Public Works

Enhancing Public Access to the Downtown Core (Parking)

Angelo Rao

Enhancing Public Access to the Downtown Core (Parking)-FY18/19 Actionable Item Update

PUBLIC WORKS/Traffic Operations & Parking

Enhancing Public Access to the Downtown Core by Encouraging

- **Turnover –** Share the space for current and future growth of the downtown
- **Operations –** Keep traffic moving in a predictable and efficient manner
- **Public Education -** Be ambassadors to the public
- **Safety –** Provide a traffic environment where families feel secure

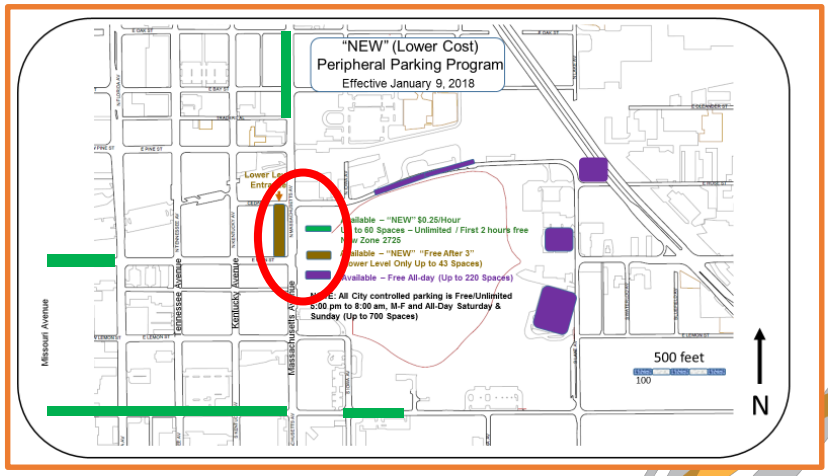
Enhancing Public Access to the Downtown Core

WHAT'S DRIVING THE TRAIN?

- Development
- Employment
- Tourism
- Public Private Partnership (P3)
- Quality of Life

Action Plan Update: FY18 (Continued)

1. **Implement "Universal Valet" program with the LDDA (Main Street – Munn Park):**
   - *Re- Implemented February 2018*
2. **Operate/monitor new "Free After 3" Program in the lower level of the Main Street Garage (Cedar Entrance):**
   - *Provide the opportunity for motorists to enjoy free parking after 3:00 pm (reduce on-street parking pressure for local restaurants and shops)*
3. **Operate/monitor new on-street parking "Zone 2725":**
   - *Up to 60 Spaces Available – "NEW" $0.25/Hour*
   - *Unlimited / First 2 hours free*
   - *Jan. 73 / $70; Feb. 72 / $80; Mar. 99 / $113*
   - *WALK A BIT – SAVE A LOT!!*



"Zone 2725" – Green Lines

Action Plan Update: FY18 (Continued)

4. **Develop License Plate Recognition (LPR) Technology – and associated equipment:**
   - *Implementation September 2017*

5. **Develop <u>Integrated</u> LPR Citation Technology – and associated equipment:**
   - *Planning for late May/Early June 2018*
   - *Membership ("SunPass" Style) – "Park n' Play"*

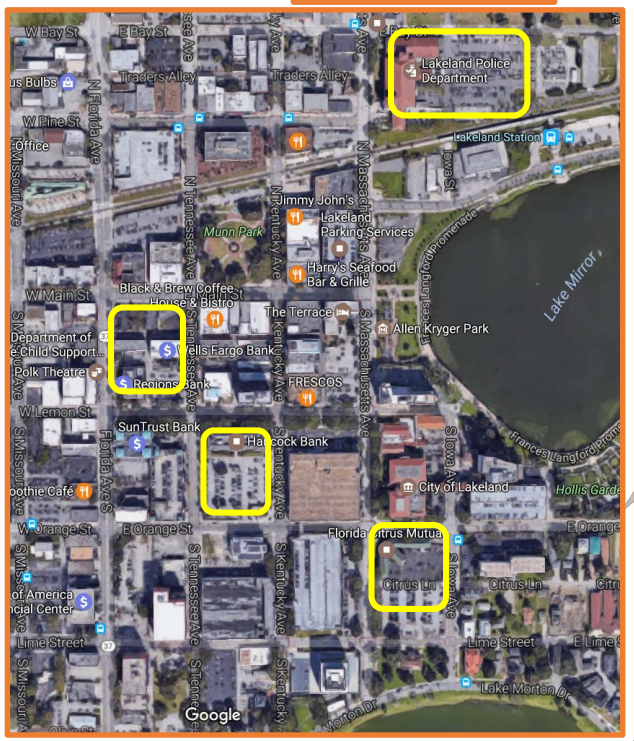
6. **Increase parking citation $25.00 / $250.00: Time to pay (21 days):**
   - *Citations are down about 16% (compliance appears to be up)*

7. **Installed shared-use commercial loading zone on Kentucky Avenue**

Action Plan Update: FY18 (Continued)

8. Recruit parking garage P3 Opportunity:

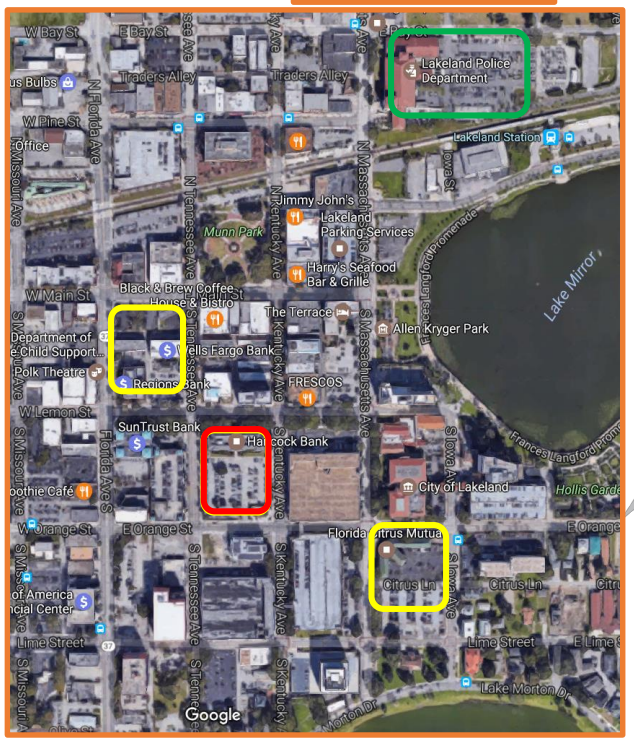
- General Scope to provide viability in terms of economic fiscal benefits; capital cost; O & M costs; and potential partnerships of four candidate parking garage sites:
  - ✓ Police Department Property
  - ✓ Wells Fargo/Colonial Lot
  - ✓ Citrus Mutual Property
  - ✓ Heritage Plaza Property



Action Plan Update: FY18 (Continued)

8. Recruit parking garage P3 Opportunity:

- General Scope to provide viability in terms of economic fiscal benefits; capital cost; O & M costs; and potential partnerships of four candidate parking garage sites:
  - ✓ Police Department Property (Future Conversations)
  - ✓ Wells Fargo/Colonial Lot
  - ✓ Citrus Mutual Property
  - ✓ Heritage Plaza Property (Initial Focus)



P3 Downtown Economic Development Approach – Pursuing the Heritage Plaza Property

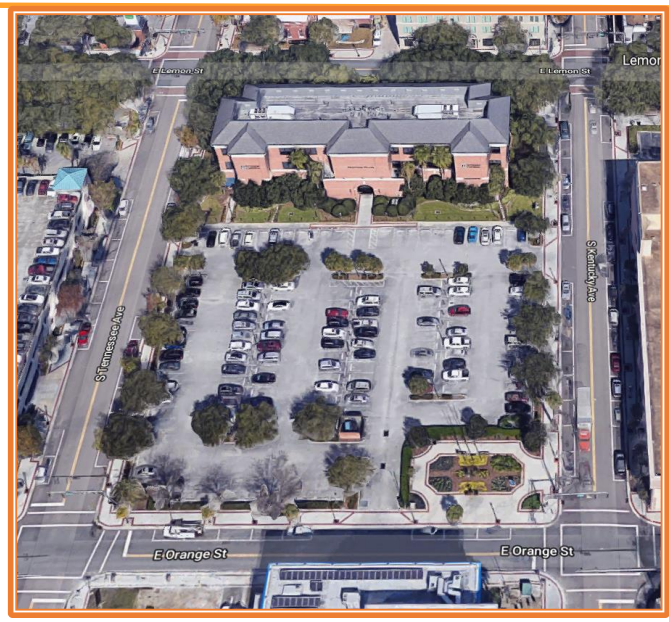
Economic Opportunity – Encourage potential developers/employers to relocate downtown:

- Encourage Public/Private Partnerships (P3)
- Create a "Blueprint" to attract new investment
- Develop a "Marketing Plan" to bring investment downtown
- Shift from existing City assets, opening opportunities for other potential uses
- "Condominium Approach" to partnership – Minimum of two floors for City use ; about 300 of the 730 available spaces

Action Plan Update: FY18/19

Continue with Potential P3 Suitor - Heritage Plaza Property:

Based on the ROI of each "Area of Influence", agree on a comprehensive **financial allocation plan** to work with partner.



NEXT STEPS:

- Determine cost estimates on parking development scope
- Design and Develop garage plans
- Construction parking displacement assistance