

CITY OF LAFAYETTE

Parking

A Management Strategy for Lafayette

**Parking Ordinance Committee: Planning Commissioner Tom Chastain, Chamber of Commerce
Representative Matt Branagh, former Circulation Commissioner Bill Loudon
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The livability and success of a city's downtown is impacted by its parking goals and policies. This document establishes a baseline of parking in downtown Lafayette, describes the challenges faced by our community, offers a vision for the future and presents a strategy to achieve that vision.

EXECUTIVE SUMMARY

In mid-2013, the City Council established the Parking Ordinance Committee (“Committee”) to update the City’s parking code as required by the Downtown Specific Plan. After several workshops and public meetings, the Committee determined that the City would need more than a code update to resolve the parking challenges facing the downtown. Downtown Lafayette needed a multi-faceted parking management strategy that addressed parking in a holistic manner and not on a parcel by parcel basis, as is the current practice. The Committee also determined that what was also lacking was information; i.e., data on the number of public and private parking spaces in the downtown as well as an accurate assessment of the demand for these spaces.

The Committee spent four years meeting with downtown businesses and residents and developing a parking management strategy consisting of the updated parking regulations, this white paper and an implementation table (“Strategy”). In this Strategy, the Committee has tried to create a fair, results-driven and sustainable system that offers solutions to manage and optimize the use of both private and public parking.

The Committee commissioned the preparation of a comprehensive downtown parking inventory and occupancy survey which was completed in-house by planning department staff in early 2017. The data in the survey will serve as the baseline and should be updated periodically to remain relevant and to guide future parking policies and decisions. The survey is appended to the Strategy.

Key principles that drive the Strategy are a desire to protect the small town character of the downtown, maintain the City’s existing building stock, address issues of proprietary parking and the underutilization of existing parking, provide a predictable and fair process to seek reductions and exceptions, and find a long-term parking solution for employees and BART patrons.

The Committee recognizes that there is no single magic bullet that will solve the City’s parking challenges. Rather, it will take a series of small actions to effectively and efficiently manage parking in the downtown. The proposed solutions offered are the strategic management of existing parking spaces and ensuring that new development does not further increase parking demand without providing the necessary supply. The cooperation of downtown property owners, businesses, residents and the Chamber of Commerce is critical in ensuring this Strategy’s success.

BACKGROUND

Existing Regulations

The City’s parking regulations have been in place since 1977. Periodically, revisions were made to various sections of the code, the most recent being in 2005. The regulations have not been comprehensively reviewed or updated since adoption.

Downtown Specific Plan

In 2012, the City adopted its first Downtown Specific Plan (“DSP”). The Planning Commission and City



Council held over 135 public meetings during the DSP's six-year review and parking in the downtown was a frequent topic of discussion. The Downtown Core parking analysis conducted for the DSP contained the following conclusions:

1. The total parking in the Downtown Core as a whole is adequate to meet City parking standards. The problem is not how much parking the Downtown Core contains; it's where the parking is located, how accessible it is and how it is regulated or restricted.
2. There is a shortage of off-street public parking, as compared to other cities.
3. Most employees of businesses in downtown Lafayette do not have the benefit of dedicated, off-site, long-term parking, nor are they routinely offered incentives to use alternative modes of transport.
4. On-street metered parking spaces on Mt. Diablo Blvd. are underutilized in many locations.

The Downtown Specific Plan includes the following policy and implementation program:

Policy 11.5. Update parking regulations.

Program 11.5.1. Review the City's parking regulations for updating to current standards, including parking requirements for different uses and the parking in-lieu fee.

WORK COMPLETED BY THE COMMITTEE

Initial Assessments

The Parking Committee consists of a representative each from the Planning Commission, the Circulation Commission and the Chamber of Commerce. To familiarize itself with the issues, the Committee first reviewed previous parking studies including the Parking Analysis for the Downtown Core completed in 2010 and the Employee Parking Survey of 2007. Committee members also discussed the role that parking plays in the downtown. Following are the Committee's initial assessments which later crystallized into the parking management strategy for the downtown.

1. Parking impacts downtown character
One of the goals must be to preserve the existing building and fabric of the downtown. Parking means much more than providing a space for cars. It impacts uses, urban form and character.
2. The City needs a system that is fair and predictable
Create a system that can be easily implemented and that is fair and predictable when handling variances or exceptions. Properties with no parking should also contribute to solving the problem.
3. New development must meet its parking obligations
Unless there are extenuating circumstances, new development must provide the parking required by the code or contribute an in-lieu fee.
4. Parking is a resource
Parking spaces are a commodity with a cost to create and maintain. Charging for spaces makes economic sense and the introduction of dynamic pricing will help balance supply and demand.

The existing parking ordinance was analyzed as well as the regulations from several comparable jurisdictions. The Committee came to the following conclusions about the current ordinance:

1. The parking in-lieu fees are extremely high and serve as a disincentive to development
The current in-lieu fees are \$36,900 for a space in the Downtown Core and \$19,200 for a space outside the Core; i.e., in the East and West End Districts. These amounts reflect the cost of land and improvements. In the Core, the fee reflects the cost to construct a space in a two-level parking garage, and outside the Core, it reflects the cost to construct a space in a surface parking lot. No one has paid this in-lieu fee since the fee was increased in 2005. The Committee agreed that the high parking in-lieu fee was a disincentive to development and the City may not be able to collect sufficient funds to acquire and construct public parking facilities. The Committee discussed the possibility of creating a tiered system of payment and/or payment over time.
2. The 120 day “grace period” is too short
Current parking regulations allow a grace period of 120 days during which a new business can occupy an under parked tenant space without providing the required parking. Four months is too short a period in which to find a suitable tenant and the pressures to re-tenant a space within this time period results in leasing to marginal businesses.
3. The discretionary process to review parking shortages is unpredictable and long
Requests for variances to the parking regulations require the approval of the Planning Commission, a process that can take several months with no guaranteed outcome. Businesses interested in locating in the downtown often do not have the time to wait for a decision from the City.
4. The current parking ratios are generally consistent with the ratios imposed by other cities
Lafayette’s parking ratios (number of spaces required for type of each land use) are neither too high nor too low when compared to other cities. However, cities that have recently updated their regulations have adopted new incentives such as waivers for small tenant spaces and reductions in parking requirements when proximate to transit. Lafayette’s code does not include these incentives and waivers.
5. Current regulations stipulate ratios based on “net floor area” which is difficult to calculate and which can be easily manipulated
Lafayette bases its requirements on “net floor area”, which allows portions of a tenant space (restrooms, corridors, etc.) to be excluded from parking requirements. This allowance has sometimes led to manipulation of the tenant space to exclude as much floor area as possible. Requirements based on “gross floor area” are easier to understand and implement. It is also consistent with other cities’ practices.
6. The parking regulations contain ratios for far too many land use categories.
There are thirty-six different types of land uses listed in the parking regulations. Many of them are similar in nature and operational characteristics like “administrative activity”, “administrative civic activity”, and “civic service activity”. The list should be simplified by

combining like uses.

7. The regulations impose different parking ratios on similar uses

As an example, bakeries are required to park at 4 spaces per 1,000 SF whereas a delicatessen's requirement is 10 spaces per 1,000 SF. This should be corrected.

8. The regulations are inflexible in dealing with tenant spaces that have more than one use

Modern retailers often include an amenity within a tenant space such as a station for haircuts within a women's clothing store. This is done to attract a wider range of clientele. Rather than waive the requirement for the ancillary use, current regulations require parking for both uses.

9. The regulations do not provide standards for bicycle parking, electric vehicle (EV) parking, tandem parking, car lifts, etc.

Cities that have recently updated their regulations have adopted requirements for bicycle parking and EV equipment, as well as allowances for tandem parking, car-sharing, car lifts, etc.

Public Outreach

Committee members expressed a strong interest in reaching out to the community to share their initial thoughts about the Strategy and solicit feedback. The Committee made its first presentation to the Business Affairs group of the Chamber of Commerce in July, 2014 and comments were solicited at the 2014 Art and Wine Festival.

In the fall and winter of 2014, the Committee hosted three public workshops, one for each area of the downtown, East End, Downtown Core and West End. The workshops were well attended by business owners, residents, property owners and other interested parties. The Committee explained its preliminary findings, presented the basic tenets of a Parking Management Strategy and invited the attendees to come up with short and long-term solutions for parking in the downtown. The feedback received helped the Committee further refine the Strategy.

In 2015/16, owners of the La Fiesta Square and Fiesta Lane retail centers installed parking meters in their lots to improve turnover and discourage long-term parking. The Committee met with owners and representatives of these centers to understand the impacts of metering private lots.

Parking Solutions for Immediate Implementation

In May 2016, the Committee submitted a list of action items to the City Council that could be immediately implemented to improve the use and efficiency of public parking and encourage turnover. Included in the list were the following recommendations:

1. Install parking meters on Lafayette Circle adjacent to La Fiesta Square and Fiesta Lane, two private retail centers with metered lots.
2. Increase the long-term, daily parking fee on First Street from \$1 to \$5 to make pricing consistent with other on-street long-term metered spaces near BART.
3. Install meters on Dolores Drive to increase supply of long-term parking.
4. Reserve the 40 on-street spaces on Happy Valley Road for Lafayette residents for a test period of six months.
5. Reduce the daily fee at the City's 949 Moraga Road lot from \$5 to \$2 to increase usage.

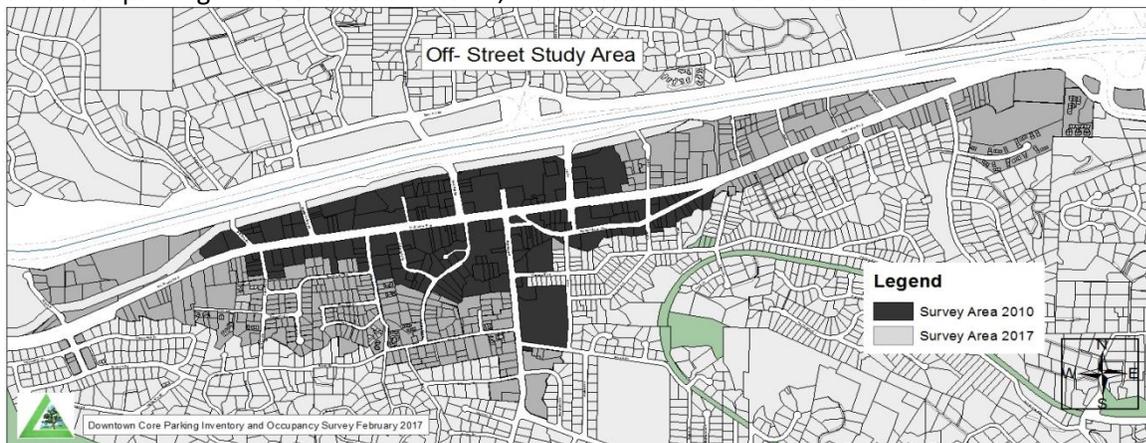
6. Establish a \$1 minimum payment for all credit card meters, because service charges constitute 40c of every \$1 collected from credit card meters.
7. Implement 2 hour parking restrictions on Via Roble.

Most of these recommendations were approved and have been successfully implemented.

Creating the Baseline of Data

In the spring of 2015, staff conducted weekday and weekend occupancy surveys of the public and private parking lots located in and around the Shield Block. This area contains Lafayette Mercantile, La Fiesta and Fiesta Lane shopping centers and has become the epicenter of retail and restaurant activity in the downtown.

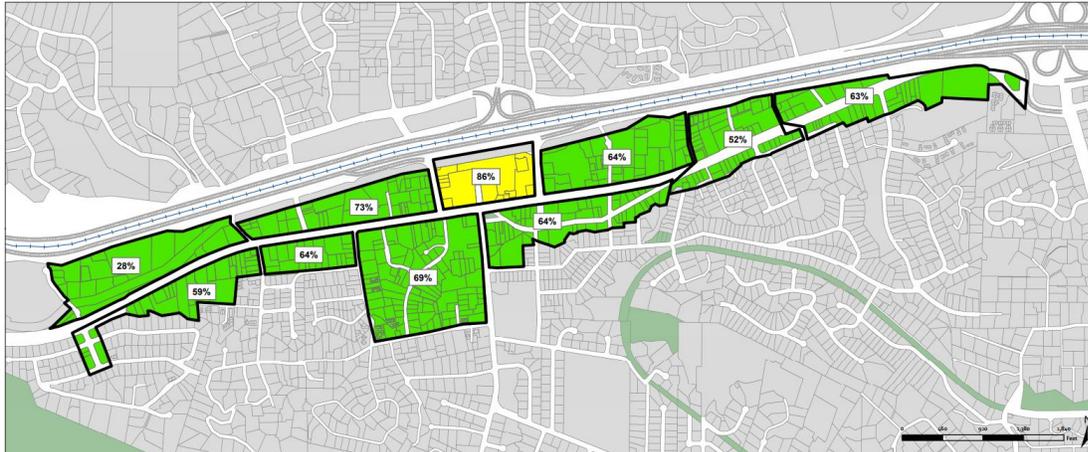
In early 2017, a comprehensive parking inventory and occupancy survey was completed for all on- and off-street parking in the entire downtown, from Risa Road in the west to Pleasant Hill Road in the east.



The survey covered off-street parking on 615 parcels that constitute the downtown and the public streets that span from Risa Road to Pleasant Hill Road. Staff gathered information about the number of parking spaces on each parcel or road, the posted time limits, and the status of the parking (private or public). In total, staff counted 11,152 on- and off-street parking spaces in the study area. The occupancy survey was designed to get a representative sample of parking utilization during various time of the day. Staff counted the number of parked vehicles on two Wednesdays and two Saturdays at 9AM, 12PM, 3PM, 6PM, and 8PM. In total staff collected 40 data points for each of the 615 parcels inventoried that provided a picture of parking utilization in downtown Lafayette.

Staff then analyzed the data using the industry's best practice standard of 85 percent occupancy as a threshold. 85 percent is the ideal occupancy rate because the resource (parking) is being utilized and there are still spaces available. In order to better analyze the data, staff divided the total study area into seven different "Blocks." The only block that exceeded 85 percent was the block on the North side of Mount Diablo between Oak Hill Road and First Street¹ which reached 86 percent occupancy on Wednesday at noon. The findings demonstrate that within each block, there is parking available throughout the day. A more detailed explanation of the inventory and survey is provided as an attachment to this report.

¹ This lot encompasses the Safeway, McCaulou's and Whole Foods lots



Utilizing the information gathered from the surveys and assessments, the workshops and meetings, the Committee drafted a series of recommendations (Implementation Table) to optimize the use and management of parking in the downtown.

THE CHALLENGES

History: From horses to automobiles

Having grown from a settlement of pioneer ranchers in the 1840s to a small residential village after the 1904 tunneling through the Oakland-Berkeley hills, Lafayette has a small-town foundation. The City began to rapidly suburbanize in the 1960s; this increase in development occurred when Contra Costa County zoning was just taking shape and parking requirements were in their infancy. The spike in development altered the small downtown which preceded the automobile and imposed upon it car-oriented zoning practices. As a result, Lafayette now has a mix of development that includes properties with little or no space for car parking to developments that accommodate every user arriving by car. Today, downtown Lafayette has very little parking in some blocks and large supplies of parking in others, with limited connectivity between parking locations.

Perception: Free and In-Front

One common misconception about parking is that it is free. The mindset of “I should be able to park right in front of my destination” contributes to the perceived lack of parking. A parking study commissioned by the City of Lafayette in 1978 states that the average shopper is willing to walk 156 feet from their car to the store in question, and at most, 370 feet². Modern shoppers are more amenable to venture further from their car. The goals of this Strategy are to encourage “one-stop shopping”, better utilize the existing parking stock and reduce congestion in the Downtown Core.

Parking Meters: Creating Turnover

Parking meters are one of the most effective ways to ensure turnover in busy areas. Parking turnover is good for businesses in that it allows more shoppers to use the available parking to patronize businesses and good for consumers as it ensures availability of parking at all times.

While many do not favor the parking meters, once they understand the purpose and effectiveness of the meters, they are more likely to accept them. It is important to recognize that, while free parking has

² Billington, S. D. (October 1978). *Off-Street Parking: Three Commercial Centers*. Page 5.

become an expectation, it actually costs a significant amount of money to create and maintain, especially in parking garages. As UCLA Professor Donald Shoup states, “parking requirements reduce the cost of owning a car but raise the cost of everything else.”³

There is a common misconception that the City makes a profit on parking meters and is thus motivated to install them everywhere. The City does not receive any money from the parking meters on the private lots because they are privately owned and privately enforced. The City does get money from the meters on the street and from public lots, but much of it goes towards the maintenance of the meters, credit card charges and the cost of the parking enforcement officers.

The primary goal of installing parking meters is not to make money, but to generate turnover so that there are some spaces available at any given time. Drivers have choices – they can pay more for convenient parking near their destination, they can look for cheaper or free parking somewhere else and walk, or they can choose to walk or bike and not look for parking at all.



A good example of parking meters serving their intended purpose can be found at La Fiesta Square. Prior to the meters being installed at La Fiesta Square, the parking lot was always full and often there were no spots available. Today, while there is a nominal fee to park, it is easier to find a parking space. In the 2017 parking survey, the maximum occupancy recorded in the La Fiesta Square lot at peak hours was 88%, meaning that 28 spots of the 230 total were still available for parking. The meters also help with the regulation of time limits and the ability to ticket also makes enforcing the time limits more effective.

Long-term parking: Employees and BART Parkers

Employees and commuters are willing to park farther from their destination than shoppers. Shoppers ultimately have a choice about where and when to patronize businesses whereas employees and commuters have less choice about their parking destinations. Parking meters with restricted hours are one way to prevent long-term parking in impacted areas. Another way to alleviate this problem and negate the need for more parking is to require developers to provide a Transportation Demand Management (TDM) program including an employee parking management plan when seeking approvals from the City.

There has always been a conflict between long term BART parkers and downtown patrons given BART’s location in the heart of the downtown. Over the years, the City has made efforts to discourage BART patrons from parking in the downtown by introducing short term parking regulations and meters. Meters in the private lots have also helped to curb BART and employee parking in prime customer spaces. However, with the growing popularity of public transit and growth in cities further east, there will continue to be a shortage of parking for BART patrons, and as a result, they will seek places to park in the downtown and in the adjacent residential areas.

³ Shoup, D. (2016, August 15). Cutting the Cost of Parking Requirements.

Physical barriers

Several Downtown Core parking lots are shared by multiple businesses. In many of these lots, there is signage to indicate which spots are reserved for which businesses. For example, ten spaces may be allocated for a restaurant, five for a salon and five for a retail space. These divisions reflect how property owners choose to allocate spaces and may hinder the best utilization of the parking stock.



Figure 1. Parking lot area outlined in light blue. Fences or other barriers are depicted in red.

There are parking lots in the Downtown Core area that are also separated by fences and other barriers. For example, access to the lots that face Mt. Diablo Boulevard in the block bounded by Lafayette Circles East and West is restricted by fencing and a natural barrier, the creek. Many of the lots in this block have narrow driveways between buildings

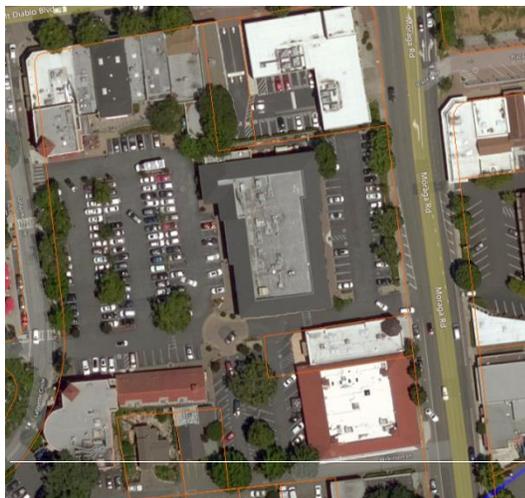
making it difficult to access the parking in the rear of the buildings.

There is a significant opportunity for businesses to create better circulation for their customers by removing fences, signs and other barriers and allowing for shared parking. Additionally, there is an opportunity to create a pedestrian bridge over the creek in the Shield Block to connect the Downtown Core with the residential areas to the south.

Another barrier preventing the best utilization of existing parking are gates. Some lots in the surveyed areas were gated because they contained work vehicles or the parking spaces were used for storage rather than for vehicles.

Wayfinding and Signage

The lack of good wayfinding signage is a significant barrier to finding parking, leading to the perception that there is a parking shortage. While conducting the occupancy study in February 2017, staff routinely found that in larger lots, the parking closest to the businesses was fully occupied while there were many vacant spaces in the periphery of the lots.



For example, while parking in the center of the La Fiesta Square lot was always full, there were spaces available in the section of the lot closest to Moraga Road. Factors influencing this pattern are the nature of the businesses being patronized, the way people enter and exit the lot and the surrounding streets. Increased signage could direct people to these less utilized spaces or direct them to nearby public parking. The occupancy of La Fiesta Square fluctuated between 70 and 88% between noon

and 6:00pm - the most impacted time; however, during this time period, occupancy was never higher than 67% at the paid public lot at 949 Moraga Road. This lot is only 0.2 miles (approximately 1,000 feet) and an estimated 4 minute walk from La Fiesta Square and could serve as a viable parking option for La Fiesta Square customers.

Leasing of parking spaces in public lots to private businesses

The City of Lafayette currently owns five off-street parking lots with a combined total of 173 spaces. One quarter of these spaces are unavailable for public use as they are leased to area businesses. A sixth 16-space parking lot located in the East End will be completed in 2018.

No.	City owned parking lots	Total Parking	Available to the public*	Regulation
1	Oakbridge	22	22	Four hour metered
2	Oak Hill	20	9	Two hour unmetered
3	Gazebo	30	6	No posted time restrictions for the 6 available spaces; sign at parking lot entry states lot is available "Evenings and Weekends"
4	949 Moraga Road	60	60	All day, lockboxes, \$2
5	EcoVive	39	39	No time limit**
	TOTAL	171	136	

*Spaces not leased to area businesses

**EcoVive has a parking easement over the City-owned lot.

In addition to this inventory, 208 parking spaces are available to the public on weekday evenings and weekends in the Lafayette Mercantile parking garage and at 3511 Golden Gate Way (east of the Park Theater). The total of 344 public parking spaces (136+208) constitutes less than 5% of the total number of off-street parking spaces in the downtown. By contrast, Danville has 799 spaces in public lots accounting for 27% of the total number of parking spaces in the Downtown. Walnut Creek’s three multi-level public parking garages contain nearly 1,400 spaces.

In the past, and presumably because there was little demand for public parking at the time, the City chose to manage public parking differently than most cities. Notably, Lafayette’s decision-makers have, for decades, leased spaces in publicly owned lots to private businesses, and reserved those spaces for use by the businesses’ employees and customers. This arrangement was created for two reasons, (1) the City approved the leasing of public spaces to fulfill a condition of approval of a discretionary application, and (2) when approached by area businesses that were either under parked or believed they needed additional spaces, the City agreed to lease spaces to them. The City essentially privatized its public parking spaces and the result is both confusing to the public and complicates efforts to place meters in public parking lots for the purpose of turnover. While convenient for a few specific businesses and landowners, public funds were utilized to purchase the public lots and maintaining those spaces as public is important for the community at-large. This conflation of public and private parking spaces is most notable in two primary City-owned lots (Oak Hill and Gazebo). Today, a total of 35 spaces are

leased on a month-to-month basis in these two lots. Please see attached memo for a history of the Gazebo lot.

On September 22, 2014, the City Council directed the parking committee to develop a program to extinguish private leases on public parking lots at the Gazebo, Oak Hill and Moraga Road lots. The minutes of that meeting are attached. The parking committee considered this matter in conjunction with the development of its comprehensive parking management strategy; and, more recently, heard concerns from the property owners who lease spaces at the Gazebo lot about the prospect of losing the spaces that they have committed to their tenants.

Other challenges

The problem with the unequal distribution of parking in the Downtown is that it leads to the perception that there is a shortage of parking. However, if there is always easy and convenient parking right near a desired destination, it could encourage a patron to drive to each destination rather than parking once and walking. This increases traffic congestion, impacts the traffic and circulation network, increases carbon emissions and decreases the livability, walkability and sustainability of the City.

THE OPPORTUNITIES

The Committee believes that to improve parking in the downtown, a comprehensive management strategy is required. The overall goals of the Strategy are to:

1. Encourage attractive, small-town development.
2. Preserve the existing fabric of the downtown.
3. Protect neighborhoods from unwanted parking encroachments.
4. Maintain a strong commercial retail district that is not constrained by a lack of adequate parking.
5. Foster a self-supporting parking system that does not require subsidies from the City.
6. Improve the utilization of existing underutilized parking.
7. Create a system which offers flexibility and certainty and that is easy to understand and implement.
8. Reduce parking demand by encouraging transportation options to BART and the downtown that do not require parking.

As previously stated, there is a perception of a parking shortage in the downtown. However, as evidenced in the 2010 and 2017 inventory and occupancy surveys, there is sufficient parking but the spaces are not evenly distributed and are not always accessible to the general public. Sharing and managing existing resources will increase the availability of spaces, keep costs low and ensure the downtown is not dominated by parking lots and structures. A successful parking management program will make all parking accessible to the public, improve connections to adjacent lots and spaces, provide sufficient wayfinding, and encourage walking and biking.

The Strategy's key policies are listed below. The attached table offers a number of programs that will help the City implement these policies.

- All off-street parking and all on-street parking in the Downtown, except for residential land uses, should be made available and accessible to the public.

- The City will develop tools and incentives to improve the supply, accessibility and efficiency of utilization of parking. The proposed incentives offered in the updated parking regulations are described below.
- All new commercial space and new housing units will be required to provide, pay an in-lieu fee or mitigate the amount of parking as required by code. The funds collected will be used to plan and implement parking management solutions.
- Given the unique challenges and attributes of each land use district in the Downtown Specific Plan, certain solutions can be district-based.
- The Strategy will address the long term parking needs of downtown employees.
- The Strategy will address the impact of BART on downtown parking as well as the parking needs of local BART patrons.

Incentives

Parking reductions will be offered to property owners who participate in the management strategy. These reductions can be gained, for example, when owners make all parking open to the public or when they incentivize their employees to take transit. Reductions up to 20 percent can be granted by the Zoning Administrator rather than the Planning Commission.

The update to the parking regulations offers the following three ways to reduce parking:

Reductions: This portion of the Strategy provides the opportunity for parking to be reduced through mitigating the demand for parking. For example, if a business owner makes their parking lot available to the general public and not restricted to their particular use, there is an added efficiency to that parking area and a reduction in the required parking will be permitted. If the owner provides a Transportation Demand Management program for their employees, several of the employees may use public transit or carpool thereby reducing the demand for parking.

Shared Parking: This provides an opportunity for uses with differing peak hours of operation to share the same parking spaces, rather than to provide parking for both uses.

Exceptions: This is the last option in the series of available choices. In the case of an exception, the business or property owner must demonstrate that they cannot provide the required parking, cannot reduce the demand for parking and do not have the opportunity to share parking. Staff would be able to approve a small exception for 5 or fewer spaces. The Planning Commission will review all other exception requests. Payment of an in lieu fee will be required.

PARTICIPATION IN THE STRATEGY

There are several reasons why business and property owners may want to participate in the Strategy, even if they have enough parking. Market demand for the scarce resource of parking commands a price and can be managed through meters. This provides a public benefit by making the parking available through turnover and allows private property owners to keep the revenue from the meters. Several properties within the downtown have already installed meters without incentives from the City. Allowing anyone to park in a given lot is good for business in that the customers who use the parking space may frequent many of the businesses in the area, especially if they only need to park once.

The City is also interested in creating community partnerships. Certain uses like banks which are allowed in the downtown core, are closed during evening hours when restaurants may have a greater

need for parking. Allowing this symbiotic relationship to occur benefits the patrons, employees and businesses. Further, the City will continue to pursue joint development opportunities to increase the supply of publicly available parking, such as with the Lafayette Mercantile parking which is offered to the public on evenings and weekends.

Reducing single-vehicle occupancy demand by limiting on-site parking or providing additional active transportation facilities is in line with reducing greenhouse gas emissions. Better utilization of existing resources, assisting with the “park once” philosophy, limiting the creation of new impervious surfaces and reducing the use petroleum based products like asphalt also helps align the community with the common goal of preserving the environment.

THE IMPLEMENTATION PLAN

To be successful, the Parking Management Strategy will require the support of policy makers and the cooperation of downtown property owners, businesses and residents. Today, responsibilities associated with parking are spread across many City departments – planning, engineering, finance and police. To improve customer service and increase efficiency, all matters related to parking should ideally be handled by one person in the City offices. This individual would:

1. Manage the residential parking permit program (RPPP), including issuing parking permits.
2. Collect in-lieu fees.
3. Update the parking code, including in lieu fees.
4. Recommend adjustments to meter pricing based on demand.
5. Work with property owners to encourage shared parking.
6. Offer incentives to employees to use alternative modes of transportation.
7. Handle minor exceptions to the code.
8. Shepherd parking exception applications through the Planning Commission’s review.
9. Manage the updates to the parking inventory and occupancy surveys every two years.

The costs to implement the strategy would in part be funded by in-lieu fees and meter revenue collected.

CONCLUSION

There are many goals outlined in the Parking Management Strategy, all of which work toward achieving the overarching objective of making parking available to the public and making efficient use of existing resources. Other important elements of the revised regulations include keeping the existing building stock, providing a self-funding parking system with meter money and in-lieu fees, improving the utilization of existing underutilized parking through management, providing flexibility and certainty for property owners, and creating a system that is easy to understand and implement for the public and staff.

Parking has an enormous effect on the look, feel, form and function of the downtown. The importance of the Strategy is to allow for the City’s economic growth, while maintaining the balance of existing and new development. The Committee finds that implementation of the Parking Strategy through a central “parking office” and the adoption of the updated parking regulations will allow utilization of the existing resources in a more efficient manner and maintain the existing small town character of the downtown.

Attachments

1. Downtown Parking Management Strategy Table
2. Downtown 2017 Comprehensive Inventory and Occupancy - Analysis
3. 2017 Comprehensive Inventory and Occupancy Survey (Online Only – see URL provided)
4. Gazebo lot analysis
5. September 22, 2014 City Council minutes

Works Cited

1. 2015 Targeted Study Area
2. 2017 Comprehensive Inventory and Occupancy Survey
3. [Lafayette Downtown Specific Plan](#)
4. [Downtown Design Guidelines](#)
5. Billington, S. D. (October 1978). *Off-Street Parking: Three Commercial Centers* (Report).
6. Shoup, D. (2016. August 15). Cutting the Cost of Parking Requirements. Retrieved April 14, 2017, from Workshop comments and summary
7. Downtown Parking Assessment Study, Town of Danville, 2009