

## **Executive Summary - Guiding Themes and Principles**

---

### **A. INTRODUCTION**

As the result of discussions with the Parking Advisory Committee in three work sessions, the consultant team has attempted to summarize the many comments, ideas and themes that emerged from these meetings into a draft set of **Guiding Principles**. The Guiding Principles are designed to guide and inform future decision-making on issues related to access and parking management. Strategically, the principles encourage the use of parking resources to support economic development goals and effectively serve the diversity of “customers” using the downtown.

### **B. BACKGROUND**

The development of Guiding Principles for parking in downtown Springfield supports creation of a parking system that facilitates and contributes to a vital and growing downtown. Guiding Principles are based on the premise that development of the downtown will require an integrated and comprehensive package of strategies to stimulate economic development and redevelopment.

Stakeholder input can be summarized into seven Guiding Themes (listed below). Within the themes are fourteen (14) principles.

### **C. RECOMMENDED GUIDING THEMES AND PRINCIPLES**

#### **Statement of Purpose**

It is the primary objective of the City of Springfield to implement a Parking Management Plan for the downtown that supports the development of a vibrant, growing and attractive destination for shopping, working, living, recreation and entertainment. The components of this plan need to be simple and intuitive for the user, providing an understandable system that is safe, secure, affordable and well integrated into other access modes (i.e., transit, bike and walk).

#### **I. GUIDING THEME – ACCESS**

- a. Correlate parking requirements more directly to mixed-use development vision for downtown.
- b. Parking should be just one of a diverse mix of access options available to users of the downtown.

#### **II. GUIDING THEME – PRIORITY CUSTOMER**

- a. Make the downtown conveniently accessible for the priority user of the public parking system – the patron of downtown.

#### **III. GUIDING THEME – PRIORITY PARKING ON-STREET**

- a. Recognize that on-street parking is a finite resource and should be managed to assure maximum access for the priority customer.

**IV. GUIDING THEME – EMPLOYEE PARKING & OFF-STREET CITY-OWNED SUPPLY**

- a. Provide sufficient parking to meet employee demand, in conjunction with an access system that provides balanced and reasonable travel mode options.
- b. If parking in *City owned* supply exceeds the 85 percent full standard, employee parking should be transitioned and or phased out to assure priority customer parking is accommodated.

**V. GUIDING THEME – UNDERSTANDABILITY & QUALITY**

- a. Provide a "parking product" in the downtown that is of the highest quality to create a safe and positive customer experience with parking and the downtown.
- b. Provide safe, secure and well-lit parking to allow a sense of security at all times on street and off-street.

**VI. GUIDING THEME – MULTIMODAL ACCESS**

- a. Transition more downtown employees into alternative modes (i.e., transit, bike, walk, rideshare) through business-based programs and incentives.
- b. Calibrate parking standards to support the City's goals for transit, biking, walking and ridesharing.

**VII. GUIDING THEME – COORDINATION**

- a. Centralize management of the public parking supply and assure a representative body of affected private and public constituents from within the downtown informs decision-making.
- b. Implement measurements and reporting that assures Guiding Principles are supported and achieved.
- c. Manage the public parking supply using the "85% Rule" to inform and guide decision-making.
- d. Encourage/incent shared parking in areas where parking is underutilized.

**D. SUMMARY**

The Guiding Themes & Principles derived from dialogues with stakeholders and businesses can serve as a solid foundation for coordinating parking and transportation decision-making and policy. The Guiding Principles are grounded in the long-term economic development vision of the City of Springfield and its downtown stakeholders. Their intent and purpose is to generate parking and transportation management strategies and programs that will complement the City and community's efforts in attaining its long-term growth and development objectives.