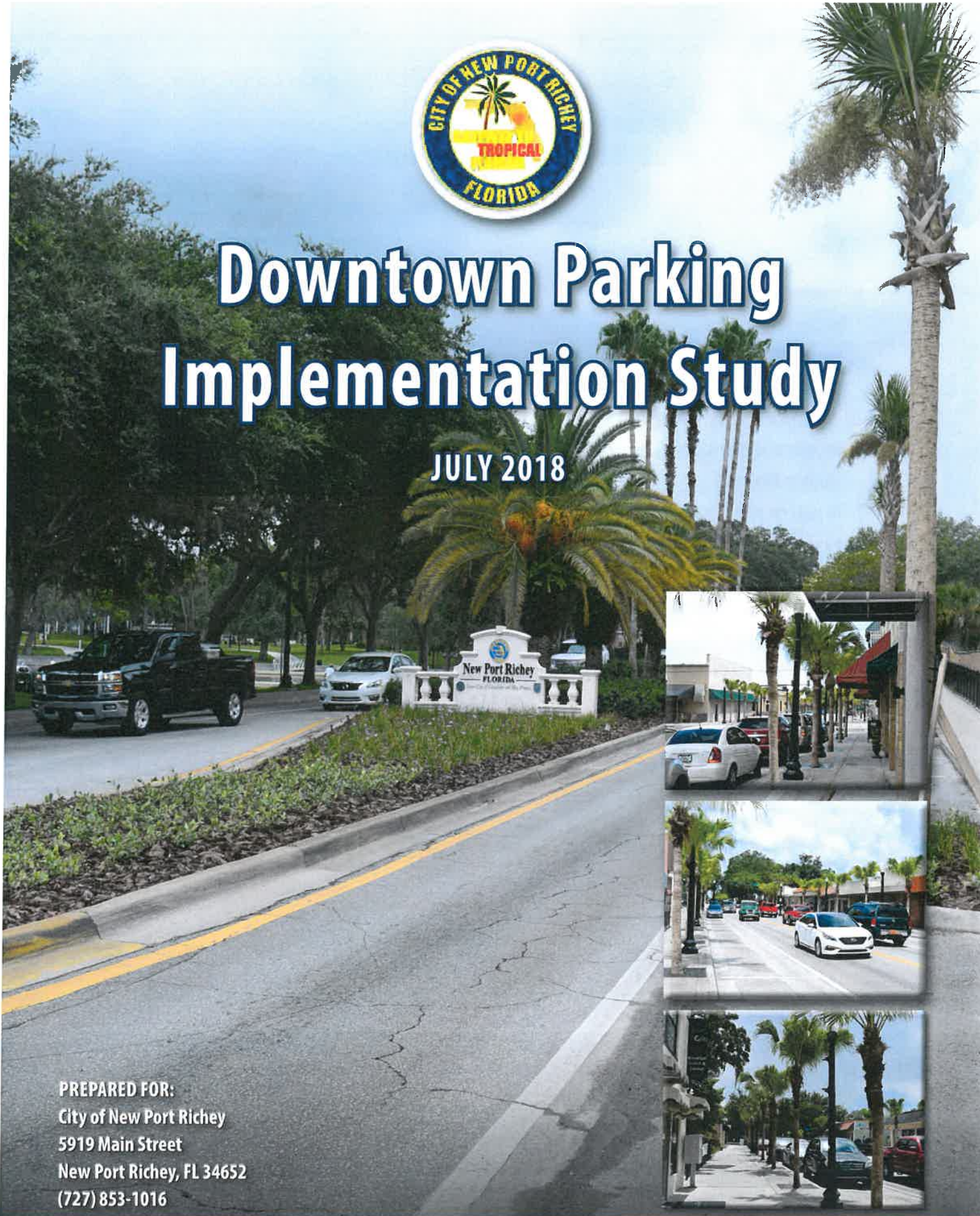




Downtown Parking Implementation Study

JULY 2018



PREPARED FOR:
City of New Port Richey
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TABLE OF CONTENTS

I) INTRODUCTION	2
BACKGROUND	2
PURPOSE	2
GOAL	2
II) REGULATORY IMPLEMENTATION STRATEGIES	2
REVIEW THE CITY'S LAND DEVELOPMENT REGULATIONS	2
SHARED PARKING	4
IN LIEU OF PARKING FEE PROGRAM	5
PARKING TECHNOLOGY	6
III) SPECIAL EVENT IMPLEMENTATION STRATEGY	6
VALET/SATELLITE PARKING	6
EVENT TRAFFIC MANAGEMENT PLAN	9
IV) OPTIONS TO INCREASE PARKING AND IMPROVE PEDESTRIAN CONNECTIVITY	10
AREA 1	10
AREA 2	13
AREA 3	14
AREA 4	16
APPENDIX A – STUDY AREA	19
APPENDIX B – LOT 1	22
APPENDIX C – LOT 2	25
APPENDIX D – LOT 3	27
APPENDIX E – LOT 4	29



I) INTRODUCTION

BACKGROUND

The November 2017 Downtown Parking Utilization Study both identified areas with limited existing parking inventory within downtown New Port Richey and provided potential strategies to improve the access to parking in order to support the redevelopment and reinvestment of Downtown. This report expands on those strategies and provides a framework for implementation.

PURPOSE

Finding a parking spot is typically the first activity that a visitor performs upon reaching their destination. Both a shortage of available parking and inconvenient parking can discourage prospective visitors and result in lost economic activity. In contrast, an oversupply of parking both creates an atmosphere of economic desolation as well as impeding valuable land that could otherwise be developed to generate economic activity. The key to economic vitality is establishing a balance between too little parking and parking that is easy to find, convenient, safe, and provides connectivity to the Downtown.

GOAL

This study evaluates potential strategies to improve parking efficiency and capital investment projects. The steps outlined in this study will assist the City in achieving its goal to efficiently utilize existing parking resources as well as improving the walkability of Downtown for the benefit of visitors, residents and businesses.

II) REGULATORY IMPLEMENTATION STRATEGIES

REVIEW THE CITY'S LAND DEVELOPMENT REGULATIONS

Due to the City's unique historic downtown character, its mix of uses, and its frequent hosting of special events, the City should consider engaging a consultant specializing in Land Development Code (LDC) creation/modification to review Chapter 11 of the LDC in regard to the following topics:

PARKING RATIOS

- A) Explore establishing an alternative parking ratio standard. Typically, parking ratios are based on the latest edition of the Institute of Transportation Engineers (ITE) Parking



Generation and often do not reflect the unique local circumstances associated with Historic Downtown Streets. The ITE rates are typically calculated at peak demand for a single use in a freestanding development and do not consider the variations in peak usage time that is common in a mixed-use environment (i.e. demand for parking at a municipal building is different than a nightclub). Relying exclusively upon the ITE Manual could potentially result in over-building the parking supply and even cause the demolition of existing buildings to create large parking lots and 'dead zones' within the downtown core.

- B) Provide consideration for both new development as well as reuse/expansion of existing structures. Modify code to ensure that review of vertical building remodeling permits includes a review of the proposed building usage and parking demand.
- C) Expand alternative parking strategies and flexibility – Consider an overall approach to parking within the entire Downtown. This can be based on a longer-term vision/plan of the Downtown, as compared to evaluating parking based on a single use or individual development. This study should also consider opportunities to include bicycle parking standards and the ability to use golf carts as provided by City code.
- D) Incorporating bicycle facilities in the Downtown coupled with pedestrian improvements can create opportunities for reducing vehicle usage within the Downtown. Reducing the utilization of automobiles reduces the overall parking demand. Good pedestrian connections will encourage Downtown users and visitors to park at remote or longer-term parking facilities and walk to their destinations.

PARKING STANDARDS

- A) Section 11.04.00 Design Standards of the City's LDC identifies the size of required parking spaces by establishing a minimum sq. ft. for each space. For example, compact spaces are required to have (144 sq. ft.) vs regular space (180 sq. ft.). While defining the size of the parking space by sq. ft. may provide some design flexibility, the size criteria should be re-evaluated to provide more efficiency and consistency. For example, some jurisdictions have established a compact space to be 8 x 16 (128 sq. ft.). It appears that the City has not established within its LDC design specifications/dimensions for drive aisles in parking lots. Standardization of drive aisles that may impact parking ratios avoids design and operational confusion.
- B) Ride sharing services such as Uber, Lyft and Zipcar are having impacts on how people travel within denser urban areas where parking is constrained and/or costly. According



to the nonpartisan think tank PEW Research Center, that studies public opinion and demographic research, ride sharing is most popular among adults with a median age of 33 years old. Ride sharing is projected to continue to grow for the foreseeable future impacting: parking, real estate, and transportation operations. These impacts will vary depending on the local characteristics, geography, density, demographics, and costs. The City should consider the impact of ride sharing while reviewing and revising its parking standards. (This may include seeking data from the ride Sharing companies or conducting a survey to better understand the impact of ride sharing on parking demands).

SHARED PARKING

Appendix A: Land Development Code (LDC) chapter 11.06.00 – Parking in the Downtown Zoning District (3), Use of Adjacent Parking Spaces - provides that up to 25 percent of public parking may be applied to the required parking for expansion of an existing building. This section also states that public parking within one City block of the project can be used in this application.

City should evaluate this section to consider:

- A) Daily variation of parking demand for the different uses utilizing the pool of public spaces.
- B) The number / percentage of spaces that can be shared. This number will depend on the specific blend of land uses, proximity to public parking, and amount of square feet or number of units.
- C) Utilization of on-street parking.
- D) Allowing shared parking agreements between a group of users or property owners.
- E) Establish a monitoring program for shared use of the public parking to track how many different developments are 'utilizing' the same individual space.
- F) Establishing a Downtown parking boundary in which the shared parking analysis can be requested/utilized if they need to be better defined or modified.



IN LIEU OF PARKING FEE PROGRAM

This program establishes a municipal 'parking fund' that permits a developer to contribute to the fund instead constructing on-site parking. This program could be available to both redevelopment and repurposing (i.e. proposing a new use for an existing building) within the Downtown District. This program allows entrepreneurs to open new businesses within existing buildings and Developers to construct new projects that match the City's urban fabric while acknowledging that parking is a critical element of a vibrant downtown. The funding provides resources for the City to construct, expand, and improve public parking within the downtown core. Consideration in developing the in lieu of parking program include:

- A) A department or individual within the City will need to be designated as responsible to administer the program and fund.
- B) The allowable fund expenditures need to be defined. Potential costs include:
 - 1) Construct centralized public parking lots or structures
 - 2) Enhancement and/or repair of existing public parking facilities
 - 3) Shuttle operations
 - 4) Bicycle or pedestrian improvements
- C) Establishing the in lieu of rate, the two generally implemented rate options are:
 - 1) Flat rate cost per space
 - 2) Graduated rate which considers that land values which may vary based on location and proximity to existing public infrastructure and uses.
- D) Determine if the program will utilize public financing (repaid with in lieu of fees) or construct proposed improvements after the project costs are collected.
- E) Regardless of the fee/rate structure selected, provision needs to be made to periodically review the fee computation to allow for adjustments for inflation of land, construction, and maintenance costs.
- F) The in-lieu fee will need to be formulated in a manner that it provides developers an equitable option to meet the City's parking requirements while being significant enough to allow the City to effectively make improvements. The rate should consider the estimated costs to design, permit, construct, inspect, as well as maintenance, legal,



finance, and land cost associated with development of the parking facilities. Based on the research of other similar programs, the potential benefits may include:

- 1) Promotes shared parking
- 2) Gives Developer an alternative other than having to provide/construct required parking on site which could potentially reduce the proposed building area.
- 3) Consolidated public parking allows more efficient use of the other parcels and buildings in the Downtown.

Potential Concerns Include:

- 1) That the public parking is not in a location capable of supporting the contributing developer's project.
- 2) That there are no guarantees of where or when the parking will be provided.

PARKING TECHNOLOGY

Smart Parking is quickly evolving to address the anticipated future parking demands in urban areas. This technology includes:

- A) Sensors – electronic devices installed in each parking space which communicate wirelessly back to a central parking system allowing parking availability to be delivered to smart phones, dynamic signage, and internet web pages.
- B) Automated vehicles – technology is currently being developed that utilizes lasers, wireless technology, and a combination of sensors to communicate the location and availability of parking spaces to automated vehicles. This technology is anticipated to enable automated vehicles to self-park.

Although this technology is in its infancy and prohibitively expensive at this point in time, the City should monitor these innovative concepts and consider potential utilization appropriately.

III) SPECIAL EVENT IMPLEMENTATION STRATEGY

VALET/SATELLITE PARKING

Valet parking at a remote lot works best when significant parking is available a moderate distance away from a destination. Should the City want to assist event organizers with



implementation of a valet parking program that utilizes remote parking lots while providing convenience to Downtown visitors, the following should be considered:

VALET PARKING

- A) Provide a public valet stand/location that is in a convenient Downtown location for/during high demand events. The stand should provide:
 - 1) Queuing area for vehicles
 - 2) Shelter for both patrons/valet
 - 3) Signage
- B) Identify parking lots that can be reserved for valet parking only
- C) Evaluate establishing parking agreements with private lot owners if the location of public lots and / or number of parking spaces in proximity to the valet stand are not sufficient.
- D) Determine if the valet is to be operated by a private entity, special event organizers, the City, or a public/private partnership.
- E) Identify potential expenses including labor, equipment, and insurance
- F) Determine potential fee structure
- G) Upon identification of available lots for the valet program the "Level of Service" (LOS) will need to be considered. The LOS is measured by how long it takes for a vehicle to be retrieved by the valet from the lot and returned to the customer. Research indicates that a wait time exceeding 8 minutes is considered unacceptable. The LOS can be improved by increasing the number of attendants – but this has a direct impact on increasing labor costs.
- H) Establish approval process by the City for individuals/businesses to request a valet/station demonstrating demand.



SATELLITE LOTS

- A) The Downtown Parking Utilization Study identified eight (8) remote/satellite lots (see Appendix A – Exhibit 6: Potential Remote Shuttle Lots) that are owned by the City, other public agencies, or private entities.
- B) These lots should be individually evaluated to determine the potential number of spaces, access, lighting, and security of each lot.
- C) Evaluate the type of entity/structure that the City should use in securing an agreement for these lots.
 - 1) Review lots for improvements required for shuttle locations, waiting areas, lighting, walkways, and security/fencing
 - 2) Explore funding/grant opportunities
 - 3) Consider parking fee structure
 - (i) Remote lots – consider varied rates depending on location of lot and amenities.
 - (ii) Lots within 'Downtown' Core are considered to be a premium
- D) Shuttle considerations for carrying visitors from the remote lots to the event locations
 - 1) Type of shuttle
 - (i) Just for special events/transportation to remote lots – number of seats, size consideration for moving in traffic.
 - (ii) 'Around downtown' which may be smaller than a special event/remote lot shuttle.
 - 2) For special events, shuttle considerations include:
 - (i) Type of operating entity - City, County, private company, or through a partnership
 - (ii) Cost effectiveness
 - (a) Operating costs (including fuel, labor, insurance, and maintenance)
 - (b) How many trips and passengers per hour
 - (iii) Temporary signage should be installed during special events directing visitors to satellite lots



- (iv) The shuttle pick-up/drop-off locations need to be clearly located considering lighting, security, etc.

3) Explore Funding Opportunities (FTA – Business/Stakeholders)

- (i) Price per passenger
- (ii) Advertising
- (iii) Sponsorships

EVENT TRAFFIC MANAGEMENT PLAN

The City should consider requiring special event organizers to prepare a traffic movement / maintenance plan that is developed based on anticipated attendance of the event. The plan should consider:

- A) Estimated attendance
- B) The schedule for the shuttles, which is based on the type of event
 - 1) Concentrated event (intense peak arrival / departure)
 - 2) Extended event (arrivals and departures spread throughout the event)
- C) Designated event parking areas
- D) Enhanced wayfinding plan for the event. Information can be updated using:
 - 1) Website
 - 2) Variable Message Boards
 - 3) Media – print / television / radio
 - 4) Smartphone Apps
- E) Identify road closures / intersection controls - To increase the utilization of remote lots and shuttles, the City should consider including a plan that reduces shuttle time from the lots to the event. This may include closing roads to the public and restricting access to only shuttle vehicles. Manned intersection control (off-duty police officer) may be required to implement the traffic management plan at key intersections.



IV) OPTIONS TO INCREASE PARKING AND IMPROVE PEDESTRIAN CONNECTIVITY

The parking solution that corresponds with long-term vitality of the downtown will include some short/medium term alternatives outlined in Sections II and III in conjunction with medium/long term parking and connecting strategies described in this Section. Once usage of existing parking resources is optimized; it will be necessary to explore expanding the total quantity of parking inventory in Downtown. Utilizing the results of the prior parking inventory assessment, potential parking expansion opportunities within the vicinity of the most utilized daily public lots was examined. In conjunction with City staff, four (4) study areas were identified for further evaluation – and are shown on the Capital Improvement Parking Study Area Exhibit. (Appendix A)



AREA 1

Study Area No. 1 is generally located south of the Bank Street / Lafayette St. intersection. The existing lots in this area experience significant usage both during the workday as well as during evening hours.

A) Short / Medium Term:

- 1) The existing parking area is comprised of two different lots (one owned by the City and another owned by the County). The existing lots:
 - (i) Have multiple access connection points to the adjacent public





roadway which increase the potential for vehicle/vehicle and vehicle/pedestrian conflicts.

- (ii) Have a grade separation between the two lots that prohibits a unified utilization.
- (iii) Utilize one-way drive configurations that require drivers to repeatedly enter and exit the adjacent public right-of-way as they search for an available parking space.
- (iv) Include a significant amount of inefficiency in the layout (especially the western half).
- (v) Provide a total of 71 parking spaces.
- (vi) Does not provide pedestrian walkways to the perimeter of the parking field.
- (vii) Does not appear to have uniform lighting required to encourage usage after sunset.

2) Proposed improvements include (Appendix B - Lot 1):

- (i) Combining the separate lots into a single lot with minimal driveway connections to public right-of-way.
- (ii) Utilize a simplified circular traffic circulation pattern to improve efficiency locating an available parking space.
- (iii) Upgrade site lighting to provide safe parking for patrons who visit after sunset.
- (iv) Preservation of existing significant trees
- (v) Consolidating and reconfiguring of the existing stormwater management facility.
- (vi) Creation of approximately 31 additional at-grade parking spaces (± 102 total)
- (vii) Improves pedestrian connecting and safety with sidewalks and elimination of driveways.
- (viii) Potential signage / way finding / focal feature location at the intersection of Bank Street and Nebraska Avenue.





- (ix) Inclusion of a traffic circle at the Lafayette St. / Nebraska Ave. / Missouri Ave. / Lincoln St. intersection to simplify travel through this multi-legged crossing.

RECOMMENDED CAPITAL BUDGET: \$869,000 (\$8,520 per space)^{1 2}

ESTIMATED IMPLEMENTATION SCHEDULE: 18-24 months

¹ Recommended budget based on current unit cost values for similar work and opinions of potential costs. Land cost of County owned parcel has not been included.

² These estimates are for reference and comparison purposes only and are subject to final design, survey, engineering, and permitting.

B) Long Term – This analysis / plan could be implemented as the next phase after constructing the improvements described above or as an alternative.

- 1) The existing parking area is described in section IV(AREA 1)(A)(1) of the report.
- 2) Proposed improvements include (Appendix B - Lot 1: Parking Garage):

- (i) Razing the existing lots and constructing a 3 level (2 elevated) parking garage.
- (ii) Vacation of a portion of Lafayette to increase the land area available for the parking structure and reduce the number of roadway legs entering the



- Lafayette / Lincoln intersection. (Half of the vacated right-of-way will go to the adjoining property owner, for their future development).
- (iii) Construct a traffic round-a-bout at the intersection of Lincoln, Lafayette and Missouri, to better organize traffic flow.
- (iv) Enhancing the pedestrian connectivity to both Bank Street/Main Street and Grand Ave. with widened sidewalks that minimize driveway conflicts.
- (v) Upgrade site lighting to provide safe parking for patrons who visit after sunset.



- (vi) Construct underground stormwater management facility
- (vii) Provides approximately 269 +/- spaces (an increase of approximately 198 additional spaces)

RECOMMENDED CAPITAL BUDGET: \$8,550,900 (\$31,788 per space)^{1 2}

ESTIMATED IMPLEMENTATION SCHEDULE: 26-33 months

¹ Recommended budget based on current unit cost values for similar work and opinions of potential costs. Land cost of County owned parcel has not been included.

² These estimates are for reference and comparison purposes only and are subject to final design, survey, engineering, and permitting.

AREA 2

Study Area No. 2 was initially limited to the Florida Avenue right-of-way (between Jefferson and Adams). As a result of reviewing field conditions within the study area, the privately-owned land / lots immediately west of Jefferson St. were included as an option for consideration. Additional parking within Area 2 would support both the Library and City Hall, both of which experience high peak weekday and special event usage.

A) Medium Term:

- 1) While on-street parking is currently permitted along Florida Ave. between Jefferson and Adams St., it is unmarked parallel spaces. This type of parking configuration is inefficient and creates the impression that usage is restricted to the adjacent homeowner which discourages use by downtown visitors.

- (i) Although unmarked, it was estimated that 28 parking spaces are currently available.

- 2) Proposed improvements include (Appendix C - Lot 2: Florida Ave. On Street Parking):





- (i) Extending the one-way traffic pattern that currently exists along Florida north of City Hall west to Adams St.
- (ii) Constructing a double-loaded aisle of 45-degree parallel parking spaces within the existing 65 ft. wide Florida Ave. right-of-way.
- (iii) Purchasing the parcel in the southwest corner of Jefferson / Florida to construct an at-grade surface lot with approximately 15 new spaces.
- (iv) Stormwater management facility sized to provide water quality treatment for the proposed off-street surface parking lot. This concept is predicated on utilizing existing infrastructure to treat stormwater within Florida Ave.
- (v) Constructing additional sidewalk to allow and enhance pedestrian flow with wider sidewalks and street trees connecting to Adams St. as well as City Hall / library annex.
- (vi) Cumulatively provide ±52 spaces (increase of approximately 24 spaces)



RECOMMENDED CAPITAL BUDGET: \$760,600 (\$14,627 per space)^{1 2}

ESTIMATED IMPLEMENTATION SCHEDULE: 15-21 months

¹ Recommended budget based on current unit cost values for similar work, opinions of potential construction costs, and land values using opens source data resources.

² These estimates are for reference and comparison purposes only and are subject to final design, survey, engineering, and permitting.

AREA 3

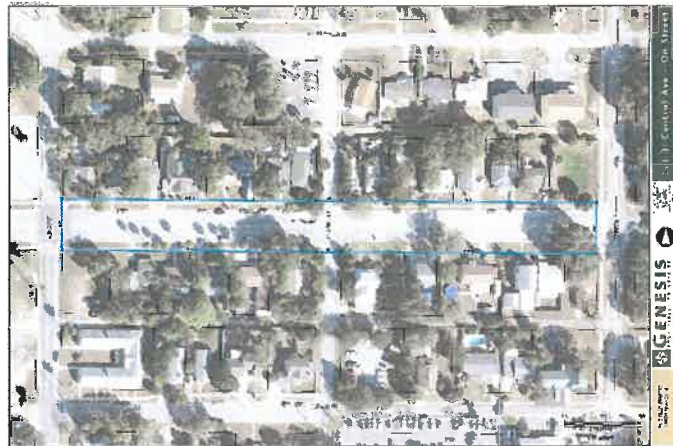
Study Area No. 3 includes Central Ave. between Madison St. and Adams St. While this area may be considered as to being on the 'edge' of the downtown core, sidewalk enhancements along Jefferson St. would greatly improve the pedestrian connectivity, providing parking to the heavily utilized City Hall / Library annex as well as special events at Orange Lake / Sims Park.



A) Medium Term (parallel parking option):

1) The existing right-of-way is characterized by:

- (i) On-street parking is currently permitted within poorly marked parallel spaces. The parking yield is inefficient because without clearly defined striping, drivers don't know where spaces begin and end.
- (ii) The poorly defined striping encourages adjacent property owners to take ownership of the spaces and discourages public usage.
- (iii) Considering lack of formal parking space definition and driveway connections from adjacent homes, GENESIS estimates between 58 to 60 vehicles could "fit" in the current configuration.
- (iv) a right-of-way width of 80 ft. and an existing pavement width of approximately 50 ft.



2) Proposed improvements within Central Avenue right-of-way include (Appendix A - Lot 3: Central Ave. On Street Parking 1)

- (i) Construction a center median like the existing median located east of Madison St. will continue the visual and aesthetic connection. The median will include a





- sidewalk to provide safe pedestrian access between crosswalks and parked cars.
- (ii) Construction of parallel parking spaces will require reconstruction of the curb line and adjacent sidewalk; but improvements will be limited to within the existing 80 ft. wide right-of-way.
 - (iii) While parking lots traditionally have a commercial appearance, parallel parking spaces are much more consistent with residential land use and will maintain the existing residential flavor of Central Avenue.
 - (iv) The 5 ft. wide sidewalks will provide better pedestrian connectivity to the downtown core.
 - (v) Creates a visual landscape median for the adjacent residents, when not being used for parking.
 - (vi) Striping will formalize the parking areas and increase efficiency of existing underutilized parking facilities.
 - (vii) Central Avenue is located within a transition area between residential and commercial land uses. The additional spaces (up to 41) will benefit both the adjacent residents as well as nearby commercial businesses.

RECOMMENDED CAPITAL BUDGET: \$1,520,700 (\$15,361 per space)^{1 2}

ESTIMATED IMPLEMENTATION SCHEDULE: 15-21 months

¹ Recommended budget based on current unit cost values for similar work and opinions of potential costs.

² These estimates are for reference and comparison purposes only and are subject to final design, survey, engineering, and permitting.

AREA 4

Study Area No. 4 focuses on the existing public lot located at the intersection of Bank St. / Circle Blvd. adjacent to Sims Park.

A) Medium Term:

- 1) The existing parking lot is characterized by:
 - (i) This lot appears to be highly utilized by families visiting the Sims Park splash pad and children's playground.



- (ii) The four (4) parking lot driveway access point connections across the Bank Street sidewalk each creates a pedestrian/vehicle conflict point.

- (iii) The existing sidewalk along Bank Street is much narrower adjacent to the parking lot than further south near Main Street

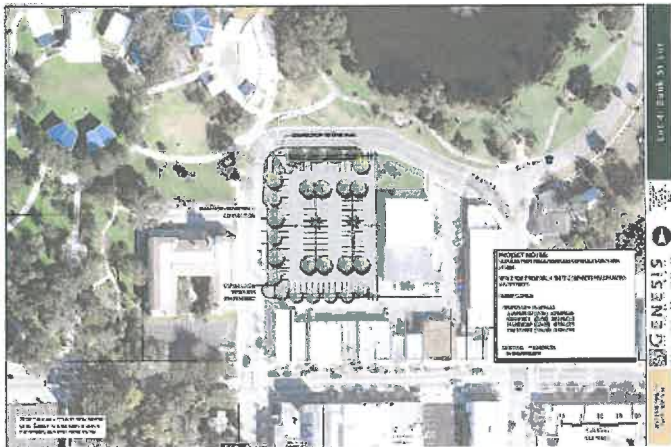
- (iv) Based on field measurements, it appears that the dimensions of the 88 existing parking spaces varies.



2) Proposed improvements within the Bank Street Parking Lot include (Appendix E - Lot 4: Bank St. Lot):

- (i) Reorient the parking aisles in a north / south orientation to eliminate the multiple driveway connections to Bank and improve pedestrian safety. Provides pedestrian connection point to Sims Park (NW Corner) and towards Main Street (SW Corner)

- (ii) Re-align the eastern edge of pavement to align with the curb line south of the parking lot (near Main Street). This will allow construction of an 8' wide sidewalk extending from the Sims Park crosswalk to Main Street. This re-alignment will also allow additional parking as well as increased landscape buffer (6' wide) between the pedestrian walkway and the parking lot.





- (iii) The proposed improvements increase the parking yield to ± 95 spaces (increase of approximately 7 spaces) and provides consistency in the size of the parking spaces and drive aisles.

RECOMMENDED CAPITAL BUDGET: \$1,034,000 (\$10,884 per space) ^{1 2}

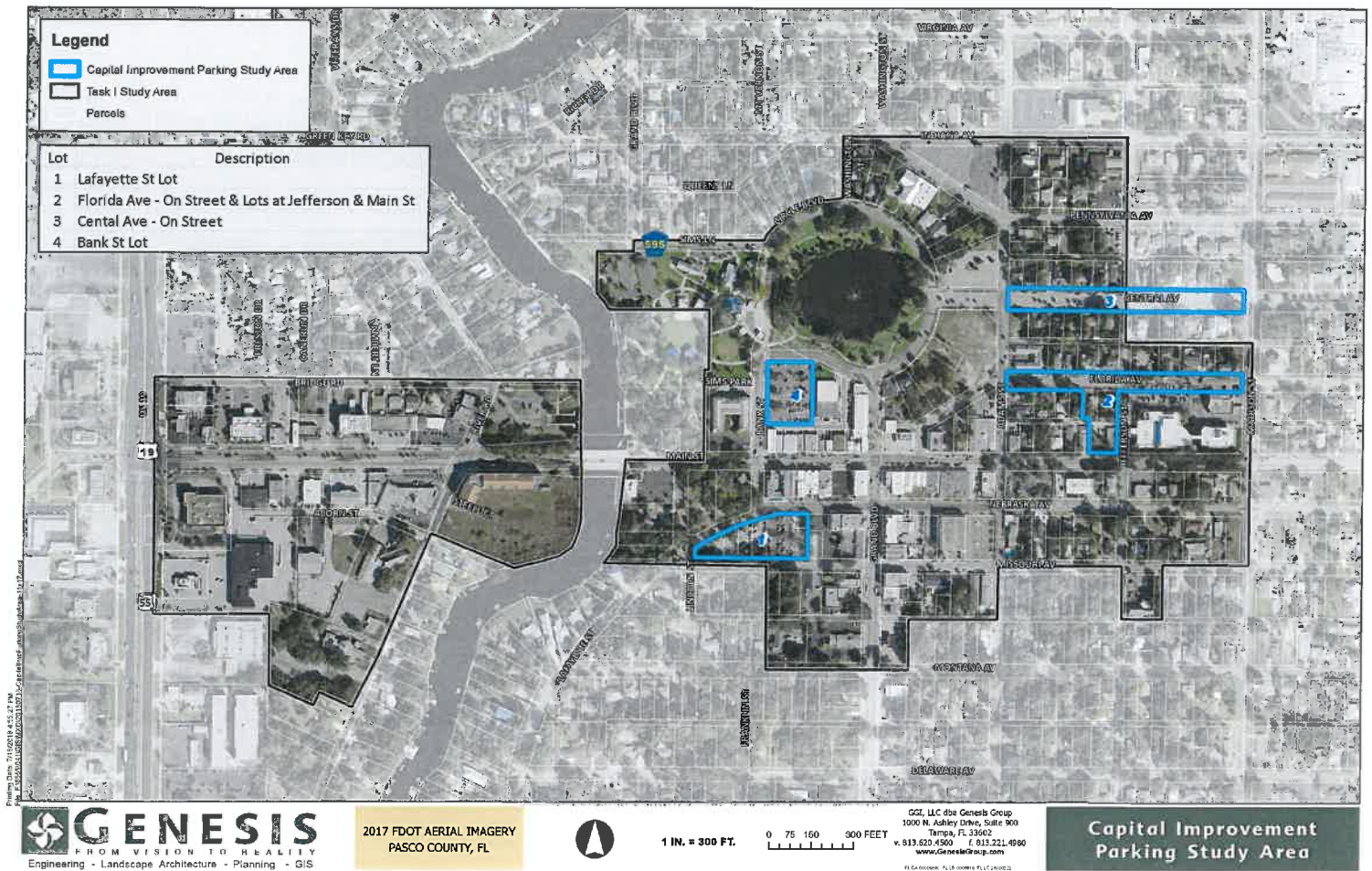
ESTIMATED IMPLEMENTATION SCHEDULE: 13-19 months

¹ Recommended budget based on current unit cost values for similar work and opinions of potential costs.

² These estimates are for reference and comparison purposes only and are subject to final design, survey, engineering, and permitting.



APPENDIX A – STUDY AREA





APPENDIX B – LOT 1

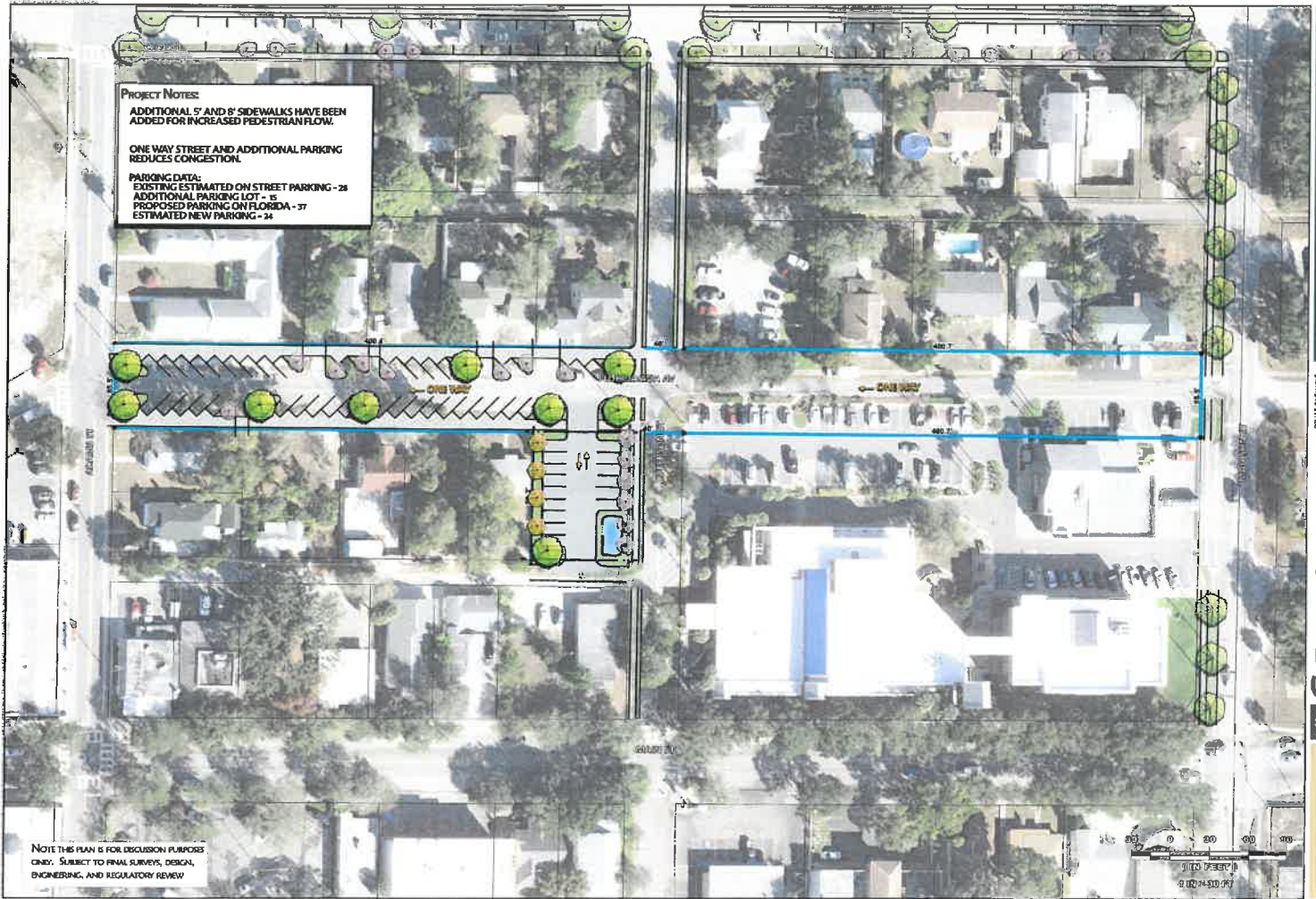




NOTE: THIS PLAN IS FOR DISCUSSION PURPOSES ONLY. SUBJECT TO FINAL SURVEY, DESIGN, ENGINEERING, AND REGULATORY REVIEW.

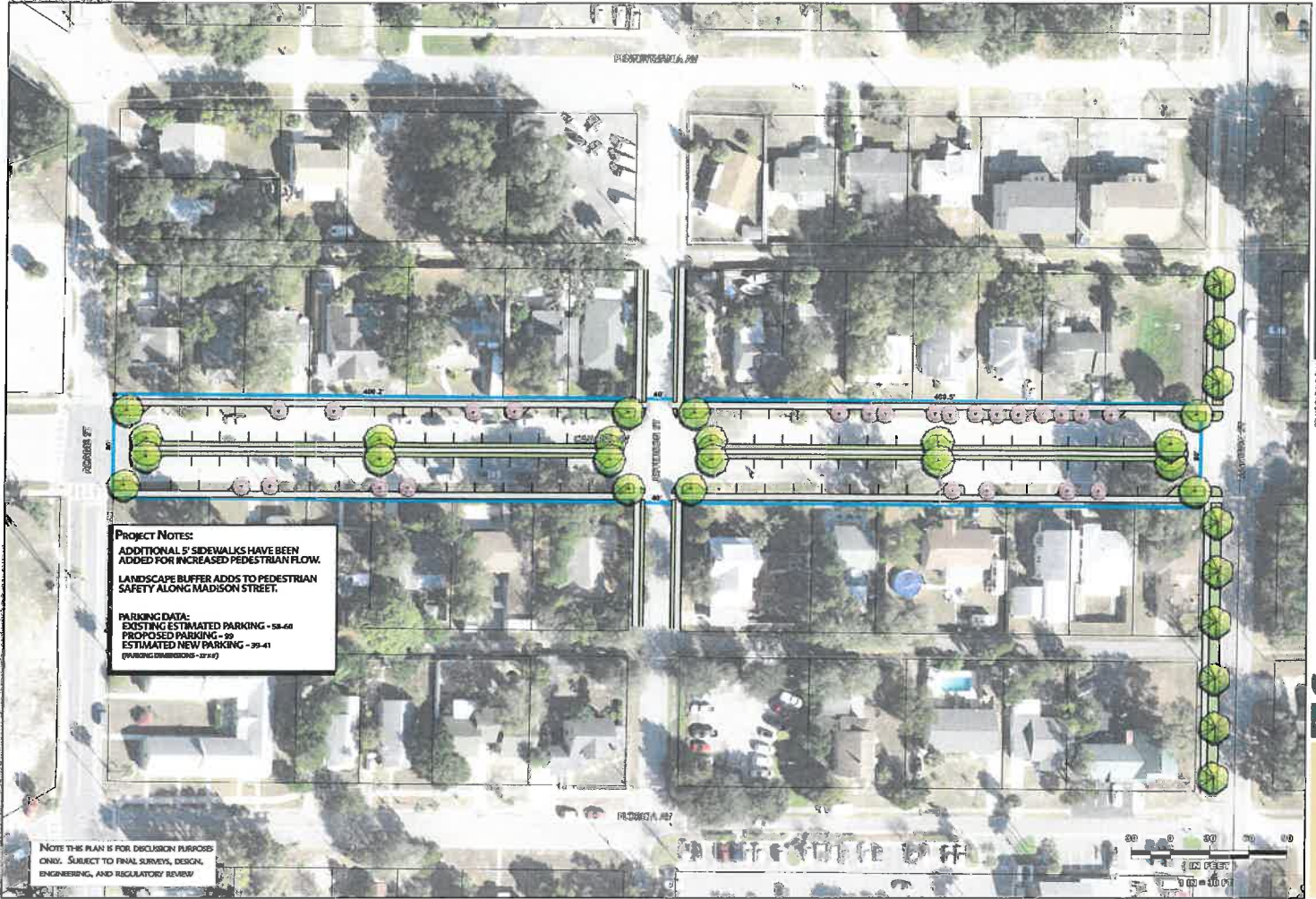


APPENDIX C – LOT 2





APPENDIX D – LOT 3





APPENDIX E – LOT 4

