning Commission
- Kerry Donley, Transportation Commission
- James Lewis, Traffic and Parking Board
- Jon Gosling, Former Old Town Area Parking Study (OTAPS) Workgroup
- Michael Workosky, NAIOP, the Commercial Real Estate Development Association
- Stewart Bartley, Mixed-Use Developer with experience in Alexandria and other urban areas
- Andrea Hamre, Danielle Fidler, Cathy Puskar, At-Large Alexandria Residents (with expertise in regional transportation or parking issues)

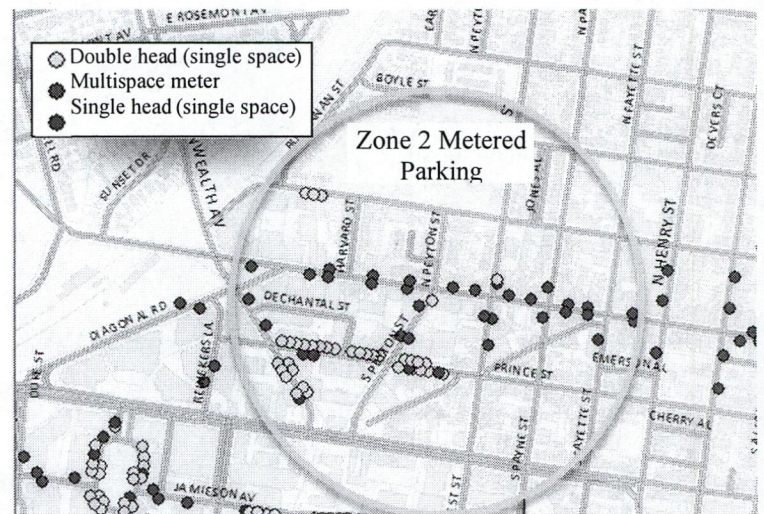
ATTACHMENT 3

Recent Community Parking Concerns

The implementation of the projects in Figure 1, with a detailed description in Attachment 1, will seek to address many of the concerns from the community that staff and City Council have heard over the last few months. The following is a description of commonly-voiced concerns and how these concerns relate to staff's work program.

Extension of meter time limits from two to three hours in metered Zone 2

Staff has recently received a request from the Chamber of Commerce to extend the parking time limits from two to three hours, and to open private garages to the public in metered parking Zone 2. This zone is located west of Washington Street where garages are either closed in the evening or not available to the public. Staff will reach out to private garage owners in Zone 2 metered parking to request that they open garages to the public in the evening hours. After the parking utilization update is complete, this will be addressed by initiative #2, Old Town Parking Data Collection and staff will be able to determine next steps and to develop recommendations.



Parking in blocks with residential parking on one side and metered parking on the opposite side

There are a few blocks in the city with two hour residential permit parking restrictions on one side of the street and metered parking on the other side of the street. Visitors choose to park in the free two hour residential permit parking spaces rather than metered spaces. As a result, residents have to compete with visitors for a free residential permit parking space during evening hours. This issue will be addressed by initiative #2, Old Town Parking Data Collection, and explored by a reconvened OTAPS with recommendations expected by fall 2015.

Parking Meter Changes in Carlyle

Staff has received positive feedback from businesses and some residents regarding extension of meter hours, which was completed in August 2014. Businesses in Carlyle have observed an increase in parking turnover after 5 p.m. and on Saturdays. However, residents in Carlyle are concerned about on-street parking in the area. It is important to note that residential buildings in Carlyle meet current parking standards set forth in the zoning ordinance, and have enough parking spaces to meet residential demand. However, Carlyle residents are interested in parking on-street during the evening hours. Given that all on-street parking spaces in Carlyle are metered, Carlyle residents can't park on-street for free before 9 p.m. Some private parking garages are available to long-term parkers in the area, (although not 24/7) such as the east Patent and Trade

Office garage located on 551 John Carlyle Street and another garage, located on 1925 Ballenger Ave. Currently, the City does not have a policy to waive meter fees for residents in Old Town or Carlyle. Furthermore, City Code does not allow a metered block to be designated as a Residential Parking Permit block. A project to study residential parking concerns comprehensively in Carlyle is currently not within the City's parking work program. If a study is necessary, staff will need guidance from City Council on when a study should be conducted as well as resources to conduct such a study.