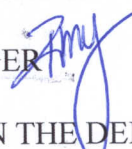


City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 16, 2012

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: RASHAD M. YOUNG, CITY MANAGER 

SUBJECT: CONSIDERATION OF A REPORT ON THE DEL RAY PARKING STUDY

ISSUE: Consideration of a report on the Del Ray Parking Study ("Study").

RECOMMENDATION: That City Council receive the Del Ray Parking Study and direct staff to develop an implementation plan.

DISCUSSION: In order to continue to support Del Ray's business owners and residents, the City has undertaken an evaluation of the parking supply to understand current conditions and ultimately develop strategies and implement measures to better manage parking within the area, especially along and immediately adjacent to Mount Vernon Avenue. Several studies have been performed in 2002, 2003 and 2005 for the Del Ray neighborhood. The current study was performed to update the previous studies and to document existing public parking conditions in Del Ray, compare to the previous parking studies, and to develop parking recommendations to best manage the parking supply. The full Study is posted on the City's website at <http://alexandriava.gov/ParkingStudies#DelRayStudy>.

Study Area: The study area consisted of approximately 30 city blocks and is bordered by Clifford Avenue to the north, East Glendale Avenue to the south, and one block to both the east and west of Mount Vernon Avenue (See Attachment 1).

Community Input: Prior to the commencement of the Del Ray Parking Study, staff met with groups of citizen and business representatives to ensure that the scope of the study reflected the concerns of the neighborhood stakeholders. In addition, City staff has met with a small group of citizen and business representatives separately at key stages of the Del Ray Parking Study.

Data Collection: The data collected included parking inventory, utilization, and turnover both along Mount Vernon Avenue and in the residential sections east and west of the corridor. On-street and off-street parking occupancy and inventory counts were collected on a weekday and a weekend in June 2010 between the hours of 12:00 to 2:00 PM and 6:00 to 8:00 PM.

EXHIBIT NO. 4

Findings: Analysis of utilization and turnover data revealed the following findings:

Parking Inventory:

On-street: The field inventory revealed that there are approximately 1,099 on-street parking spaces in the study area of which 25% are located along Mt Vernon Ave and the rest (75%) are located on side-streets.

Off-Street: There are 810 off-street parking spaces in the Del Ray Neighborhood study area out of which only two surface parking lots are specifically designated for public use. Public parking lots make up for 2% of the off-street supply. 28% of the off-street supply is designated for both public and private use. The majority (70%) of parking lots are private and not open to public.

Peak Parking Utilization:

On-street: The parking utilization analysis revealed that system-wide on-street parking utilization was between 53 percent and 64 percent, indicating that on-street parking is available in the study area. However, there are certain times of the day that some blocks approach capacity.

Off-Street: The overall off-street parking utilizations in both public and private/public lots ranged from 26 percent to 56 percent, indicating that off-street parking is also available throughout the study area if all available spaces were open to general public regardless of their trip purpose.

Parking turnover: The analysis concluded that vehicles, on average, were parked less than the two hour time limit. The average duration of stay was between .57 and 1.76 hours. However, there were a handful of vehicles that were parked for durations longer than the two-hour limit.

Loading Zones: Observations from existing conditions analysis indicated that there is a need for better management of loading zones that serve neighborhood businesses. Parking utilization peaks at noon and in the evening. Therefore, early morning (7:00 to 9:00 AM) and late evening (after 9:00 PM) should be designated as delivery hours. However, staff recommends taking caution with designating late night loading hours as they can have adverse impacts on businesses with evening peaks (e.g. restaurants and bars).

The general findings of the study were that the Mount Vernon Avenue corridor and surrounding streets do not have a system-wide parking problem. However, there are certain times of the day where some blocks approach capacity. In addition, this deficiency creates the potential for spillover problems onto adjacent streets.

Recommendations:

Short Term Recommendations

- Add general parking with a two-hour time limit along the northwest corner of Mount Vernon Avenue and Windsor Avenue.
- Implement additional loading zones to support local business at various locations along Mount Vernon Avenue.
- Create Customer Convenience Zones, which are intended to be short-term, high-turnover spaces to serve businesses with quick turnaround transactions such as dry cleaners, coffee

shops and post office. These spaces could be utilized as loading zone parking, especially in the morning hours, before peak parking demand begins to occur.

- Implement residential permit zones when parking utilization data indicates spillover on adjacent residential streets.
- Remove some taxi stands to add general parking.
- Consistent enforcement of Two-Hour Limits, as it is the only tool in place to assure the proper turnover and utilization of parking spaces.

Mid-Long Term Recommendations

- **Shared Parking:** Shared parking agreements can be facilitated with private business and property owners whose parking lots are underutilized in the evening peaks when the on-street utilization peaks along Mt Vernon Avenue. The study recommended a series of steps that should be taken to implement a shared parking program for Del Ray:

1. *Identify lots that are appropriate for Shared Parking:* Based on the capacity and utilization data analyses, the Study provided specific location recommendations and identified several locations where this type of arrangement could exist.

2. *Parking Requirements:* The Study recommended that The City should consider removing parking requirements for businesses under certain threshold levels (e.g., less than 5,000 square-feet). This approach is similar to the one in Old Town and would stimulate business in the smaller parcels, while still requiring sufficient parking for larger new development. This could potentially assist with the move to a shared parking program throughout the area

- **Paid Parking:** The Study recommended that paid parking be introduced once on-street occupancy is above 85 percent and the surface lots are reaching their threshold occupancy.
- **Signage, Wayfinding, and Branding:** It was recommended that it would be beneficial for the City to implement the wayfinding program in the Del Ray neighborhood to direct visitors to public and shared parking areas, and to identify primary destinations.

In addition to the above, the study also included the following recommendations that staff does *not* support at this time.

- **Dedicated Parking Enforcement:** It was recommended that the City assign parking enforcement officers to the Del Ray neighborhood who will serve two-fold as an enforcement officer and neighborhood ambassador. Due to the size of the study area and general compliance with the two-hour parking limit, there is not enough justification to assign a full-time enforcement officer to the Del Ray neighborhood at this time.
- **Funding Parking Improvements:**
 - Establish an Enterprise Fund: by establishing an enterprise fund, the City will create the mechanism necessary to store, manage, and distribute collected funds to the construction, operation, and maintenance of parking facilities or infrastructure. The enterprise fund should be designated for use in the Mount Vernon Avenue and Del Ray neighborhood areas only.
 - Collect Revenue for Parking: implementing paid parking along Mount Vernon Avenue will provide an additional revenue stream to fund improvements.
 - Additional Revenue from Enforcement: enhanced enforcement should lead to the collection of additional revenue from tickets. However, the City should take a customer service

approach to enforcement, with first time offenders treated easier than habitual offenders (i.e. graduated fine structures).

Staff believes that these recommendations should be explored Citywide and are not recommended at this time for Del Ray.

Staff will incorporate Council guidance and evaluate and prioritize recommendations set forth in the Study and create an implementation work group in order to implement recommendations with which staff and City Council concur.

FISCAL IMPACT: Implementing a Shared Parking program (a mid-long term recommendation) would require the City to provide liability coverage associated with the use of private land for public parking by customers of neighborhood businesses. The fee to cover three parking lots is estimated at \$8,000 annually. Fabricating pole mounted parking signs and trailblazer signs as well as publications to make awareness of the program would cost an additional \$17,000. The total cost to implement a shared parking program is estimated at \$25,000. Near the time of proposed implementation, this proposal will be considered for funding in the City's annual budget process.

| | |
|--|-----------------|
| Annual Liability Coverage | \$ 8,000 |
| Wayfinding and Signage | \$ 15,000 |
| <u>Publications (brochures,pamphlets,ect.)</u> | <u>\$ 2,000</u> |
| Total Cost | \$ 25,000 |

ATTACHMENT:

Attachment 1- Study Area Boundaries

STAFF:

Mark Jinks, Deputy City Manager

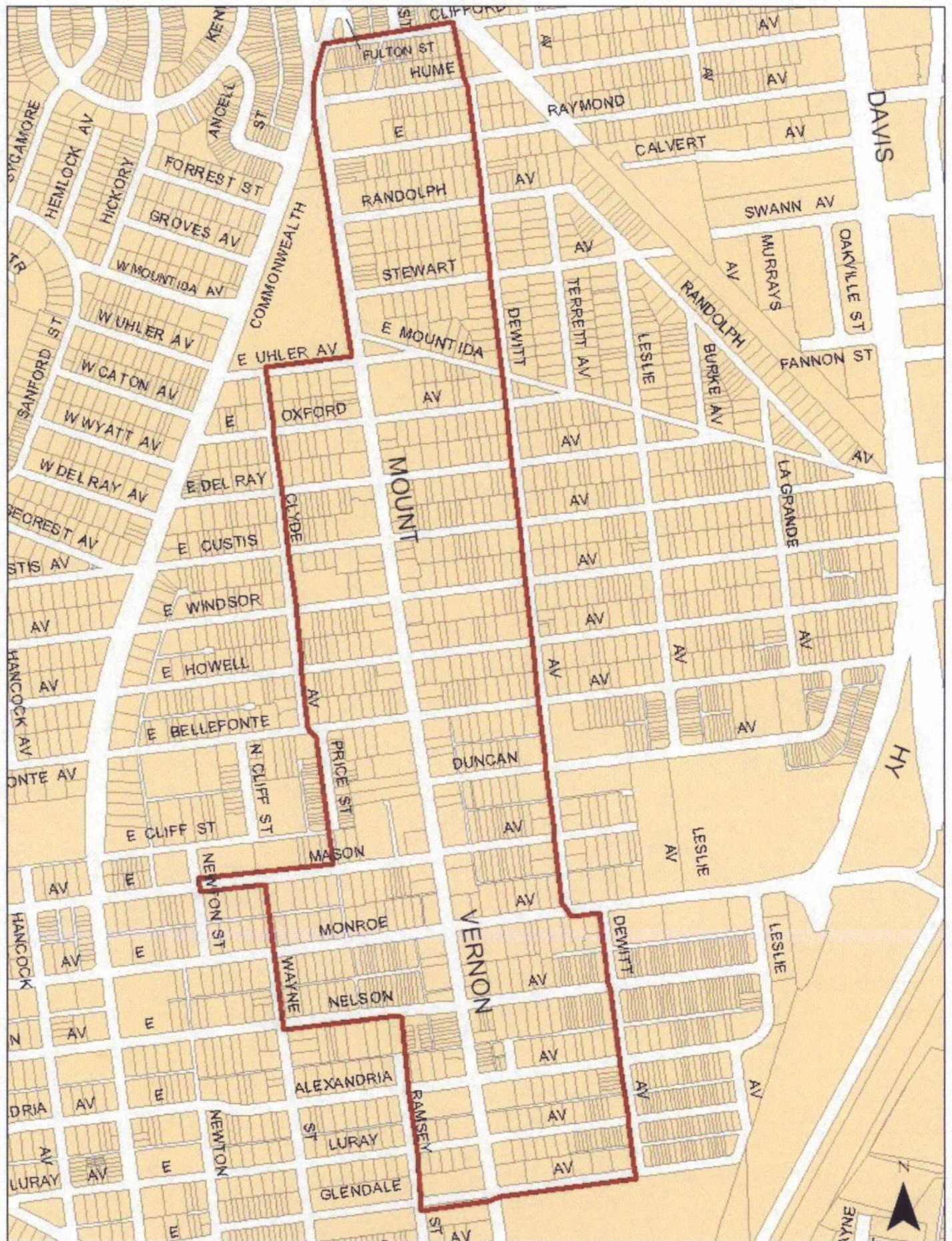
Rich Baier, Director, T&ES

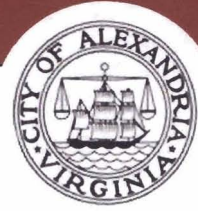
Abi Lerner, Deputy Director, T&ES Transportation

Barbara Ross, Deputy Director, P&Z

Faye Dastgheib, Principal Parking Planner, T&ES Transportation Planning

Attachment 1





Del Ray Parking Study

City Council Legislative Session
May 22, 2012

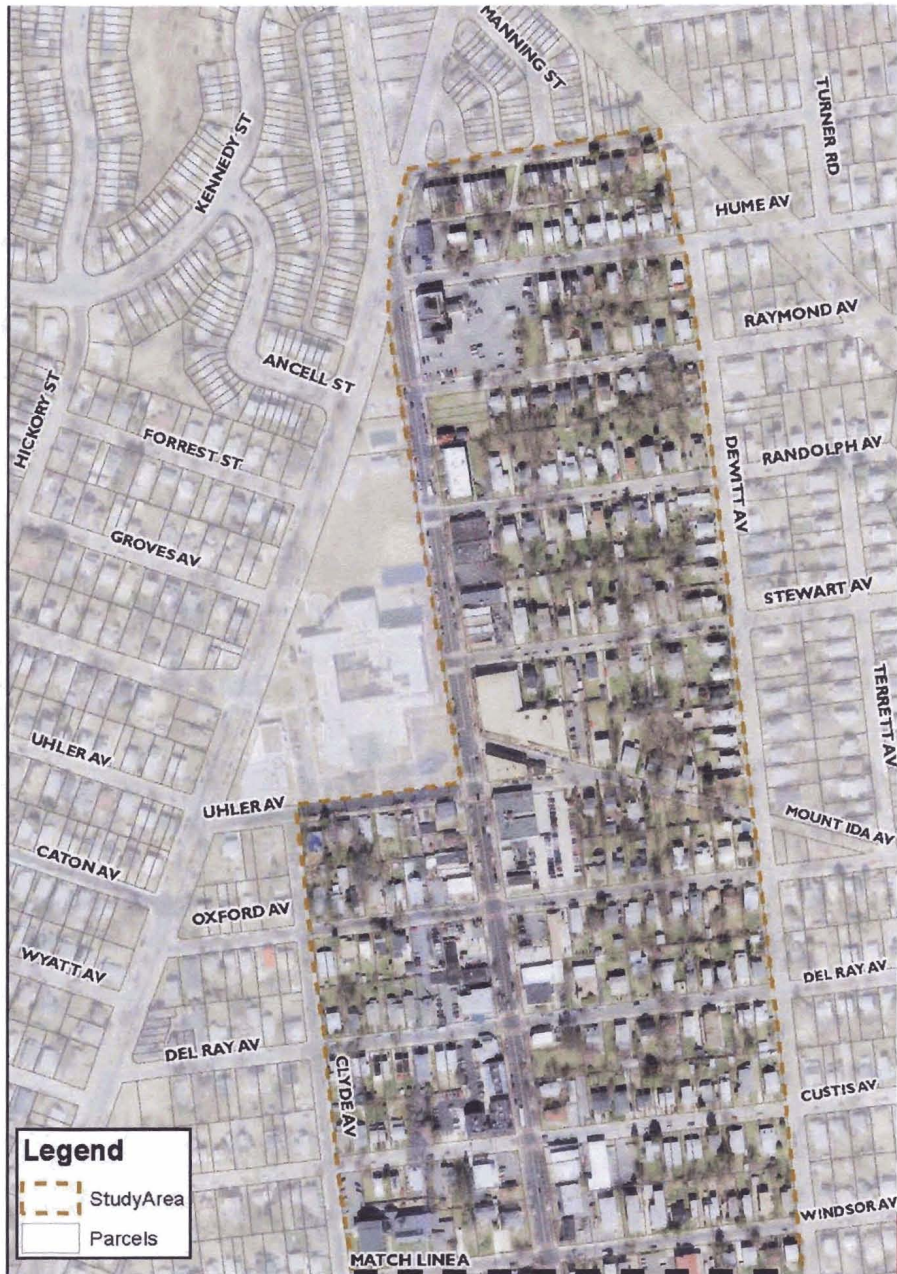


Introduction

➤ **Purpose of the Study**

- Survey the existing parking inventory and utilization
- Comparison to previous parking studies
- Develop recommendations to improve parking operations

Study Area



Community Input

- Remove Parking Requirements in the Zoning Ordinance
- Better Parking Enforcement
- Wayfinding & Signage/ Advertisement
- Parking Management
- Shared Parking
- Paid Parking

Primarily Findings:

- Inventory: 1099 On-street and 810 Off-street spaces
 - Only 2% of the supply of off-street parking is public
- Parking Occupancy peaks at 64% for on-street and 56% for off-street spaces
 - There are some certain times of the day that some blocks approach capacity
- Parking turnover : Average length of stay was below two hours

Immediate Recommendations

- Add 2-hour time limit along the northwest corner of Mt Vernon Ave. and Windsor Ave
- Implement 2 additional loading zones to support local businesses*
- Create short term parking to generate high parking turnover
- Consider creating Residential Parking Districts when parking utilization approaches 85%
- Remove some taxi stands to add general parking *
- Consistent enforcement of two-hour time limit

* Underway/Completed

General Recommendations

- Additional public parking capacity through shared parking
- Do not implement paid parking until the 85% utilization threshold is reached
- Implement a wayfinding program to direct parkers to available parking spaces.
- Remove parking requirements for small businesses
- Fund Parking Improvements
- Assign a parking enforcement officer to Del Ray

Next Steps

- Create City Manager-appointed Stakeholder Work Group with staff
- Implementation of Selected Strategies

Thank you!

Questions?

14
5-22-12

Jackie Henderson

From: Maria Wasowski <mariawasowski@comcast.net>
Sent: Tuesday, May 22, 2012 1:36 PM
To: William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Rob Krupicka; Linda Owens; Elizabeth Jones
Subject: COA Contact Us: Del Ray Parking Study
Attachments: ATT00001.txt

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Tue May 22, 2012 13:35:31] **Message ID:** [39642]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Maria
Last Name: Wasowski
Street Address: 306 Hume Ave
City: Alexandria
State: VA
Zip: 22301
Phone: 703-684-1490
Email Address: mariawasowski@comcast.net
Subject: Del Ray Parking Study
Dear Mayor Euille, Vice Mayor Donley and Council Members,

The Del Ray
Business Association is, of course, very interested in the Del Ray Parking
Study that you'll be considering this evening. The Parking Study defines
many issues and suggests solutions, and should serve as an excellent
starting point for a discussion that will need to take place between the
City and the various stakeholders in Del Ray.

During a presentation at

Comments: one of our DRBA luncheons, staff members talked about the desirability of
a
City Manager appointed work group that would be tasked with looking
closely
at the recommendations and helping to figure out what and how they can
be
implemented. The business community is very much in support of such a
group, and would like to participate. We hope you will task the Manager
with forming a work group, and ask that you include representatives of
DRBA.

We are looking forward to working with other stakeholders to find ways of managing parking in our neighborhood in a way that can be acceptable to all.

Thank you for your consideration,

Maria

Wasowski
President, Del Ray Business Association

14
5-22-12

Gloria Sitton

From: Jackie Henderson
Sent: Tuesday, May 29, 2012 2:32 PM
To: Gloria Sitton
Subject: FW: COA Contact Us: Del Ray Parking Study
Attachments: ATT00001.txt

From: Maria Wasowski [<mailto:mariawasowski@comcast.net>]
Sent: Tuesday, May 22, 2012 1:36 PM
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