

CITY OF KIRKLAND

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**DEPARTMENT OF PUBLIC WORKS
PRE-APPROVED PLANS POLICY**

Policy G-11: PARKING GUIDELINES FOR DOWNTOWN KIRKLAND

Attached are parking guidelines for downtown Kirkland, and are to be used by the City in making parking decisions.

Introduction

This document sets forth a series of Parking Guidelines that will be used by the City in making parking decisions. The Guidelines will serve to establish policy direction and priorities in implementing a successful parking management system, facilitating decision-making for the parking system over time. The Guidelines are not regulatory in nature. Rather, they are intended to provide guidance in making the difficult decisions associated with managing a high-demand parking system.

The objective of these Parking Guidelines is to implement a Parking Management and Access Plan for downtown Kirkland that supports the development of a vibrant, accessible, 24-hour city serving commercial, retail, recreational and residential uses and the customers, visitors, employees and residents of those uses. The access components of that plan need to be simple and intuitive for the user, providing an understandable system for use that is safe, secure and well integrated into the traffic system (land and water based) and other access modes.

The Guidelines are divided into two sections. Section 1 establishes Guiding Principles for Access and Section 2 establishes the Parking Management Plan. The Guiding Principles serve as a foundation for near- and long-term decision-making and implementation of parking management and access strategies in the downtown. These strategies are intended to support the on-going economic development and vitality of downtown. The Parking Management Plan establishes parking zones and operating principles for those zones. The Plan intends to:

- Clearly define the intended use and purpose of the parking system,
- Manage the supply and enforce the parking policies and regulations,
- Monitor use and respond to changes in demand, and
- Maintain the intended function of the overall system.

Section 1: Guiding Principles for Access

The Guiding Principles are based on the premise that development of the downtown will require an integrated and comprehensive package of strategies that will stimulate economic development and redevelopment. The access component of that overall plan is but one critical element of a larger coordinated economic development package.

The following section establishes nine Guiding Principles. Each Guiding Principle is followed by a listing of some of the important consensus challenges and opportunity themes from October 2003 Downtown Kirkland Parking Study and Plan. These challenges and opportunities provide a context and rationale for the Guiding Principles

GUIDING PRINCIPLE FOR ACCESS

1. ***Make the downtown accessible to all users. Kirkland will seek to develop the most cost-effective mix of transportation modes for access to downtown, including both parking and transportation demand management strategies.*** Access should be provided to all users of the downtown, which includes automobile, transit, boat and bike/walk users. The City should strive to create and implement as many access options as possible. Parking management strategies and programs should support and compliment other access modes as a way to maximize total access capacity in the downtown.

Challenges addressed:

- Parking supply is not managed to its maximum potential
- Perception that Kirkland lacks access and capacity
- Need for better connectivity
- Lack of transportation options and off-peak transit service
- Competition with other shopping areas
- Traffic and circulation and need for better directional and information systems

Opportunity themes supported:

- Commitment to downtown by the city, business community and citizenry

- Willingness to test innovative programs
- Great business environment downtown
- Downtown is a unique destination and shopping experience
- Safe community/streets
- Transit center in downtown

GUIDING PRINCIPLES FOR PRIORITY PARKING

2. ***Make the downtown core conveniently accessible to priority users.*** The *core zone* of downtown should provide an access system that supports its priority role as the central point from which customers and visitors are connected to all the districts of the downtown. The priority user of the downtown is the short-term patron.

Challenges addressed:

- Parking supply is not managed to its maximum potential
- Perception that Kirkland lacks access and capacity
- Need for better connectivity
- Need to expand waterfront opportunities
- Public expectation of free and proximate parking
- Linking physical assets to commercial opportunity
- Competition with other shopping areas
- Lack of a marketing strategy
- Pedestrian safety
- Disconnect between downtown and Park Place
- Perception of access/capacity
- Traffic and circulation and need for better directional and information systems

Opportunity themes supported:

- Commitment to downtown by the city, business community and citizenry.
- Willingness to test innovative programs.
- Waterfront/physical beauty/boat moorage

3. ***Provide sufficient and convenient parking.*** *Sufficient* parking should be provided to support desired and priority economic activities in each downtown district. Publicly owned parking should be preserved for, and actively managed to, assure patron access to the area. The City should anticipate future patron needs in the context of its Downtown Strategic Plan and seek to acquire or develop parking as is appropriate.

Challenges addressed:

- Need a consensus plan to prepare for future economic viability and growth

- Public expectation of free and proximate parking
- Perception that Kirkland has no capacity to grow
- Perception of access/capacity
- Proximity of parking to land uses
- Attracting a more diverse mix of businesses
- Cost of building parking

Opportunity themes supported:

- Free public parking
- Demonstrable commitment to downtown by City, business community and citizenry
- Great business environment downtown
- Downtown is a unique destination and shopping experience
- Attractive streetscape
- Transit center in downtown

4. ***Provide adequate employee parking.*** *Adequate* parking should be provided to meet employee demand, in conjunction with a transportation system that provides multiple travel mode options. All parking strategies should be coordinated with transportation demand management goals and objectives to ensure that employees and customers have reasonable options available for access. Access management strategies should move larger numbers of employees into alternative modes over time.

Challenges addressed:

- Parking supply is not managed to its maximum potential
- Required parking ratios
- Perception of access/capacity
- Lack of transportation options and off-peak transit service
- Cost of building parking

- Lack of available commercial and physical space necessary to accommodate growth

Opportunity themes supported:

- Demonstrable commitment to downtown by City, business community and citizenry
- City's willingness to test innovative programs
- Transit center in downtown

5. ***Promote strategic development of off-street facilities.*** Off-street parking facilities should be developed to serve a diverse mix of uses and facilitate continued access activity throughout the day and into the evenings and weekends. Publicly owned parking facilities should be strategically located to assure that such a mix of uses, particularly customer/visitor access is conveniently and economically served. Facilities should be sited in a manner that supports connectivity within the downtown. Employee parking should not be the long-term, primary intent of publicly located parking facilities in the downtown. Park and ride parking should be prohibited in the downtown.

Challenges addressed:

- Need a consensus plan to prepare for future economic viability and growth
- Lack of transportation options and off-peak transit service
- Parking supply is not managed to its maximum potential
- Need to expand waterfront opportunities
- Need for better connectivity in the downtown between destinations
- Disconnect between downtown and Park Place
- Proximity of parking to land uses
- Traffic and congestion
- Perception of access/capacity
- Cost of building parking

Opportunity themes supported:

- Downtown is a unique destination and shopping experience
- Great business environment downtown
- Attractive streetscape
- Traffic volume through downtown

6. ***Preserve and expand on-street parking wherever possible.*** On-street parking should be preserved along strategic corridors to improve customer/visitor accessibility and to facilitate revitalization of street level activities. On-street access should, in some cases, take priority over street capacity and vehicle speeds.

Challenges addressed:

- Attracting a more diverse mix of businesses
- Parking availability
- Need a consensus plan to prepare for future economic viability and growth
- Traffic and circulation
- Pedestrian safety

Opportunity themes supported:

- Downtown is a unique destination and shopping experience
- Great business environment downtown
- Attractive streetscape

GUIDING PRINCIPLE FOR UNDERSTANDABILITY

7. ***Improve access linkages between districts and the downtown core.*** Access linkages within the core and between districts should be clearly identified through signage, way finding measures and other communication strategies to increase customer understanding of the downtown. Access linkages include parking, transit, and pedestrian/bicycle systems.

Challenges addressed:

- Need a plan to prepare for future economic viability and growth
- Lack of a marketing strategy
- Public expectation of free and proximate parking
- Need to expand waterfront opportunities
- Need for better connectivity in the downtown between destinations
- Disconnect between downtown and Park Place
- Proximity of parking to land uses
- Traffic and congestion
- Perception of access/capacity
- Pedestrian safety

Opportunity themes supported:

- Downtown is a unique destination and shopping experience
- Great business environment downtown
- Attractive streetscape
- Waterfront/physical beauty/boat moorage
- Safe community/streets

GUIDING PRINCIPLE FOR COORDINATION

8. ***Coordinate access strategies with desired development.*** All access strategies should be coordinated with and highly and mutually supportive of residential, retail, and commercial office developments in the downtown.

Challenges addressed:

- Need a plan to prepare for future economic viability and growth
- Need to attract a more diverse mix of businesses downtown
- Lack of a commercial anchor(s)
- Need for better connectivity in the downtown between destinations
- Lack of transportation options and off-peak transit service
- Perception of access/capacity
- Proximity of parking to land use(s)

Opportunity themes supported:

- Downtown is a unique destination and shopping experience
- Increased residential development – potential to grow the market.
- City’s willingness to test innovative programs.
- Great business environment downtown

GUIDING PRINCIPLE – ROLES AND RESPONSIBILITIES

9. ***The City should lead in the development of access options for customers and visitors (patrons) of the downtown and actively partner with the business community to incent additional access and growth.*** The City’s primary role in the use of public resources for parking should be prioritized to meet patron access demand. The City should use its resources to promote alternative modes for commuter access as well as creating incentives, partnerships and programs to attract private investment in parking and desired development.

Challenges addressed:

- Need a plan to prepare for future economic viability and growth
- Lack of available commercial and physical space necessary to

accommodate growth

- Need to attract a more diverse mix of businesses downtown
- Lack of a commercial anchor(s)
- Affordable lease space for existing and new businesses
- Required parking ratios
- Lack of a marketing strategy
- Perception that business is flat
- Perception that Kirkland has no capacity to grow
- Lack of transportation options and off-peak transit service

Opportunity themes supported:

- Downtown is a unique destination and shopping experience
- Demonstrable commitment to downtown by the City, business community and citizenry
- Increased residential development – potential to grow the market.
- City’s willingness to test innovative programs.
- Great business environment downtown

Section 2: Parking Management Plan - Operating Principles, Implementation Framework, and Parking Management Zones

The following section sets forth the parking management plan for Downtown Kirkland. The proposed plan strives to remain consistent with the Guiding Principles and give direction to future decision-making for the implementation of parking management strategies. These strategies are designed to assure priority access is maintained in each parking management zone. Overall, the plan is intended to provide a flexible system of parking management that is triggered by demand and implemented within the context of consensus goals and vision for the downtown.

The purpose of the parking management plan is to:

- Clearly define the intended use and purpose of the parking system,
- Manage the supply and enforce the parking policies and regulations,
- Monitor use and respond to changes in demand, and
- Maintain the intended function of the overall system.

1. PARKING MANAGEMENT PLAN

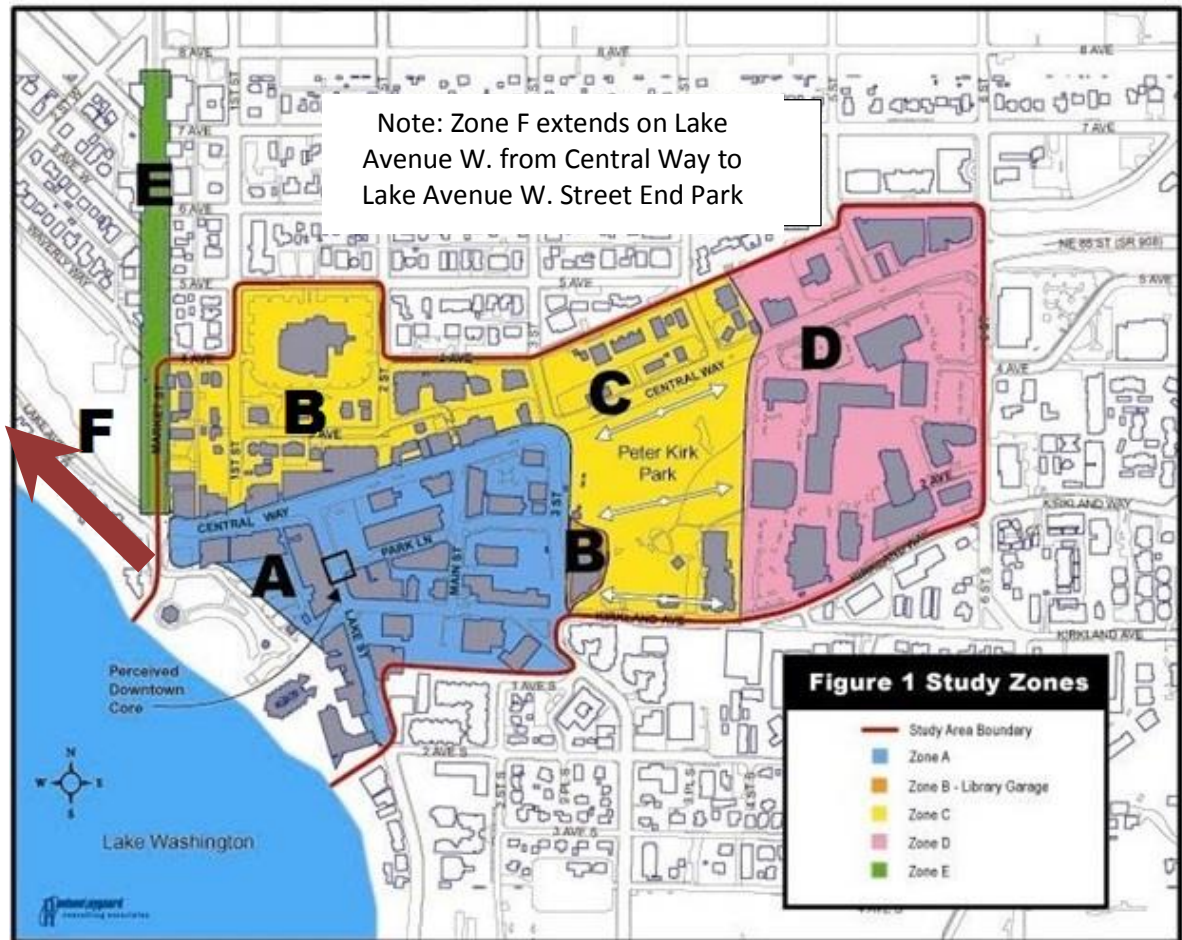
A. Parking Management Zones

Different segments of the downtown have different economic uses and represent different points of access into the downtown. The Guiding Principles emphasize the

heart or central core of downtown represents the area in which the highest density of economic activity and access is intended to occur. There are also distinct areas of the downtown with differing levels/types of desired economic activity. The desired uses in a particular area of downtown should drive the decision making for the type of parking required. Parking, then, becomes a management tool that supports specific economic uses. Implementation of parking management strategies in publicly controlled parking supply is supportive of the economic development plan for the City of Kirkland and its downtown.

Figure 1 shows six parking management zones for Downtown Kirkland. All parking outside the recommended zones will be "peripheral parking." Zone boundaries were established based on the existing economic and transportation characteristics, as well as desired uses for the area. Each zone is summarized and its primary purpose and priority stated in this section below.

In short, these six zones represent "economic activity zones" in the downtown that are both reflective of existing land uses in addition to areas where future growth of specific economic development is anticipated and desired. From an access perspective, each zone will need to be managed in a manner that supports priority economic uses and users identified for that zone.



Parking Management Zones for Downtown Kirkland.

A. Operating Principles

Operating principles define the purpose and priority for parking in each of the Parking Management Zones. Operating Principles complement and reinforce the Guiding Principles established for the downtown. Within the context of the operating principles for each zone is a specific implementation framework through which decision making for that zone can occur. The implementation framework provides an on-going foundation for strategic decision making grounded in the operating priorities established for the zone and for the downtown as a whole.

With adoption of a parking management plan the City commits to implement parking management strategies in publicly controlled parking areas to assure the purpose and priority for parking established in the Operating Principles are consistently attained.

Operating principles and an implementation framework have been developed for each parking management zone. It is important to recognize the operating principles and the implementation framework for each zone are intended to serve as neutral reference points from which discussions of parking decision making and strategy implementation are based over time. As 85 percent occupancy triggers are activated, these principles and framework guidelines will help future decision-makers through strategy development. Strategies will then be implemented to address specific demand and capacity issues in a manner appropriate to that particular point in time. In this manner, the parking management plan remains fluid and adaptable to changing conditions as the downtown develops and grows.

ZONE A - Core Zone

The core zone of downtown includes the highest density of development and has a high concentration of retail, restaurant, and entertainment opportunities.

1. Operating Principles (Zone A)

The primary purpose of parking in Zone A is to serve customer and other short-term visitor needs and support desired economic uses in the zone.

- The purpose of, and priority for, public parking in Zone A is to support and enhance the vitality of the retail core.
- Parking for short-term users is the priority for on-street and off-street spaces in Zone A.
- Employees should be discouraged from parking in Zone A. Strategies to implement this policy include time-restrictions, demand-based pricing, and other similar methods to prioritize the primary users for Zone A parking.
- Parking will be provided to ensure convenient, economical, and user- friendly access for customers, clients, and visitors to downtown at all hours of the operating day (i.e., weekdays, evenings and weekends).
- All on-street parking in Zone A will be regulated (i.e., time stay and enforced).

2. **Implementation Framework (Zone A)**

- A. All on-street parking will be 2 hour parking based on the principle that:
1. The 2 hour time stay allows adequate customer, visitor and client access to the retail core; and
 2. Uniform time stays foster a parking environment that is easy for the customer, visitor and client to understand.
- B. The long-term priority for on-street parking in Zone A will be 2 hour parking. As strategies within this plan are implemented, any on-street spaces of longer duration will be transitioned to off-street locations within the core and immediately adjacent to it.
- C. The priority for off-street parking in Zone A will be stays of less than 4 hours to accommodate customers, visitors and clients. These facilities are intended to provide for a reasonably longer time stay than allowed on-street. Employee parking off-street in the core is to be discouraged and, over time, eliminated from the zone entirely.
- D. The city should monitor, identify, and discourage customers, visitors, and clients who are parking longer than time-stay limits by moving to different stalls within the Zone. Employees with permits visiting downtown while not working should be afforded the same consideration as other daily visitors when using on-street parking.
- E. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in the core area. If utilization of on and off-street parking in Zone A exceeds 85 percent and turnover meets desired rates, the City will evaluate and implement one, or a combination of, the following implementation steps "triggered" by the 85 percent threshold:¹
- Increase level and/or duration of enforcement to assure desired rate of turnover and minimize/eliminate abuse (i.e., exceeding time stay, moving to evade).
 - Transition overall mix of 2- and 4-hour stalls to higher percentage of 2 hour stalls.
 - Reduce on-street time stays to increase turnover (e.g., 2- hours to 90 minutes) as appropriate.
 - Transition employee parking in Zone A into other parking zones through attrition and/or elimination of monthly permits issued for long-term parking in the zone.
 - Pursue shared-use agreements with private lots to provide for additional short-term parking in Zone A.

- Pursue implementation of valet programs (e.g., in partnership with restaurants) to enhance customer/visitor access by shuttling cars to areas with available capacity.
- Convert some signed time limits to metered time limits to create greater efficiency in actual rate of turnover and to create a potential revenue source for new supply.
- Expand the boundaries of the Core management zone to increase the number of on-street visitor spaces.
- Increase non-SOV use (i.e., programs for shuttles, transit, ridesharing, etc.)
- Create new public supply in Zone A.

F. The City will establish policy guidelines for exceptions to the short-term parking requirements in Zone A.

1. Handicapped/disabled access
2. 15 - 30 minute zones
 - a. Specific criteria for approval (i.e., by specific business type).
 - b. Specific locations (i.e., end of block versus mid block).
 - c. Number per geographic area (i.e., shared by users in a particular area).
3. Loading zones
 - a. Maximum number per block face(s).
 - b. Limitation on number per geographic area (e.g., no more than two for every three continuous block faces).
 - c. Evaluation of opportunities for shared loading and customer parking.²

¹ It should be noted that at the time of this 2003 report, public stalls in Zone A had already exceeded the 85% threshold.

ZONE B – Library Garage & Wester Lot on 3rd Avenue

The Wester Lot on 3rd Avenue and the Library Garage are located in an area that straddles two distinct parking management areas (Zones A and C). They also function to provide access to visitors of the downtown and employee parking. The nature of demand around the garage varies widely by time of day and day of week.

1. Operating Principles (Zone B)

Parking in Zone B is intended to serve a balanced mix of long- term and short-term parking needs. It is the City's goal to actively manage Zone B to meet a fluid user demand that changes by time of day and day of week. Over time, Zone B may serve

as transitional facilities for increased employee parking as new supply is added in Zone A to accommodate growing and concentrated visitor demand.

- The upper level of the garage is intended to serve customer demand for stays of less than four hours.
- The lower level of the garage is intended to serve employee parking during the main workday (i.e., 5:00 a.m. to 5:00 p.m.).
- The Wester Lot on 3rd Avenue will serve employee parking Monday through Friday, 8:00 a.m. to 5:00 p.m..
- On evenings and weekends, the Wester Lot will serve customer demand with no time limits.
- As the area around Zone B develops, the mix of parking will be manipulated to best serve the overall demand requirements of Zones A and C.

2. Implementation Framework (Zone B)

- A. All parking on the upper level_of the garage will be 4-hour parking based on the principle that:
1. The 4-hour time stay allows adequate customer, visitor and client access to users of Zone A and C while providing for a longer time stay opportunity not allowed on street.

² "Combination Loading Zones" have been used in other jurisdictions allowing loading during specific periods of the day (e.g., 6:30 a.m. - 10:00 a.m.), then convert to short-term parking during all other time periods. Such zones, if successfully managed, can increase overall short-term supply.

2. During a typical operating day, the upper level of the facility is more conducive to, and convenient for, transient customer trips.
3. Uniform time stays within this area of the garage foster a parking environment that is easy for the customer, visitor and client to understand.

- B. All parking on the lower level of the garage will be permit parking during the general workday (i.e., 5:00 a.m. – 5:00 p.m., Monday – Friday) based on the principle that:
- Providing adequate employee parking near the Core Zone supports the larger goal of preserving on and off-street stalls in Zones A and C for customer, visitor and client parking.
- C. The lower level of the garage will be made available to other uses (i.e., short-term) evenings and weekends as long as employee use remains low during such periods and/or increased enforcement results in higher employee use. This will occur following an evaluation of the impact that enhanced enforcement in the downtown has on employee

occupancies in the lower level of the garage, particularly after 5:00 p.m. (see Near-Term Implementation Strategies, below).

- The use of this parking area outside of general workday hours for short-term parking assures that this parking area be operated/utilized to maximize use of the total supply of parking.
- D. All parking in the Wester Lot on 3rd Avenue will be permit parking during the general workday (i.e., 8:00 a.m. – 5:00 p.m., Monday – Friday) based on the principle that:
- Providing adequate employee parking near the Core Zone supports the larger goal of preserving on and off-street stalls in Zones A and C for customer, visitor and client parking.
- E. The Wester Lot will be made available to other uses (i.e., short-term) evenings and weekends.
- The use of this parking area outside of general workday hours for short-term parking assures that this parking area be operated/utilized to maximize use of the total supply of parking.
- F. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in the Library Garage. If utilization of parking in the garage exceeds 85 percent and turnover meets desired rates, the City will evaluate and implement one, or a combination of, the following implementation steps “triggered” by the 85 percent threshold:
- Develop clear and understandable informational signage directing use in the facility by time of day and day of week.
 - Increase level and/or duration of enforcement to assure desired rate of turnover and minimize/eliminate abuse.
 - Transition overall mix of parking in Zone B (short to long-term) to the most efficient configuration of parking uses to meet daily demand over a 12 – 16 hour operating day.
 - Pursue shared-use agreements with private lots adjacent to Zone A as possible locations for future employee parking if visitor demand begins to exceed 85 percent in the upper level of the facility. At such time, transition employee parking into another parking zone or facility through attrition and/or elimination of monthly permits issued for long-term parking in Zone B.
 - Convert signed time limits to metered time limits to create greater efficiency in actual rate of turnover and to create a potential revenue source for new supply.
 - Increase non-SOV use for employees (i.e., programs for shuttles,

- transit, ridesharing, etc.) to mitigate demand for employee parking.
- Implement a monthly pass rate for employee parking in the Zone B to manage supply and demand and to facilitate alternative mode choices.

ZONE C – Emerging Core Zone

Zone C, the Emerging Core Zone, includes a mix of development types, but at lower densities than in the core and with a relatively higher proportion of office, civic, residential and professional services (i.e., City Hall area). Expansions of the economic land use characteristics of Zone A are expected to occur in the Emerging Core Zone.

1. Operating Principles (Zone C)

The City's goal is to continue to encourage the mixed-use development of this zone, particularly as it supports the retail core. As such, on street parking in Zone C is intended to transition over time to serve short-term parking needs and the desired land uses in this zone. In the interim, surplus parking in the zone can be effectively utilized to meet unmet long-term demand.

- Most (if not all) on-street parking in this zone will be transitioned to serve short-term, visitor parking. Off-street parking will continue to provide a mix of short and long-term stay opportunities.
- Underutilized on-street parking in this zone will be made available to employee parking.
- Over time, on-street parking will reflect a balanced mix of short and long-term stay opportunities. Long-term parking may eventually require transition into off-street supply.
- Off-street parking in this zone is intended to provide convenient and cost-effective employee parking supply as a measure to preserve higher access opportunities for customer and patron use in the core zones.
- Parking in this zone will be managed in a manner that minimizes and mitigates spillover of commercial parking demand into residential areas immediately adjacent to the central business district.

2. Implementation Framework (Zone C)

- A. The majority of on-street parking will be 10 hour parking, with an appropriate mix of short-term parking based on capacity considerations (i.e., 85% Rule). This is based on the principle that:
 1. This mix of parking is conducive to both customers and employees and longer term visitor parking for the downtown;
 2. There is adequate on-street capacity in the zone to meet both short and long-term parking demand.
 3. The current economic uses in the zone do not as yet require the type of turnover ratios necessary in Zone A.

- B. The long-term priority for on street parking in Zone C will be 2 hour parking. As strategies within this plan are implemented, long-term parking (time stays and permits) will be transitioned to off-street locations within the Emerging Core Zone and immediately adjacent to it.
- C. The priority for off-street parking in Zone C will be mixed-use parking to accommodate the full range of users, including employees, customers, visitors and clients. These facilities are intended to provide for a range of time stay opportunities.
- D. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in Zone C. If utilization of on and off- street parking in the Emerging Core Zone exceeds 85 percent and turnover meets desired rates, the City will evaluate and implement one, or a combination of, the following implementation steps "triggered" by the 85 percent threshold:
- Increase level and duration of enforcement to assure desired rate of turnover and minimize/eliminate abuse (i.e., exceeding time stay, moving to evade).
 - Increase mix of short-term time stays (2 and 4-hour) to increase turnover.
 - Pursue shared-use agreements with private lots to provide for additional parking in Zone C or adjacent areas.
 - Transition on-street employee parking in Zone C into available off-street locations within the parking zone or "satellite locations."
 - Transition off-street employee parking into Zone C or into "satellite locations" accessed by shuttle. This would be accomplished through reduction/elimination or pricing of monthly permits issued for parking in off-street locations.
 - Expand the boundaries of the Emerging Core Zone to increase the number of on-street, long-term spaces (i.e., to Fifth Avenue between Second Street and Fourth Street).
 - Increase non-SOV use by employees (i.e., programs for shuttles, transit, and ridesharing).
 - Meter/charge for parking (on and/or off-street) to create greater efficiency in actual rate of turnover and to create a potential revenue source for new supply.
 - Create new mixed-use public parking supply within or adjacent to the zone.
- E. The City will establish policy guidelines for exceptions to the parking requirements in the Emerging Core Zone.
1. Disabled access

2. 15 - 30 minute zones
 - a. Specific criteria for approval (i.e., by specific business type)
 - b. Specific locations (i.e., end of block vs. mid-block)
 - c. Number per geographic area (i.e., should be shared by users in a particular area)
3. Loading zones
 - a. Maximum number per block face(s).
 - b. Limitation on number per geographic area (e.g., no more than two for every three continuous block faces).
 - c. Evaluation of opportunities for shared loading and customer parking.

ZONE D – Accessory Parking Zone

Zone D, the Accessory Parking Zone, is primarily comprised of uses whose parking supply is not generally available to general public use. Accessory parking operates to serve demand generated from within a specific site as opposed to parking serving a wider mixed-use area (as represented by Zone A).

1. Operating Principles (Zone D)

The primary purpose of parking in Zone D is to support the privately developed land uses within the zone. The City's goal is to manage the on-street supply of parking in the zone within the objectives of the 85 percent occupancy standard. The City will strive to encourage the private development of parking in this zone that results in an increased supply of publicly available parking.

- Off-street parking developed in this zone will likely be privately provided and managed to meet demand of the specific land uses for which the parking is associated.
- On-street public parking should be managed to provide access opportunities for any type of demand (i.e. short-term or long-term parking).
- Determination of appropriate time stay designations in on-street locations should be based on the 85% Rule.

2. Implementation Framework (Zone D)

- A. The majority of on-street parking will be 10 hour parking, with an appropriate mix of short-term parking based on capacity considerations (i.e., 85% Rule). This is based on the principle that:
 1. The majority of parking in the Zone is private accessory parking developed to accommodate (off-street) parking demand generated by specific development sites.

2. There is adequate on-street capacity in the zone to meet both short and long-term parking demand.
 3. Providing long-term parking in this zone creates employee parking options that could mitigate parking conflicts between visitors and employees in other zones (particularly Zones A, B and C).
- B. The long-term priority for on-street parking in the Accessory Parking Zone will be 4 hour parking. As strategies within this plan are implemented, longer time stays will be transitioned to off-street satellite locations.
- C. The priority for off-street parking in Zone D will be private mixed-use parking to accommodate the full range of site generated users (i.e., accessory demand), including employees, customers, visitors and clients.
- D. The City will conduct regular utilization and capacity studies to ascertain the actual peak hour utilization and average turnover of parking resources in Zone D. If utilization of on-street parking in the Accessory Parking Zone exceeds 85 percent and turnover meets desired rates, the City will evaluate and implement one, or a combination of, the following implementation steps "triggered" by the 85 percent threshold:
- Increase level and duration of enforcement to assure desired rate of turnover and minimize/eliminate abuse (i.e., exceeding time stay, moving to evade).
 - Increase mix of short-term time stays (10- hours to 4-hours) to increase turnover.
 - Pursue shared-use agreements with private lots to provide for additional parking in the Accessory Parking Zone or adjacent areas.
 - Transition on-street employee parking in Zone D into available private off-street locations (shared use locations) within the parking Zone or "satellite locations."
 - Transition off-street employee parking into "satellite locations" accessed by shuttle. This would be accomplished through reduction/elimination or pricing of monthly permits issued for parking in off-street locations.
 - Increase non-SOV use by employees (i.e., programs for shuttles, transit, ridesharing)
 - Meter/charge for parking (on-street) to create greater efficiency in the actual rate of turnover and to create a potential revenue source for new supply.

ZONE E – Transitional Parking Zone

This area is currently unregulated and represents mixed-use development of a scale that is both complementary of the downtown, yet less intense. Over time, the City would like to see this zone develop additional retail and service opportunities.

1. Operating Principles (Zone E)

Parking Zone E is intended to support growth in Zones A and C as well as to provide low-cost parking opportunities for employees and longer-term parking stays.

- With the addition of new supply in Zone A, it is intended that parking in this zone transition to short-term parking to support and attract future retail, office and service-oriented businesses.
- Time stay designations in this zone will be phased with the addition of new supply in the core.
- Determination of appropriate time stay designations in on-street locations should be based on the 85% Rule.

2. Implementation Framework (Zone E)

- A. On-street parking will be unregulated until such time as new supply is created in Zone A.
- B. With the addition of new supply in Zone A, parking in this Zone E, the Transitional Parking Zone, will be transitioned to short-term parking to support and attract future retail and service oriented businesses along Market Street.
- C. The transition to time stay designations will begin with a mix of 4 hour and 10 hour stalls. Determination of appropriate time stay designations in on-street locations will be based on the 85% Rule.
- D. The City will conduct regular utilization and capacity studies in this zone once new parking supply is added to Zone A to ascertain the actual peak hour utilization and average turnover of parking resources in the Transitional Parking Zone. If utilization of on-street parking in Zone E exceeds 85 percent and turnover meets desired rates, the City will evaluate and implement one, or a combination of, the following implementation steps "triggered" by the 85 percent threshold:
 - Increase level and duration of enforcement to assure desired rate of turnover and minimize/eliminate abuse (i.e., exceeding time stay, moving to evade).
 - Increase mix of short-term time stays (4 hours then 2 hours) to increase turnover.
 - Transition on-street employee parking in Zone E into new supply developed in off-street locations (shared-use and new public supply) within Zone A or "satellite locations."

- Transition employee parking into “satellite locations” accessed by shuttle. This would be accomplished through reduction/elimination or pricing of monthly permits issued for employee parking throughout the downtown.
- Increase non-SOV use by employees (i.e., programs for shuttles, transit, ridesharing, etc.)
- Meter/charge for parking (on-street) to create greater efficiency in actual rate of turnover and to create a potential revenue source for new supply.

E. The City will establish policy guidelines for exceptions to the short-term/long-term parking requirements in Zone A.

1. Disabled access.
2. 15 - 30 minute zones.
 - a. Specific criteria for approval (i.e., by specific business type)
 - b. Specific locations (i.e., end of block versus mid-block)
 - c. Number per geographic area (i.e., should be shared by users in a particular area)
3. Loading zones.
 - a. Maximum number per block face(s)
 - b. Limitation on number per geographic area (e.g., no more than two for every three continuous block faces)
 - c. Evaluation of opportunities for shared loading and customer parking

ZONE F – Lake Avenue W.

Parking Zone F is intended to support residential demand as well as provide parking opportunities for employees of downtown businesses.

1. Operating Principles Zone F)

Parking in Zone F is intended to serve residential demand and employee parking from the CBD.

- Parking in Zone F is intended to meet demand generated by residents within this parking area and by employees of the CBD.
- Parking in this area is by permit for both residents and employees. No time stay restrictions are in effect. Future management strategies assumed for this area would be contingent on the parking activity, capacity, and utilization of all other parking zones.