



## CITY OF KIRKLAND

Department of Public Works

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### MEMORANDUM

**To:** City Council

**From:** Parking Advisory Board Jack Wherry, Chair

**Date:** June 3, 2010

**Subject:** Report for June 15 Study Session

#### RECOMMENDATION:

The Parking Advisory Board (PAB) is seeking to discuss policy issues affecting the major issues on which the Board is currently working.

#### BACKGROUND DISCUSSION:

On February 16<sup>th</sup> the PAB presented a review of the recently completed stakeholder process and obtained Council direction to focus on four major items:

- License Plate Recognition Device for enforcement
- Variable Pricing implementation
- Pay Parking implementation
- Parking Requirements for new development

The PAB understands that each of the four items should be considered as a whole and support overall goals including

- Provide affordable parking options for all users
- Create cash neutral program where fees/costs are minimized and are met or exceeded by revenue.
- Create a consistency different parking rules and prices throughout downtown area in order to reduce confusion.
- Promote a "friendly" atmosphere.
- Make parking decisions based on data

In this memo, each item is discussed briefly giving background, long term goal(s), next steps and policy questions where appropriate. The PAB would like to focus discussion at the study session on the policy questions. Attachment 1, the status memo from the February 16 Council meeting describes each of the four work items in more detail.

### 1. License Plate Recognition Device

#### Background

This parking enforcement device is essentially a special camera located on an enforcement vehicle. As the vehicle drives down the street, the camera captures images of license plates of parked vehicles with an electronic time and location stamp on each image. When

enforcement personnel capture successive images, separated by for example 2 hours, on a given street the device detects violators. It can find vehicles that are not allowed to park in certain areas –as prescribed by Park Smart for example, overtime vehicles and vehicles that have moved to evade. Moving to evade would then be enforced between zones. For example, parking for two hours in zone A and then moving to another location zone A would be illegal.

Long term goal(s)

The long term goal is to increase the accuracy, production and efficiency of enforcement personnel. Simplification of Park Smart is another goal that the device can help achieve.

Next steps

Purchase of the device soon as feasible. The Police Department is planning to submit a request during the 2011-2012 budget process. Cost of the device is about \$70,000. Establish parking zones and communications strategy, enact a move to evade ordinance. See Attachment 2 for a sample map of potential zones. The addition of zone parking will need to be carefully explained and clearly signed.

Policy questions

Is establishment of zone parking/moving to evade appropriate?  
Should Park Smart be replaced with zone parking regulations?

## **2. Variable Pricing**

Background

Variable pricing would be used to change the price of parking based on the season and/or would price parking differently during special events.

Long-term goal(s)

To price parking based on event and seasonal demands and keep occupancy close to 85% as well as encourage turnover.

Next steps

a) Event Parking

The Kirkland Uncorked and The Classic Car Show occur on the same day, Sunday, July 18, 2010. The board would like to introduce a flat \$5 Event rate from 9AM – 5PM at the Lake and Central lot. \$5 would allow a parker 6 hours of time. Since parking enforcement personnel do not work on Sunday and since payment is usually not usually required on Sunday, we are investigating hiring a private operator for the purpose of directing traffic and encouraging parkers to pay the pay stations. Depending on the results of the July 18th event the board could expand to other events in 2011.

b) Seasonal Parking

Because parking occupancy is near 100% in the pay stalls on summer evenings, The board would like to introduce seasonal peak rates during the summer of 2011 in the City parking lots. The recommendation would be to increase the hourly rate by \$1/hr to \$2/hr on Thursday – Saturday evenings from 5PM – 9PM from the first Thursday in June through the last Saturday in August.

Policy question

Should we embark on event parking/seasonal parking rates at this time?

### **3. Pay Parking**

Background

Expanding revenue from pay parking appears to be the most realistic source of revenue for construction of new supply. It is also the most realistic source of revenue to fund updates to, and better maintenance of, the library garage. In the short term, expanded revenue, after operations and maintenance costs are covered, could be used for funding downtown improvements such as improved sidewalks, lighting or other elements to make downtown more livable. When an opportunity for more supply becomes available, the revenue stream could be increased as appropriate and directed to funding more supply.

Long-term goal(s)

Use pay parking as a tool to keep occupancies around 85%. Use the revenue from pay parking to fund specific improvements to downtown and the expansion of new supply.

Next steps

Pay parking should begin On-street in the evenings from 5PM – 9PM because parking demands are highest and this time matches pay parking hours at the lots. We propose starting with the very central core of downtown, approximately 65 stalls on:

- A/ Lake Street from Central Way to Kirkland Avenue
- B/ Park Lane to Main Street
- C/ Kirkland Avenue from Marina Park to Main Street

See map attachment 3 for potential pay parking areas.

WHEN WOULD THIS BEGIN? DO WE WANT TO INCLUDE THE GARAGE AT THIS TIME?

Policy Question

Should pay parking be expanded on street?

### **4. Parking Requirements**

Background

We propose modifications to the parking requirements in order to encourage shared parking to support mixed use development. Parking requirements can be reduced if parking is well managed and parking is shared among uses. The PAB proposes two methods by which to change parking requirements. The first method is a direct reduction, and the second is to develop guidelines for developers to follow in applying for a reduction of parking requirements in downtown Kirkland.

Long-term goal(s)

Support redevelopment of older buildings downtown which have limited parking.  
Change parking requirements to better match the requirements of mixed use developments

Next steps

The PAB is developing a proposal (Attachment 4) which will be reviewed with the Planning Commission.

Policy question

None at this time

DOES THE PARKING BENEFIT DISTRICT FIT IN HERE SOMEWHERE?