Lynchburg Parking Authority

Draft Minutes

City Manager's Office
900 Church Street
Lynchburg, VA 24504

Tuesday, April 11, 2006
5:00 p.m.

Members Present	Members Absent	Staff Present
Dennis Howard, Chairman	**Kelvin Moore**	**Kimball Payne**
Michael Gillette, Vice Chairman		**Lee Newland**
Bert Dodson		**Nicole Gilkeson**
Tom Gerdy		
Linda Jones		
Terri Proffitt		

1. Call to Order

Mr. Howard called the meeting to order.

2. Approval of Minutes

The Authority approved the minutes with amendments.

3. Discussion on Parking Authority Mission, Goals, and Objectives

Staff amended the Workplan based on feedback from the March meeting and presented it to the Parking Authority for approval. Ms. Jones made a motion to accept the Workplan; Mr. Gerdy seconded the motion. All were in favor of adopting the attached workplan.

4. Review parking data

Ms. Gilkeson gave an update on available parking data. She presented a list of all City-owned lots in the downtown area. The list included information about the number of spaces in each lot, whether the spaces were public, leased, or for employees, and their observed occupancy rates. A building survey used to calculate demand in earlier parking studies was distributed. The survey shows the size and value of buildings and number of employees (if any) at each downtown address. The Parking Authority also discussed the analysis for parking demand downtown, which is based on vehicles per square footage of space. Dr. Gillette inquired as to why demand ratios were calculated to be lower per square foot than the standard numbers. Ms. Gilkeson explained that downtown Lynchburg currently does not operate at full capacity of its buildings; therefore, there are less employees per square foot. Additionally, downtown retail is primarily visited by

workers who walk to the stores, rather than shoppers who drive downtown for services,. This reduces the parking demand for retail. These numbers are projected to change as the downtown strengthens. The Parking Authority was in agreement that this data will be supplemental to a study by a consultant. However, more information from a consultant will be necessary to fully understand how to best utilize existing parking and plan for future demand.

5. Consider increasing the cost of monthly parking on the City's deck

Ms. Proffitt explained how each tenant would be impacted if rates were raised from $40 to $50. She suggested that this increase could introduce the opportunity to work with other parking lot owners to explore technology to serve more tenants in each lot. Mr. Payne stated that several parking lot owners already charge $50 and noted that the increase would be advantageous for the City because it could lower the subsidy involved in future parking deck construction. Dr. Gillette made the motion to raise the monthly rates to $50 in the parking deck effective July 1, 2006 with the exception for some tenants who have standing contractual agreements exempting them from rate increases. Ms. Proffitt seconded the motion. The vote was taken; five members were in favor, one was opposed. The motion was passed. The Parking Authority suggested that with the notice to tenants, a note should be added that free parking is available on the top floor of the City-owned Clay Street garage.

6. Staff reports

Mr. Payne gave a report on the City Council work session to convert Church and Main to two-way streets. The item will be discussed at future meetings after more conversation takes place with downtown property owners and businesses. Dr. Gillette stated that Council would take into consideration the comments of the Parking Authority.

Mr. Payne stated that the amended Articles of Incorporation were passed by City Council.

Mr. Payne also informed the Parking Authority that the City had received notification that the parking garage at 1001 Commerce Street is for sale.

7. Next steps

The Parking Authority cancelled the May meeting in order to give staff time to work on the Request for Proposals for the parking consultant. Staff will also contact the City of Roanoke to request a presentation on parking management practices. Additionally, Mr. Howard suggested that maps, which show available public parking be placed on the City web page, possibly in a separate "parking" webpage.

7. Adjourn

The meeting was adjourned with no further business. The next meeting will be held on Tuesday, June 13 at 5:00 p.m. in the City Manager's Office.

Parking Authority Workplan

Mission:

- The Parking Authority will support the development of adequate parking for commercial, retail, residential, and recreational uses in the downtown area.

Goals, Objectives, and Initiatives:

Goal 1

- To increase communications with downtown stakeholders and better publicize parking issues and parking locations.

    Objectives

    - Capture input from downtown stakeholders regarding current parking conditions and future parking needs.
    - Encourage better utilization of existing parking spaces by downtown employees.
    - Increase public awareness of available downtown parking locations.

        Key Initiatives

        - Meet with downtown stakeholders to discuss parking expectations, technology controls, current parking capacity, parking needs, enforcement incentives/disincentives, and employee parking habits.
        - Post meeting minutes on the City's website.
        - Work with Lynch's Landing to increase marketing efforts aimed at publicizing available downtown parking locations.

Goal 2

- To maximize on-street parking options for downtown visitors, businesses, and residents.

    Objective

    - Maximize the efficiency of on-street parking.

        Key Initiatives

        - Conduct an in-depth inventory of on-street parking spaces.
        - Evaluate current city ordinance(s) and enforcement policies regarding on-street parking.
        - Review parking incentives and disincentives meant to encourage better utilization of on-street parking.
        - Make recommendations to City Council regarding amendments to and/or new parking ordinances and enforcement policies.

Goal 3

- To maximize off-street parking options for downtown visitors, businesses, and residents.

Objective 1
- Maximize the efficiency of existing parking structures.

Objective 2
- Evaluate options regarding the construction of new parking structures.

Key Initiatives
- Conduct an in-depth inventory of existing off-street parking spaces.
- Meet with parking deck owners to discuss parking technology control devices and current parking capacity.
- Meet with property owners and major businesses to discuss parking needs, employee parking habits, and incentives/disincentives.

Goal 4
- To determine the most appropriate methods for financing the development and operation of parking facilities.

Objective
- Implement the optimal revenue generation and financing models for parking facilities.

Key Initiatives
- Analyze other localities' revenue generation and financing models.
- Determine the capital and operational costs of existing or new facilities.