

## **SPRINGFIELD DOWNTOWN PARKING STUDY – STRATEGY RECOMMENDATIONS**

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### **A. POLICY LEVEL ACTIONS (Immediate Implementation)**

The following policy elements have been included to ensure the goals of the parking management plan can be achieved by incorporating parking system management into the City's development policy.

#### **1. Adopt policies and rules to guide parking management**

- a. Codify *Guiding Principles for Parking Management* as elements of City Code.
  - b. Establish three "Parking Management Zones" based on usage and desired economic development.
  - c. Develop "Operating Principles" and an implementation framework that defines the priority purpose/use for parking in each parking management zone. Adopt the principles and framework as City Code.
  - d. Adopt the 85% Rule to facilitate/direct parking management strategies.
- 2. Develop a job description and submit a service package to create a position of "Parking & Transportation Coordinator/Manager" for the City of Springfield.**
  - 3. Establish a Parking Advisory Committee consisting of downtown stakeholders to assist in parking program implementation and review.**
  - 4. Develop "exception" criteria for adoption by City Council that informs decision making for establishment of loading zones and 15, 30, 60, 90-minute and No-Limit stalls within the downtown on-street supply.**
  - 5. Establish a Downtown Parking and Transportation Fund as a mechanism to direct funds derived from parking into a dedicated fund.**

### **B. PARKING MANAGEMENT STRATEGIES – RECOMMENDED FOR IMPLEMENTATION**

#### ***PHASE 1 Implementation (6 – 12 months)***

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The following strategies are recommended for near-term implementation.

- 1. Appoint a Downtown Parking Manager.**
- 2. Initiate Parking Advisory Committee process.**
- 3. Develop and submit service package for new right of way signage per on-street changes in B. 4 - 7 below.**
- 4. Add parking to the on-street system in the downtown in areas currently designated as no parking areas. This parking will be provided as either 2-hour parking or "2-hour or by permit" (based on location and proximity to downtown core). This would translate to as many as 71 total new stalls.**
- 4a. Install new on-street signage in areas designated for new parking.**
- 5. Reduce and/or eliminate all 30 minute and No-limit parking stalls in Zone A and convert all stalls to 2-hour parking. Requests for any other type of stalls in the future would be coordinated through an exception process as described in Policy Level Action A. 4., above**
- 6. Develop an on-street employee parking permit program (i.e., paid permits) that would allow limited use of 2 hour stalls for on-street all day parking in Zone B.**

7. Reduce and/or eliminate all 10 minute, 15 minute, 30 minute, 1-hour and No-limit parking stalls in Zone B and convert all stalls to 2-hour parking “or by permit.” Requests for any other type of stalls in this Zone would be coordinated through an exception process as described in Policy Level Action A.4., above.
8. Restripe all on-street parking in Zones A & B to better identify parking availability and location.
9. Initiate an on-street employee parking permit program (i.e., paid permits) allowing limited use of 2 hour stalls for on-street all day parking in Zone B.
10. Initiate parking enforcement activities in Zone A to assure existing time zones are honored and system utilization/turnover is operating as intended.

#### ***PHASE 2 Implementation (12 – 24 months)***

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The following strategies are recommended for *mid-term implementation*.

11. Re-evaluate and reformat stalls in publicly owned off-street lots to balance employee use and short-term access. Explore employee parking permit pricing based on 85% standard.
12. Initiate a new and comprehensive outreach program to all businesses within the study zone that communicates the parameters of the new Parking Management Plan.
13. Develop a Residential Parking Permit Zone (RPPZ) policy and program for adoption by the City Council for future implementation in residential areas affected by spillover from commercial parking (i.e., Zone C).
14. Negotiate shared use and/or lease agreements with owners of strategically placed existing private surface lots in Zones A & B to provide for an interim supply of parking where needed. Begin focus on Blocks 15, 18, 26, 37, 32 & 41 as identified in the 2009 – 2010 Parking Study.
15. Develop and install a signage package of uniform design, logo and color at public and private (shared use) off-street parking facilities.
16. Strategically place new and coordinated way finding signage in the right-of- way at locations chosen carefully to direct visitors to off-street locations.
17. Partner with the business community to develop/refine a marketing and communication system for access in Springfield. The marketing/communication system could include (but not be limited to): branding; maps and Transportation Demand Management (TDM) alternatives.
18. Evaluate and develop a minimum parking ratios policy for new development in the downtown, to assure that access impacts of new development are (a) meaningfully addressed, (b) correlated to actual parking demand and (c) provide potential for generating a revenue source for future parking through a parking fee-in-lieu option.
19. Evaluate and develop restrictions on new surface parking lot development within Zones A & B.
20. Evaluate and develop a fee-in-lieu option for new parking development in the downtown.
21. Develop a recommended package of incentives for the private development of publicly available parking.
22. Prepare a package of policy and program items that include Strategies 13 and 18 – 21 for City Council review and adoption.

### ***PHASE 3 Implementation (24 months and beyond)***

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The following strategies are recommended for *long-term implementation*

- 23. Lease/acquire strategically located land parcel(s) for use as future public off-street parking in the downtown.**
- 24. Sponsor employer-based initiatives to encourage employee use of alternate travel modes.**
- 25. Establish commuter mode split targets for employee access in the downtown.**
- 26. Monitor downtown parking utilization continuously and periodically. Conduct parking inventory analyses.**
- 27. Recommend to the City Council the commuter modes split targets developed in 25, above, for adoption as a policy element of the Springfield Transportation and Parking Management Plan.**
- 28. Evaluate the impact of near and mid-term strategies based on an updated utilization and demand study. If and when warranted, develop a pricing policy strategy and implement paid on street parking in downtown districts based on the 85% Rule.**
- 29. Complete development and open new public supply in the downtown.**

#### **C. SUMMARY**

The parking management strategies recommended here are intended to provide a template for action that would lead to a more efficient and organized parking system for the Downtown Springfield. The strategies would be led by a Parking Manager/Coordinator with informed insight and direction from a representative Parking Advisory Committee.

It is recommended that the strategies envisioned here be implemented over a minimum of 24 months, triggered by the 85% Rule and documented parking demand. Overall, the strategies are designed to get the “right parker to the right parking spot” in a manner that supports the Guiding Principles established as a part of this plan.

## IMPLEMENTATION SCHEDULE

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 12 mos.)	Phase 2 (12 – 24 mos.)	Phase 3 (2+ years)	Comment
<b>POLICY ACTIONS</b>					
<b>A. 1 (a) – (d)</b> Adopt policies and rules (Guiding & Operating Principles, 85% Rule and rate ranges).	✓				Aids in guiding future decision making and strategy implementation.
<b>A. 2</b> Develop a job description and submit a service package to create a position of “Parking & Transportation Coordinator/Manager” for the City of Springfield.	✓				To provide routine oversight and continued input in the process.
<b>A. 3</b> Establish a Parking Advisory Committee consisting of downtown stakeholders to assist in parking program implementation and review.	✓				To provide routine oversight and continued input in the process.
<b>A. 4</b> Develop “exception” criteria for adoption by City Council that informs decision making for establishment of loading zones and 15, 30, 60, 90-minute and No-Limit stalls within the downtown on-street supply.	✓				In the future, on-street parking in zones will be formatted using a base standard (e.g., 2 hours). Exceptions to the base standard should be granted only for businesses that demonstrate a legitimate need.
<b>A. 5</b> Establish a Downtown Parking and Transportation Fund as a mechanism to direct funds derived from parking into a dedicated fund.	✓				Ensures parking funds are “harbored” in a manner that supports an on-going parking management and facility system.
<b>NEAR TERM IMPLEMENTATION</b>					
<b>B. 1</b> Appoint Parking Manager/Coordinator		✓			Initiates centralization of parking program.
<b>B. 2</b> Initiate Parking Advisory Committee process		✓	✓	✓	Provides oversight and monitoring committee for Parking Manager and assures guidance of plan and information feedback for City Council.

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 12 mos.)	Phase 2 (12 – 24 mos.)	Phase 3 (2+ years)	Comment
<b>B. 3</b> Develop and submit service package for new right of way signage per on-street changes in B. 4 - 7 below.		✓			Necessary to support new time stay format on-street.
<b>B. 4 &amp; B. 43 (a)</b> Add back parking in current no parking areas (up to 71 stalls).  Provide appropriate signage and striping to support new stalls.		✓  ✓			Provides new resource of parking on-street without need to build new facilities.  Provides signage and striping to assure convenient access and intuitive use by customer(s).
<b>B. 5</b> Reduce and/or eliminate all 30 minute and No-limit parking stalls in <u>Zone A</u> and convert all stalls to 2-hour parking.		✓			Controls employee use of on-street system in constrained parking zones.  Increases supply of parking for visitors in area of highest demand for access.
<b>B. 6</b> Develop an on-street employee parking permit program (i.e., paid permits) that would allow limited use of 2 hour stalls for on-street all day parking in Zone B.		✓	✓	✓	Moves longer term parkers into underutilized parking while opening up stalls in the core for priority visitor parking.
<b>B. 7</b> Reduce and/or eliminate all 10 minute, 15 minute, 30 minute, 1-hour and No-limit parking stalls in <u>Zone B</u> and convert all stalls to 2-hour parking “or by permit.”		✓			Standardizes parking to provide more convenience and predictability.
<b>B. 8</b> Restripe all on-street parking in Zones A & B to better identify parking availability and location.		✓			Upgrades existing parking supply to provide clear and convenient identification of on-street parking.
<b>B. 9</b> Initiate an on-street employee parking permit program (i.e., paid permits) allowing limited use of 2 hour stalls for on-street all day parking in Zone B.		✓	✓	✓	Moves longer term parkers into underutilized parking while opening up stalls in the core for priority visitor parking.

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 12 mos.)	Phase 2 (12 – 24 mos.)	Phase 3 (2+ years)	Comment
<b>B. 10</b> Initiate parking enforcement activities in Zone A to assure existing time zones are honored and system utilization/turnover is operating as intended.		✓	✓	✓	Reduces abuse of time zones and increases turnover.
<b>MID-TERM IMPLEMENTATION</b>					
<b>B. 11</b> Re-evaluate and reformat stalls in publicly owned off-street lots to balance employee use and short-term access. Explore employee parking permit pricing based on 85% standard.			✓		Assures parking is managed to (a) prioritize customer access (b) complement TDM efforts and (c) price parking to “market demand.”
<b>B. 12</b> Initiate a new and comprehensive outreach program to all businesses within the study zone that communicates the parameters of the new Parking Management Plan.			✓	✓	Implementation of a new parking plan will create changes that need to be effectively communicated to businesses and employees.
<b>B. 13</b> Develop a Residential Parking Permit Zone (RPPZ) policy and program for adoption by the City Council for future implementation in residential areas affected by spillover from commercial parking (i.e., Zone C).			✓		Provides criteria and process allowing neighborhood associations to request RPPZ's as a response to parking spillover issues
<b>B. 14</b> Negotiate shared use and/or lease agreements with owners of strategically placed existing private surface lots in Zones A & B			✓	✓	Redirect underutilized private parking supply for more general public use
<b>B. 15</b> Develop and install a signage package of uniform design, logo and color at public and private (shared use) off-street parking facilities.			✓		Improves customer awareness of supply options

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 12 mos.)	Phase 2 (12 – 24 mos.)	Phase 3 (2+ years)	Comment
<b>B. 16</b> Strategically place new and coordinated way finding signage in the right-of- way at locations chosen carefully to direct visitors to off-street locations.			✓		Improves customer awareness of supply options.
<b>B. 17</b> Partner with the business community to develop/refine a marketing and communication system for access in Springfield.			✓	✓	Provides a coordinated system of communication for all those who want to access downtown Springfield
<b>B. 18</b> Evaluate and develop a minimum parking ratios policy for new development in the downtown,			✓		Better correlates development standards to actual parking demand.  Assures parking standards are not an impediment to development. Supports alternative mode goals.
<b>B. 19</b> Evaluate and develop restrictions on new surface parking lot development within Zones A & B			✓		Supports land use vision for the downtown and assures more compact urban form.
<b>B. 20</b> Evaluate and develop a fee-in-lieu option for new parking development in the downtown.			✓	✓	Encourages private sector investment in parking that can mutually benefit a project and the downtown
<b>B. 21</b> Develop a recommended package of incentives for the private development of publicly available parking.			✓		Upgrades existing parking supply to provide clear and convenient identification of on-street parking.
<b>B. 22</b> Prepare a package of policy and program items that include Strategies 13 and 18 – 21 for City Council review and adoption.			✓		Supports more effective management of parking.

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 12 mos.)	Phase 2 (12 – 24 mos.)	Phase 3 (2+ years)	Comment
<b>LONG-TERM IMPLEMENTATION</b>					
<b>B. 23</b> Lease/acquire strategically located land parcel(s) for use as future public off-street parking in the downtown.				✓	Provides strategically located sites for future public parking facilities. Reduces need to build new parking by better utilizing existing resources.
<b>B. 24</b> Sponsor employer-based initiatives to encourage employee use of alternate travel modes.				✓	Uses Parking Advisory Committee as forum to discuss and develop programs and services to encourage transit, biking and walking for downtown employees. Supports more efficient use of existing supplies of parking by transitioning employees into alternative modes.
<b>B. 25</b> Establish commuter mode split targets for employee access in the downtown.				✓	Establishes basis for correlating parking standards to overall downtown access goals for all modes.
<b>B. 26</b> Monitor downtown parking utilization continuously and periodically. Conduct parking inventory analyses.				✓	Update 2009 - 2010 Parking Study to provide information for informed decision making and to measure impact of parking management plan.  Supports 85% Rule
<b>B. 24</b> Develop an incentive package for Council consideration that would support private sector development of parking that could be generally available to the public.				✓	Provides ideas and concepts to Council for consideration.  Encourages private sector investment in parking that can mutually benefit a project and the downtown.
<b>B. 25</b> Sponsor employer based initiatives that encourage and incent employees to use alternative commute modes				✓	Uses Parking Advisory Committee as forum to discuss and develop programs and services to encourage transit, biking and walking for downtown employees.  Supports more efficient use of existing supplies of parking by transitioning employees into alternative modes.
<b>B. 26</b> Establish commuter mode split targets for employee access in the downtown.				✓	Establishes basis for adjusting parking standards based on overall downtown access goals for all modes.

Strategy	Immediate (0 – 6 months)	Phase 1 (6 – 12 mos.)	Phase 2 (12 – 24 mos.)	Phase 3 (2+ years)	Comment
<b>B. 27</b> Recommend to the City Council the commuter modes split targets developed in 25, above, for adoption as a policy element of the Springfield Transportation and Parking Management Plan.				✓	Formalizes commitment to managing parking to support, balance and meet broader access goals.
<b>B. 28</b> If and when warranted, develop a pricing policy strategy and implement paid on street parking in downtown districts based on the 85% Rule.				✓	Moves on-street system to paid parking when occupancies throughout downtown exceed 85% in the peak hour.
<b>B. 29</b> Complete development and open new public supply in the downtown.				✓	Converts Phase 2 surface lot to structured parking. Could be by City or part of public/private partnership.