



Memorandum

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Date: June 2, 2016

To: Mayor and City Council

Through: Andrew B. Ching, City Manager

From: Dave Nakagawara, Community Development Director (480.350.8023)  
Don Bessler, Public Works Director (480.350.8205)

SUBJECT: Downtown Parking and Fifth Street Update

### **BACKGROUND**

The Downtown Parking Strategic Plan (the “Plan”) process began in early 2014 with a team of City staff, the Downtown Tempe Authority (DTA), and consultants from Kimley-Horn & Associates. Since that time, staff has been working to implement a number of the recommendations within the Plan. Listed below are some of the changes and initiatives that have been made or started since the process began:

#### Commercial Loading Regulations

The Plan identified three prominent issues related to commercial loading operations within Downtown Tempe: high congestion during peak hours (11:00 AM – 2:00 PM), low turnover and improperly parked commercial vehicles. Commercial vehicles often parked in the right-of-way, sometimes restricting fire lane access, and occupying metered spaces during the lunchtime peak. This created the appearance of congestion, safety concerns and decreased the quality of the pedestrian experience, especially along Mill Avenue.

To alleviate the congestion issue, the City limited loading activities to the hours of 5:00 AM – 10:00 AM, outside of a marked loading zone. In addition, the City allowed commercial vehicles, in the process of loading/unloading, to use the metered spaces for free during loading hours provided above. In addition, the definition of “commercial vehicle” was refined and the fines for violating the loading zone and fire lane regulations were increased to \$72 and \$104, respectively. Commercial vehicles are still allowed to load/unload within designated loading zones during the business day.

## Downtown Parking Standards

The City's previous parking standards did not distinguish between the urbanized downtown, which provides numerous transit options, and more suburban areas of the community. In an effort to create more urban parking standards, staff proposed modifying parking standards for the Downtown.

These changes included reducing the variability in parking requirements for commercial uses. At the time, restaurant, bar and retail uses all had separate parking requirements. Individual suites within larger mixed-use developments often change uses and the previous standards created obstacles to opening a new business.

The new parking standards treat all these uses as "commercial" and require 1 stall per 500 square feet of space—with the parking requirement for first 5,000 square feet of commercial space waived. The previous requirements for restaurant and bar uses were 1 space per 75 square feet and 1 space per 50 square feet, respectively

The recent changes also reduced the residential parking requirement. These reductions were based on the parking ratios approved for many of the high-density multi-family/mixed-use projects in Downtown. The current standards range from 0.5 – 1 space per bedroom while the previous standards require 1 – 2 spaces per bedroom.

An additional component to the modified Downtown Parking Standards was the addition of a parking management plan. The parking management plan requires the developer to provide a plan describing how the parking for employees, residents, and the public will be allocated. A key component of this process is designating an appropriate amount of "public parking", intended for unrestricted use for customers/guests. The parking management plans will ensure that, although the Code is allowing relief from the traditional parking standards, the project must still provide a certain number of stalls that will contribute to the general parking pool for the site and Downtown. Each allocation and need will be evaluated through the Development Plan Review process and be determined on a case-by-case basis.

## Fifth Street

The existing right-of-way (ROW) for 5th street has sufficient width to allow for creative re-allocation of space to advance it as a more multi-modal and sustainable street. It is an important collector street and as Downtown Tempe grows it is critical to provide accessible travel for all types of users in order to make a strong connection from ASU and College Avenue to Farmer Avenue and the neighborhoods west of Downtown.. Staff issued a Request for Statement of Qualifications in November of 2015 that sought to hire a design team for the streetscape. The key elements of the RFQs proposed scope of work included the following items:

- Bicycle improvements to the corridor, including review of protected/enhanced bike lanes (green, separated etc.)
- Pedestrian improvements to corridor including improved pavement or wider sidewalks
- Resurfacing, re-pavement or possible re-building of street including re-stripping
- Shade structures and additional trees in pedestrian and bicycle zones

- Additional and enhanced crosswalk opportunities at Farmer Avenue, North/South Rail Spur Path, Ash Avenue, Maple Avenue, Mill Avenue, Myrtle Avenue, and Forest Avenue
- Possible gateway treatments at Farmer Avenue and College Avenue
- Reduced vehicle lane widths
- Integration of back-in angled parking, increased number of on-street parking spaces
- Elimination and re-purposing of continuous center left turn lane; provide left turn pockets and introduce landscaped median islands
- Integration of City Hall Complex design and 6th Street Park pavement pattern
- Exploration of solar pavement panels
- Coordination with ASU as a critical stakeholder and with campus disciplines/programs that support urban planning efforts
- Establishment of diverse tree palette (urban forest) and iconic landscape
- ADA parking/access

A number of firms responded, interviews of three shortlisted teams were conducted and upon completion of the selection process, staff chose CollectiV Landscape Architects (formerly Vollmer and Associates). CollectiV previously worked with the City of Tempe and designed Tempe's "Sixth Street Plaza" and was the lead landscape architect team for the pathway constructed along the UPRR rail line south of 5<sup>th</sup> Street. CollectiV brings with them a diverse team including traffic and civil engineering professionals, as well as urban design and structural engineering subconsultants that complement the Tempe staff team. Upon execution of the contract with CollectiV, there will be public and stakeholder outreach and thoughtful design that will be reviewed by the Council in late 2016, early 2017. CollectiV Landscape Architects has provided the City with a proposal that includes data collection, utility coordination, map preparation, opportunity analysis, stakeholder input, design concepts, final concept, design plans and construction documents.

The contract will total \$399,950 and, based on previous Council direction, staff has reserved the funding for the design of the street in the parking fund managed for the City by ParkIt.

### **ITEMS FOR COUNCIL CONSIDERATION**

While significant progress has been made since 2014, there are items within the Downtown Parking Strategic Plan that still need to be addressed. Among them are dynamic pricing, motorcycle parking and insuring continued progress related to the design of Fifth Street.

#### Fifth Street

Staff has reviewed the proposal submitted by CollectiV Landscape Architects and is ready to proceed pending Council's recommendation to move forward. If directed to move forward, staff will instruct ParkIt to procure the services of CollectiV and work in cooperation with City staff to move the design of Fifth Street to completion.

## Dynamic Pricing for On Street Parking Meters

Dynamic pricing refers to the ability to manage and change rate structures as actual parking demand dictates. In most cases, demand is evaluated quarterly with rates being adjusted at that time, if needed, usually by \$0.25 per hour. This type of practice is typically found in larger cities such as San Francisco, New York, Chicago, Washington DC, and Seattle.

The Plan addressed dynamic pricing and noted that ParkIt and the City have much of the infrastructure in place to “*implement dynamic pricing in efforts to support efficient use of its on-street parking assets.*” This infrastructure includes smart meters, parking space sensors and back-end parking management systems. The Plan also listed key parameters needed for implementing a successful dynamic pricing program: data analysis, staffing, community engagement and communication.

The Plan also suggested employing a dynamic pricing pilot and provided the follow options:

- Removal of morning parking pricing on weekends
- Reduced parking rates in on-street spaces located in the fringe area of Downtown
- Increased rates in the higher demand areas of the Downtown
- Reduced parking rates for summer periods
- Increased parking rates on event days
- Reduced parking rates during morning periods when parking occupancy is the lowest

Staff has reviewed the options with ParkIt and has recommend moving forward with the removal of morning pricing on Saturdays and reduced rates in low demand areas. Staff also recommends increasing the enforcement times for certain zones—extending them from 6:00 PM to 10:00 PM.

The first recommendation would be to limit the meter hours of operation on Saturday to start at 11:00 AM vs. the current 8:00 AM start time. This would encourage the use of on-street parking by those frequenting Downtown in the morning. This change would result in a minor loss of revenue estimated to be approximately \$39,000.00 annually. Further, staff recommends lowering the rate from \$1.50 per hour to \$1.00 per hour for the meters located on Ash Ave and the western portion of Third Street. The demand for these meters is low and this is a way to encourage the use of these meters. Based on the low demand in this area, staff does not anticipate this change to cause a significant reduction in revenue

The second recommendation would be to extend all meters until 10 PM Monday – Saturday. Currently there are 266 meters in the Downtown area that only require payment till 6 PM. Downtown is increasingly active past 6:00 PM and extending the meter hours should increase the availability of on street parking later in the evening. This change would likely generate \$91,000.00 in additional annual revenue with little to no increase in expenses. The greatest concentration of the spaces currently enforced until 6:00 PM, are located in the southeast section of Downtown (South Forest Avenue

Zone) and will be greatly affected when the “University Square” lot closes for development.

The current meter times and rates and the proposed times and rates are graphically depicted in **Attachments A** and **B**, respectively.

Motorcycle Parking Areas

Another recommendation related to the Downtown Strategic Parking Plan is the addition of two motorcycle parking areas. While motorcycles are currently allowed to park in any on-street space, staff recommends a pilot program that will convert two existing on-street spaces on Mill Avenue to motorcycle parking only. This change would allow up to four (4) motorcycles to park in an existing on-street space, provided they park at a 70 - 90 degree angle vs. parallel parking. The areas preliminarily identified are provided below and shown in **Attachment C**:

- west side of Mill Avenue in the first space just north of Fifth Street; and
- east side of Mill Avenue in the first space just south of Fifth Street.

City Hall Garage

Currently the City Hall Garage provides customers with the “first hour free” during all operational hours, excluding special events. Based on increased demand during the evening hours staff is proposing continuing the first hour free Monday – Friday, 5:00 AM – 5:00 PM and charging for the first hour all other times. In addition, staff recommends no longer providing free Saturday parking. The hourly rates for the garage will not change. The proposed changes are outlined below:

Current Daily Rate Structure		Proposed Daily Rate Structure	
Free	First hour	Free	First hour 5 AM – 5 PM Mon-Fri only
\$1.50	Each additional hour	\$1.50	Each additional hour
\$12.00	Daily Maximum	\$12.00	Daily Maximum
Free	Mon-Fri after 6 PM	Free	Mon -Sat after 11 PM
Free	Weekends (except events)	Free	Sundays (except events)

Staff also recommends raising the monthly rates for the City Hall Garage. Monthly rates for the City Hall Garage have not been adjusted since 2013 and demand has increased significantly since then. The proposed monthly rates are provided below:

Current Monthly Rate	Proposed Monthly Rate
\$60.00 – Monthly Unreserved	\$75.00 – Monthly Unreserved
\$85.00 – Monthly Reserved	\$100.00 – Monthly Reserved

The two changes detailed above are estimated to raise an additional \$65,000 per year in combined revenue.

## Moving Forward

With prior changes and the proposed changes listed above, many of the suggestions in the Downtown Strategic Parking Plan have been implemented. As Downtown Tempe continues to grow and develop, staff and ParkIt will continue to manage the City's parking assets in the most efficient way possible—making the parking process as easy as possible for our residents, visitors and businesses. This management includes using the latest in technology, ensuring that the City and Zoning and Development Codes reflect the urban/transit oriented nature of Downtown and providing outstanding customer service.

**Attachment A**  
**Current Meter Rates and Times**

**CURRENT PARKING MAP**

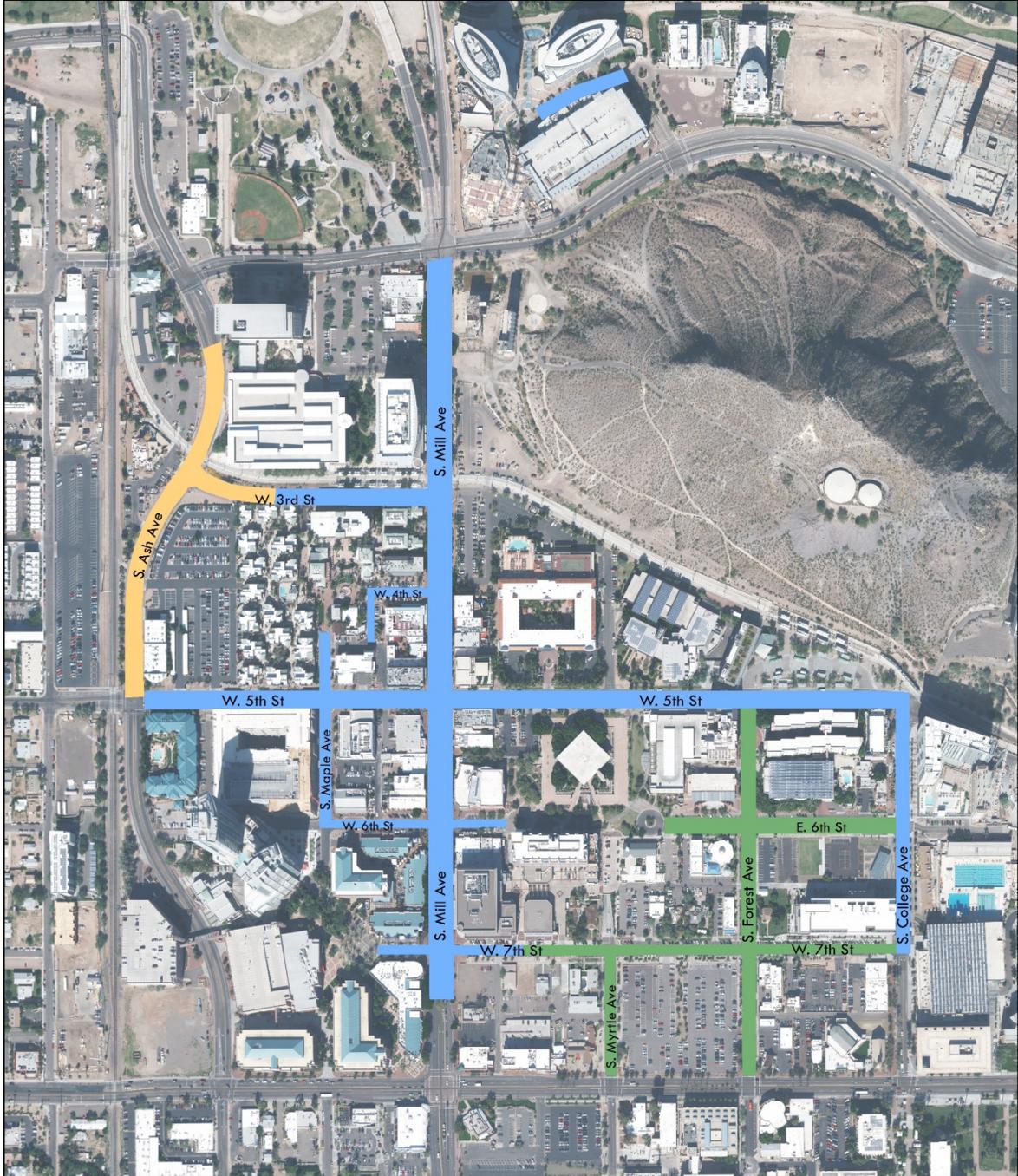


-  2 HOUR LIMIT/\$1.50 HR MON-SAT  
8AM-10PM
-  3 HOUR LIMIT/\$1.50 HR MON-SAT  
8AM-6PM



**Attachment B**  
Proposed Meter Rates and Times

**PROPOSED PARKING MAP**



**THREE HOUR LIMIT: \$1.00 HR**  
 MON-SAT 8/11AM-10PM

**TWO HOUR LIMIT: \$1.50 HR**  
 MON-SAT 8/11AM-10PM

**THREE HOUR LIMIT: \$1.50 HR**  
 MON-SAT 8/11AM-10PM



**Attachment C**  
**Proposed Motorcycle Parking**

**PROPOSED MOTORCYCLE PARKING**



 Proposed Motorcycle Parking

