

## COUNCIL MINUTES

The City Council of the City of Raleigh met in a work session at 4:00 p.m. on Tuesday, April 11, 2017 in Room 305 of the Raleigh Municipal Building, Avery C. Upchurch Government Complex, 222 West Hargett Street, Raleigh, North Carolina, with the following present:

Mayor Nancy McFarlane  
Councilor Mary-Ann Baldwin – arrived late  
Councilor Corey D. Branch  
Councilor David N. Cox  
Councilor Russ Stephenson

These are summary minutes unless otherwise indicated.

Mayor McFarlane called the meeting to order at 4:04 p.m. Mayor Pro Tem Kay Crowder, Councilor Bonner Gaylord, and Councilor Dickie Thompson were absent and excused.

### **TRANSIT WORK PLAN UPDATE/2030 COMPREHENSIVE PLAN AND TRANSIT COMPONENTS – INFORMATION RECEIVED**

The following information was contained in the agenda packet:

Transportation staff will provide an update on current transit initiatives, the Wake County Transit Plan, and discuss the timing of future approvals needed for continued development and implementation. Planning staff will discuss related amendments to the Comprehensive Plan as part of the ongoing update, as well as a process for developing more substantial amendments and a Transit and Land Use vision that is consistent with the Strategic Plan.

Transit Administrator (TA) David Eatman and City Planning Director (CPD) Ken Bowers presented this item with the assistance of a PowerPoint presentation. Slides during this part of the presentation included the following information that they explained further.

#### Topics Covered

- Transit passenger amenities - special projects;
- Compressed Natural Gas (CNG) Bus Replacement Program;
- Wake Transit Implementation Update; and
- 2030 Comprehensive Plan Update – Transit Elements.

#### Together Raleigh

- Community-driven and funded public arts program with installations at select bus shelters throughout the GoRaleigh system.
- Locations, artistic media and other considerations to be determined.
- The project will include one or two iconic bus shelters and art installations at existing facilities.
- Next Steps:

- City Council to accept private funds.
- City Arts staff to manage art selection.
- Implemented by City of Raleigh staff and processes.

COUNCILOR BALDWIN ARRIVED TO THE MEETING AT 4:07 P.M.

#### Raleigh Transit Authority (RTA) Shelter Design Competition

- Design competition goals:
  - Incorporate new GoRaleigh brand into bus shelters;
  - Improve bus shelter experience;
  - Improve GoRaleigh system image;
  - Attract new riders; and
  - Practical, durable and affordable design.
- Selection Committee:
  - RTA member/architect;
  - One GoRaleigh staff member; and
  - Three other nationally recognized licensed architects.

#### RTA Design Competition – Entries

- Selection Criteria:
  - Design;
  - Constructability;
  - Economy; and
  - Durability and ease of maintenance.
- Finalist: Clark Nexsen.

#### RTA Shelter Design Competition – Next Steps

- Design refinement:
  - Wind and rain protection.
  - Americans with Disabilities (ADA) assessment.
  - Technology compatibility.
- Final design and engineering (constructability).
- Cost verification analysis.
- Design approval from North Carolina Division of Transportation's (NCDOT) product evaluation unit.
- Assessment completed in approximately 12 months.
- Manufacturing and installation will take more time (once feasibility is determined).
- Develop GoRaleigh branding program for existing shelters.

Councilor Baldwin expressed her concern with the long timeline for receiving approvals from NCDOT. She asked if the City was communicating with NCDOT on how to speed up the process in light of the transit plan implementation. TA Eatman responded that the process has improved; however, the City can look into how the process can be further expedited.

Councilor Branch asked what would happen if the winning design did not meet NCDOT standards. TA Eatman responded that the structure would need to meet the standards while also meeting the intent of the architectural design. Staff will not know if this will be an issue until the City goes through the process. Councilor Branch asked if the winning design will be used everywhere. TA Eatman responded that it will serve as the overall design but the City will not replace existing shelters. He added that it may not be appropriate in certain locations. Councilor Branch asked which design would be used where the winning design would not be appropriate. Staff responded that RTA is considering pre-fabricated options.

Councilor Baldwin expressed concern with visual brand consistency. She stated that several types of shelter designs would not be accomplishing the goal of the Council. TA Eatman responded that marquis signage may be used and that staff is looking for those opportunities.

Councilor Cox asked about the cost difference between a pre-fabricated shelter and the design winning shelter. TA Eatman responded that the price of the winning design is unknown. The price of a pre-fabricated shelter ranges from \$5,000 to \$50,000. The cost of the winning design shelter will not be known until the City completes the engineering and design element, which will depend on when the design is reviewed by a structural engineer and the volume of shelters needed. When asked about shelter amenities, TA Eatman responded that the City has started to install solar lighting. If the shelter is not located near an existing streetlight, a solar solution is reviewed.

Councilor Stephenson expressed appreciation for the process of vetting the competition designs. He stated that the designs range from very functional to very artistic. He expressed interest in looking at commercially available structures that are both functional and artistic in hopes of minimalizing negative responses from citizens. He suggested placing the winning design structure in only a few areas initially as a test. Councilor Baldwin noted that everyone will not agree on a design. She expressed how much she liked the proposed design.

### CNG Bus Replacement Program

#### Transportation & Transit

- Objective 4 - Establish Raleigh as the leader in transportation innovation.
- Initiative 4.2 - Examine and plan for alternative fuel technologies for transit services.

#### CNG Study Considerations

- Incremental vehicle cost (+ \$46,000).
- Facility improvements (\$300,000).
- Fuel cost savings (\$23 million over 25 years).
- Training and maintenance (nominal change).
- Environmental impact (similar to electric buses charged with electricity from natural gas power plant).
- Public Utilities Anaerobic Digestion project will create opportunities for increased fuel savings.

#### CNG Bus Replacement Program Status Update

- CNG Study findings presented to City Council at 2017 retreat.
- RTA unanimously adopted 75% CNG fleet policy March 9, 2017.
- Fiscal Year (FY) 2018 Surface Transportation Program Direct Attributable (STPDA) funds awarded for fueling facility - \$3.45 million.
- Incremental bus costs will be covered by Wake Transit funds/grants.

#### CNG Bus Replacement Program – Next Steps

- \$1.5 Million in funding needed to cover remaining capital needs associated with the fueling station – staff reviewing options.
- Facility renovations funded with formula grant funds.
- Bus procurement process – establish bus pricing with preferred manufacturer.
- 25% of bus fleet replacements reserved for non-CNG technologies.
- Council items related to fueling station construction and bus procurements will be presented in FY 2018.

#### Wake Transit Implementation Update

##### FY 2018 Wake Transit Work Plan Public Comment Period

- Map: Public meeting locations.
- City of Raleigh meetings held:
  - Chavis Community Center.
  - Carolina Pines Community Center.
  - Barwell Road Community Center.
  - Milbrook Exchange Center.
  - Meetings held between March 20, 2017 and March 30, 2017.
  - Capital Area Metropolitan Planning Organization (CAMPO) Board to take action on Plan in May.

##### Wake Transit FY 2018 Work Plan – Raleigh Items

- Increase in #7 South Saunders frequencies.
- Increase in Sunday service spans.
- One new Senior Transit Planner position – Major Investment Studies (MIS).
- Eight new expansion buses.
- Downtown Operations Plan – multi modal.
- Poole Road Park & ride/employee parking.
- Council to consider resolution.

Councilor Stephenson asked if there would be bus bays at Union Station. Staff responded that a parallel path is being used in order to place bus bays, and they will be interrelated.

### Implementation Agreements

- Structure designed to ensure accountability and transparency.
  - Master Participation Agreement (long-term agreement): April 18, 2017.
    - Overarching agreement for any party wishing to benefit from use of Wake Transit tax funds.
    - Requirement to sign \$7 vehicle registration tax Interlocal Agreement (ILA) to direct funds to the tax district.
    - Agreement addressing rules of engagement for Wake Transit Implementation activities.
    - All Wake municipalities invited as signing parties.
  - Master Implementation Agreement (five year operating agreement).
    - Agreement addressing logical grouping of projects that drill down to programmatic provisions.
    - Signatories are specific local project implementers and GoTriangle as Tax District Administrator.
  - Annual Capital/Operating Funding Agreements.
    - Legal authorization of funding for projects for specified annual or biennial period.

### Wake Transit Master Participation Agreement

- Purpose:
  - Guidance for investment;
  - Sets requirements for receiving funds;
  - Defines annual work plan development process; and
  - Defines roles with respect to future planning, design, funding and implementation.
- Anticipated Execution :
  - Transit Planning Advisory Committee (TPAC) adoption on March 29, 2017.
  - City Council action requested on April 18, 2017.

### Annual Work Plan Flow

1. Local agency input/budget requests (September-October).
2. Draft work plan from TPAC (Released by November of Prior Fiscal Year).
3. Agency and Public Comment (TPAC Public Participation Period is December through April).
4. Update to Council from TPAC Members (March-April).
5. TPAC Final Work Plan (Adoption is April-May).
6. FY adoption by GoTriangle and CAMPO (May-June).

### Wake Transit Studies

- Public engagement strategy:
  - How TPAC will solicit and receive public input?

- How Agencies will deploy public involvement for projects?
- Staffing model and expectation plan:
  - Administration of the tax Ddistrict.
  - Administration of the TPAC.
  - Administration of planning, studies, and agency implementation.
  - Intended to limit duplication of effort.
- Community funding area program management plan:
  - How community funding areas will work?
  - How will projects be awarded and monitored?
  - Capital, operating and administration policies.
- Customer/community surveys:
  - Baseline for customer and community awareness and satisfaction.
  - Allows for measuring increase/decrease in awareness and satisfaction moving forward.
- Multi-year service implementation plan:
  - Prioritization of bus capital and operating projects.
  - How/when projects will deploy.
  - Who will provide defined services?
  - Current assumptions reflect Raleigh as the service provider for new bus services within the City of Raleigh.
  - May also provide Wake County routes under contract with the tax district/GoTriangle
  - Capacity and logistics.
- Transit corridors MIS:
  - Bus Rapid Transit (BRT) projects.
  - Commuter rail projects.
  - Study to determine sequencing and project sponsors.
  - Capital and operating.
  - Current assumptions include the City of Raleigh as the project lead on major investment capital projects located wholly within the City of Raleigh.
  - Multi-jurisdictional capital projects could be shared or have multiple sponsors.
  - It is assumed that the City of Raleigh will provide service in the MIS corridors residing within the municipal jurisdiction.

#### Wake Transit Plan – Timeline

- January 2017: Implementation planning begins.
- March 2017: Establish agreement allowing tax funds to be distributed for projects.
- April 2017: Half cent tax collection begins.
- May-June 2017: Adopt FY 2018 Work Plan and first year of operating and capital funding agreements.

- July 2017-2018: Begin implementing small elements; run buses for more hours of the day, increase weekend service, and add more buses per hour on high-volume routes.
- July 2019-2020: New routes and services. Planning Studies develop timelines, priorities, and sponsors.

Councilor Stephenson expressed concern that Midtown will become another downtown, noting that there is not yet a BRT in the adopted transportation plan. He stated that there needs to be conversation about the purpose of the commuter line. Staff responded that there are a lot of variables that will be evolving. These variables will define the work that needs to be done with regional partners.

### City of Raleigh Comprehensive Plan Update – Transit Element

#### Strategic Plan: Transportation and Transit

- Initiative 1.2: Develop and communicate the City’s vision for transit, transportation, and land use to include guidelines and standards for transit supportive development.

#### Issues

- Growth Framework Map based on obsolete transit stops and corridors.
- Land Use Plan oriented towards defunct rail transit plan.
- Urban Form Map based off of out of date Growth Framework Map, does not reflect frequent network and BRT corridors.
- Key concepts like the frequent network not contained in Comprehensive Plan policies.
- Plan needs a strong vision for how land use can support bus transit.

#### Maps: Raleigh Comprehensive Plan Growth Framework and Proposed Transit Stops (FLUM)

#### Maps: Planned Transit Facilities and Urban Form

#### Changes in the Comprehensive Plan Update

- Framework section.
  - Revising Growth Framework Map to reflect current Wake County Transit Plan.
- Land use element.
  - Resolving conflict between “Edge” and “Core/Transit” conditions in Table LU-2.
  - Building height transition policies for tall buildings.
- Transportation element.
  - Updating Map T-2: Planned Transit Facilities to reflect key elements of the Wake County Transit Plan.
- Urban design element.
  - Revising Map UD-1: Urban Form to remove outdated Transit-Oriented Districts and Transit Stop half-mile area designations; add BRT, Commuter Rail, and Frequent Network from the Wake County Transit Plan.

- New section on Transit-Supportive Design, including guidelines to encourage transit-supportive development form and intensity at station areas and frequent corridors, with appropriate transitions to adjacent neighborhoods.

#### Scope of Work for Transit and Use Alignment

1. Due diligence (approximately two months):
  - a. Review of current policy and regulation.
  - b. Review of current best practices.
  - c. Review of state of transit implementation.
2. Outreach (approximately two months):
  - a. Kickoff event.
  - b. Council work session.
  - c. Discussions with Community Advisory Committees (CACs)/community groups/boards/commissions.
3. Drafting/adoption (approximately four months):
  - a. Produce white paper.
  - b. Council work session.
  - c. Open house events.
  - d. Final draft of Comprehensive Plan amendments and Vision Document.
4. Final work products:
  - a. Comprehensive Plan Policy amendments.
  - b. Map amendments, including Future Land Use.
  - c. Vision document consistent with Strategic Plan initiative.

#### Next Steps

- April-June 2017: Online content and public meetings.
- July-August 2017: Final revisions.
- September-October 2017: Phase I: Due diligence.
- September-November 2017: Approval process.
- November-December 2017: Phase II – In-reach and outreach.
- January-February 2018: Phase III – Document drafting.
- March-May 2018: Phase IV: Approval process.

#### Future Council Actions

- FY 2018 – First quarter: Council to accept financial donation for shelter construction and art in transit.
- FY 2018: Council to consider CNG related contract and procurement documents.
- April 18, 2017: Council to consider Wake Transit Master Participation Agreement.
- May-June 2017: Council to consider FY 2018 Annual Capital and Operating funding agreements.
- December-April FY 2018: Council to review the FY 2019 Wake Transit Work Plan.



- FY 2018: Staff/Planning Commission to update/revise planning elements in the City of Raleigh Comprehensive Plan.

Councilor Cox noted that transit is a service and an infrastructure. He suggested that the City research how much growth intensity would be appropriate in order to reduce stress in transit-oriented districts. CPD Bowers responded that growth intensity is tied to the Future Land Use Plan. These findings get incorporated with a region-wide projection that gets plugged into the Triangle Regional Model for traffic. Councilor Cox reiterated that he would like to know how much growth can be supported and have it documented in the Comprehensive Plan. CPD Bowers responded that the City had completed an earlier projection, and then reallocated the growth of only Raleigh. He added that staff is trying to use the City's growth policy to ease traffic. Councilor Cox further requested information on appropriate uses in transit districts.

Mayor McFarlane discussed the bus based scenario without the imposition of a light rail. She commented that the Wake Transit Plan indicated that the implementation will begin with buses but continue with a commuter rail. CPD Bowers noted that this is part of the long range transportation planning with the Metropolitan Planning Organization (MPO). Staff is attempting to align the City's knowledge on transit with its policy framework. He added that the City's situation is due to a leap of faith by Council in an unfunded plan.

Councilor Baldwin commented that Council should consider this issue from a conservative standpoint in terms of revenue generation in order for the City to have funds for quick project completion, should it experience additional growth.

Councilor Stephenson expressed appreciation for the work of City staff, hoping that the City will be able to find the right balance. CPD Bowers responded that staff intent was to recognize some additional intensity with an appropriate transition.

## **PARKING STUDY – INFORMATION RECEIVED**

The following information was contained in the agenda packet:

Staff will present findings associated with the recently completed Downtown Development and Future Parking Needs Study. A review of existing conditions, proposed changes, and future decision points will be discussed.

City Manager (CM) Ruffin Hall stated that the upcoming presentation represents several elements. He emphasized that the information includes findings and recommendations of the consultants, not staff.

Transportation Director (TD) Mike Rogers and Parking Administrator (PA) Gordon Dash presented this item with the assistance of a PowerPoint presentation. Slides during this part of the presentation included the following information that they explained further.

## Agenda

- Quick history review;
- Scope of study;
- Presentation by Kimley-Horn; and
- Next steps.

## Quick review history

- 2010:
  - Strong resurgence in population growth after the economic recession.
  - Renewed interest by developers and companies.
  - Increasing number of new developments and construction projects.
  - Increasing demand for residential, business and office parking.
- 2014:
  - Strategic Plan – Economic Development Initiative 4.2: “Develop Downtown Parking Strategies to Adequately Support Economic Development.”
- 2016:
  - RFP for Downtown Development and Future Needs Parking Study.
  - Parking Study commenced in September and completed in December.

## Scope of Study

- Assessment of current and future parking demand;
- Curb lane management;
- Urban Access Policy; and
- Parking policies to support economic development.

TD Rogers introduced the consultants from Kimley Horn, Fred Burchett and Dennis Burns. He noted that Mr. Burchett lives in Raleigh and both are internationally recognized. He reiterated CM Hall’s earlier comment that the recommendations are from the consultants and that the City does not have a commitment for implementation for any of the recommendations at this point. A stakeholder group will vet each of the recommendations for viability before starting the public process. Following TD Rogers’ statement, Mr. Burchett and Mr. Burns presented the remaining portion of the PowerPoint presentation. Slides during this part of the presentation included the following information that they explained further.

Map: Stud Area

Pie Chart: Assessment of Current Parking Demand

Graph: Assessment of Current Parking Demand

Image: Output Screen showing Latent Demand.

Map: Park and Calibration Run Showing Parking Occupancy at the Peak Hour.

Table: Projected Future Parking Demand

## Curbside Management Program

- On-street parking inventory.
- Observed parking demand.

- Recommendations.

Map: Downtown Raleigh Parking Study: On-Street Parking

Table: Parking Rates

Examples of Block Face

- Passenger loading, parking and loading zone.
- Mid-block transit stop.
- End block transit stop.

Operational Recommendations

- Operate on-street and off-street parking systems to complement each other.
- Expand existing on-street tiered parking rate structure.
- Identify areas of high demand and implement a fee for parking.
- Increase on-street parking rates \$1.25 standard; \$1.50 in areas of high demand.
- Implement a fee for on-street parking on Saturdays in areas of high demand.
- Extend hours of on-street parking enforcement. Start enforcing to 7:00 p.m.
- Charge for parking in garages 24/7.
- Enforce and collect data using vehicle equipped with Automated License Plate Reader (LPR).
- Consider automating enforcement of unmetered time-limited parking spaces and the Residential Permit Parking Program with LPR technology.

Councilor Baldwin agreed with extending the hours of on street parking enforcement to 7:00 p.m. She mentioned that people such as downtown employees will park in a space beginning at 4:00 p.m. and stay late into the night.

Urban Access Policy

- Background:
  - Number of access points for residential development set by Raleigh Street Design Manual.
  - Increased number of mixed use developments downtown do not fit policy.
  - City needs a policy to address access points in an urban environment.
- Key tasks:
  - Review existing policy.
  - Identify peer cities and review their policies.
  - Interview property managers of existing downtown mixed-use developments.
  - Review of existing built environment.
- Image: Access points have little space between them and can prove dangerous for pedestrians and bicyclists.
- Table: Urban Access Policy for Peer Cities.
- Table: Recommended Access Points Matrix.

- Recommended policy elements:
  - Parking facility access should:
    - Be no greater than 32 feet in width (Raleigh Street Design Manual 6.5.1);
    - Have a minimum spacing of 35 feet between parking facility access points;
    - Provide access points from multiple streets when possible;
    - Be prohibited along Fayetteville Street between Morgan Street and South Street;
    - Be strongly discouraged along Hillsborough Street from Salisbury Street to Gorman Street when access from cross streets is available;
    - Have parking deck exit lanes that have YIELD HERE TO PEDESTRIANS (R1-5 or R1-5a) signage in advance of the sidewalk/crosswalk; and
    - Convex mirrors should be provided at exit lanes when visibility of pedestrian and vehicular traffic is limited.

Mayor McFarlane referenced Mr. Burchett's comments about decks being full. She asked if he had considered the current shared-use decks, such as decks where business uses spaces during the day and residents in the evening. Mr. Burchett stated that these types of decks do not have as much turnover as one may assume. This is partially due to residents walking to work.

Councilor Baldwin asked about the opportunity that the vacant private spots present to the City. She asked if staff should be looking at building more decks or leasing existing facilities. Mr. Burchett responded that relying on individual parking owners to manage spots creates a lack of predictability. He added that administrative issues will increase since there are several small 10-15 space lots. Councilor Baldwin noted that the City should be careful about creating a downtown where it is too easy to park and does not have public transit. Mr. Burchett responded that Raleigh could use a similar model as Asheville, where the raised parking rates help fund transit.

Councilor Baldwin mentioned that lack of deck parking and general difficulty has been raised by handicap residents and advocacy groups. Mr. Burchett responded that although this is a tough issue, Raleigh has handled it well. He noted that handicap drivers can pay for all day parking and that he always sees open handicap spots.

Mayor McFarlane asked if one-way streets contribute to the lack of equal volume distribution for on-street parking throughout downtown. Mr. Burchett responded that one-way streets do contribute to this issue, adding that there is a lack of way-finding signs for pedestrians downtown. He suggested that many people park where they parked the last time they visited, for simplicity.

Mr. Burns presented the remainder of the PowerPoint.

### Parking Support for Economic Development

- One of the main objectives of this study is the development of a strategic parking policy as it relates to the use of parking as a potential catalyst element in support of downtown development.
- Key elements:
  - A well-defined and shared vision relative to preferred or targeted types of development.
  - Development of general guidelines related to parking and economic development.
  - Development of specific policies to better align parking asset development and management to support larger community and economic development goals.
- Parking structures can serve as:
  - Important catalysts for development;
  - Platforms to achieve other community objectives;
  - Improved urban design to promote walkability; and
  - Mechanisms to promote public/private partnerships.

### Parking Best Practice Research

- Development of more advanced and sophisticated planning capabilities in recent years.
- Well-defined parking analysis zones
- Data driven management and active monitoring of changes to off-street and on-street parking supply and demand.
- Tools and resources:
  - Park and GID-based parking planning software.
  - Parking Design Guidelines.
  - Mobile license plate recognition.
  - Parking benchmarks.
- Enhancing the parking experience, and therefore the overall downtown experience:
  - Make downtown easier to access and more visitor friendly.
  - It is important to note that “friendly” does not mean “free.”
- Case study example: Ashley Mews, Ann Arbor, Michigan.
  - The Ann Arbor Downtown Development Authority (DDA) helped facilitate the conversation between the City and the developer, Syndeco, the real estate arm of Detroit Edison.
  - Project Description: Nine story office building with first floor retail and penthouses on the top, and approximately 50 stacked townhouses of which eight are permanently affordable.
  - Gap Financing: The developer brought 120 of their own underground parking spaces, but needed 100 more parking spaces plus gap financing.
  - DDA (City) Contribution: The DDA provided some funds toward the affordable housing units and additional funds toward the project’s pedestrian improvements to make the numbers work.

- Result: The City gained a wonderful mixed-use project that made it possible for Detroit Edison to bring 400-500 high-paying jobs plus more than 50 new downtown residents.

#### Parking Policy Framework and Purpose

- Recommended approach for developing future City parking supply:
  - Encourage Public/Private Partnerships (P3s) as a preferred parking development strategy.
  - By developing parking jointly, the costs of major parking development elements (foundations, stair towers, elevators, mechanical systems, etc.) can be shared, creating significant cost-saving benefits for both parties compared to separate developments, thus providing an additional incentive for the development to occur.
- Benefits of joint parking development through P3s:
  - Reduces development costs for the City and the developer.
  - Encourages the use of shared parking and reduces the overall amount of parking required downtown.
  - Gives the City the ability manage the jointly developed parking facility ensuring consistent, high-quality parking management and promoting the use of parking access and revenue control systems that the community is already familiar with.
  - The jointly developed parking facility will be designed in accordance with City parking design guidelines to ensure high quality design standards reflecting industry best practices. (Appendix C).
  - Provides a better distributed public parking supply throughout downtown by providing a supply of public parking in conjunction with the new development to support additional in-fill development and adaptive reuse of other adjacent properties.

#### Recommended Parking Policy Overview

- The recommended parking development policy for the City of Raleigh builds upon its history of recognizing the importance of investment in parking infrastructure.
- The City should continue to view parking as important civic infrastructure and carefully consider parking as one of several potential incentive options related to attracting new community investment.
- The recommended approach encourages several fundamental philosophical and related policy considerations and provides several new parking analysis tools.
- Access management versus parking management:
  - Integration of parking, economic development, transportation demand management, shared mobility and transit supportive policies.

#### Recommended Parking Policies

- **Policy #1:** Maintain ownership of parking assets and grow the system.

- To better leverage parking infrastructure investment as a key element of community and economic development and to develop a more effective downtown development support system, over time the City should maintain public parking assets to be approximately 40 percent of the total parking supply.
- To achieve this long-term goal, it is critical that ownership of public parking assets be maintained. The City of Raleigh presently owns more than 40 percent of the total parking supply downtown.
- **Policy #2:** Leverage parking investment to support new development opportunities.
  - City parking investments should be used to support new development opportunities, but City parking assets should be leased (with limited restrictions), not given away or sold.
- **Policy #3:** Strongly support the concept of shared parking.
  - To achieve the desired return on investment, the City policy should strongly support the concept of shared parking.
  - Projects that provide the benefits of shared parking should be strongly encouraged and even incentivized as they help the City achieve the desired parking investment goal. However; it should be noted that deals that allow excessive restrictions on the use of shared spaces reduce the value and effectiveness of this policy and should be avoided.
- **Policy #4:** Support a consolidated parking management organization to promote effective and customer friendly parking management.
  - The City should ensure effective management of existing public parking resources. There are several strategies for achieving this multidimensional goal, among them is supporting and strengthening the consolidated parking management organization under the City, stabilizing the public parking supply over time to be approximately 40 percent of total parking, and establishing a long-term goal of creating a self-supporting parking enterprise.
- **Policy #5:** Develop a robust parking planning function.
  - In general, municipal planning programs are primarily focused on land-use planning and often do not have a great deal of experience or specialized expertise in the specialized realm that is parking planning.
  - City Parking departments have a special interest in parking planning but often are not trained planning professionals.
  - Focus on “data-driven management” of parking resources (see Appendix F – Parking Benchmarks).
- **Policy #6:** Create a balanced and sustainable community access strategy.
  - An important philosophical shift that is recommended is to stop thinking about parking as a separate function and begin to shift to an access or mobility management perspective in which parking is an important component of the larger community transportation equation.

- This perspective, places more focus on providing a broader range of access management strategies, including a greater emphasis on transportation demand management, transportation alternatives, shared mobility strategies, shared parking, and transit supportive parking policies, including parking rate adjustments.
- **Policy #7:** Promote a “park once/pedestrians first” approach and integrate good urban design principles relative to parking facility design.
  - The City should actively promote the integration of good urban design principles relative to parking facility design to better integrate parking infrastructure into the urban fabric, including criteria such as requiring street-level activation, preferences for mixed-use parking development, or Leadership in Energy and Environmental Design (LEED) or Green Garage certification for all future mixed-use parking facilities.
  - Consider garage “future proofing” concepts (Parking Garage Adaptive Reuse Strategies).

#### Additional Recommendations

- Parking programs are most successful when the overall philosophies, policies and programs are aligned with a larger set of community strategic goals. The creation of a defined shared vision for the downtown, whether through the creation of a new downtown master plan or the assembly of elements from multiple existing plans. This can be an important element for ensuring that parking and transportation support systems are developed in a manner to most effectively help the community achieve its overall goals.
- Another important and emerging area of focus is the need to support shared mobility strategies as an effective and complementary support systems to traditional transit programs.

Mr. Burns noted that the City should shift its thinking about parking to being more transit-oriented. This will broaden the picture to include all modes of transportation.

#### Supporting documents

- A variety of supporting documents have been provided to complement the recommendations related to leveraging parking as a tool to support economic development.
- The list of report appendices to the right includes parking garage design guidelines, parking supportive retail strategies, sample development agreements, parking operational benchmarks, criteria for evaluating development proposals, etc.
- Appendices:
  - Appendix A: Developing a Retail Parking Support Strategy;
  - Appendix B: Sample Development Agreements;
  - Appendix C: Parking Garage Design Guidelines;



- Appendix D: parking Requirements Reform Update;
- Appendix E: Criteria for Assessing Public/Private Parking Projects;
- Appendix F: Recommended Parking Management Internal Benchmarks;
- Appendix G: Shared Use Mobility Overview; and
- Appendix H: Business Strategy Scorecard Template.

PA Dash presented the reminder of the PowerPoint.

#### Next Steps

- Staff evaluation of consultant recommendations:
  - Break into sub-elements;
  - Assign staff leads; and
  - Meetings with departments to vet recommendations.
- Staff report to Council.
- Stakeholder outreach/feedback:
  - Business owners;
  - Merchants; and
  - Companies.
- Citizen outreach:
  - Good communication through media, City website and online surveys.
- Final report and recommendations to Council.
- Implementation.

Councilor Baldwin expressed concern that start-up companies downtown have a huge challenge with parking. She stated that many companies expressed that they were losing talent because they could not afford to pay for parking in addition to it not being readily available. She stated that while she wants to grow start-ups, she understands the need for revenue. She cautioned that the start-up scene could be hurt if the issue is not looked at in a holistic way. Mr. Burns suggested providing free bus passes or providing a scratch off card system since people do not always need to drive daily. Other solutions include rollover minutes for parking, discounted evening rates, and discounted rates for start-ups. Councilor Baldwin noted that the City's current discounted evening rates are geared towards evening service workers. TD Rogers added that the City is meeting with various owners downtown to discuss options.

#### ADJOURNMENT

There being no further business before the City Council, Mayor McFarlane announced the meeting adjourned at 6:08 p.m.

Cassidy R. Pritchard  
Assistant Deputy Clerk