



CITY OF KIRKLAND
Department of Public Works
123 Fifth Avenue, Kirkland, WA 98033 425.587.3800
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager
From: David Godfrey, P.E., Transportation Engineering Manager
Kathy Brown, Public Works Director
Date: April 23, 2015
Subject: DOWNTOWN PARKING—NEXT STEPS

RECOMMENDATION:

It is recommended that the City Council receive a briefing on the near-term actions related to downtown parking, as proposed by the Planning, Housing and Economic Development Committee of the City Council and select the actions that should move forward. It is also recommended that Council appropriate necessary funding to implement the proposed actions.

BACKGROUND DISCUSSION:

On January 6, 2015, the City Council received a briefing on a draft downtown parking study conducted by Rick Williams Consulting under the direction of the Public Works Department. An overview of draft options was provided, with the intent of seeking direction from the Council on potential options to discuss with the public.

Options considered fell into two categories:

- **Increasing supply:** Example strategies included: building new parking lots; partnering with developers to build public parking; or providing more on-street parking.
- **Improving operations:** Examples of operational improvements included: creating a "brand" for easy recognition; improving wayfinding; expanding pay parking; upgrading the Library Garage; and implementing various applications for paying by phone or other uses of smart phones.

Council gave direction to move forward with the planned public outreach around the full range of options identified in the draft parking study. Following an extensive public outreach effort, a Council briefing was provided on April 7th. In that briefing, based on input received from the public and recognizing the interrelationships between various options, staff recommended some near-term actions for 2015 and 2016. Below is the set of near-term (2015) actions recommended by staff in the April 7th briefing:

- Improve static wayfinding signage to the Park and Main lot (former Antique Mall site), City Hall and other parking facilities downtown.
- Improve lighting and maintenance of the Library garage.
- Evaluate timed parking along Market Street and other areas of potential commuter bus access parking.
- Provide parking maps to downtown businesses.
- Evaluate potential improvement to parking enforcement practices.
- Explore options for shared parking agreements.

It was also recommended by staff that the follow-up actions occur in 2016, following implementation of the 2015 measures:

- After the City Hall renovation project has been completed, evaluate options for use of the area south of City Hall for parking.
- Further evaluate the advantages, disadvantages and costs of parking options on Lake Avenue West.
- Evaluate dynamic wayfinding and mobile technology options.

The City Council concurred with the near-term recommendations, but directed staff to take a more aggressive approach to implementation by including more elements in the 2015 actions. Council agreed that the Council's Planning, Housing and Economic Development Committee should evaluate additional options that could help solve downtown parking problems in the near-term, taking into consideration the long-term options identified in the Parking Study, along with suggestions brought forward in the public outreach process and ideas proposed in a April 1, 2015 letter from the Kirkland Chamber of Commerce. (Attachment A.)

The Planning, Housing and Economic Development Committee met on April 13. The Committee reviewed various options, and suggested additional near-term actions to be brought forward to the full Council on May 5th, 2015. To quickly move forward with a proposal for the Council to consider, and to implement Council direction, a Parking Service Team was created under the leadership of the City Manager, with representatives from the departments of Public Works, Police, Parks, Planning, and Finance, as well as the Economic Development staff of the City Manager's Office. The Team identified next steps and near-term funding requirements to carry out the actions suggested by the Planning, Housing and Economic Development Committee. Table 1 below is a summary of the action items, rough implementation timeframes, and initial funding requirements. The table also notes additional clarification and/or direction needed.

In response to Council's strong desire to move forward quickly, staff has launched much of the near-term work in advance of the May 5th meeting. Below is a brief synopsis of activities underway:

- **Library Garage Lighting:** A contract has been executed for the replacement of existing lighting with improved LED lighting. This work will result in ongoing energy savings, with an anticipated payback period of 6 years. There are adequate parking garage revenues to cover this \$111,000 project. Initial LED lighting will be tested in May. Once testing complete, the full scope of the contract will move forward. Work is expected to start be completed in June.
- **Library Garage Power Washing:** Work is scheduled to start be done in May, at a cost of \$4,500.
- **Library Garage Striping/Painting:** Restriping of parking stalls and painting of walls will be done in May at a cost of \$8,500.
- **Parking Signage:** Improved signage is being installed at the Antique Mall lot and at the City Hall lot at an estimated cost of \$4,500. Additionally, the time for public parking in the library garage will be changed from 5:00pm to 6:00pm.
- **New Signs:** Manufacturing of new signs for limited hours at various locations at a cost of \$20,000. Staff is holding off on the production of signs for paid parking on Sundays, and other changes in paid parking status until after receiving final direction from the City Council on May 5th.
- **Additional Parking Enforcement Vehicle Cameras:** The focus of many of the City and Chamber recommendations center around preventing employee parking in the downtown core. The City still has an active ordinance that prohibits employees from parking downtown. One of the best ways to enforce the ordinance is the use of the license plate recognition camera technology mounted on the enforcement vehicles. The City currently only has one set of cameras but has two vehicles. To make all of the parking options more effective, the Parking Team is recommending adding a second camera system to the other enforcement vehicle. The cost to purchase and install the camera system is estimated at \$75,000.
- **Sunday Enforcement:** The Chamber of Commerce recommends both paid parking and parking enforcement on Sundays. The Economic Development Committee felt that Sunday enforcement should be forwarded to the full Council for discussion and potential implementation. The Parking Service Team met after the Economic Development Committee and recommends that further research is needed on Sunday enforcement. Potential benefits need to be balanced with the community reaction as Kirkland would be one of the only jurisdictions in the state to enforce on Sundays. The Team is suggesting that more information and public input on Sunday enforcement be gathered before implementation. The Team proposes that the Police Department do some pilot enforcement with cameras during Sundays in May without actually issuing tickets to provide more data about Sunday parking usage to inform final decisions regarding paid parking on Sundays and enforcement.
- **Parking Lot South of City Hall:** For the immediate future, only a small portion of this lot can be used, because this site will be used for construction staging for the City Hall remodel project. If approved by Council on May 5th, Public Works will move ahead with

evaluating the viability of a temporary gravel parking area on the portion of the site not used for construction staging. Staff will evaluate the viability of minimizing stormwater requirements based on the interim nature of the parking lot. Once the assessment is done, we will come back to Council for consideration of an interim lot.

- **Shared Parking Arrangements:** There are spaces throughout downtown in the mixed use buildings and at faith-based institutions. However, given the many variations on their availability and accessibility, staff recommend that shared parking arrangements be made available for downtown employee parking, rather than public parking. Informal outreach is underway to real estate brokers for the work necessary to identify sites and to facilitate discussions for parking space exchange arrangements between various businesses and other property owners such as faith-based organizations. Staff proposes that once sites have been identified the Kirkland Chamber of Commerce and the Kirkland Downtown Association should play a major role in coordinating between businesses and parking space owners rather than the City.
- **All Day Paid Parking in Lake and Central and Marina Lots:** The Chamber of Commerce recommends charging all day in both municipal downtown parking lots. The Economic Development Committee discussed charging all day at Lake and Central first as a pilot. Staff is seeking direction from the Council on whether to implement all day paid parking in one or both lots. Staff recommends that if all day paid parking is implemented, that the revenues be dedicated to the Off-Street Parking Reserve to be reinvested in maintenance and expansion of parking investments.

Table 1 Proposed Near-Term Actions Planning, Housing and Economic Development Committee Recommendations

Recommended Action	Near-Term Scope	Funding Request	Schedule	Comments/Clarifications
Better signage at parking entrances	Using existing theme, enhance signage at City Hall and the Library Garage.	Resources needed to size, locate, manufacture, and install new signs: \$4,500.	Prior to July 4th.	Assuming no additional outreach near-term. For long-term, dynamic wayfinding, assuming added outreach needed. Assuming 6 signs for the near-term effort. Actual cost will depend on final number of signs and size.
Distribute maps	Maps will be updated pending Council decisions on short term initiatives.	None	May	Includes some private lots.
Steer people to website	Revised brochures will have a website reference. Will make parking more prominent on City's website. Link to Explore Kirkland that is prominent on City's website.	None	May	
More positive message	Website, brochure, etc.	None	ongoing	
Additional Parking Enforcement Vehicle Cameras	Purchase and install additional set of cameras for license plate reading enforcement.	\$75,000	Awaiting information from manufacturer.	
Enforcement on Sundays	Install signage. PD will study occupancy, and will do test over summer. PD will need to add staffing.	Study can be done with existing resources.		PD recommends a pilot program for the summer. Will need to evaluate costs, revenues, benefits. \$20,000 will replace approximately 100 signs.

Table 1 Proposed Near-Term Actions Planning, Housing and Economic Development Committee Recommendations

Recommended Action	Near-Term Scope	Funding Request	Schedule	Comments/Clarifications
Pay Parking Marina and Lakeshore: Expand to all day.	New signage and full implementation of pay parking from 9:00 AM to 9:00 PM	Sign manufacturing and installation: \$18,000	Signage: June 30 Implement July 1	This schedule assumes no additional outreach. If additional outreach is required, schedule will have to shift. Assumes 60 signs. Additional revenues will be used to make future investments in downtown parking.
Develop phone apps	No near-term action. Evaluate after other measures are in place.			
Pay parking on street	Hold off until other measures have been put in place.			
Enforcement against "Move to Evade"	Hold off until other measures have been put in place.			
Market Street: from Central to 6th implement 4 hour time limit	Install signage and enforce.	Sign manufacturing and installation: \$2,000.	Signage May 29. Implement June 15.	Assumes no specific outreach.
Lake Ave West: Open to public. Develop options for timed public parking and/or employee parking by permit.	Add 2 hour parking at east end of street where public parking currently exists. Develop up to four options, for the remainder of the street.	Minimal cost, immediate option: \$4,000 for new signage. \$50,000 including outreach for design and evaluation of options. Will		Please note that the \$50,000 estimate is extremely rough and preliminary. Note that both the immediate option and the \$50,000 for outreach and design are included in this request.

Table 1 Proposed Near-Term Actions Planning, Housing and Economic Development Committee Recommendations

Recommended Action	Near-Term Scope	Funding Request	Schedule	Comments/Clarifications
		request funding for construction when design is done.		
Evaluate Construction of Interim Parking Lot South of City Hall: 4 hour except by permit for employees. Use some of the area available prior to the end of the City Hall Project.	Evaluate viability of interim parking, on area not needed for City Hall project staging. Remove pea patch and vegetation.	None at this time. Staff will return with a request once the evaluation is completed.		A portion of this area is needed for staging during the City Hall remodel project.
Concept Design for new parking: under Peter Kirk field; stacked parking at Lake and Central; covered parking at Lakeshore Plaza.	Staff has not included this item in the near-term action plan. Staff recommends implementing near term items first, and monitoring results.			If Council so chooses, staff will move forward with a design consultant to create concept options and cost estimates.
Waverly Way/Heritage Park	PW and Parks evaluate Park Master Plan: 1) implement any “easy” reconfiguration/restriping; 2) develop scope and budget request for more extensive expansion in park and potentially on ROW.	\$50,000 for minor expansion/reconfiguration.		Increasing capacity in the park may require retaining wall installation. The Park Board has not yet evaluated this concept.

Table 1 Proposed Near-Term Actions Planning, Housing and Economic Development Committee Recommendations

Recommended Action	Near-Term Scope	Funding Request	Schedule	Comments/Clarifications
Explore Options for Shared Parking Agreements	Hire real estate broker to identify and contact potential partners.	\$10,000		Assumes the City representative will facilitate the discussions between businesses and potential parking lot owners, in advance of increasing enforcement.
Library Improvements Underway	Council previously approved moving ahead with the following library improvements that will require additional funding appropriation from parking revenues.			There is adequate parking revenue to fund moving ahead as directed. Requesting appropriation of revenues.
	<ul style="list-style-type: none"> Replacing existing lighting with more efficient and effective LED lighting. 	\$111,000	Contract has been secured. Work will begin in June.	
	<ul style="list-style-type: none"> Restripe stalls and paint walls 	\$8,500	May	
	<ul style="list-style-type: none"> Power washing 	\$4,500	May	
	<ul style="list-style-type: none"> Change permit only to expire at 5:00 from 6:00 	\$8,000 for new signs.	July	

- **Parking Implementation Staff:** Public Works can reprioritize work program items to allow staff to assist in implementing all near-term actions as quickly as possible. The scope of work will include: expert advice on option evaluations and final implementation of various elements; outreach and coordination with the community; assistance in project management, including tracking schedules and budgets for multiple, simultaneous actions; providing status reports to the Public Works Department, City Manager, and Council. \$10,000 is being requested for consultant services to support the staff effort.

- **Heritage Park and Waverly Way:** A master plan for Heritage Park was adopted in 2003. The approved plan identified vehicular and boat trailer parking of sufficient quantity to meet the anticipated needs of the park, Heritage Hall, and the downtown boat launch. Parking within the park is distributed among three areas: (1) boat trailer and Heritage Hall parking adjacent to Market Street; (2) parking for general park use in a small lot at the northwestern end of the park near the tennis courts; and (3) parking for both boat trailers and park/Heritage Hall users in a gravel lot adjacent to Waverly Way. The gravel lot is also frequently used by non-Heritage Park users, including downtown visitors and attendees of concerts and special events. In the future, as an element of a subsequent (and unfunded) phase of master plan implementation, the gravel lot will be formalized with paving, striping, drainage improvements and landscaping. Once completed, upgrading the gravel lot would likely result in reduced parking capacity within the park. As a consequence, and in order to maximize the amount of green space within the park, the adopted master plan also identified nearby on-street parking opportunities, including Market Street (historically used for some boat trailer parking), and a portion of the south (park) side of Waverly Way adjacent to the park. The plan envisioned a retaining wall and an expanded shoulder on Waverly Way and routing of bicycles through Heritage Park. Due to the unknown cost and complexity of expanding Waverly Way, staff is not recommending proceeding with this option at this time. However the current configuration of parking at Heritage Park will be evaluated to see if additional parking spaces could be identified.

Summary of Near-Term Funding Request:

Table 1 contains a detailed breakdown of funding required for each recommended action. A brief synopsis is as follows:

Item	Funding Request
Library Garage Improvements	\$132,000
Sign Manufacturing and Installation	\$28,500
Interim Parking Improvements (Lake Avenue West, Heritage Park)	\$100,000
Facilitate Cooperative Parking Agreements	\$10,000
Enforcement vehicle camera	\$75,000
Parking Implementation	\$10,000
Total	\$375,500

Funding for this work comes primarily from parking revenues. The enclosed fiscal note contains funding details.

Staff will be asking Council to provide final direction on each of these options and to approve the supplemental funding request.

Public Works staff looks forward to embarking on the final set of near-term actions to help improve downtown parking. We will monitor the outcomes of these actions to inform longer-term recommendations.



*Business
Community
Lifestyle*

Attachment A

328 Parkplace Center
Kirkland, WA 98033
www.kirklandchamber.org

Phone 425-822-7066
Fax 425-827-4878
info@kirklandchamber.org

April 1, 2015

Kirkland City Council
City of Kirkland
123 Fifth Avenue
Kirkland, WA 98033

Dear Kirkland City Council Members,

I would like to share with you what the Greater Kirkland Chamber of Commerce advocates for regarding the City of Kirkland's efforts to improve downtown parking. The Chamber has consulted with downtown merchants, reviewed and discussed the City of Kirkland Parking Study, examined the public feedback gathered from the town halls, and heard from the Chambers Economic Development Committee. Everyone agrees that additional parking supply is needed downtown. Here is what we recommend:

Educate the public on parking availability. This can be done with clear signage of a "P" over the entrance of public parking. Signs downtown should steer people towards these lots. Parking maps should be placed around downtown in restaurants, stores and public gathering places. A public outreach steering people to the City of Kirkland website for further information on public parking options must be undertaken. The Chamber is prepared to help with this effort.

All stakeholders must play an active role in educating the public. We must change the conversation by sharing with customers that, limited as it may appear, there is available parking downtown. Customers should be given positive messages, maps and current information. The public take away should be parking downtown is not hopeless and that everyone is working to provide additional options, and that turnover creates more parking opportunities.

The present and future parking downtown must be managed more effectively. Parking spaces must continue to be freed up throughout the day. Make parking at Lake and Central and the Marina paid parking all day long – seven days a week. Extend enforcement of all downtown parking regulations to Sunday. We also must be prepared to justify the requirement for paid parking in lots that were previously free and enforcement on Sundays. This will create more parking availability through regular turnover of parking spaces downtown. Currently on Sundays, cars stay in the lots all day and on other days, until the paid parking time begins. Charging is a necessity to ensure regular turnover of parking spaces downtown and reduces confusion.

In a region comprised of so many hi-tech companies we should apply current applications to assist visitors. In paid lots, utilize Pay by Phone for easy payment and the ability to add time while away from the lot. Valet parking has worked effectively in Seattle and should be researched further. Explore how to feed parking attendant information into a voice activated app which directs cars to available open spaces in lots.

Additional Parking Specifics:

- Market Street from Central to 6th Avenue: Enforce time limits of 4-hours maximum. (discourages park-and-ride users, adds parking supply for visitors)
- In the area of Lake Ave West and Waverly Way: Open these areas for public parking, limited to 4 hours, preferably enforced 7 days per week. Maintain current unlimited parking permits for residents.
- City Hall South Lot: Provide unlimited employee parking with permit. Non-permitted vehicles to be limited to 4-hours.
- Marina and Lake/Central lots: \$1.00 an hour every hour of the day with no time limit includes Sundays.
- Library Parking: Allow public 4-hour parking in Employee spaces from 5:00 p.m. onwards (instead of currently 6:00 p.m.). Enhance cleanliness inside and outside, increase security, provide after-hours elevator code to employees to reduce vagrancy, and paint interior walls white to create a bright public space.
- Future Supply: The 2035 plan recommended significant changes to downtown regarding density. Among the top ideas suggested was to build parking under the baseball field, add additional stacked parking at Lake and Central, and create covered parking in the Marina. The City has a bold vision for the future and must take bold action to insure sufficient parking for all stakeholders and initial steps should be initiated on these long-term projects.
- Throughout downtown, enforce parking regulations 7 day per week, to create more availability on Sundays through increased turnover.

Many of these recommendations are in sync with suggestions in the City of Kirkland Parking Study and the public's feedback. Everyone needs to be a public relations ambassador by informing friends, business partners and customers about available downtown parking and the work being done to increase the parking supply. We look forward to working with the City of Kirkland on improving the downtown parking situation.

Sincerely,



Bruce Wynn
Executive Director
Greater Kirkland Chamber of Commerce

FISCAL NOTE

CITY OF KIRKLAND

Source of Request							
Kathy Brown, Public Works Director							
Description of Request							
Funding for downtown parking improvements as described in the attached memo. Funding from the Off-Street Parking Reserve, \$285,500 and Facilities Sinking Fund (related to Parking Garage), \$90,000.							
Legality/City Policy Basis							
Fiscal Impact							
One-time use of \$285,500 from Off-Street Parking Reserve and \$90,000 from Facilities Sinking Fund. These reserves are fully able to fund this request.							
Recommended Funding Source(s)							
<i>Reserve</i>	Description	2016 Est End Balance	Prior Auth. 2015-16 Uses	Prior Auth. 2015-16 Additions	Amount This Request	Revised 2015 End Balance	2016 Target
	Off-Street Parking Reserve	391,613	0	0	285,500	106,113	N/A
	Facilities Sinking Fund	3,748,621	0	0	90,000	3,658,621	N/A
	No prior authorized uses or additions to these reserves.						
<i>Revenue/Exp Savings</i>							
<i>Other Source</i>							
Other Information							
Facilities life cycle balance related to Parking Garage. Off-Street Parking Reserve funded from incremental parking revenues set aside after the changes to the paid parking program implemented in 2009.							

Prepared By	Neil Kruse, Senior Financial Analyst	Date	April 30, 2015
-------------	--------------------------------------	------	----------------