



CITY OF KIRKLAND

Public Works Department

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

www.ci.kirkland.wa.us

MEMORANDUM

To: David Ramsay, City Manager

From: Tami White, Parking Coordinator

Date: February 10, 2009

Subject: Pay Parking at Lakeshore Plaza and Lake & Central Parking Lots

Background

Early in 2008, Council directed the Parking Advisory Board (PAB) to meet with a group of stakeholders to discuss pricing in the parking lots at Lake & Central and Lakeshore Plaza. As a result a recommendation was presented to Council in August 2008, which included the changes of both lots from the current mixed-use of 2-HR free and 4-HR pay parking from 9:00 AM – 7:30 PM to full pay parking from 5:00 – 9:00 PM and 3-HR free during the day. The Lakeshore Plaza lot gains two each of handicapped and 30-minute parking stalls; all of which will remain free from 9:00 AM – 9:00 PM.

Communication Process

At the September PAB's meeting, it was decided to wait until spring to implement the parking. The PAB specifically chose March 16, 2009 as the start date. Since then staff has prepared an implementation plan to execute the launching of the new changes and it is well underway. This includes ordering and placement of four additional pay stations, design and ordering of new signage and parking lot re-stripping. Another significant part of this process is communication. The key messages include the increased number of free parking during the day and pay parking after 5PM. A tagline of "3 for free; 4 for \$4" was part of theme. The plan encompasses print, web-based, email-based and media messaging as well as internal communications.

In addition to other outreach methods, staff recently visited over 93 merchants and businesses in downtown to inform them about the changes. They were particularly

pleased to learn that the pay stations accept pre-payment if a customer parks *prior* to 5:00 PM but needs to stay past the time when pay parking starts. Information about the city parking token program was also shared since many merchants had not heard about it before. The token program offers merchants the opportunity to pay for parking for their customer's next visit. Overall, the parking changes seem to be well received especially due to the consistency it brings to both parking lots.

Attached is the Parking Changes handout which was distributed to all business in the December Park Smart Update and during the merchant visits. The handout shows the new parking signs and the locations of the pay stations. The Lake & Central lot will have one additional pay station placed on the north end on the sidewalk on Lake Street. The Lakeshore Plaza lot will have three new pay stations, one on the northwest side near the Shark, and one each on the northeast and southeast sides in front of the businesses. All the pay stations will be located where lighting is adequate.

Additional Feedback

Some feedback from the merchants included:

- 1) A request to add signage at the entrances and exits of the parking lots to help remind people to pay.
- 2) Make available on the City's website a "Customer Response" to the changes (a place where businesses can direct customers to).
- 3) A request to change all the 2-HR parking on Park Lane (west) to 3-HR parking.

All these ideas will be discussed by the PAB.

Enforcement staff also expressed concern about the level of lighting in the parking lots. Since there will be more walking activity in the lots during hours of darkness, lighting improvements are being considered at the islands where currently there are no lamps. Up to three lamps will be added to each island for a total of nine. These improvements are planned for installation by or shortly after March 16th. Lighting will be paid for from funds previously designated for parking lot improvements.

Follow-up

In the weeks following the beginning of the new parking plan, staff and PAB members will be in the lots from time to time to assist customers with the new parking rules and use of the pay stations. In addition to our presence, enforcement will have an initial period where warnings will be given instead of tickets to allow people time to get acquainted with the new changes.