

Section VIII: Recommendations and Parking Management Plan Implementation “Checklist”

1. PRIMARY RECOMMENDATIONS OF THE PARKING WORK GROUP (PWG)

The parking study and plan presented in this final report represents a comprehensive evaluation of Parking in downtown Kirkland. As a result, there is a greater and more accurate understanding of use, demand and the future direction of parking management and development, particularly as parking will serve to support the strategic vision for the downtown.

Overall, the PWG strongly recommends that this report be adopted by the City Council as the framework for managing public parking in the downtown. The primary elements of the plan recommended for action by the City Council, and incorporated in this report, include:

- A. Codification of the Guiding Principles, recommended parking management zones and Operating Principles for each zone.
- B. Approval of near-term funding strategies to facilitate plan implementation (see 2, below).
- C. Implementation of immediate and near-term parking management strategies
- D. Adoption of the Rule of 85% as a decision-making "trigger".

The PWG strongly recommends that the City Council approve recommendations A - D, above, to support timely implementation of the parking management plan for downtown Kirkland.

2. RECOMMENDATION: FUNDING THE COST OF IMMEDIATE AND NEAR-TERM IMPLEMENTATION

City staff worked with the consultant team and the PWG to estimate costs for implementing both the immediate and near-term strategies outlined and recommended in Section IV of the plan. The cost associated with implementation of the immediate and near-term implementation strategies of the parking management plan are approximately \$92,000 per year. An additional \$190,500 would be required for first year start up projects. Table 23, located at the end of this section, itemizes the estimated costs for both immediate and near-term implementation. Overall, funding is necessary for:

- A new Parking and Transportation Manager's position
- Enhanced enforcement
- Signage and marketing
- Supply leasing and/or shared use agreements
- Surface lot upgrades

The PWG has developed a funding plan recommendation for consideration by the Kirkland City Council. The PWG's funding plan recommendation is comprised of three elements. These include:

A. Immediate Implementation - one time expenditure

REVENUE

The City currently holds approximately \$272,600 in the fee-in-lieu fund. The money has come from two different sources: requirements imposed on development reimbursing the City for public stalls lost to development (e.g. – Portsmouth street vacation) and applicants opting out of parking requirements pursuant to special parking provisions for CBD 1, 2, and 8 zones (KZC Section 50.60.4).

The recommendation is to use the existing fee-in-lieu fund to cover a relatively small portion of the debt service on the existing library parking garage. In turn, the savings to the general fund should be targeted toward implementing the one-time costs of the recommended parking management program. This would allow implementation of all of the one-time programs, and leave some funds for the shared use and lease agreements in future years.

EXPENSES

Funds from this source would be targeted to one-time costs, including:

1. Re-striping existing parking stalls
2. Developing/designing and manufacturing of logo and signage package
3. Approximately 3-years of funding to use in negotiating shared use agreements and/or supply leases
4. Targeted surface lot upgrades.

B. Immediate Implementation - strategies needing an on-going source of revenue

REVENUE

Increase the number of existing parking meters in the downtown from 10 up to 60. New meters would be strategically located, most likely in the Central and Lake and Lakefront Lots. Estimated new revenue generated is \$50,000 annually (@ 50 net new meters).

EXPENSE

Funds from this source would be targeted to:

1. Parking and Transportation Manager position
2. Support of Parking Advisory Committee
3. Development of mitigation plan for parking lost to new development
4. Revisions to fee-in-lieu program
5. Develop private sector parking development and TDM incentives
6. Review the benefits of expanding enforcement personnel/days
7. Develop policies for charging (or not charging) for parking on-street, in surface lots and garages.
8. Evaluate and develop new revenue sources for creation of publicly owned parking garages.

C. Immediate Implementation With No Cost

1. It is recommended that new "net" revenues generated through targeted enforcement and new meters be allocated into a dedicated Downtown Parking Fund.

The PWG strongly recommends that the City Council approve the near-term funding strategies outlined in 2. A & B, above and to allocate "net" new revenues derived from these strategies into a dedicated Downtown Parking Fund per 2. C.

3. IMPLEMENTATION CHECKLIST

The following summary is provided as a "checklist" of all the implementation strategies recommended in this plan, primarily those described in detail in Section IV of the report. The "checklist" has been formatted to serve as a draft work plan for use by the Parking Coordinator/Manager, the Parking Advisory Committee and City Council to monitor progress in plan implementation.

A. Immediate Implementation - Policy, Funding and Revenue Actions - (by September 2003)

- Develop a job description and submit service package to create a position of "Parking & Transportation Coordinator/Manager" for the City of Kirkland.
- Develop a job description and submit service package for additional 0.50 FTE enforcement personnel
- Submit service package for signage and shared use agreements
- Adopt Policies and Rules to Guide Parking Management
 - a. Codify Guiding Principles for Parking Management as City Code.
 - b. Establish "parking management zones" based on desired economic uses and user types.
 - c. Develop "Operating Principles" and an implementation framework that defines the priority purpose/use for parking in each parking management zone. Adopt the principles and framework as City Code.
 - d. Adopt the Rule of 85% to facilitate/direct parking management strategies.
- Establish a Parking Advisory Committee.
- Re-stripe public inventory of on- street parking
 - a. Add striping on Market Street between Central Way and 8th Avenue.
 - b. Include periodic re-striping of the public parking supply in the City's on-going capital improvement budget.

B. Recommended Parking Management Strategies

Near-term Implementation - (by December 2004)

- Enhance enforcement activities to assure that existing time zones are honored and system utilization/turnover is operating as intended.
 - a. Hire at least 0.50 FTE enforcement personnel.
 - b. Program the additional personnel (to cover extended enforcement, i.e., additional day and/or enforcement hours) to ensure turnover and mitigate moving to evade.
- Hire Parking & Transportation Coordinator/Manager
- Target enforcement: Improper use of parking - “moving to evade”
- Implement a higher mix of signed 10-hour parking stalls on-street in Zones C & D.
- Develop a signage package of uniform design, logo and color for placement in publicly available off-street locations.
 - a. Develop a signage package that incorporates a uniform design, logo, and color scheme into all informational signage related to parking.
 - b. Evaluate land use and code implications of the signage package program, particularly size, design and placement issues, and initiate changes as appropriate.
 - c. "Brand each off-street public facility, open to public access, with the established "logo" package.
 - d. Investigate the purchase and installation of such signage for private owners as part of shared use parking agreements.
- Upgrade internal signage within the Library Garage to clarify uses by time of day.
 - a. Evaluate the impact of enhanced enforcement on employee occupancies in the lower level of the garage, particularly after 5:00 p.m.
 - b. Designate the garage ramp as permit only parking from 6:00 a.m. to 5:00 p.m. to eliminate confusion as to its use during the operating day.
 - c. Install signage indicating the availability of the lower level and ramp for all parking types after 5:00 p.m. if enhanced enforcement leaves capacity.
- Evaluate opening the upper deck of Library Garage for customer use during evening hours and when Library is not open.
- Develop and strategically place a new and unique wayfinding signage package in the right of way at locations along Central Way, Market Street, Kirkland Avenue and Lake Street to direct visitors to off-street locations.
- Negotiate shared use and/or lease agreements with owners of private surface lots and parking structures to provide for an interim supply of parking per desired use(s).

- a. Initiate an effort to work with owners of private lots to enter into shared use agreements to allow underutilized parking to be made available to customer/visitor or employee uses (as appropriate).
 - b. Explore the development of incentives to encourage such agreements (i.e., signage, landscaping, lighting, sidewalk improvements, leasing, etc.)
 - c. To this end, the existing Diamond and Ampco lots in Zone A, the Antique Mall lot at 3rd Street/Park Lane, and the St. Johns Church Lot should be targeted for employees.
- Develop a program for upgrading surface lots that come under public management to provide a minimum appearance standard (i.e., lighting, signage and stall striping).
 - Develop a mitigation plan for public parking supply lost to development and/or redevelopment of existing parking sites.
 - Reevaluate and refine the current City fee-in-lieu option, through which a development can opt out of all or a portion of its total parking requirement by paying a per stall fee to the City.
 - Develop a policy that encourages private sector development of publicly available parking in the downtown and/or implementation of Transportation Demand Management (TDM) programs to increase access capacity to the downtown.

Mid-term Implementation - (by June 2005)

- Create and implement a package of incentives for the private development of publicly available parking supply and TDM options in the downtown.
- Implement a Downtown Parking and Transportation Fund as a mechanism to direct funds identified for parking and TDM development into a dedicated fund.
- Consider a strategy for future parking pricing
- Initiate process to establish a funding program to support development of new supply.
- Complete planning and initiate development of new supply in Zone A.
- Re-capture parking on 3rd Street in conjunction with possible relocation of the downtown transit center.
- Routinely conduct parking inventory analyses in the downtown.

Long-term Implementation - (by July 2008)

- Complete development and open new supply in Zone A.
- Reconfigure the mix of stalls in the Lakefront Lot with the addition of new supply in Zone A. The intent is to provide a greater percentage of longer-term stay parking stalls for customers.

- Implement Parking Revenue Strategies
- Identify and lease/acquire strategically located land parcels for use as future public off-street parking in “satellite” locations.
- Evaluate feasibility of a downtown circulator system to tie adjacent parking areas to core.
- Implement a Residential Permit Parking Program in the Peripheral Zone.

C. On-Going Strategy

- Develop and implement an on-going marketing and communications program to support the parking system.

4. SUMMARY

Implementation of the parking and transportation management plan is a complex task. Plan execution will require focused leadership and daily coordination. Strong support from the City Council is crucial to the success of the plan as well as support and commitment from leadership groups at all levels in Kirkland (public and private).

The role of the Parking & Transportation Coordinator/Manager will be significant to ensure that varied stakeholders have input into the process and remain grounded in the decision-making framework of the Guiding Principles. The Parking & Transportation Coordinator/Manager will serve as a central resource for gathering data about the access system, translating that into understandable information for stakeholders and coordinating their responses into action elements as demand in the downtown evolves over time.

The overall plan that has been developed is a sound one. It is based upon a vision for Downtown Kirkland that supports growth, attracts a diverse mix of businesses and creates a convenient and multi-modal system of access for anyone wanting to live, shop, visit or work in the downtown.

**Table 23
Estimated Costs of Implementation**

IMPLEMENTATION STRATEGIES	One-time	On-going	
Immediate Actions	Cost	Cost	Background Comment(s)
1. Create position of "Parking Coordinator/Manager"	\$ 3,600.00	\$ 40,828.00	Based on City estimate of 0.50 FTE & associated support Cost of City staff and process
2. Establish a Downtown Parking Advisory Committee	\$ -	\$ -	
3. Codify Guiding Principles for Parking Management as City Code.	\$ -	\$ -	
4. Establish "parking management zones" based on desired economic uses and user types.	\$ -	\$ -	
5. Adopt "Operating Principles" implementation framework as City Code	\$ -	\$ -	
6. Adopt the Rule of 85% to facilitate/direct parking management strategies	\$ -	\$ -	
Near-term implementation			
7. Enhance enforcement activities	\$ 22,000.00	\$ 49,200.00	Based on City estimate of 0.50 FTE enforcement staff
8. Target enforcement: "moving to evade"	\$ -	\$ -	No additional cost Covered through enforcement
9. Re-stripe public inventory of on- street parking	\$ -	\$ -	Part of current and on-going CIP
10. Higher mix of signed 10-hour parking stalls on-street in Zones C & D.	\$ 7,000.00	\$ -	Assumes 20 signs at \$250/per Assumes City installation
11. Develop a signage package of uniform design, logo and color	\$ 10,000.00 \$ 15,000.00	\$ - \$ -	Cost of design development Cost of external signs
12. Upgrade internal signage within the Library Garage to clarify uses by time of day.	\$ 2,500.00	\$ -	Cost of internal signs and A-Boards
13. Evaluate opening upper deck of Library Garage to during evening hours and when Library is not open.	unknown	unknown	Should result in additional access during customer peak
14. Develop and place wayfinding signage in public right of way to direct patrons to public parking.	\$ 10,000.00	\$ -	Assumes City shop will manufacture signs.
15. Negotiate shared use and/or lease agreements	\$ 60,000.00		Assumes \$50 per stall per month @ 100 stalls
16. Upgrade surface lots that come under public management -- minimum appearance standard	\$ 35,000.00	\$ -	Capital reserve to provide lighting signage, striping
17. Mitigation plan for parking lost to development	\$ -	\$ -	Assumed role of parking manager/coordinator
18. Reevaluate and refine current fee-in-lieu option	\$ -	\$ -	Assumed role of parking manager/coordinator
19. Develop policy to encourage private sector development of parking in the downtown	\$ -	\$ -	Assumed role of parking manager/coordinator
20. Purchase and installation of meters	\$ 25,400.00	\$ 2,000.00	Assumes up to 50 new meters
TOTAL ESTIMATED COST -			
	\$ 190,500.00	\$ 92,000.00	