Georgetown
Downtown Parking Study

City Council Workshop Presentation
Tuesday, June 9th 2015
Parking Study Scope of Work

• Conduct Online Survey and Stakeholder Outreach
• Confirm Existing Parking Inventory
• Observe and Document Existing Parking Occupancies & Turnover:
  - Holiday Season Saturday (December 20\(^{th}\))
  - Typical Weekday Daytime (February 4\(^{th}\), 5\(^{th}\))
  - First Friday (February 6\(^{th}\))
  - Red Poppy Festival (April 24\(^{th}\), 25\(^{th}\))
• Review Existing Parking Policies and Management Practices
• Provide Recommendations on Short Term Management Solutions
• Develop Preliminary Design Concepts for Structured Parking
Downtown Overlay District

Core Parking Study Area
Core Study Area
Stakeholder Outreach

• Conducted Online Parking Survey That Received 561 Completed Surveys

• Survey Data Broken Down by User Category (Customer/Employee/Business Owners)

• Held Open Office Hours on Friday, February 6, 2015
  • Met With 14 Different Individuals One-on-One
  • Two Developers/Two County Staff/Three Restaurant Owners/Three Retailers/Resident

• Conducted Public Workshop on March 11, 2015
  • Reviewed Results of Online Survey
Online Survey Results

What is your interest in downtown?

- I am a Visitor/Customer: 351 (63%)
- I live Downtown: 29 (5%)
- I own a Business/Property: 50 (9%)
- I work Downtown: 86 (15%)
- Other (explain): 45 (8%)

561 Completed Surveys
Online Survey Results

What distance is acceptable to you for walking from your car to your destination?

Customer Results:
- Less Than One Block: 14%
- One to Two Blocks: 45%
- Two to Three Blocks: 29%
- More Than Three Blocks: 12%

Employees Results:
- Less Than One Block: 14%
- One to Two Blocks: 53%
- Two to Three Blocks: 29%
- More Than Three Blocks: 12%

Business Owners Results:
- Less Than One Block: 14%
- One to Two Blocks: 29%
- Two to Three Blocks: 51%
- More Than Three Blocks: 6%
Online Survey Results

When you drive downtown, where do you prefer to park?

Employees

- On-Street: 52%
- Off-Street Public Lot: 40%
- Private Lot: 5%
- Other (please explain): 3%

Business Owners

- On-Street: 60%
- Off-Street Public Lot: 23%
- Private Lot: 10%
- Other (please explain): 8%
Do you believe time limits should be more strictly enforced?

• “Shop owners should not park in customer parking on the Square.”
• “The City won’t enforce it anyway! Never have.”
• “During busy times – yes.”
• “Not after 5:00pm.”
• “Yes, during government business hours, not evening entertainment hours.”
• “I don't know how strict it is now, but it should be monitored to keep parking moving.”
• “Shop downtown often because parking is easy.”
• “I do not see that there is a parking problem to begin with.”
• “Not sure how strictly they are enforced at this time. Would be in favor of some monitoring and issuing of warnings for those staying between 3 and 5 hours - fines for those over 5 hours in same spot.”
Who should pay the cost to build and maintain parking facilities?

• “A collaborative effort from everyone mentioned would be fair.”
• “Combination of Parking Users/Customers and City Tax Dollars.”
• “To achieve desired density & walkability costs should be shared equitably.”
• “This can be a plan that involves all three groups….all three benefit.”
• “Meters would help pay costs.”
• “ALL OF THE ABOVE.”
• “Combination of tax dollars and business owners.”
• “Business owners, not home owners. Businesses reap the benefits of having parking that suits prospective customer needs, and therefore are likely to invest in it.”
Core Area Existing Surface Parking Lots
Core Area Existing Surface Parking Lots

815 Off-Street Spaces

254 Off-Street Spaces
Core Area Off-Street Inventory

Breakdown by Use/Ownership

- **610** City of Georgetown
- **237** Williamson County
- **222** Private Lots

Total Off-Street = 1,069
Core Area On-Street Inventory

Total On-Street
640 Spaces
Core Area Total Parking Inventory

Total Off-Street = 1,069 Spaces
Total On-Street = 640 Spaces
TOTAL 1,709 Spaces
Observed Peak Off-Street Occupancies

December 20, 2014 Holiday Season Saturday (6:00pm Peak)

- Less Than 40%
- 41% to 60%
- 61% to 85%
- 86% to 90%
With Observed Peak On-Street Occupancies
December 20, 2014 Holiday Season Saturday (6:00pm Peak)

Less Than 40%
41% to 60%
61% to 85%
86% to 90%
With Observed Peak On-Street Occupancies

December 20, 2014 Holiday Season Saturday (6:00pm Peak)

- Less Than 40%
- 41% to 60%
- 61% to 85%
- 86% to 90%

77 Open Off-Street Parking Spaces Within One Block of the Square
With Observed Peak On-Street Occupancies

December 20, 2014 Holiday Season Saturday (6:00pm Peak)

- Less Than 40%
- 41% to 60%
- 61% to 85%
- 86% to 90%

349 Open Off-Street Parking Spaces Within Two Blocks of the Square
Observed Off-Street Occupancies

Typical Weekday - Thursday February 5, 2015 (Noon Peak)

- Less Than 40%
- 41% to 60%
- 61% to 85%
- 86% to 90%

Map showing street occupancies with color codes:
- Green: 0% to 25%
- Blue: 26% to 40%
- Orange: 41% to 59%
- Red: 60% to 100%

Percentages of street occupancies shown on the map.
With Observed On-Street Occupancies

Typical Weekday - Thursday February 5, 2015 (Noon Peak)

<table>
<thead>
<tr>
<th>Occupancy Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than 40%</td>
<td>0% - 24%</td>
</tr>
<tr>
<td>41% to 60%</td>
<td>25% - 59%</td>
</tr>
<tr>
<td>61% to 85%</td>
<td>60% - 84%</td>
</tr>
<tr>
<td>86% to 90%</td>
<td>85% - 90%</td>
</tr>
</tbody>
</table>

**9th Street Under Construction**
With Observed On-Street Occupancies

Typical Weekday - Thursday February 5, 2015 (Noon Peak)

Square Area Effectively Full at Noon
Bank of America & First Texas Bank Only Lots With Remaining Capacity
Observed Off-Street Occupancies
First Friday Event, February 6, 2015 (6:00pm Peak)

- Less Than 40%
- 41% to 60%
- 61% to 85%
- 86% to 90%
With Observed On-Street Occupancies
First Friday Event, February 6, 2015 (6:00pm Peak)

- Less Than 40%
- 41% to 60%
- 61% to 85%
- 86% to 90%
With Observed On-Street Occupancies

First Friday Event, February 6, 2015 (6:00pm Peak)

On-Street Parking
Around Square
Effectively Full
Parking Available in Grace Church Lot and City Lot at 9th & Main
Bank of America Lot Wide Open
Observed Parking Occupancies – Draeger Lot (City North Lot)

Peak Occupancy Observed December 20\textsuperscript{th} = 31\% (83 Open Spaces)

Peak Occupancy Observed February 5\textsuperscript{th} = 53\% (57 Open Spaces)

Peak Occupancy Observed Feb. First Friday = 35\% (78 Open Spaces)

**Underutilized Public Parking Lot:**
Primarily Serves The Monument Café and Tamiro Place
Summary of Observed Parking Occupancies

• On-Street Parking Around the Square is the Highest Demand Parking

• Daytime Parking During Thursday Noon Peak Hour was the Highest Parking Demand Period Observed

• South City Lot at 9th & Main Can Get Very Busy Seasonally During Last Week in December; Last Week in January; First Week in February (County Tax Office)

• Other Than Peak Tax Season, South City Lot Shows Unused Capacity During Typical Weekdays, Especially During Evening Periods (After 5:00pm)

• North City Lot at 5th & Austin Consistently Underutilized

• Bank of America Private Lot Demonstrates Ample Parking Capacity at All Times
Central Square On-Street Parking Turnover Analysis

Results:

- Sixteen (16) Cars Parked All Day = 7.5%
- Thirteen (13) Cars Parked Over 5 Hours = 6.1%
- Twenty One (21) Cars Parked Over 4 Hours = 9.9%

TOTAL: Fifty (50) Spaces = 23.5%

**NOTE:** We believe these results may be skewed due to awareness of our license plate surveys by shop owners and employees during the data collection process.
Parking Policy and Management Practices

**Zoning & Planning Policies**

- Reduced Parking Requirements for New Development Within the Downtown Overlay District is Good Urban Policy
- No Parking Requirements for Land Uses Within the Central Square Area is Good Urban Policy

**However:** These planning and development policies shift responsibility from the private sector to the public sector in creating needed parking infrastructure to support new development.
Parking Policy and Management Practices

Three Hour Time Limit Policy

• Customer Survey Responses Show That Customers Want More Than Two Hours of Parking Time (Demonstrated in Other Recent Downtown Surveys We Performed)

• Free, Time Limited Parking Requires Effective Parking Enforcement to Prevent Abuse by Owners and Employees

• Manually Chalking Tires is Labor Intensive, Inefficient and Easy to Abuse

• Lack of Computerized Parking Enforcement Technology Hinders Ability to Perform Efficient Parking Enforcement
Parking Policy and Management Practices

Parking Enforcement

- Enforcement Performed by Private Security Firm Under Contract
- New Vendor for FY 2015
- Non-computerized, Paper-based Ticket Writing System
- Limited Budget and Manpower Resources
- Graduated Fine System:  
  - 1st Offense = Warning
  - 2nd Offense = $20
  - 3rd Offense = $50
  - 4th + = $100
- Manually Tracking Accumulated Ticket Violations Extremely Time Consuming
Parking Enforcement Statistics

Total Tickets Issued

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tbody>
<tr>
<td>Tickets</td>
<td>115</td>
<td>57</td>
<td>129</td>
<td>141</td>
<td>175</td>
<td>33</td>
</tr>
</tbody>
</table>

Total Fines Collected

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fines</td>
<td>$4,071</td>
<td>$1,560</td>
<td>$3,565</td>
<td>$4,220</td>
<td>$5,280</td>
<td>$1,248</td>
</tr>
</tbody>
</table>

Average Fine Per Ticket

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fines</td>
<td>$35.40</td>
<td>$27.37</td>
<td>$27.64</td>
<td>$29.93</td>
<td>$30.17</td>
<td>$37.82</td>
</tr>
</tbody>
</table>

FY 2015 Breakdown to Date:

- Warnings = 131
- 1st Citation = 26
- 2nd Citation = 6
- 3rd Citation = 1
Austin Avenue Pedestrian Issues
Austin Avenue Pedestrian Issues
Rock Street Pedestrian Issues
8th Street Pedestrian Issues

Facing West

Facing East

These Design Issues Addressed in the Downtown Sidewalk Master Plan

With Construction of New MLK Surface Lot, 8th Street Sidewalk Improvements Should Receive Top Priority
North Lot Design Issues

Existing Capacity = 134

- +/- 84'-0" wide parking bay for this area is not efficient.
- No end bay parking
- ADA spaces are not code compliant
- Dead end parking is not user-friendly
North Lot Potential Lot Re-Design

New Capacity = 136
Net Gain +2

Much Better
Functional Layout and
Traffic Flow
Central Lot Design Issues
Central Lot Design Issues

Existing Capacity = 48
Central Lot Potential Lot Re-design

New Capacity = 64
Net Gain +16

Better Functional Layout and Traffic Flow

Better Serves Customer Parking Access from 7th Street
South Lot Design Issues

Existing Capacity = 136

- Signage is not ADA code compliant for accessible spaces.
- Dead end drive aisles are not user-friendly.
- Ped X'ing signage recommended for north and south bound vehicular traffic.
South Lot Potential Lot Re-Design

New Capacity = 139
Net Gain +3

Much Better
Functional Layout and Traffic Flow

Additional Entrance Off of Main Street
Branding, Signage & Wayfinding
Branding, Signage & Wayfinding
Maps, Brochures, Communications

Existing Visitor Parking Map
Maps, Brochures, Communications

Great Information On:
- History
- Attractions
- Lodging
- Dining
- Shopping
- Special Events

BUT...
No Information on Parking?
Red Poppy Festival Parking and Traffic Observations
Red Poppy Festival Parking and Traffic Observations

• CWI Staff Observed Parking and Traffic From Friday Setup Through Sunday
• Alliance Staff Observed Traffic Conditions During Saturday Main Event Day
• Observed Shuttle Lot Operation and Interviewed Transportation Vendor
• Interviewed Individual Vendors, Security Personnel and Event Staff
• Based on Our Observations, Developed List of Potential Enhancements:
  ▪ Traffic Mitigation & Routing
  ▪ Active Parking Management Plan
  ▪ Physical Improvements & Enhancements
  ▪ Staging, Setup and Logistics
  ▪ Communications & Messaging
  ▪ Webpage and Parking Maps
Summary of Primary Observations & Recommendations

• **Customers** do not Perceive Parking as a Problem as Much as Employees and Business Owners Do (Based on Online Survey Results)

• Three Hour On-Street Parking Areas Abused by Employees and Shop Owners

• Lack of Effective Parking Enforcement

• Functional Design Issues With Existing Public Lots – Eliminate Dead-end Parking!

• Opportunities for Short-term Management Solutions
  • Short-term drop off/pick up spaces on each block face
  • Public Valet parking on Friday evenings and special events
  • Possible trolley or electric tram during events and peak periods

• Need to Brand and Market Free Lots; Create Better Online and Hand-out Maps

• Consolidation of City Employees Into City Center Should Improve Parking on the Square

• Opportunity for Red Poppy Festival Parking and Traffic Enhancements
Summary of Primary Observations & Recommendations

- Pedestrian Crossings On Austin Avenue Need to be Enhanced and Improved for Safety and Better Pedestrian Mobility

- Sidewalks Along Rock Street, 7th Street, and 8th Street On West Side of Austin Avenue Need Pedestrian Enhancements (Sidewalk Master Plan)

- Lighting In General On-Street, and in Surface Lots on West Side of Austin Inadequate and a Safety Concern
  - North City Lot Has Seventeen (17) Burnt-Out Light Fixtures
  - County Lots Have No Lighting Installed
  - Rock Street Very Dark In General – Lack of Street and/or Pedestrian Lighting

- County Garage Significantly Underutilized, Even During Red Poppy Festival
Specific Short-Term Recommendations

• Seek Cooperation and Approval by Bank of America to Allow Public Parking at It’s Lot After 5:00pm

• Create a Public Valet Program on the Square for First Fridays and Other Special Events and Holiday Shopping Season

• Improve Parking Enforcement Through New Computerized Ticket Writing and Ticket Tracking Technology; and More Dedicated Staffing

• Undertake Enhanced Marketing and Communications Plan, to Include Better Web-based Maps and Hand-out Maps

• Plan and Implement a Parking and Traffic Management Plan for Next Year’s Red Poppy Festival
Private Bank Lot Comparison

Observed First Friday Parking Occupancy Comparison
February 6, 2015
Potential Public Valet, North Square Option
Potential Public Valet, South Square Option
Potential Public Valet Option

• May Require Minor Revisions to the Current Valet Parking Ordinance

• Costs Should be Shared by DGA and Downtown Businesses

• Should be Led and Managed by Downtown Georgetown Association
  (Possible Funding Assistance From CVB or Main Street?)

• Use for First Friday and Other Special Event Days, Holidays, etc.

• Start as Pilot Program to Test Success and Buy-in

• Must Properly Promote the Program and Give it Time to Succeed

• Need to Enter Into Agreement With Bank of America Property Owners to Use Private Parking Lot: Liability Insurance / Housekeeping & Maintenance

• Stuart, FL and Plymouth, MI Two Recent Examples
Specific Short-Term Recommendations

• Revise Parking Violation Code to Reduce Fine Amounts, But Continue Graduated Fine Structure:
  
  - 1\textsuperscript{st} Ticket = Warning
  - 2\textsuperscript{nd} Ticket = $10 Fine
  - 3\textsuperscript{rd} – 5\textsuperscript{th} = $20 Fine
  - 6\textsuperscript{th} + = $50 Fine

• Create 15 Minute Short-Term Pick-up and Drop-off Parking Spaces at Key Locations on All Block Faces Surrounding the Square (To Include 8\textsuperscript{th} Street East of Church)

• Consider Making Grace Church Lot and Central City Lot Three Hour Customer Parking

• Work With Williamson County to Encourage Better Utilization of the County Garage During Special Events (Signage/Communications/Jury Call Instructions)

• Plan and Implement Enhanced Parking and Traffic Management Plan for 2016 Red Poppy Festival (Specific Recommendations Included in Final Report Document)
Specific Mid-Term Recommendations

• Consider Physical Re-design of City Lots to Make Them More Functional and Customer Friendly

• Improve Lighting On-Street and Off-Street West of Austin Avenue
  (Replace Burnt-Out Light Fixtures at North Lot Immediately)

• Improve Pedestrian Walkways and Sidewalks Along Rock Street, 7th Street and 8th Street West of Austin
  (Implement Phased Sidewalk Master Plan)

• Continue to Consolidate City Employees Out of the Square Area and Into Renovated City Center Buildings West of Austin Ave.

• Explore Feasibility of Using an Electric Tram or Trolley to Provide Access to West Side Lots and County Garage During Special Events
Specific Mid-Term Recommendations

• Work With Williamson County to Encourage Physical Improvements to Existing County Surface Lots (Lighting/Paving/Signage)

• Once the New Lot at MLK St. Is Completed, Focus on Sidewalk Improvements on North Side of 8th Street From New City Lot to Austin Ave.

• Brand City Owned Lots and Install Site Identification & Wayfinding Signage

• Identify Prime Sites for Future Structured Parking (Not Just City-Owned Sites)

• Identify City Responsible Staff Person to Spearhead Parking Management Implementation Plan
Long-Term Recommendations

• Work With Williamson County to Understand the County’s Long-Term Downtown Land Use Plan

• Continue to Consolidate City Employment to City Center Area and Out of the Central Square

• Continue With Concept Plan(s) for Future Structured Parking

• Consider Migrating to a Paid Permit-Based System for City Surface Lots

• Pursue Mixed-Use Redevelopment Plans for Both the North and South City Lots (Both Lots Should be Considered as Future Development Sites)
Thank You!

Open Discussion