

REDEVELOPMENT AGENCY STAFF MEMO

DATE: July 12, 2016 **ITEM #:** 8.A.
PREPARED BY: Jill Wilkerson-Smith
RE: Presentation of the Downtown and Sugar House Parking Study

REQUESTED ACTION: Information only.

POLICY ITEM: *RDA General Goals 1, 2, 3, 5, 7, and 10.*
CBD Strategic Plan Goal No. 9: Work with the Administration to improve city parking policies and operations.

BUDGET IMPACTS: None.

EXECUTIVE SUMMARY: In 2013, the RDA budgeted \$90,000 to fund a Downtown and Sugar House Parking study. The study, undertaken by Salt Lake City's Transportation Division ("SLC Transportation"), identifies existing parking conditions and states recommendations for future parking strategies in both project areas. Jeff Tumlin and Phil Olmstead representing Nelson Nygaard will give a brief presentation of its findings. It is currently anticipated that SLC Transportation staff will provide a more comprehensive presentation of the study and its recommendations at an upcoming City Council meeting.

ANALYSIS & ISSUES: In fall of 2013, SLC Transportation selected Nelson Nygaard and Dixon Associates to undertake a parking study in the Central Business District and Sugar House project areas. The purpose of the study is twofold: 1) to identify existing parking conditions in both areas; and 2) to propose recommendations to improve parking in both areas. Nelson Nygaard will provide an overview of the study process and its key findings to the Board.

PREVIOUS BOARD ACTION:

- June 2013: The Board adopted the RDA FY 2013-2014 budget which included a \$90,000 allocation for a Downtown and Sugar House Parking Study.
-

ATTACHMENTS: Presentation Materials provided by Nelson Nygaard



Downtown and Sugar House Parking Study

Process Overview

Salt Lake City Redevelopment Agency Board
7/12/16

N NELSON
NYGAARD

DIXON
RESOURCES UNLIMITED
consulting services specializing in municipal parking

Agenda

- Parking Overview
- Study Goals and Objectives
- Project Timeline
- Next Steps
- Questions & Discussion



Parking is closely linked to...

- Economic vitality
- Local business health
- Development potential
- Pedestrian activity
- Traffic congestion
- Urban design and aesthetics
- Signage and Wayfinding



What we typically hear...



The most popular spaces are often full



Many existing spaces are underutilized



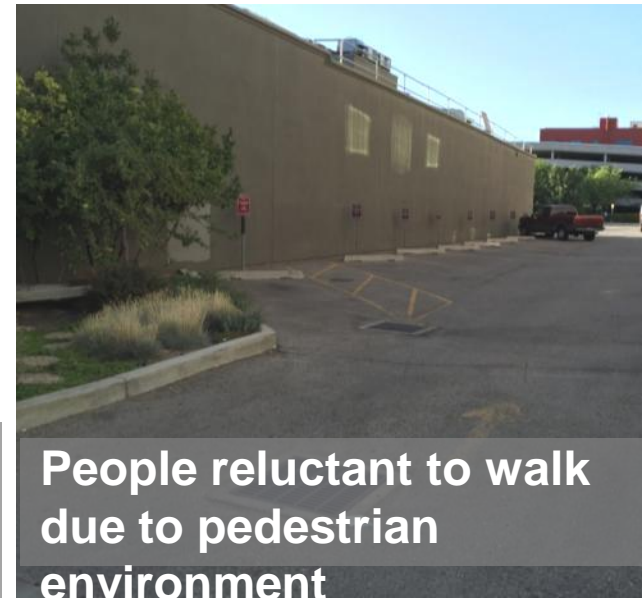
The cost of required parking is a hurdle for development



New dev will increase parking demand while reducing space

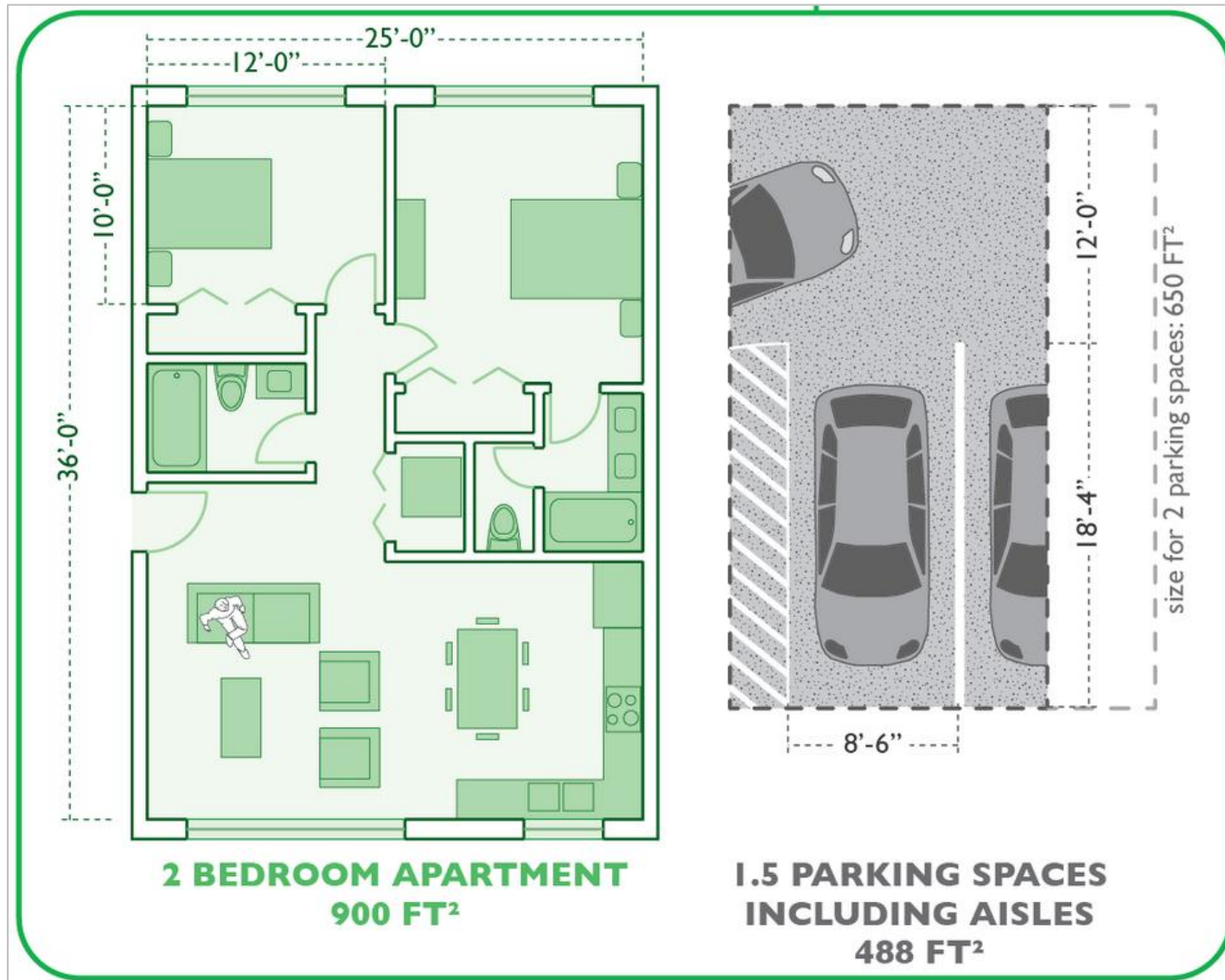


Not all parking areas are as inviting as they could be, or signage is unclear

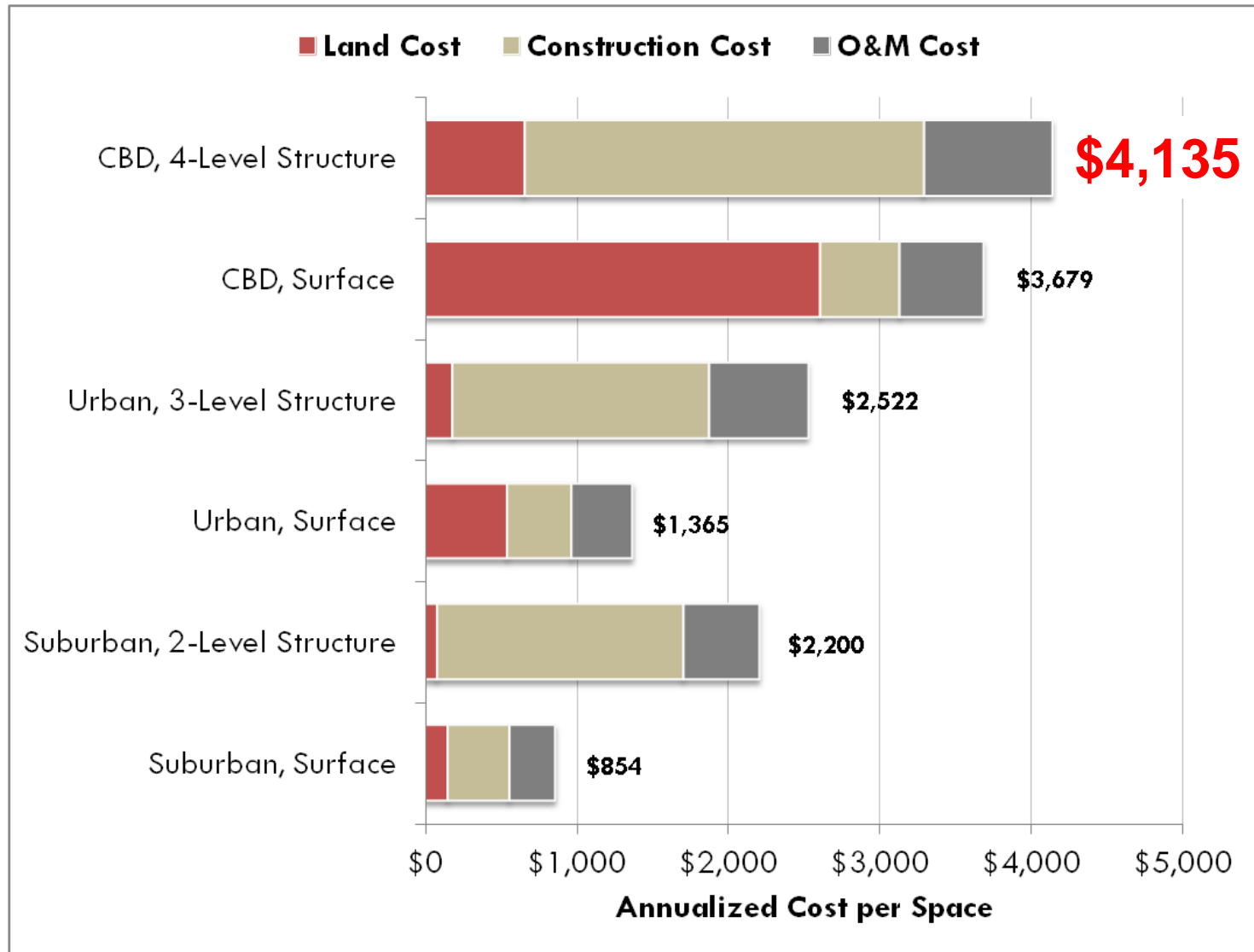


People reluctant to walk due to pedestrian environment

Parking is about economics



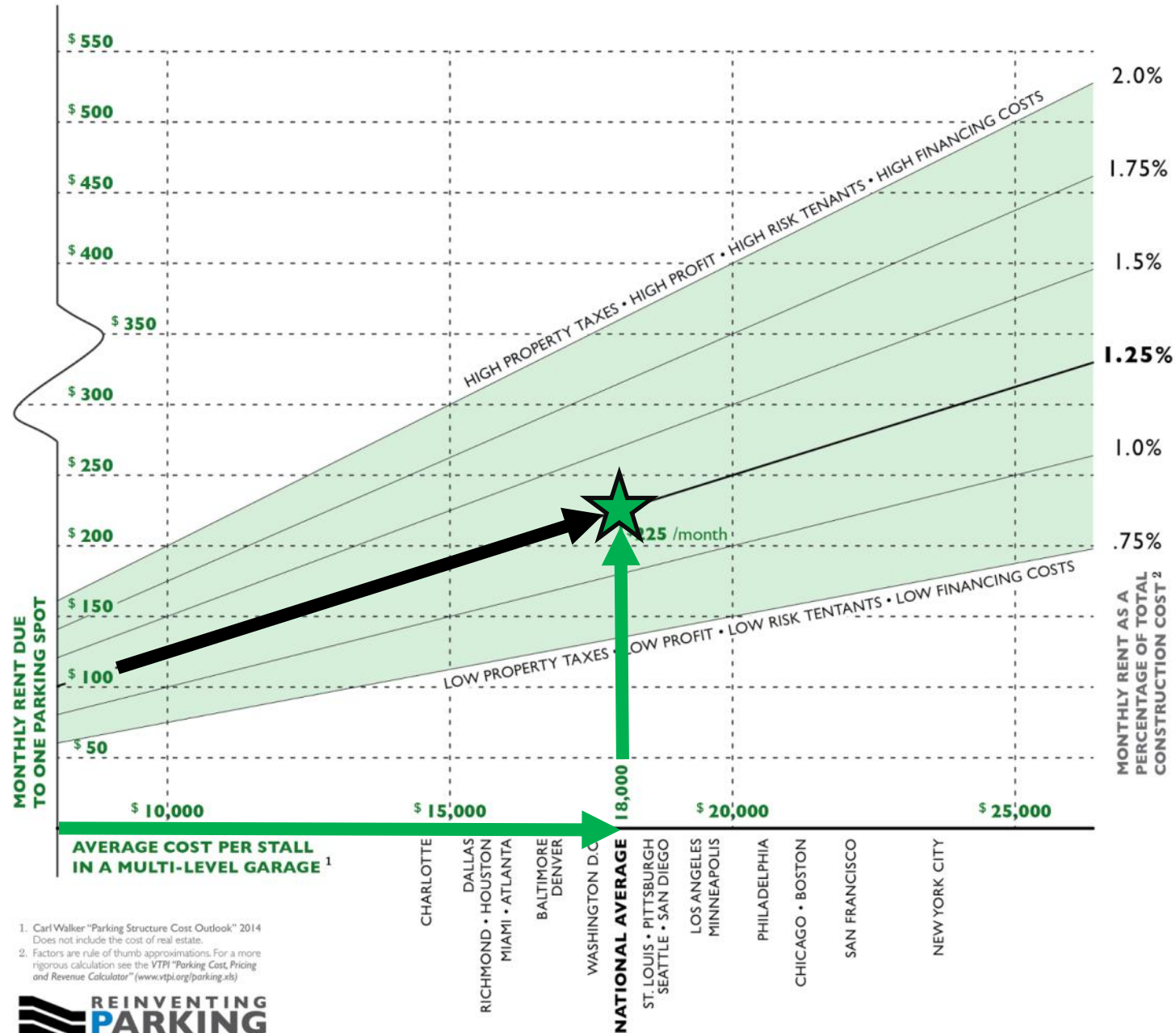
Parking is expensive



HOW MUCH PARKING INCREASES RENT

Supplement to
Part I: Building Costs

Each space increases average rents by about **\$225 a month**



Parking makes headlines

FOX 13
SALT LAKE CITY

NEWS ON-AIR GOOD DAY UTAH THE PLACE TRAFFIC CONTESTS CONTACT CARS

Salt Lake City's Bariatric Medicine Institute is a life changing program that will reduce your weight, and restore and maintain your health.

- Gastric Bypass
- Gastric Band
- Sleeve Gastrectomy
- Imbrication/Bandication



Downtown SLC booming, but traffic and parking are the biggest perception problem

POSTED 12:18 PM, JULY 9, 2015, BY BEN WINSLOW

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SALT LAKE CITY — The downtown area is rebounding, with record-breaking retail sales and a boom in housing.



Parking meter fines going up for downtown Salt Lake City

 Brian Carlson

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06/17/2015 07:03 AM 06/17/2015 11:43 AM



FOX 13
SALT LAKE CITY

NEWS ON-AIR GOOD DAY UTAH THE PLACE TRAFFIC CONTESTS CONTACT CARS

You don't have to be an alien



Sugar House businesses fed up with parking problems

POSTED 9:54 PM, MARCH 21, 2014, BY ANNIE CUTLER

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New Salt Lake parking meters still viewed widely negatively, poll says

By Katie McKellar

May 2nd, 2015 @ 12:35pm

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Parking confers status



Parking is an extension of territory



Free parking is a right!



Parking supports great downtowns



Austin, TX

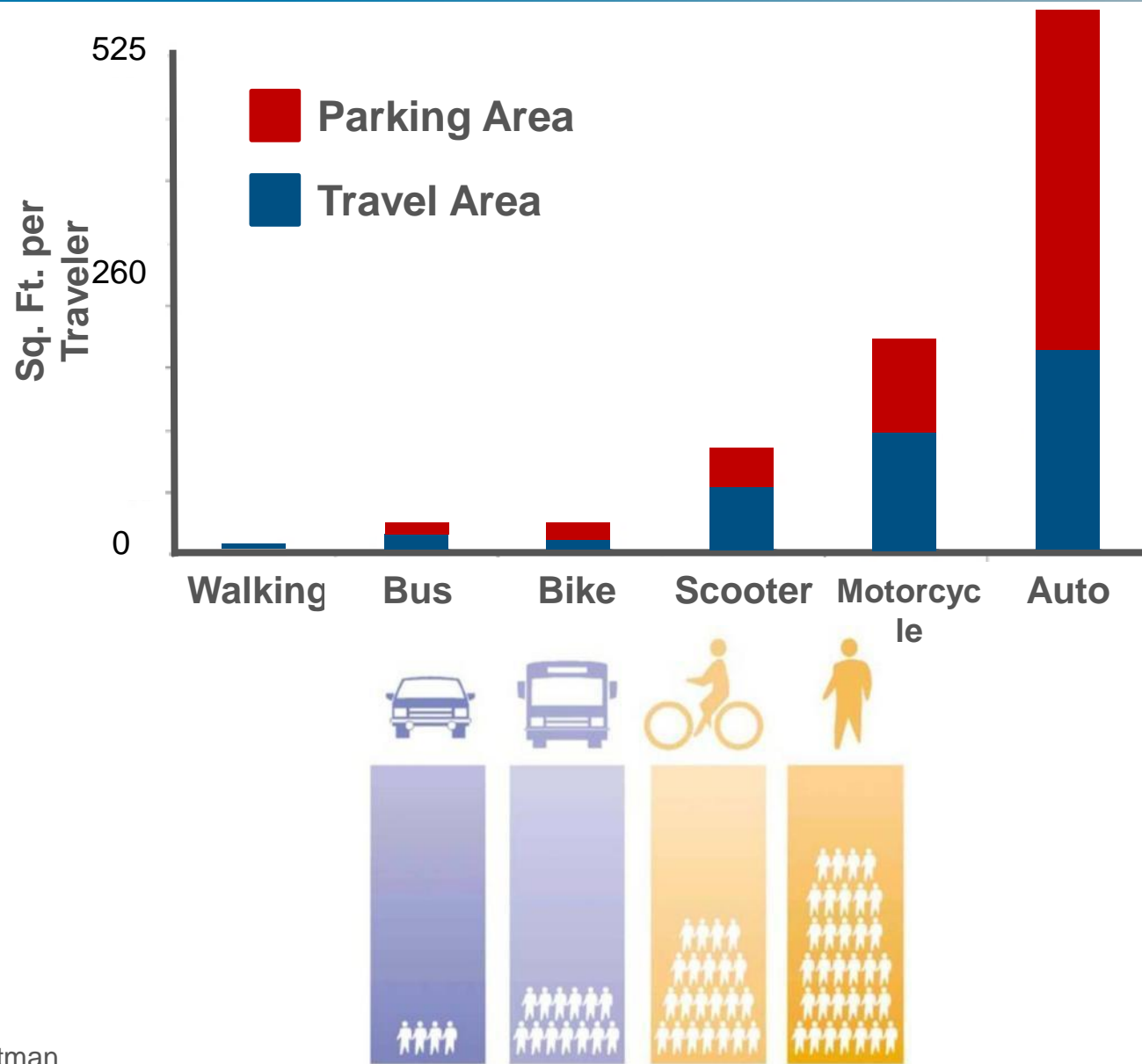


Washington, DC

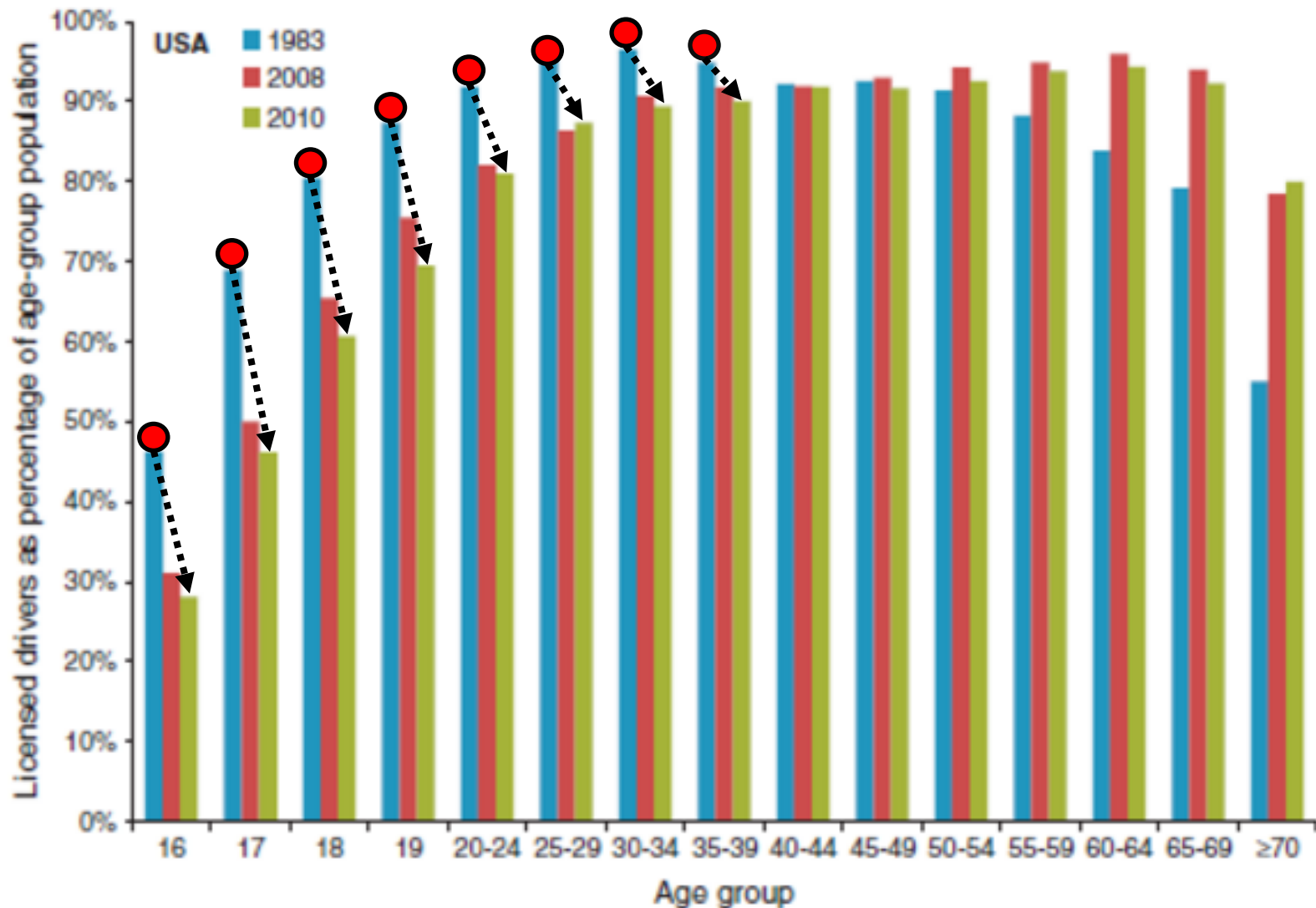


Palo Alto, CA

Parking is about balancing access



Licensed Drivers by Age Group





Study Goals and Objectives

- Use data to understand parking behavior, issues, and opportunities
- Make parking user-friendly
- Ensure parking is a means to City's larger goals
- Maximize use of existing supply, minimize unnecessary expansion
- Catalyze future development
- Identify ways to coordinate parking management



Project Timeline

TASKS	2015	2016
Existing Conditions		
Parking Demand Analysis		
Leading Practices		
Recommendations		
Public Participation	W/S	S S
Project Deliverables		D F

W - Public Workshop S - Stakeholder Feedback D – Draft F – Final

Next Steps

- Finalize Study Report
- Council Briefings
 - Existing Conditions and Key Findings: August 9
 - Study Report & Recommendations: TBD



Questions? Discussion?