



Meeting: Ashland Downtown Parking and Multi-Modal Circulation PAC Meeting
Date: February 5, 2013
Time: 3:30 PM – 5:30 PM
Location: Pioneer Hall

- I. Introductions/Administration (CPW) (10 minutes)**
 - a. Name and affiliation
 - b. Minutes approval

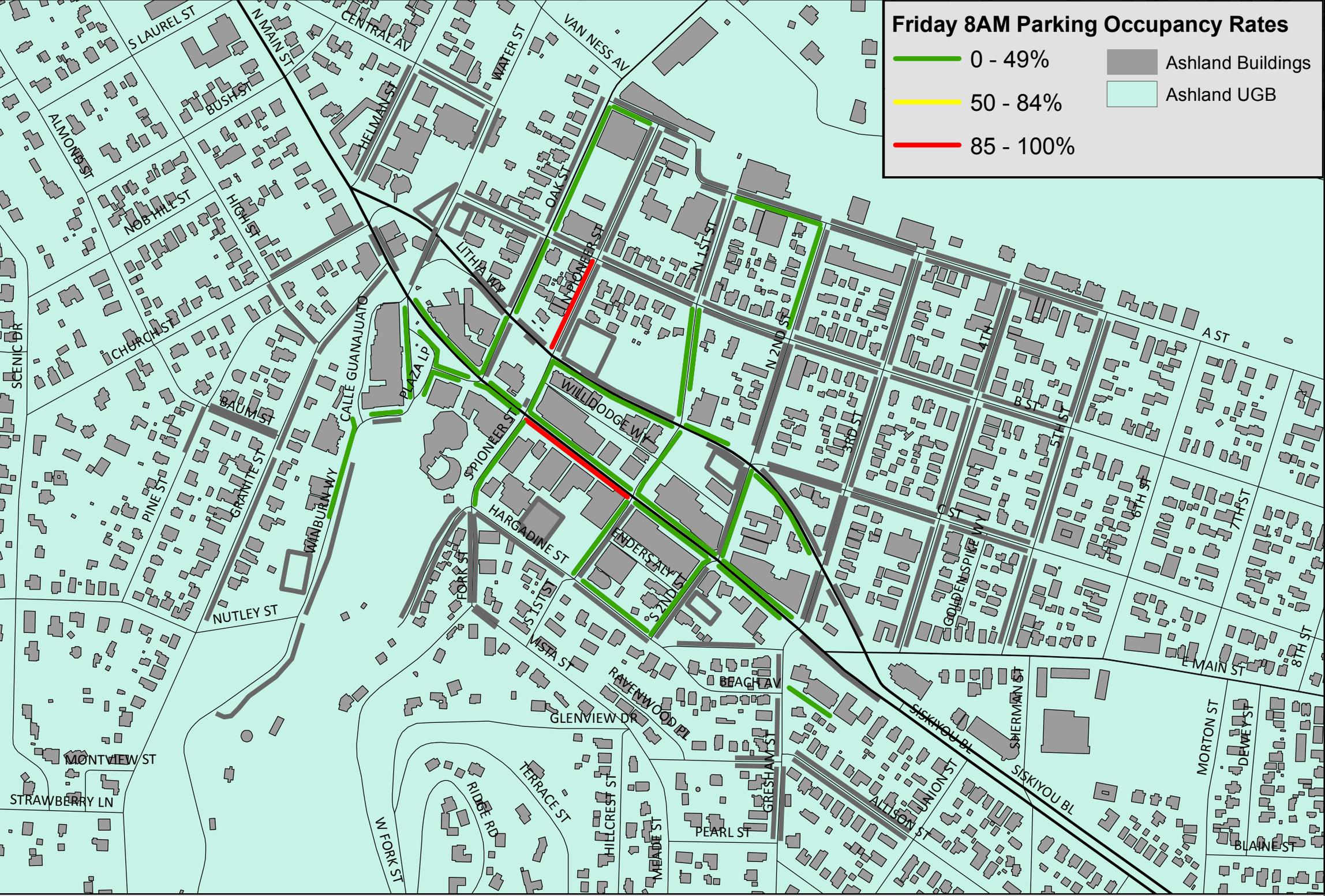
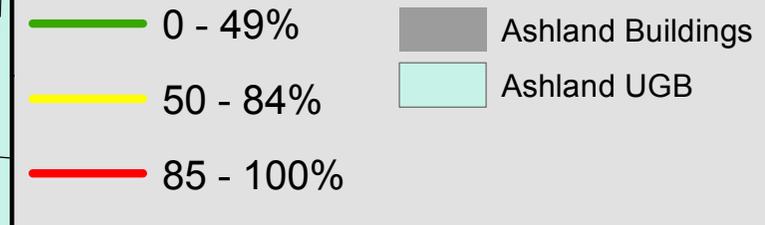
- II. Project Advisory Committee Chair Elections (Staff) (10 minutes)**
 - a. Chair
 - b. Vice Chair

- III. Project Status Update (CPW) (15 minutes)**
 - a. Future meetings outline
 - b. Midweek monitoring
 - c. Labor Day monitoring questions

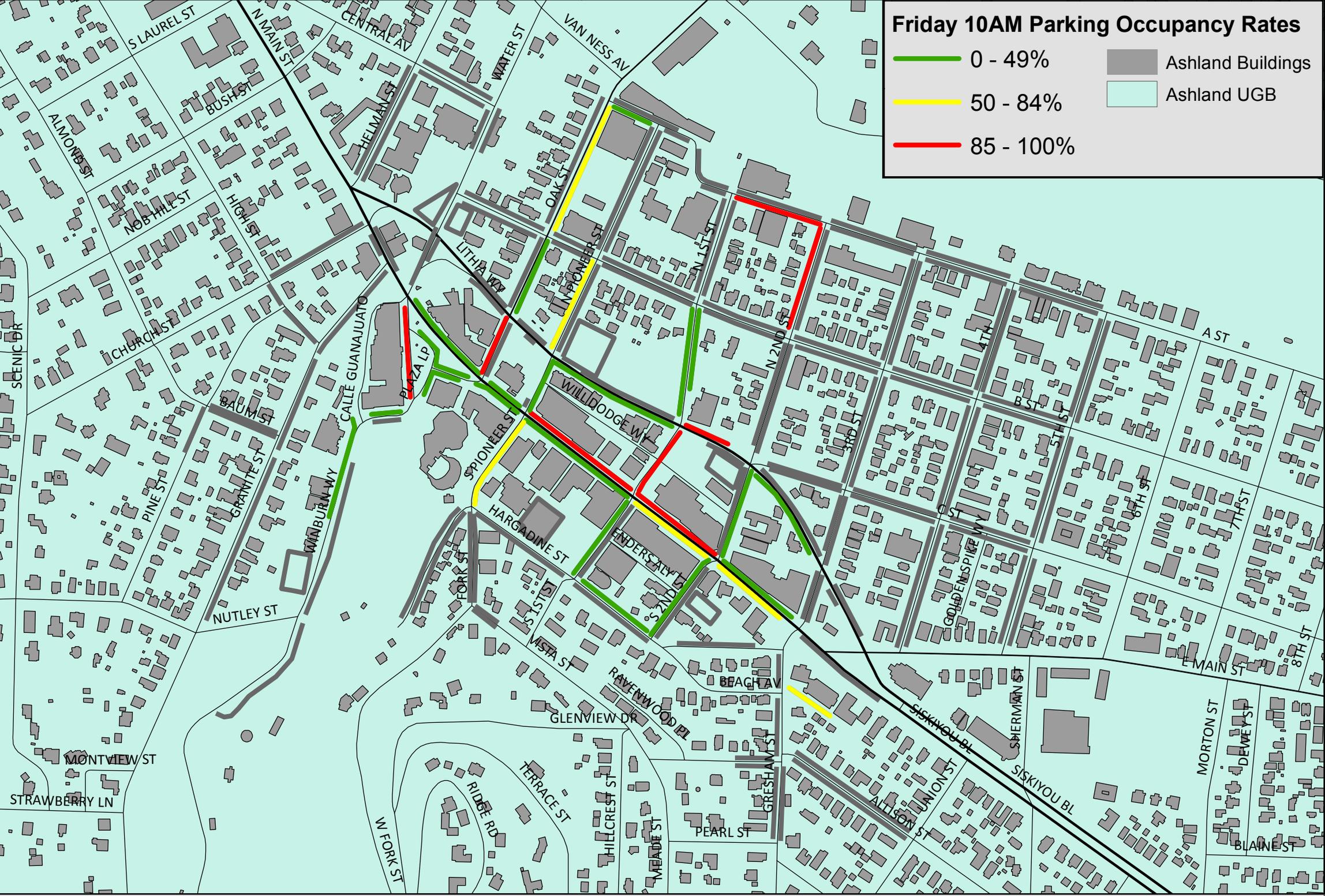
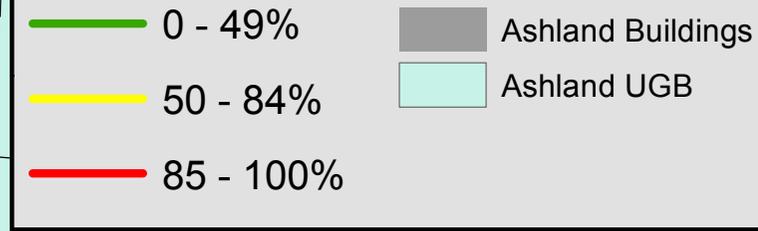
- IV. Municipal Parking Programs Overview (CPW/All) (75 minutes)**
 - a. Presentation of key components
 - b. Feedback session
 - c. Summary

- V. Closing/Next Steps (CPW) (5 minutes)**
 - a. Next meeting: March 5

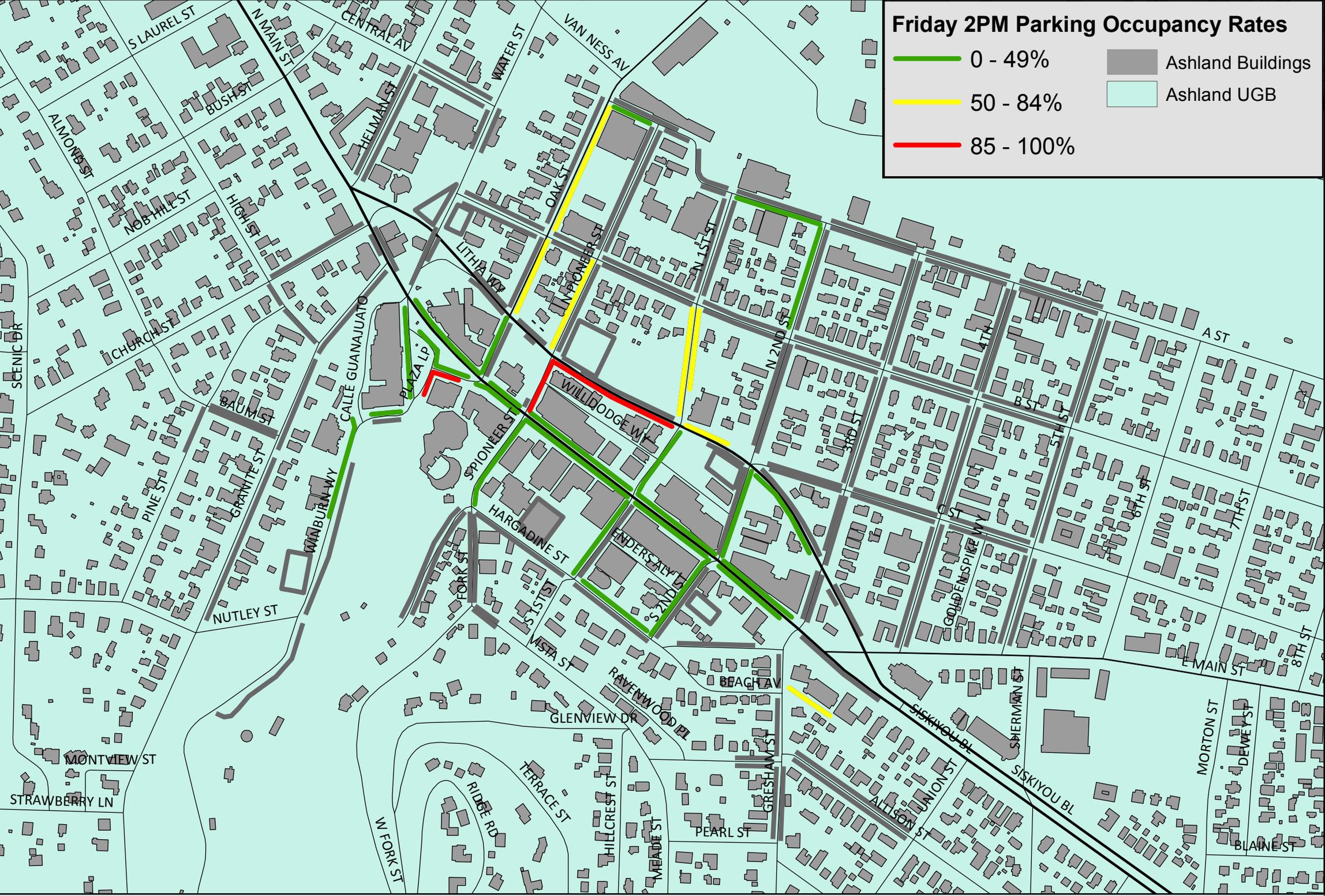
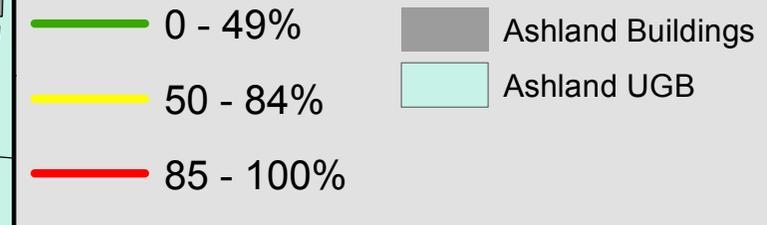
Friday 8AM Parking Occupancy Rates



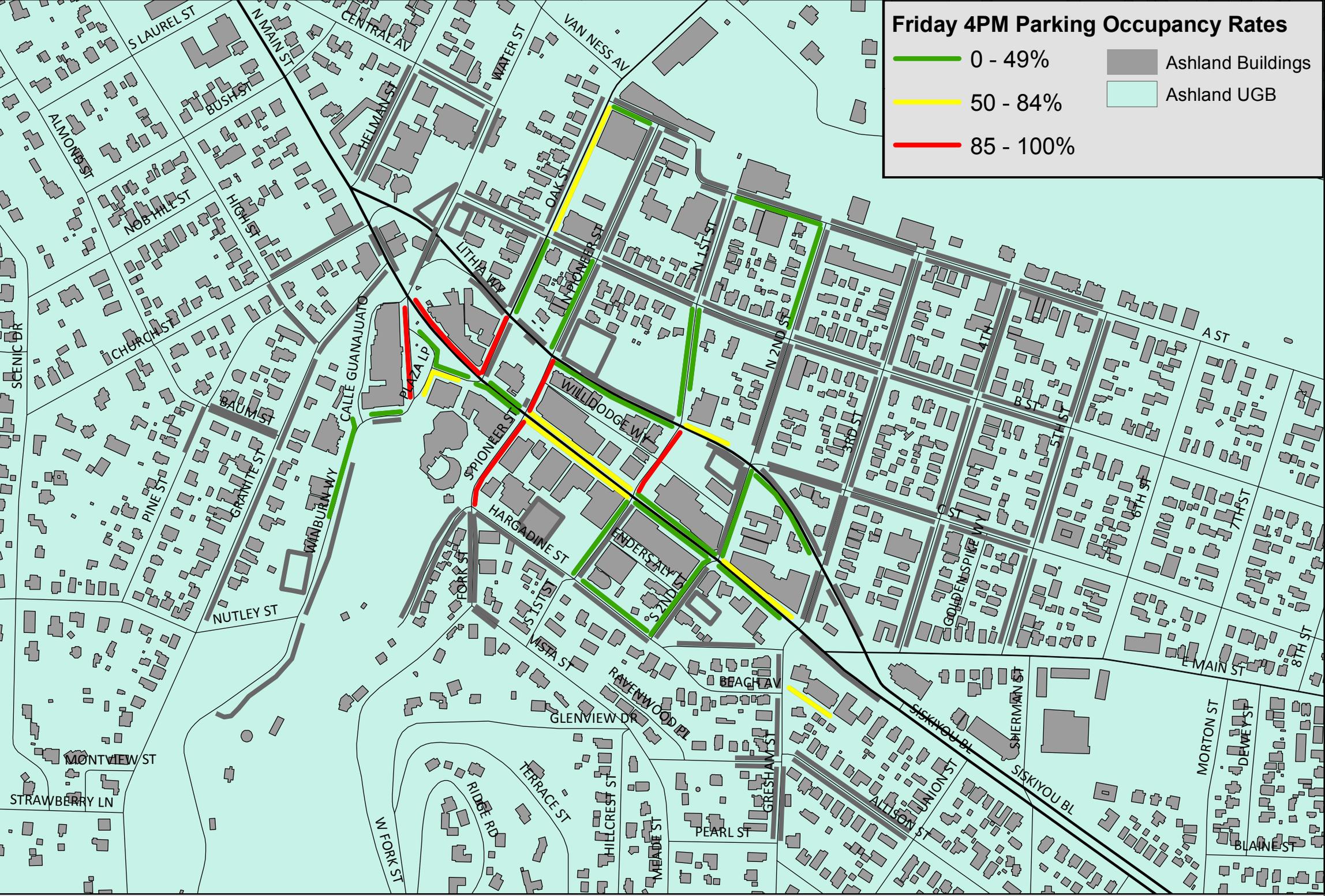
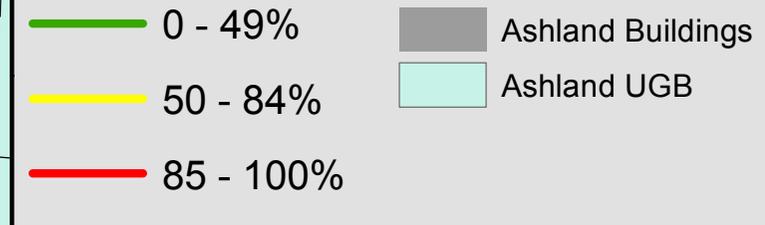
Friday 10AM Parking Occupancy Rates

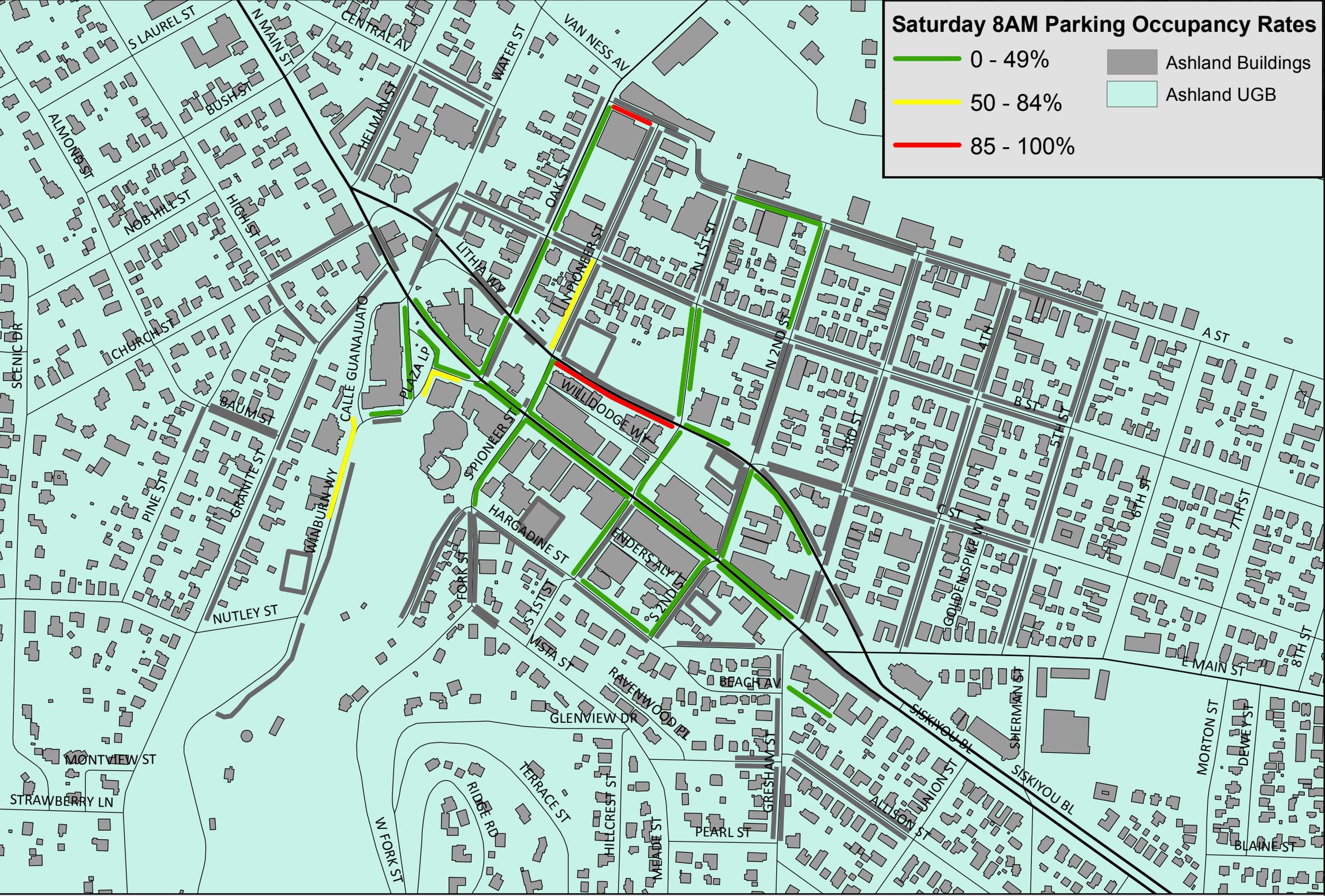
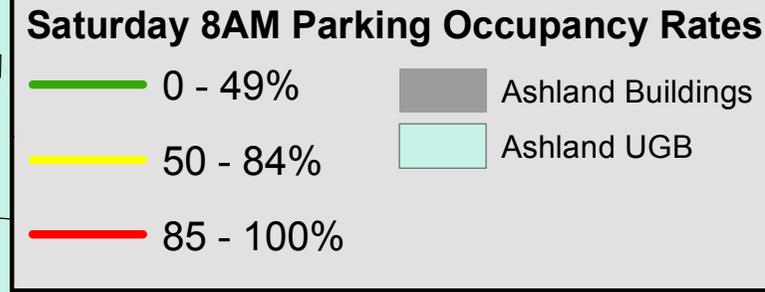


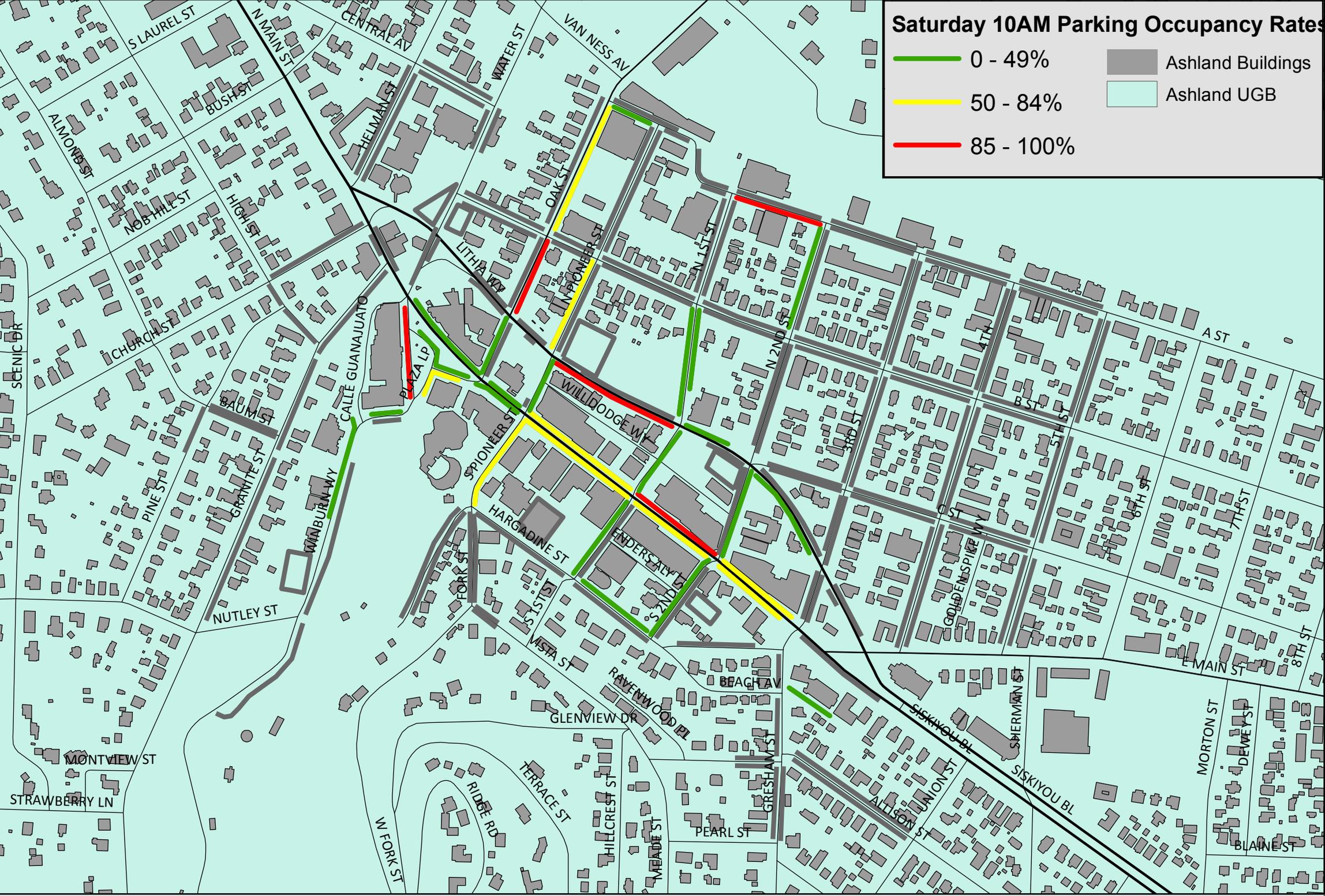
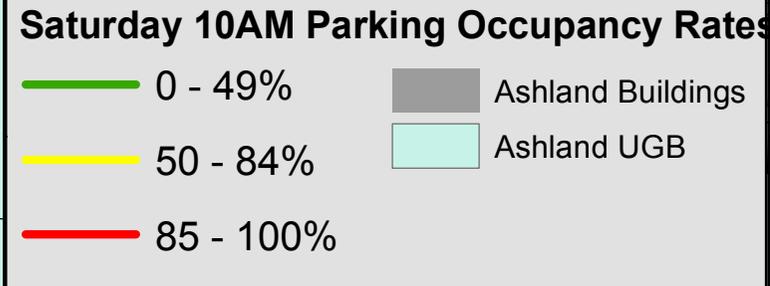
Friday 2PM Parking Occupancy Rates

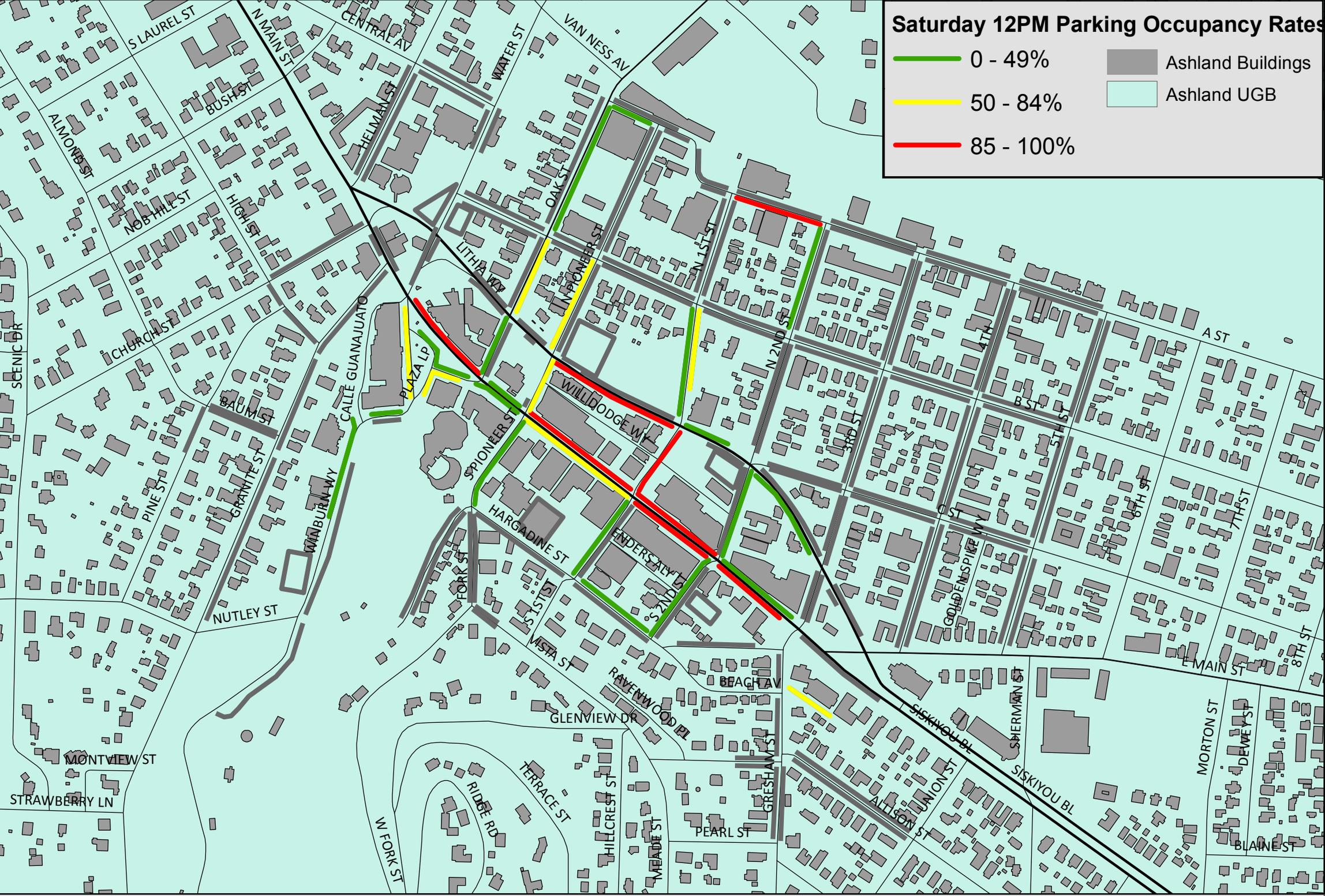
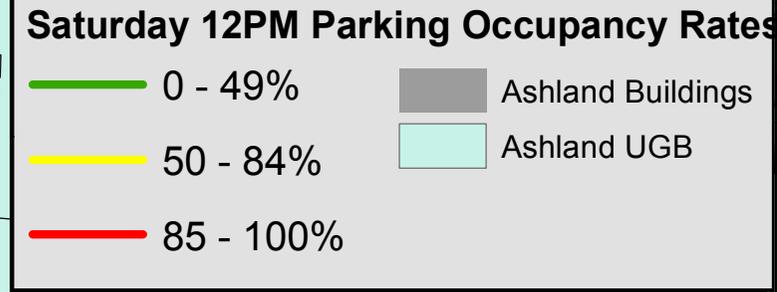


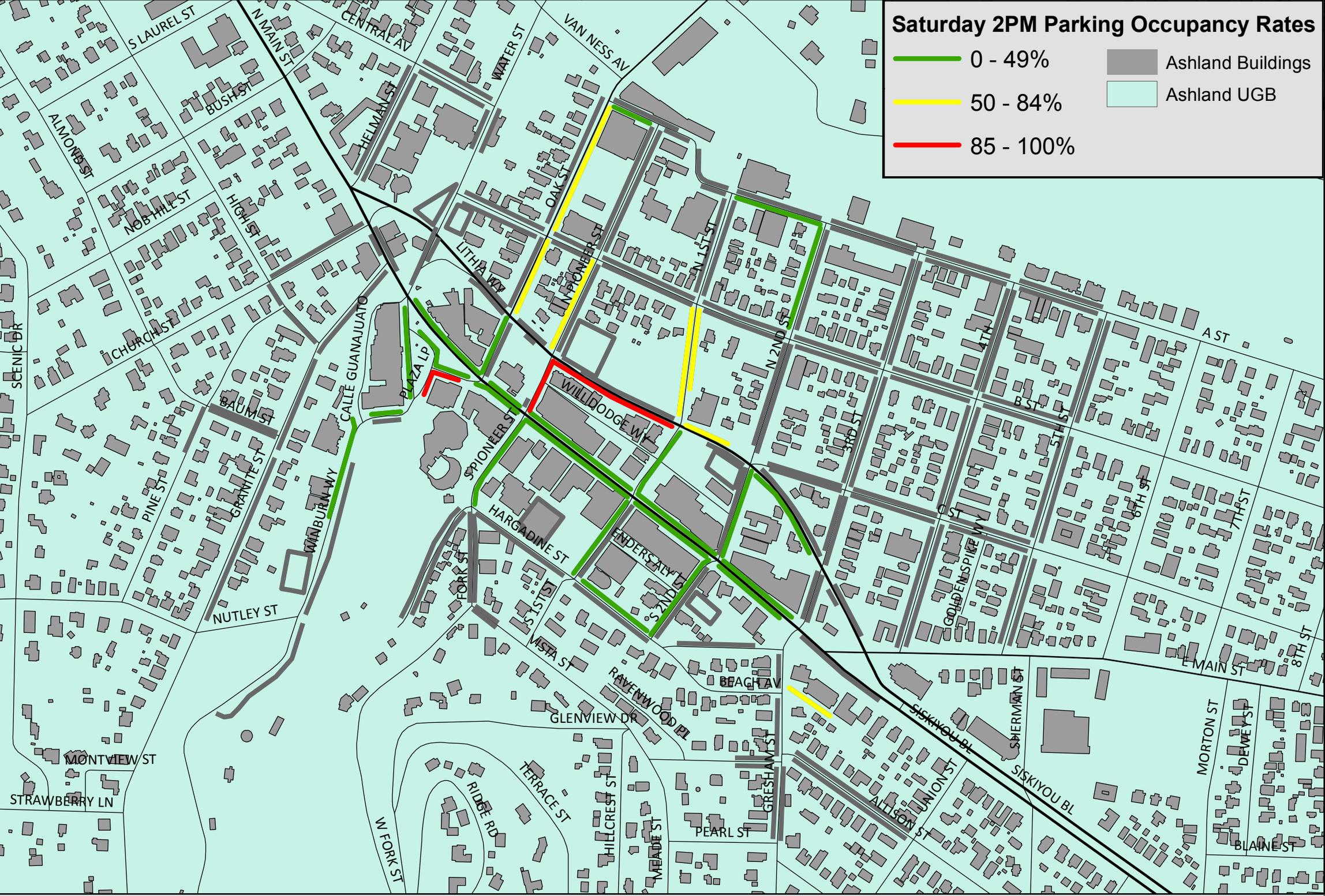
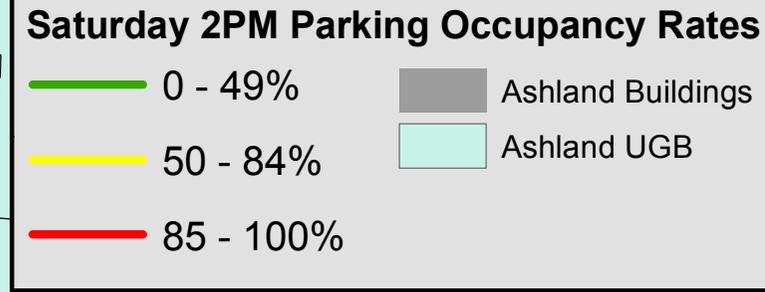
Friday 4PM Parking Occupancy Rates

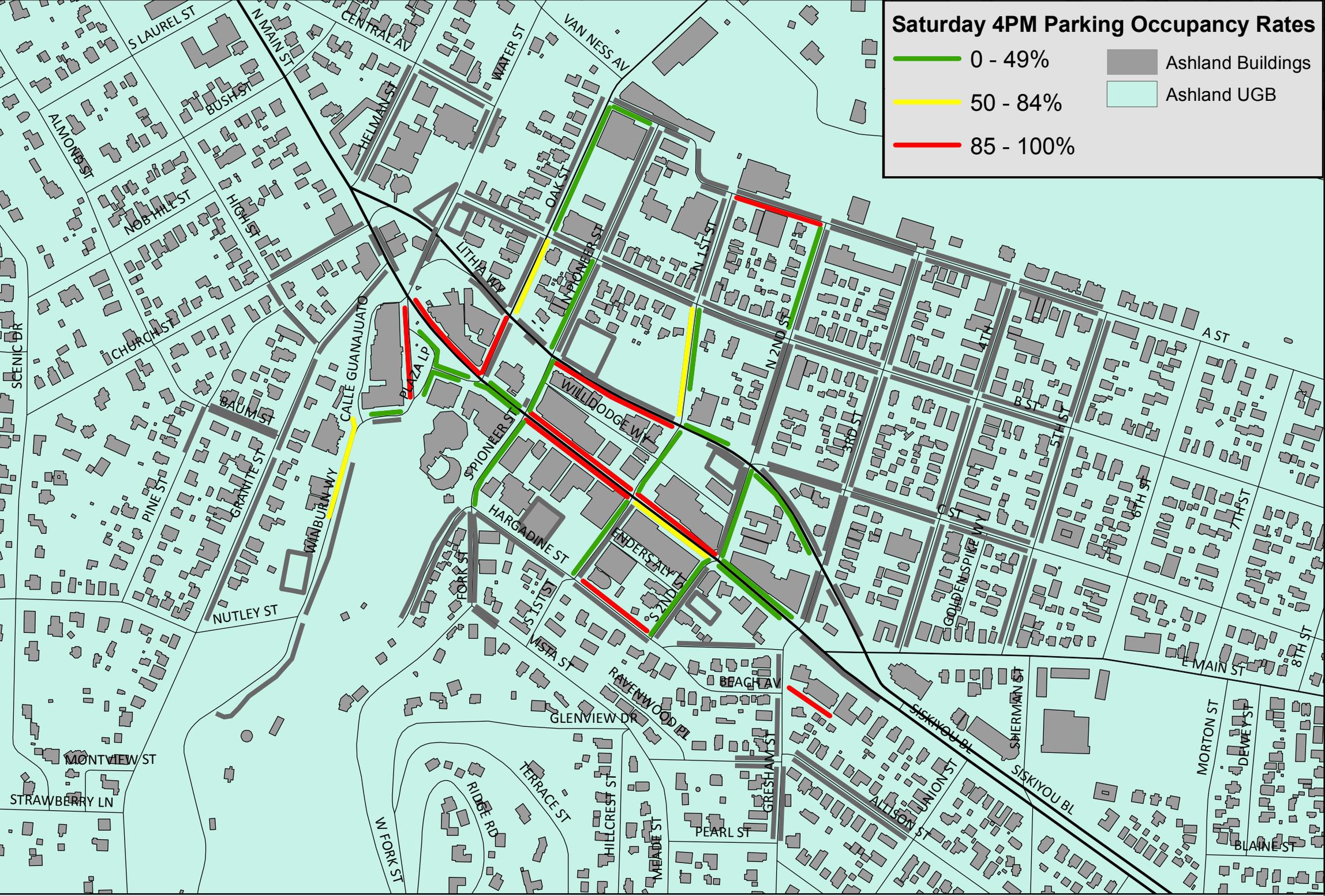
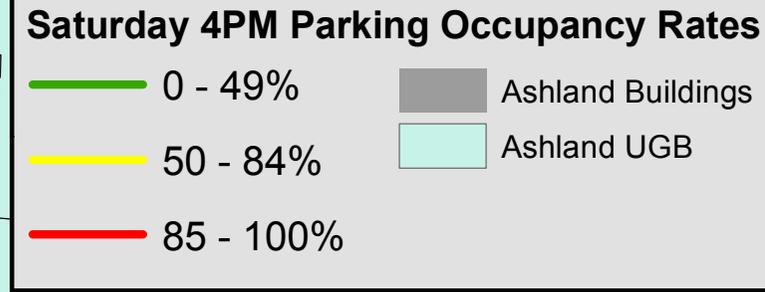












SUMMARY

Table 5-23 summarizes the parking management strategies in this book.

Table 5-23
Parking Management Strategies Included in This Book

| Strategy | Description |
|--|---|
| I. Strategies That Increase Parking Facility Efficiency | |
| Share parking | Provide parking spaces that serve multiple users or destinations. |
| Regulate parking | Establish regulations that encourage more efficient use of parking facilities. |
| Establish more accurate and flexible standards | Adjust parking standards to more accurately reflect demand in a particular situation. |
| Establish parking maximums | Establish maximum parking supply regulations. |
| Provide remote parking and shuttle services | Provide off-site or urban fringe parking facilities and encourage their use. |
| Implement smart growth policies | Incorporate land-use policies that encourage more compact, mixed, multimodal development. |
| Improve walking and cycling conditions | Improve walking and cycling conditions to expand the range of destinations serviced by a parking facility and reduce vehicle trips. |
| Increase capacity of existing parking facilities | Increase the level of parking supply by using otherwise wasted space, smaller stalls, car stackers, and valet parking. |
| II. Strategies That Reduce Parking Demand | |
| Implement mobility management | Encourage more efficient travel patterns, including changes in mode, timing, destination, and vehicle trip frequency. |
| Price parking | Charge motorists directly for using parking facilities. |
| Improve pricing methods | Use better charging techniques to make pricing more convenient and cost effective. |
| Provide financial incentives | Provide financial incentives to shift mode, such as parking cash-out and transit benefits. |
| Unbundle parking | Rent or sell parking facilities separately from building space, so occupants only pay for parking they use. |
| Reform parking taxes | Implement various tax policy changes that support parking management objectives. |
| Provide bicycle facilities | Provide bicycle storage and changing facilities. |
| III. Support Strategies | |
| Improve user information and marketing | Provide convenient and accurate information on parking availability and price, using maps, signs, brochures, etc. |
| Improve enforcement and control | Ensure that parking regulation enforcement is efficient, considerate, and fair. |

Ref: Parking Management Best Practices, Littman, 2006

Table 5-23 (cont.)
 Parking Management Strategies Included in This Book

| Parking Management Strategy | Description |
|--|--|
| Establish transportation management associations and parking brokerage | Establish member-controlled organizations that provide transport and parking management services in a particular area. |
| Establish overflow parking plans | Establish plans to deal with periods of peak parking demand. |
| Address spillover problems | Use management, enforcement, and pricing to address spillover problems. |
| Improve parking facility design and operation | Improve parking facility design and operation to help solve problems and achieve parking management objectives. |

Summary of the parking management strategies described in this book.

Table 5-24 indicates whether a strategy directly reduces total vehicle traffic (and therefore provides benefits such as reduced traffic congestion and pollution emissions) and the typical range of reductions it can provide in parking requirements (the amount of parking supply needed in a particular situation).

Actual impacts vary depending on how a strategy is implemented, the base case (what would happen without the proposed management strategies), and other specific factors. (See individual descriptions and Chapter 3 for more discussion of how to predict parking and travel demand impacts.) Below are some general guidelines:

- Impacts are higher where there are better parking and travel options. For example, parking pricing will have greater demand reduction impacts if implemented in conjunction with improvements in walking and cycling conditions and rideshare and public transit services.
- Financial incentives tend to have greater impacts on lower-income rather than higher-income consumers.
- Some strategies are complementary. For example, shared parking becomes more effective if implemented with suitable regulations, pricing, and walkability improvements.
- Impacts are generally smaller when a strategy is first implemented and increases as programs mature. A *low* value may be appropriate the first year, but this can increase to *medium* after two or three years, and *high* after five or 10 years.

This may include various phases and contingency-based options. For example, some strategies will be implemented the first year, others within three years, and a third set will only be implemented if necessary, based on performance indicators that identify parking congestion or spillover problems. Table 6-5 illustrates an example of such a plan.

Once the implementation plan is established, create a workplan that identifies specific tasks to be accomplished, who is responsible for them, and when they should be completed.

Table 6-5
Example of Contingency-Based Parking Management Plan

| Phase | Indicator | Strategies |
|---------|--|---|
| Phase 1 | Implement within one year. | <ul style="list-style-type: none"> • Improve parking information with signs and maps. • Shift from reserved to shared parking spaces in each lot. • Impose 2-hour limits on the most convenient parking spaces. • Encourage employees to use less convenient parking spaces. • Improve enforcement of parking regulations and fees. • Establish an evaluation program to identify impacts and problems. |
| Phase 2 | Implement within two years. | <ul style="list-style-type: none"> • Price the most convenient parking spaces. • Impose 2-hour limits on a larger portion of parking spaces. • Arrange shared parking agreements at a few sites, where facility managers are most cooperative, as pilot projects. • Install bicycle storage and changing facilities. • Establish a commute trip reduction program. |
| Phase 3 | Implement if peak-period occupancy exceeds 85%. | <ul style="list-style-type: none"> • Gradually and predictably increase parking fees (e.g., 10% annual price increases). • Encourage more shared parking agreements, and change zoning codes to encourage shared parking. • Improve area walkability and address security concerns. • Provide real-time information on parking availability using changeable signs. |
| Phase 4 | Implement as needed, based on peak-period occupancy rates. | <ul style="list-style-type: none"> • Address spillover parking problems. • Address barriers to walking between remote parking and destinations. • Develop overflow parking plans for special events and peak periods. • Provide incentives for shared parking in areas with parking shortages, including in-lieu fees to build public rather than private parking facilities. |
| Phase 5 | Implement if problems continue. | <ul style="list-style-type: none"> • Expand the portion of parking spaces that are priced and regulated. • Increase support for commute trip reduction programs. • Provide shuttle van services to bus stops and remote parking during peak periods. |

This table illustrates a multiphase parking management plan. Some strategies are implemented right away; others over a longer period; and some are only implemented if needed, based on specific indicators, such as excessive parking congestion or spillover problems.

Ashland Downtown Plan



PHASE II

PREPARED BY:

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*Melvin Mark Development Co.
Portland, OR*

*Seder Architects
Portland, OR*

FOR:

City of Ashland, Oregon

June 26, 2001

Section 4: Parking Plan

4.1 *Background*

Several studies have been completed that either touch on or focus on the issue of parking and transportation as they influence access and development in Ashland. These documents provide a solid and sophisticated foundation of information; ideas, data and visioning from which the recommendations incorporated in this memorandum are derived. A brief summary of these studies is outlined below.

4.1.1 *1988 Downtown Plan*

The 1988 Downtown Plan sought to create a “definition of the community’s shared vision of the downtown. The document served as an excellent guideline for directing efforts in the area of the physical development of the downtown, parking, the pedestrian environment, new development, public art and fountains. In the area of parking issues, the Plan summarized specific findings and objectives:

◇ Findings

- 1630 parking stalls. Projected future need for 2300.
- Core spaces operating at capacity, periphery at approximately 65%.
- Need for more “connection” and “communication” between demand and availability.
- New parking should be located to “encourage pedestrian travel through the entire downtown.”

◇ Objectives

- Add 8 new parking facilities (combination of lots and decks).
- Evaluate leasing space from private developments.
- Improve efficiency of on-street system.
- Net 703 new parking stalls.

4.1.2 *Ashland In Action 2000*

Ashland in Action 2000 is a comprehensive action plan for guiding efforts in the area of transportation, parking and transit. The Plan presents a balanced approach to multi-modal access planning to meet Ashland’s future and desired growth. Specific goals in the plan include:

- Development of multi-modal access system.
- Reduction of drive alone trips through parking management (possible paid parking).
- Provide a free transit system.

- Improve pedestrian areas and amenities.
- Increase parking supply.
- Develop funding mechanisms.

4.1.3 *Ashland Downtown Parking Analysis (1999/2000)*

The City of Ashland conducted a thorough analysis of downtown parking utilization and capacity in the Summer of 1999 and Fall of 2000. The analysis captures average parking occupancies across typical days between the hours of 10 a.m. and 8 p.m. Major findings of the study revealed:

- 1414 total parking stalls.
- Peak occupancy of 92% in summer (core nodes – B, D, E, F).
- Peak occupancy of 80+% in fall (core nodes – B, D, E).
- Capacity available in nodes A, C, & L1.
- Good distribution of parking by use (i.e., short-term in core, long-term on periphery).

An unanswered issue from the analysis is a lack of data on average duration and turnover (on- and off-street). Future inventories should include this data to ascertain actual time stay (duration) by time zone type (e.g., 2 and 4-hour zones) to measure the degree to which the parking supply is being maximized.

4.1.4 *Nelson/Nygaard Downtown Parking Peer Review*

The Nelson/Nygaard Downtown Parking Peer Review examined five cities that have transitioned from free parking environments to paid parking environments. The purpose of the review was to answer questions related to the impact of parking pricing on visitor populations, residential areas and the overall health of the areas where parking pricing was imposed. Major findings of the review included:

- Parking pricing did not adversely affect visitor demand or use.
- Parking pricing improved turnover.
- Revenues generated exceeded expenses.
- Shuttle services had mixed results.
- New technology multi-space metering systems all used effectively.

4.2 *Phase II Study – Key Issues*

Review of background materials and discussions with stakeholders revealed a number of concerns with parking in the downtown. Stakeholder concerns are especially important and valid since the input comes from those who use the downtown and from business owners/operators who are affected most by the parking characteristics of the downtown. Several key issues include:

- Concern that the existing supply is currently “at capacity” during peak days and seasons.
- Suspicion that employees are using core area short-term parking, thereby reducing “capacity” for customers and visitors.
- A desire to balance short-term “retail” parking, theater patron and employee parking demand in a manner that continues to support downtown vitality.
- A desire to make best use of off-street facilities both in and outside of the core area.
- The need for a better system/plan for communicating parking to users (e.g., signage, marketing).
- Concern that “pricing” parking will have a negative effect on customer traffic.
- The need for a plan that assures maximum utilization of the supply to meet intended uses.

The issues outlined above are not intended to represent all concerns about parking that have been expressed in public meetings and previous studies. Rather, they are intended to serve as broad parking themes that appear to have been consistently expressed in various forums and studies. The parking management plan outlined below attempts to provide a framework through which each of these issues could be reasonably addressed.

4.3 *Development of a Parking Management Strategy*

The approach to development of a parking management plan includes the following steps:

- a. Identify the critical parking issues through sound data analysis (i.e., capacity/utilization inventory) and the public involvement process.
- b. Determine discrete “parking management zones” based on existing parking conditions, land uses and needs.
- c. Develop overall guiding principles for each parking management zone.
- d. Develop parking management strategies that meet the overall goals of downtown, support the guiding principles for each district, and address existing parking issues.
- e. Formulate the parking strategies into a comprehensive plan for near, mid and long-term implementation.

4.4 *Recommendations for Ashland*

4.4.1 *Near-Term Actions*

- ◇ **Enhance existing parking inventory database to include turnover data.**

The Ashland Downtown Parking Analysis (1999/2000) provides excellent information on parking utilization and peak hour capacity. However, the analysis lacks turnover data, which would allow an understanding of whether or not intended time stays (i.e., 2-hour, 4-hour, etc.) are being honored.

The need for turnover data is very important as a foundation piece for determining actions to maximize parking supply. Table 4-1 illustrates the impact that turnover can have on “capacity.” In short, if turnover in time zones is less than intended, actions to improve turnover (i.e., increased enforcement) can create capacity without the need for additional supply or more aggressive parking management.

*Table 4-1.
Impact of
Turnover on
Inventory
Capacity*

| # Parking Stalls | Time Zone | Average Duration (hrs) | Turnover @ 10 hours | Total Trip Capacity |
|------------------|-----------|------------------------|---------------------|---------------------|
| 100 | 2 hours | 3 hours | 3.33 cars | 333 trips |
| 100 | 2 hours | 2 hours | 5.0 cars | 500 trips |
| 100 | 2 hours | 1.5 hours | 6.66 cars | 666 trips |

- ◇ **Review enforcement activities to assure that existing time zones are honored.**

Based on the results of the turnover analysis, adjust enforcement activities to assure that desired time stays and turnover rates are achieved. Turnover rates can be established by dividing the desired time stay into Ashland’s “operating day.” From the Ashland Downtown Parking Analysis (1999/2000) it appears that Ashland’s parking activity remains fairly high over a 10-hour period. Given this, a 2-hour zone would have an intended turnover rate of 5 cars per day (i.e., 10 hour operating day divided by 2 hour zone) a 4- hour zone would have an intended rate of 2.5.

Periodically monitoring turnover rates will allow Ashland to (a) better coordinate enforcement, (b) assure maximum utilization based on intended uses and (c) provide solid evidence for the need to move to higher and/or more aggressive levels of parking management.

- ◇ **Establish fewer “parking management zones” based on desired economic uses and user types.**

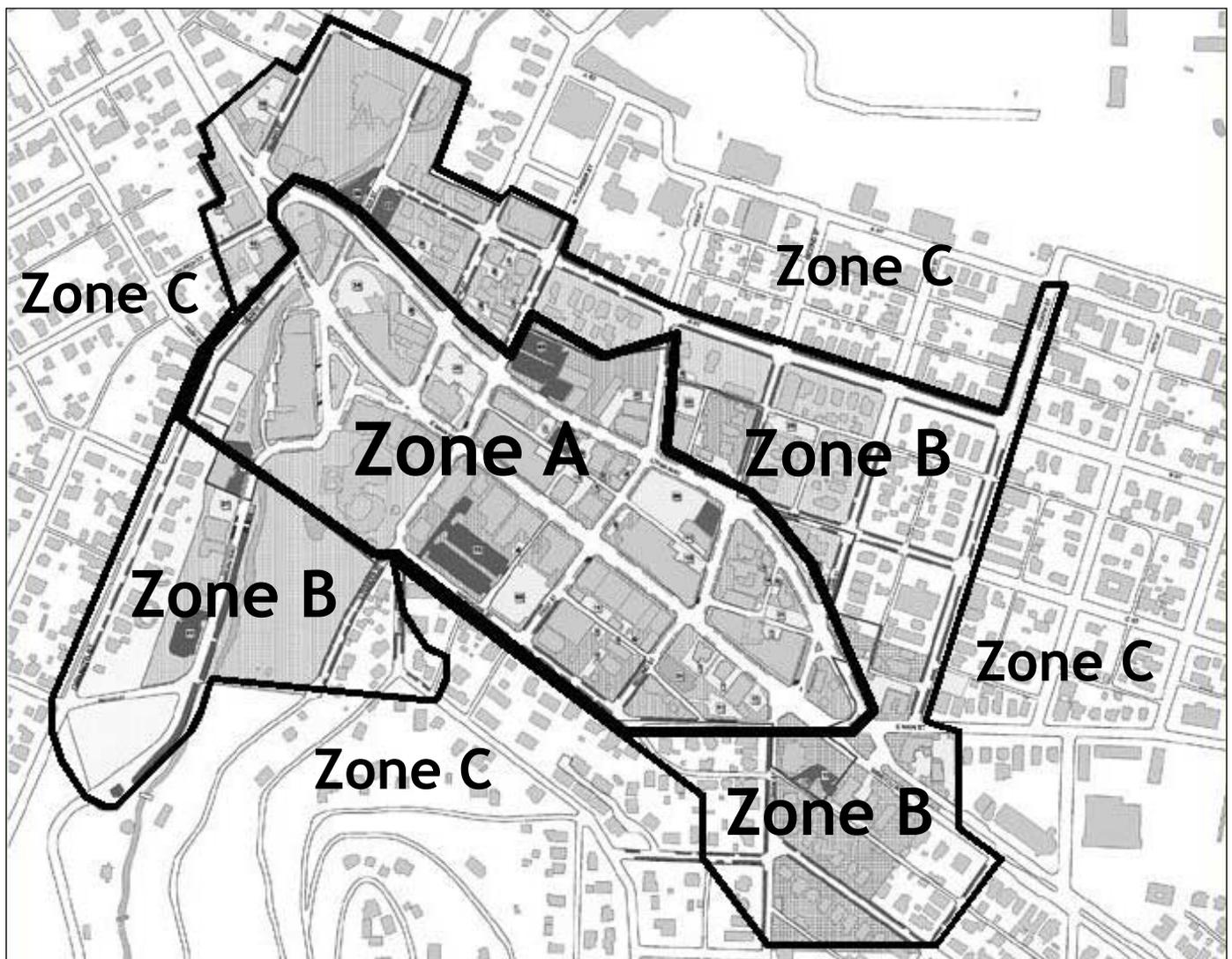
Different segments of the downtown have different economic uses and represent different points of access into the downtown. The heart of downtown should represent the area in which the highest density of economic activity and access is intended to occur. Parking should be seen as a management tool that supports specific economic uses. The desired economic activity in a particular area of downtown should drive the decision making for the type of parking required.

The Ashland Downtown Parking Analysis (1999/2000) divided the downtown into seven “parking nodes.” For purposes of data collection, these nodes are appropriate. However, for purposes of evaluating and managing the day to day dynamics of parking activity, it is recommended that three “parking management zones” be established:

1. Nodes B, D, E, F to Zone A (Core).
2. Nodes A, C, L1 to Zone B (Intermediate).
3. Adjacent areas into Zone C (Periphery).

Figure 4-1 illustrates the recommended zones for downtown Ashland.

Figure 4-1
Parking Management Zones



- ◇ **Develop “Guiding Principles” defining the priority purpose/use of each parking management zone and adopt them as a policy element of the parking code.**

Guiding principles are established to describe the primary purposes for parking within each parking management zone. They set the standard that guide decision-making for parking management both near-term and long-term. Once established, Guiding Principles for Parking Management should be adopted by the City of Ashland as a policy element of the parking code to inform future management as well as development of future public facilities.

Guiding Principles (Recommended)

Zone A (Core)

- The purpose of, and priority for, parking in the Core of downtown is to support and enhance the vitality of the retail/theater core.
- Parking will be provided to assure convenient, economical, and user-friendly access for customers, clients, and visitors to downtown.
- Priority will be given to short-term, visitor parking (both on- and off-street) in this parking zone.

Zone B (Intermediate)

- Parking in the Intermediate Zone is established to provide longer-term stay opportunities.
- It is the City’s goal to further support the long-term development of this zone as an expansion of the retail/theater core.
- Parking in this zone is intended to be convenient, supportive of business activity, and user-friendly.

Zone C (Periphery)

- Parking in this zone is unregulated. As such, no time stays are in effect. Future management strategies assumed for this area will be contingent on the parking activity, capacity, and utilization of all other parking zones.

4.4.2 *Mid-Term Actions*

◇ **Parking Management Strategies**

As described above, different areas of the downtown core experience different types of demand and should respond by providing parking that is appropriate. This is best accomplished by identifying the central purpose of each zone and establishing a comprehensive set of strategies to be applied within that zone.

Zone A (Core)

Purpose: The purpose of and priority for, parking in the Core of downtown is to support and enhance the vitality of the retail/theater core.

- A. All on-street parking will be either 2-hour or 4-hour parking based on the belief that:
 1. the 2-hour time stay allows adequate customer, visitor and client access to the retail core;
 2. the 4-hour time stay, appropriately located to the theater district, allows adequate access for patrons of the theater; and
 3. uniform time stays foster a parking environment that is easy for the customer, visitor, client and theater patron to understand.
- B. The long-term priority for on street parking in the Core will be 2-hour parking. As strategies within this plan are implemented, 4-hour on-street spaces will be transitioned to off-street locations within the Core Zone and immediately adjacent to it.
- C. The priority for off-street parking in the Core will be 4-hour parking to accommodate customers, visitors, clients and theater patrons. These facilities are intended to provide for a moderately longer time stay than allowed on street. If pricing is in effect at these locations, the hourly rate for parking for the first four hours of parking will be the same as that in effect for the on-street parking system. Rates after 4-hours will be set to discourage high rates of long-term, “all day” use in these facilities.
- D. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in the Core area. If utilization of on- and off-street parking in Zone A exceeds 85% and turnover meets desired rates, the City will evaluate and implement one, or a combination of, the following implementation steps “triggered” by the 85% threshold:
 1. Increase level of enforcement to assure desired rate of turnover.
 2. Transition employee parking in Zone A into another parking Zone.
 3. Transition overall mix of “short-term” stalls to higher percentage of 2-hour stalls.

4. Reduce on-street time stays to increase turnover (e.g., 2-hours to 90 minutes, 4-hours to 2-hours).
 5. Expand the boundaries of the Core management zone to increase the number of on-street visitor spaces.
 6. Meter/charge for parking (on- and/or off-street) to create greater efficiency in actual rate of turnover.
 7. Increase non-SOV use (i.e., programs for shuttles, transit, ridesharing).
 8. Create new supply.
- E. The City will establish policy guidelines for exceptions to the short-term parking requirements in the Core Zone.
1. Handicapped/disabled access.
 2. 15 minute zones.
 - a. Specific criteria for approval (i.e., by specific business type).
 - b. Specific locations (i.e., end of block vs. mid block).
 - c. Number per geographic area (i.e., should be shared by users in a particular area).
 3. Loading zones
 - a. Maximum number per block face(s).
 - b. Limitation on number per geographic area (e.g., no more than two for every three continuous block faces).
 - c. Establish limited time stay loading spaces (as appropriate) to preserve short-term use after peak loading periods.

Zone B (Intermediate).

Purpose: Parking in the Intermediate Zone is established to provide longer-term stay opportunities and to further support the long-term development of this zone as an expansion of the retail/theater core.

- A. All on-street parking will be “no limit” parking based on the belief that:
1. This time stay is conducive to employees and longer term visitor parking for the downtown;
 2. The current economic uses in the Zone do now as yet require the type of turnover ratios necessary to Zone A (Core).
- B. The long-term priority for on street parking in the Intermediate Zone will be 2-hour and 4-hour parking. As strategies within this plan are implemented, “no-limit” parking will be transitioned to off-street locations within the Intermediate Zone and immediately adjacent to it.

- C. The priority for off-street parking in the Intermediate Zone will be “no limit” parking to accommodate the full range of users, including employees, customers, visitors, clients and theater patrons. These facilities are intended to provide for long term stay opportunities. If pricing is in effect at these locations, the hourly rate for parking for the first four hours of parking will be the same as that in effect for the on-street parking system. Longer-term rates are intended to be less than those charged in the Core to facilitate and attract longer-term users, especially during peak weekday use periods.
- D. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in the Intermediate Zone. If utilization of on- and off-street parking in Zone B exceeds 85% and turnover meets desired rates, the City will evaluate and implement one, or a combination of, the following implementation steps “triggered” by the 85% threshold:
1. Increase level of enforcement to assure desired rate of turnover.
 2. Transition employee parking in Zone B into another parking Zone, “satellite locations” or into alternative transportation modes.
 3. Transition overall mix of “no-limit” stalls to higher percentage of 4-hour stalls.
 4. Reduce on-street time stays to increase turnover.
 5. Expand the boundaries of the Intermediate management zone to increase the number of on-street long-term spaces.
 6. Meter/charge for parking (on- and/or off-street) to create greater efficiency in actual rate of turnover.
 7. Increase non-SOV use (i.e., programs for shuttles, transit, ridesharing).
 8. Create new supply.
- E. The City will establish policy guidelines for exceptions to the parking requirements in the Intermediate Zone.
1. Handicapped/disabled access.
 2. 15 minute zones.
 - a. Specific criteria for approval (i.e., by specific business type).
 - b. Specific locations (i.e., end of block vs. mid block).
 - c. Number per geographic area (i.e., should be shared by users in a particular area).
 3. Loading zones
 - a. Maximum number per block face(s).
 - b. Limitation on number per geographic area (e.g., no more than two for every three continuous block faces).

- c. Establish limited time stay loading spaces (as appropriate) to preserve short-term use after peak loading periods.

Zone C (Periphery)

Purpose: Parking in this zone is unregulated. As such, no time stays are in effect. Future management strategies assumed for this area will be contingent on the parking activity, capacity, and utilization of all other parking zones.

◇ Other Issues (Parking Management)

Pricing

- A. Meter on-street parking to increase efficiency and capacity.

As the 85% Rule triggers additional and more aggressive management of the supply, Ashland may consider pricing parking to (a) facilitate more efficient turn-over, (b) encourage use of specific facilities in specific management zones (i.e., short-term vs. employee parking), (c) encourage use of alternative modes, and (d) provide funding source for new supply and alternative mode options.

In the context of pricing, Ashland should consider new technologies available and in place in other cities that allow for flexibility in the management of parking pricing and contribute and complement Ashland's existing and desired urban form (see, Nelson/Nygaard, Downtown Parking Peer Review)

- B. Charge for parking in publicly owned off-street facilities.

The City should establish a policy for pricing in publicly owned off-street facilities. The framework of such a policy is provided below:

1. "Short-term rate" is equal to hourly fee charged at on-street system.
2. Evening rates established to attract/serve appropriate uses.
3. Long-term, daily/monthly rates balanced by Rule of 85%.
4. Rate manipulation triggered by Rule of 85%.
5. Rate manipulation generally at the long-term end to facilitate transition of long-term parkers to appropriate parking locations within the downtown.

- C. Establish a "Downtown Parking Fund" from revenues derived from downtown public parking.

As pricing is implemented in the downtown, it will be important to direct the funds into a specific account intended to support on-going transportation and access in the downtown. The Downtown Parking Fund should be restricted to:

1. Debt service.
2. Operations.
3. Enforcement.

4. Marketing and communications.
5. Transportation Demand Management programs.
6. New supply.

Wayfinding

A. Creation of a uniform system of directional signage.

The City should consider directional signage on the roadways that directs customers to specific facilities. This will be of greatest importance at primary portals into the downtown, at major traffic intersections within the downtown and at primary points of ingress at specific facilities.

B. Creation of a uniform system of signage for off-street facilities owned and/or operated by the City of Ashland.

1. The City should establish a consistent signage package that incorporates a uniform design, logo, and color package into all information signage related to parking.
2. Each off-street public facility should be named by its location (e.g., Lithia at Pioneer, B at Water Street).
3. City signage at off-street facilities should direct customers to the next available visitor lot (e.g., “Employee only parking facility, Visitor parking available at Lithia @ Pioneer Street”).

Marketing and Communications

A. Develop marketing and communication system

1. Maps. Develop maps that visually represent the parking zones (i.e., blue zone – Core - is customer parking, green zone is long-term parking) and identify the location of visitor versus employee facilities.
2. Validation program. Evaluate the feasibility of retail and theater validation systems if, and when, the City moves to pricing parking.
3. TDM alternatives. Incorporate alternative mode options (i.e., shuttles, transit, and bicycle) into parking communications materials.

Design

A. Adopt design guidelines for future structured facilities and lots.

1. Ground level “active uses.”
2. Location/orientation of pedestrian stairwells and elevator lobbies.
3. Landscaping, signage and lighting standards for surface facilities.

Enhanced Access

- A. Evaluate feasibility of a downtown circulator system to tie adjacent parking areas to core.
 - 1. Coordinate circulator to mutually serve employees and visitors.
 - 2. Possible funding tie to meters/parking fees.

Residential Mitigation

- A. Adopt and implement Residential Permit Parking Program (RPPP).
 - 1. Establish criteria and procedure for implementing an RPPP in anticipation of future spill over issues into residential areas, particularly Zone C.

4.5 ***Summary***

A comprehensive parking management plan based on the desire to provide on-going access to priority users will be facilitated through the actions suggested above. Coordinating and actively managing the available supply of parking will result in reasoned and appropriate implementation of parking management strategies based on the dynamics of parking use and the growth of the downtown. The actions presented in this memorandum will assure the City and its users that parking management strategies are implemented within a system that is fully maximized and operated at a high level of efficiency.