



Timothy J. Baroody

MEMORANDUM

TO: Mayor Greenlaw and Members of Council
FROM: Timothy J. Baroody, Fredericksburg City Manager
RE: Transmitting Fredericksburg Parking Plan of Action
DATE: November 3, 2016 (for November 8 meeting)

ISSUE

This is a transmittal of information regarding the status of a Parking Action Plan that will be commissioned by the City of Fredericksburg.

RECOMMENDATION

This is for informational purposes only. City Council may wish to take action to appoint Council members to a task force.

BACKGROUND

The City of Fredericksburg is dedicated to ensuring that there is sufficient parking for residents, businesses and visitors now and into the future. Most of the focus on this topic concerns downtown and the area around the University of Mary Washington, which are the most densely populated areas of the City.

There has not been an in-depth analysis of Fredericksburg's parking supply and demand since the Desman study in 2006. Garner Economics' 2016 economic development master plan recommended updating the Desman analysis. City staff concurs with this recommendation, and is now prepared to move forward on commissioning an analysis that will create a "parking plan of action" for the next decade.

Walker Parking Consultants, with whom the City has already worked on multiple projects, will lead this work. The cost of the analysis will be shared by the Economic Development Authority, UMW and the City of Fredericksburg. The City's portion will come from discretionary funds budgeted to the City Manager's Office; no additional appropriation or City Council action is required.

It is recommended that a task force be formed to work with Walker on this plan of action. UMW (1), City Council (2), the EDA (2), Fredericksburg VA Main Street Inc.(1) are recommended representatives for the 6 member task force. Key questions to be answered as part of this analysis include:

- How has the supply and utilization of public and private parking changed since the 2006 parking study?
- How is the usage of the Sophia Street parking deck changing, and how might it be repositioned to meet downtown parking needs?
- What is the inventory of curbside spaces and their posted duration, and how might these spaces be managed to improve parking downtown?
- What is the appropriate mix of loading zone, 20-30 minute, two-hour and long-term parking durations?
- What is the future demand for parking, where are those “hot spots” of need, and how might existing parking facilities meet those needs?
- Should Fredericksburg consider fee-based parking management, and, if so, what are some best-management practices?
- Is additional surface or structured parking required, and, if so, what parcels of land could/should be acquired?
- How will changing technology (Uber, self-driving cars, etc.) change the demand paradigm for downtown parking in the coming years?

Working with the task force (if approved), Walker will hold a kickoff meeting with City staff, review available data, update the parking inventory, conduct parking occupancy counts, assess existing conditions, hold community meetings, analyze future growth trends and future parking demand, interview City staff, evaluate policies, review best-management practices, estimate costs and ultimately draft recommendations regarding future parking facilities. The report and its recommendations will be presented to City Council and the public. This work is expected to be completed by late winter.

FISCAL IMPACT

The cost of the parking plan of action will be split between UMW, the EDA and the City. The City's portion will come from existing budgeted discretionary funds held by the City Manager's Office. No additional appropriations are required.