

***City Council
Business Retention & Development Committee***

A sub-committee of the Louisville City Council

**Monday, August 1, 2016
8:00 AM – 10:00 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)**

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of June 6, 2016 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Downtown Parking Discussion
- VII. Downtown Retail Discussion
- VIII. Retention Visits
 - 740 Front
 - Eleanor
- IX. September 5 meeting is Labor Day – When to reschedule?
- X. Reports from committee members –
- XI. Discussion Items for Next Meeting: September ???, 2016
- XII. Adjourn

City Council Business Retention & Development Committee

A sub-committee of the Louisville City Council

MINUTES

**Monday, June 6, 2016
8:00 AM – 10:00 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)**

Call to Order – The Meeting was called to order at 8:00 am.

Roll Call – The following members were present:

Committee Members: Susan Loo
Michael Menaker
Dennis Maloney
Justen Staufer
Scott Reichenberg

Staff Present: Kathy Martin
Malcolm Fleming
Joe Stevens
Aaron DeJong

Others Present: Jim Tienken
Mike Kranzdorf
Randy Caranci
Angie Leyton

Approval of Agenda – The agenda was approved as posted.

Approval of May 2, 2016 Meeting Minutes – Chair Loo had two changes to the May 2, 2016 minutes:

1) Under Items for the next meeting, remove the second sentence in the first bullet and replace it with the following; One of LSAB's goals is support for multi-modal. Loo mentioned that perhaps LSAB would be interested in the CTC connector providing motivation for any new RTD route.

Public Comments on Items Not on the Agenda - None

Recreation Center Expansion Discussion –Menaker and Martin updated the Committee on the work done by the Rec Center Task Force. The main points of the presentation were:

- The expansion would nearly double the size of the facility
- Additional parking
- Instruction Rooms
- Equipment Room
- Multi-purpose gym
- New pool area
- Locker room upgrades and expansions
- Improvements to senior and children sections

The capital costs would be paid through a property tax funded bond, and it looks like the operations and maintenance would be paid through a sales tax rate increase, should each of those votes pass in November.

Sustainability Action Plan Discussion – DeJong presented his analysis of the Plan as it relates to any impact on the business community. Committee members support the voluntary nature of the Plan. DeJong will draft an email for Chair Loo.

Retention Visits

- Tebo – DELO Plaza is 75% committed, coming from Stephen Tebo.
- Lowe’s – Met with Allyn Fisher. Store is doing well and no changes are planned.
- King Soopers – Met with Joel Starbuck. SBR store is still doing very well and they are excited about the potential of a location at the former Sam’s Club property.
- Home Depot – Met with Beverly Metz. Store continues to do well.
- Sullivan Hayes – Met with Grant Maves. National retailers continue to want high visibility location in suburban locations. If more projects like McCaslin Marketplace would become available, additional retailers would further consider Louisville.

ED Update – Rocco Inc, an aerospace company in Louisville, decided to move their operations to Longmont.

Reports from committee members – None.

Discussion Items for Next Meeting: August 1, 2016 –

Develop a downtown parking discussion.

Discuss retail retention program.

Adjourn – Meeting adjourned at 9:30 am.

SUBJECT: DOWNTOWN PARKING DISCUSSION

DATE: JUNE 6, 2016

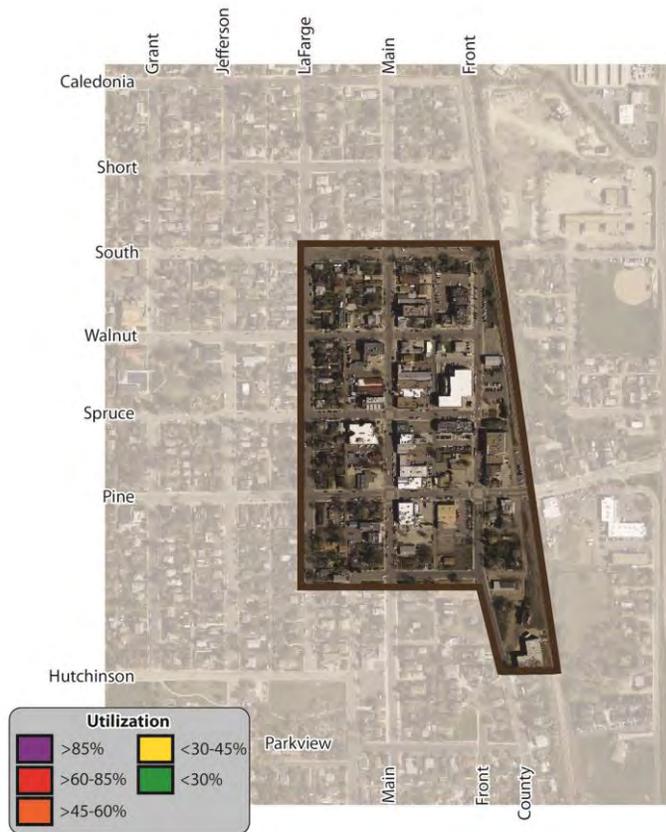
PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

SUMMARY:

Residents, businesses and property owners have consistently stated downtown Louisville is experiencing a lack of parking supply. Downtown parking demands outstrip the current supply, as shown by the City's 2013 parking study, and downtown parking is extending into the neighborhoods. Staff would like to have BRaD discuss the information provided and provide input regarding interest to advance the parking discussion.

BACKGROUND:

The Planning Department conducted a parking study in 2013 and developed a parking action plan for Council consideration in August 2014. The 2014 Council communication is attached.



Highlighted Area = Downtown Area
Shaded Area = Old Town Area

The following summarizes the staff's conclusions from the 2013 Parking Study for both Old Town and Downtown.

- 1) A special event parking management plan is needed to properly manage parking challenges associated with large events downtown;
- 2) Improved parking enforcement is needed to manage illegal parking in both Downtown and Old Town;
- 3) Old Town has an off-street parking shortage (300+ spaces). The parking challenge is exacerbated because many Old Town residents are parking on-street rather than on their off-street spaces because it is more convenient;
- 4) Downtown's parking shortage in the evenings (130 to 325 spaces) is negatively impacting the neighborhood;
- 5) If downtown's lunch time business continues to increase, it may create additional parking shortages during the day and could further impact Old Town;
- 6) A phased neighborhood parking permit program, with associated improved parking enforcement, would help reduce parking conflicts in Old Town during the day and not negatively impact Downtown.
- 7) New parking supply is needed in the near-term (130 to 325 Spaces) to serve existing night-time demand. New parking spaces can come in the form of public evening leases of current private parking spaces in downtown, converting underperforming private parking areas to permanent public parking, and creating new publically owned parking spaces.
- 8) Additional parking capacity (130 to 325 spaces) is needed downtown before a neighborhood permit program in Old Town can be successful in the evenings;
- 9) 160 to 400+ additional public parking spaces are needed to serve the allowed future "build-out" of downtown (161,000 sf) as defined in Sec. 17.12.060 of the Louisville Municipal Code;
- 10) Key investments in transit, bicycle parking, and pedestrian safety improvements will contribute to lowering the parking demand downtown;
- 11) The City should develop a long-term parking supply implementation strategy for downtown. This study should examine if potential changes to current downtown parking ratios and payment in lieu fee option are needed (assuming no RTD FasTracks). The study should specifically examine existing public resources appropriate for parking structures, as well as possible joint development opportunities to finance a variety of long-term public parking solutions necessary

for the “build-out” of downtown. Solutions identified should fit within the small town character of Downtown Louisville, meet vehicular access requirements, be financially sustainable, and if necessary, ensure appropriate architectural transitions for portions of downtown adjacent to the Old Town neighborhood.

Since the parking study and action plan in 2014, the City has made several investments to acquire and develop parking. They are:

- Entered into an evening use lease with Koko Plaza for 45 spaces.
- Purchased .638 acres in the DELO area to accommodate 70 new parking spaces.
- Entered into a contract to purchase a 25 space parking lot from the Blue Parrot Restaurant.

DISCUSSION:

Since 2014, activity in downtown has expanded and parking demands have increased as a result. The Study identified a need of 300 new spaces to accommodate Old Town neighborhood shortages, 130-325 new spaces to accommodate the current Downtown parking shortage, and 160 - 400 spaces to accommodate full-buildout of the downtown area. In total, the downtown area needs significant parking supply to address the current and future parking supply shortfall.

The recent community citizen survey noted parking availability in downtown was topic of interest, resulting in it being the 5th most desired issue (basically tied with recreation facilities) with 50% of respondents stating it was essential or very important.

Parking Constraints

There are several constraints present that limit the City’s ability to significantly increase downtown parking availability:

- Additional public surface parking would likely require building removals.
- All private parking stalls are utilized to satisfy the building’s parking requirements, limiting City purchases of existing spaces.
- Land prices in downtown are above \$50 per square foot.
- Free parking in downtown limits funding pursue additional parking supply solutions.
- Downtown property owners contemplating redevelopment identify satisfying their parking requirement as a major barrier in advancing a project.

Achieving New Parking Supply

When discussing solutions for getting additional parking supply, building a parking structure is often mentioned. Parking structures are obviously expensive to build and maintain, but have some notable benefits:

1. They utilize less real estate to accommodate a greater amount of parking spaces
2. Give visitors, residents, businesses, employees, and residents a dependable ‘first place’ to go for parking, instead of circling the area for an available spot.

- 3. Reduces pressure on properties for demolition solely for parking acquisition.

Parking structures are expensive. Lots of steel, concrete, and moving dirt adds up quickly. The design of the structure can also impact the cost of a facility, as smaller structure footprints tend to be inefficient in parking stall count, causing the per space cost to climb. Should a parking structure be constructed in downtown, it will likely be small and therefore costs will be higher per space.

Staff developed a very rough estimate to identify the costs of paying for, operating, and maintaining a 300 space parking structure in downtown. Below is a table of assumptions and calculations for these costs.

Assumptions		
Parking Spaces		300
cost per space	\$	27,500
Maintenance cost per year	\$	500
Interest Rate		3.00%
Term in years		20
Cost to Construct	\$	8,250,000
Yearly Capital Payment	\$	554,529.59
Annual O&M Payment	\$	150,000.00
Payment per stall	\$	1,848.43
Total Cost per stall	\$	2,348.43
Per month cost per stall	\$	195.70
<u>per work day cost per stall</u>	<u>\$</u>	<u>8.70</u>
Total Cost per year		
Capital/O&M	\$	704,529.59

For Louisville, achieving funding sources to come up with over \$700,000 per year will need significant thought and analysis. Many funding mechanisms are possible and below are descriptions of the main options.

City CIP Funds – The City Council could choose to allocate funding within their Capital Project Funds for the construction of a parking structure. These funds are allocated to many projects and requests always are greater than the funding available.

Parking Fee-in-Lieu – Redevelopments may, if allowed by City Council through a PUD approval, pay a parking fee-in-lieu payment from development projects that cannot satisfy their off-street parking requirements on site. The fee-in-lieu payment amount is set by resolution and is currently \$3,600 per space. Should projects arise and get approval for paying the fee-in-lieu, they would create an upfront funding source for parking solutions.

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DATE: AUGUST 1, 2016

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LRC TIF Funds – The Louisville Revitalization Commission’s Urban Renewal District includes the core downtown area and uncommitted Tax Increment Financing (TIF) revenues could be allocated to funding of a parking structure. TIF collection within the Urban Renewal District sunsets in 2031, limiting the length of the LRC’s participation.

BID District – There is a Business Improvement District (BID) formed encompassing much of downtown. The BID District has been unsuccessful to levy a property tax to generate funding for projects, services, or amenities desired by the downtown property owners.

Parking Fees – Downtown Louisville has free, time restricted parking regulations, which residents, businesses, employees, and visitors appreciate. Should a major parking solution, like a parking structure, be desired, paid parking likely would be required. The revenue would help fund the investment, but also encourage parking to the desired locations for particular parking needs. For instance, parking rates and times should encourage all day parkers to go to the structure and not park on the streets. The rates and times would then allow better access the convenient street spaces for customers and short term users.

To help with the discussion, I have asked Wendell Pickett to attend the meeting, who was recommended by Scott Reichenberg. He is the Vice President of Operations for the Frontier Companies in Longmont. He has had significant experience in parking system design in previous careers.

RECOMMENDATION:

Staff encourages the Committee to discuss the information and provide input regarding interest to advance the parking discussion.

ATTACHMENT(S):

- 1) 2014 Parking Action Plan Communication

SUBJECT: DOWNTOWN / OLD TOWN PARKING RECOMMENDATIONS

DATE: AUGUST 19, 2014

PRESENTED BY: TROY RUSS, AICP, PLANNING AND BUILDING SAFETY DEPARTMENT

SUMMARY:

The Joint Downtown / Old Town Parking Action Committee reviewed the results of the 2013 Downtown / Old Town Parking Study and, with City staff, engaged business owners of Downtown and residents of the Old Town neighborhood to create a parking plan with recommendations consistent with the following goal statement:

“Develop an economically sustainable parking plan for Downtown Louisville that balances the parking requirements of a character rich, vibrant, and evolving business district while supporting and enhancing the livability of the adjacent neighborhoods.”

***- 2014 Downtown / Old Town Parking Plan
Goal Statement***

The proposed Parking Plan has three phases. The plan recognizes Downtown / Old Town parking challenges did not evolve overnight. Likewise solutions needed to resolve the challenges will take time to implement properly. If approved by City Council, the Joint Parking Committee’s recommended parking plan would:

1. Eliminate the 325 parking space deficit in Downtown by adding 221 permanent public parking spaces and 109 evening leased public spaces in the next three years (330 total);
2. Provide the Louisville Police Department the capacity to regularly enforce parking rules in both Downtown and Old Town in 2015 and beyond;
3. Implement a neighborhood parking permit program in 2016 oriented at enhancing the livability of Old Town while sustaining the economic vitality of Downtown;
4. Maintain and enhance the small town character of Downtown and Old Town with distributed parking facilities intended to serve current parking deficits throughout Downtown;
5. Establish a framework for a long-term parking strategy necessary to ensure future parking demand in Downtown is accommodated in Downtown, not Old Town; and,
6. Continue to improve the walkability and bicycle friendliness of Downtown and Old Town.

If approved by City Council, Phase 1 (2014/15) of the recommended plan represents a series of actions focused on planning, design, and budgeting necessary to implement the Parking Plan. Phase 2 (2015/16) represents a shift from planning, design, and budgeting phases to specific actions. Phase 3 (2016-18) represents a clear shift in how the City manages parking in Downtown and Old Town by implementing a customized neighborhood parking permit program in 2016.

BACKGROUND

The Planning and Building Safety Department conducted the City's first comprehensive parking study for Downtown Louisville during the spring and summer of 2009. The information gathered from the study, in combination with an extensive public outreach effort, generated the 2010 Downtown Parking and Pedestrian Action Plan (attached). City Council adopted the Downtown Pedestrian Action Plan with Resolution 9, Series 2011. At the time of the study, Downtown was experiencing numerous vacancies and underperforming properties.

The key conclusions from the 2010 Downtown Parking and Pedestrian Action Plan were Downtown experienced:

1. Higher utilization of on-street spaces; and,
2. Lower utilization of off-street spaces

Staff developed recommendations which focused on extending the reach of the pedestrian, so that underutilized off-street spaces captured an increased share of the parking demand Downtown. The study did not examine the parking impacts in the adjacent neighborhoods, nor did the study examine the impacts of special events.

Downtown Louisville has transformed since 2009 with low vacancies and higher performing properties. Special Events in Downtown have both increased in number and popularity. Complaints of parking impacts in the Old Town neighborhood have increased significantly. For this reason, staff conducted a new and expanded parking utilization study with both expanded coverage areas and increased days observed compared with the 2009 study.

The purpose of the new study was to update the parking data collected in the summer of 2009 with data from the summer of 2013 and update the Parking and Pedestrian Action Plan with a new set of recommended actions the City, Downtown interests and neighborhood representatives agree are responsive to both the economic needs of Downtown and the livability needs of Old Town.



1. JOINT DOWNTOWN / OLD TOWN PARKING ACTION COMMITTEE & PUBLIC PROCESS

City Council formed a Joint Downtown / Old Town Parking Action Committee to support staff in finalizing recommendations to City Council. The committee is composed of individuals representing Downtown interests, Old Town Neighborhood interests, and City Departments responsible for implementing specific recommendations; it consists of the following participants.

Category	Name
Old Town Resident (Pine Street)	Janis Vogelsberg
Old Town Resident (North Main Street)	Alice Koerner
Old Town Resident (LaFarge Avenue)	Miryam Jaffe
Downtown Business Association (Street Faire)	Chris Pritchard
Downtown Business Owner	Richard Stauffer

(office user)

City of Louisville

(Economic Development)

Aaron DeJong

City of Louisville

(Police Department)

William Kingston

City of Louisville

(Public Works Department)

Joliette Woodson

The committee met five times reviewing information collected, analyzed and shown at public meetings. Two public meetings were held to gather public comments. Project post cards were mailed to every homeowner in the study area to raise public awareness of the meetings. The complete public outreach effort used is outlined below:

JOINT PARKING ACTION COMMITTEE

- Introduction and Raw Data Presentation - December 11, 2013
- Best Practices and Goals Discussion – January 22, 2014
- Idea Generation and Goal Setting – March 12, 2014
- Solutions and Implementation – April 16, 2014
- Recommendations – June 11, 2014

PUBLIC MEETINGS

- Kick-off - March 5, 2014 (Introduction, values exercise, and idea generation)
- Solutions – April 30, 2014 (Recommended solutions feedback session)

CITY COUNCIL AND BOARD MEETINGS

- City Council - Study Session - October 22, 2013
- City Council - Study Session - March 18, 2014
- BRaD Update and Feedback Session - April 7, 2014
- Planning Commission Study Session - April 10, 2014
- LRC: Update and Feedback Session – April 14, 2014
- City Council - Study Session - May 6, 2014
- Planning Commission – Final plan review and recommendation - July 10, 2014
- City Council - Final Plan formal actions – August 19, 2014

The contents of this Council Communication represent the unanimous recommendations of the Joint Downtown / Old Town Parking Action Committee and the Louisville Planning Commission.

2. 2013 PARKING STUDY FINDINGS AND CONCLUSIONS

Staff's findings and conclusions from the 2013 Parking Study are documented below and illustrated in the attached PowerPoint Presentation.

Methodology

The 2013 Parking Study was considerably larger in scope and scale than the parking study completed in 2009. In 2009, staff studied parking in Downtown only (11 blocks) on three days (Monday, Wednesday, and Friday) during peak parking times (9 am, 12 pm, 4 pm, and 7pm). A special event did not occur during the study.



2009 Study Area

2013 Study Area

The 2013 Parking Study observed parking utilization in both Downtown and a portion of the Old Town Neighborhood (32 blocks). The study covered four days (Tuesday - July 16th, Wednesday - July 17th, Friday - July 26th, and Saturday - July 27th). Staff documented parking utilization hourly between 8 am and 8 pm in downtown and at peak hours (7 am, 9 am, 12, pm, and 7 pm) in Old Town. A Street Faire occurred on the Friday night. The artist that evening was Samantha Fish.

Findings

The following summarizes the key findings from the 2013 Parking Study for both Old Town and Downtown.

Old Town

- 1) The Old Town neighborhood has 300+ fewer parking spaces than it needs based on staff's review of available parking standards (Louisville Municipal Code (LMC), Commercial Development Design Standards and Guidelines, Mixed Use Development Design Standards and Guidelines, and Downtown Louisville

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Standards). The parking deficit reflects the creation of parking standards after the majority of the buildings were constructed. The majority of the homes built in Old Town were built at a time when the City had lower parking needs and mobility expectations. Today, the buildings are considered legal nonconforming structures. All new homes built are required to have two-off street parking spaces.

	Old Town		Parking Standards			
	Com.	Res. Units	LMC	CDDSG	Downtown	MU Dist.
Land Development	60,485	327				
Parking Supply (Total)	1,655		(368)	(356)	(513)	(443)
On-street	1,097					
Off Street	558					

- Note parking shortages are for off-street spaces

2) Old Town parking shortages are generally located along:

- Grant Avenue (between Spruce & Hutchinson);
- Jefferson (between Pine & Hutchinson)
- LaFarge (between Short & Spruce & Pine to Hutchinson);
- Pine (between Jefferson & LaFarge); and,
- Front (between Caledonia & Short).



Average Utilization 7:00am

Downtown

- 1) It is difficult to accurately quantify the number of parking spaces needed based on an analysis of the applicable code and guidelines. The area is a walkable, mixed-use environment, with both public and private parking spaces, and served by transit. The more suburban standards reflected in the LMC and the CDDSG

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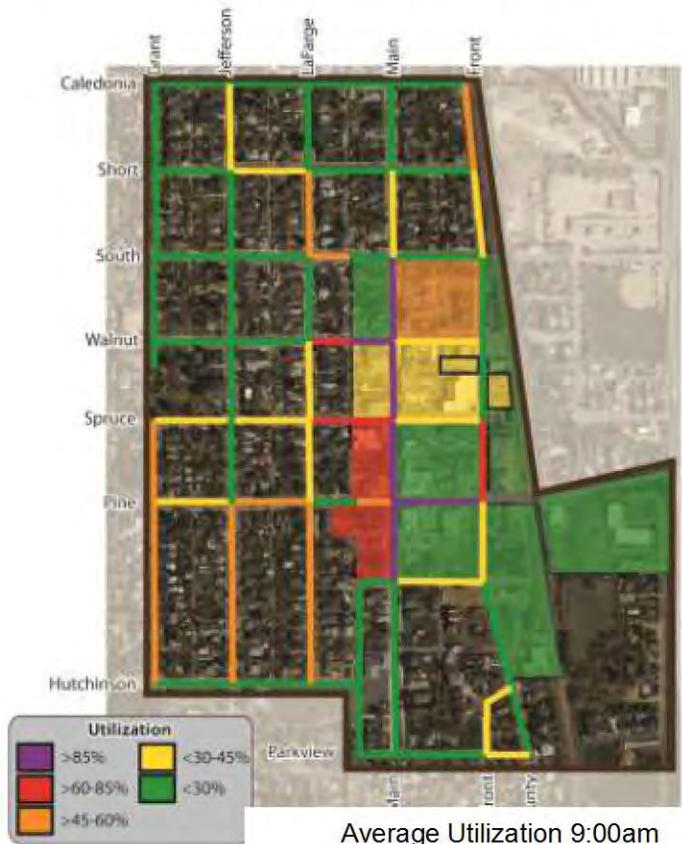
show significant parking shortages in Downtown. However, applying the more urban Downtown Design Guidelines and Mixed Use standards suggests Downtown has a surplus of parking spaces. It is staff's opinion none of the parking standards analyzed accurately reflect the parking demand in Downtown Louisville. More urban standards place too much value on transit delivery, while suburban standards do not properly reflect the shared parking currently occurring in Downtown Louisville.

	Downtown		Parking Codes			
	Comm.	Res. Units	LMC	CDDSG	Downtown	MU Dist.
Land Development	314,834	15				
Parking Supply (Total)	1,061		(725)	(924)	557	128
On-street	252					
Off Street	809					

Staff believes data revealed during the 2013 Parking Study demonstrate Downtown's parking shortages and surpluses actually vary by time of day as described below:

a. Mornings (8:00 am - 11:00 am) - Downtown has a surplus of parking to meet the current demand:

- i. Office workers are parking on-street in Downtown and Old Town because the on-street parking spaces are more convenient than the available off-street spaces in Downtown;
- ii. Neighborhood impacts (60% to 85% utilization) occurring on:
 - Walnut and Spruce (between LaFarge & Main)
 - LaFarge (between Pine & Walnut)



b. **Afternoon (11:00 am to 4:00 pm) - Downtown has sufficient parking to meet the current demand:**

- i. Office workers are parking on-street in Downtown and Old Town because the on-street parking spaces are more convenient than the available off-street spaces in Downtown;
- ii. If downtown restaurant business continues to increase, parking shortages in Downtown will likely occur;
- iii. Neighborhood impacts (60% to 85% utilization) occurring:
 - LaFarge (Pine to Walnut)



Average Utilization 12:00pm

>85% utilization:

- Walnut, Spruce, and Pine (between LaFarge & Main)
- Pine (between Jefferson & LaFarge)

c. **Evening (4:00 pm to 8:00 pm) – Downtown parking demand exceeds the supply by a range of 130 to 325 spaces:**

- i. Primary shortages are caused by the lack of off-street parking for restaurants;
- ii. Staff calculated the evening shortage by multiplying 65,000 sf of restaurant space by 2 spaces per 1,000 sf of development (Downtown Code) and 5 spaces per 1,000 sf (national standard)



Average Utilization 7:00pm

iii. Neighborhood impacts (60% to 85% utilization) occurring:

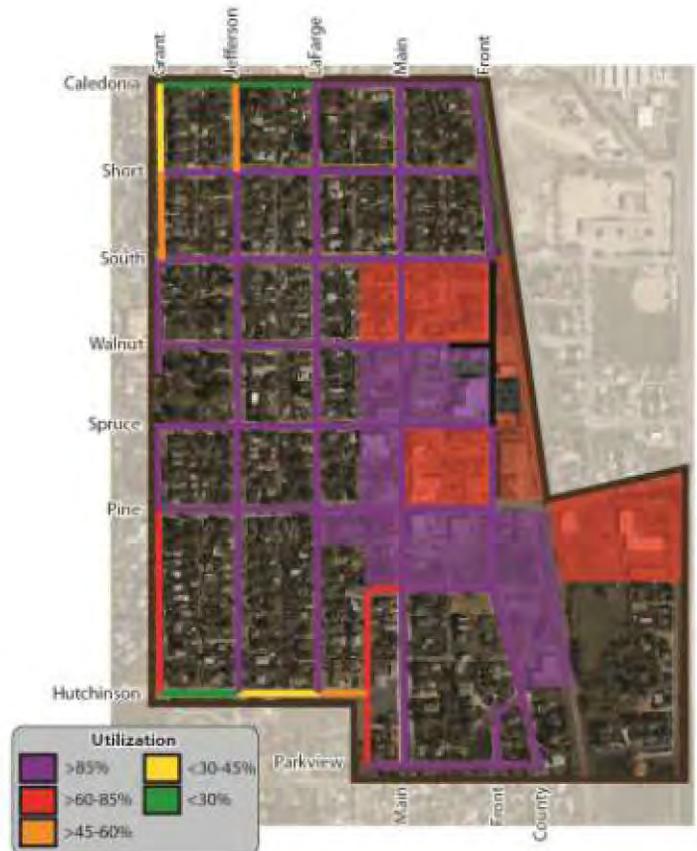
- Spruce (between Jefferson & LaFarge);
- LaFarge (between Pine & Walnut);

>85% utilization:

- Walnut, Spruce, and Pine (between LaFarge & Main);
- Pine (between Grant & LaFarge);

d. Large Special Events - Downtown alone does not have the parking spaces needed to accommodate large scale special events:

- i. A parking management plan is needed for large scale special events:
 - Employees;
 - Enforcement;
 - Alternative modes of travel (shuttles); and,
 - Incentives
- ii. Neighborhood impacts (>85% utilization) occurring:
 - Everywhere
- iii. The South Street Gateway is a critical infrastructure investment needed to increase parking supply for special events.



2) Based on future development allowances downtown (161,000 sf) and a 50% on-site parking accommodation, staff calculates a future deficit range of 160 to 400 public spaces. Staff calculated the future shortage by multiplying 161,000 sf of allowed future development space by 2 spaces per 1,000 sf of development (Downtown Code) and 5 spaces per 1,000 sf (national standard). Staff assumed only 50% of all future development will be accommodated on-site by the proposed development. The remaining 50% would come through the payment in lieu option.

Conclusions

The following summarizes the staff's conclusions from the 2013 Parking Study for both Old Town and Downtown.

- 1) A special event parking management plan is needed to properly manage parking challenges associated with large events downtown;

- 2) Improved parking enforcement is needed to manage illegal parking in both Downtown and Old Town;
- 3) Old Town has an off-street parking shortage (300+ spaces). The parking challenge is exacerbated because many Old Town residents are parking on-street rather than on their off-street spaces because it is more convenient;
- 4) Downtown's parking shortage in the evenings (130 to 325 spaces) is negatively impacting the neighborhood;
- 5) If downtown's lunch time business continues to increase, it may create additional parking shortages during the day and could further impact Old Town;
- 6) A phased neighborhood parking permit program, with associated improved parking enforcement, would help reduce parking conflicts in Old Town during the day and not negatively impact Downtown.
- 7) New parking supply is needed in the near-term (130 to 325 Spaces) to serve existing night-time demand. New parking spaces can come in the form of public evening leases of current private parking spaces in downtown, converting underperforming private parking areas to permanent public parking, and creating new publically owned parking spaces.
- 8) Additional parking capacity (130 to 325 spaces) is needed downtown before a neighborhood permit program in Old Town can be successful in the evenings;
- 9) 160 to 400+ additional public parking spaces are needed to serve the allowed future "build-out" of downtown (161,000 sf) as defined in Sec. 17.12.060 of the Louisville Municipal Code;
- 10) Key investments in transit, bicycle parking, and pedestrian safety improvements will contribute to lowering the parking demand downtown;
- 11) The City should develop a long-term parking supply implementation strategy for downtown. This study should examine if potential changes to current downtown parking ratios and payment in lieu fee option are needed (assuming no RTD FasTracks). The study should specifically examine existing public resources appropriate for parking structures, as well as possible joint development opportunities to finance a variety of long-term public parking solutions necessary for the "build-out" of downtown. Solutions identified should fit within the small town character of Downtown Louisville, meet vehicular access requirements, be financially sustainable, and if necessary, ensure appropriate architectural transitions for portions of downtown adjacent to the Old Town neighborhood.

1. PARKING ACTION PLAN

The recommendations from the Joint Downtown / Old Town Parking Action Committee are presented in three phases. Each phase shown below illustrates items in three general categories: Planning and Policy; Land and Capital, Operating and Maintenance.

Phase 1: 2014 - 2015		Cost
ACTIONS		
Planning & Policy	Secure parking agreement with BNSF (North and South of Pine Street)	\$10,000
	Require and develop a parking management plan for large events (implement summer of 2015)	\$20,000
	Evaluate if changes to the required downtown parking ratios and pay in-lieu fees are needed to reflect parking demand and actual costs to provide public parking spaces	Staff Time
	Develop specific incentive program to assist in meeting Downtown Parking Challenges	Staff Time
	Design a residential parking permit program similar to Aspen, CO (Implement in 2016)	\$50,000
	Update Downtown Louisville Handbook design standards for parking facilities to ensure they pedestrian oriented and match the character of Downtown	Staff Time
	Modify LMC Sec. 17.12.030 - Ban parking lots as a primary use by right in the RM and RH Zone Districts	TBD
	Develop a long-term parking supply and joint-development strategy for Downtown	\$60,000
Land & Capital	Acquire parking in the redevelopment district for 70 surface parked spaces.	Subject to negotiation (Budgeted)
	Acquire an underutilized (evening) private parking facility (41 spaces) through a lease agreement (night-time only public use in exchange for City services).	Subject to negotiation
	Restriping South Street (Jefferson Street and Main Street: 5 to 12 spaces)	\$500 (reoccurring)
	Restripe Jefferson Street at Memory Square (2 to 5 spaces)	\$500 (reoccurring)
	Paint Cross Walks at: Front / Elm; Main / Elm; Pine / LaFarge	\$500 (reoccurring)
	Formalize parking spaces on north side of Elm Street (between Main and Front 10-spaces) and Spruce Street (on South Side at alley (2 spaces)	\$500 (reoccurring)
	Finalize and install Master Plan MUTCD parking signs	\$60,000 (Budgeted)
Operations & Maintenance	Change policy and modify the 2015 budget for public works to maintain alleys between Front / Main; Main LaFarge; LaFarge Jefferson (paving and snow removal)	Staff Time
	Modify the 2015 operational / capital budget to allow the police to actively manage downtown parking	Staff Time

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Phase 2: 2015 - 2016		Cost
ACTIONS		
Planning & Policy	Implement City sponsored valet parking with private downtown parking facility	TBD
	Implement management plan and requirement for large events	cost to the vendor
	Change Downtown parking ratios and payment in-lieu fees (fees should reflect cost of surface parking identified in this plan)	TBD
Land & Capital	Construct parking area along BNSF (north and south of Pine Street (68 spaces)	Subject to negotiation
	Construct South Street Gateway (access to 80 on-street parking spaces)	\$2,600,000 Budgeted (\$200k design)
	Install 100 Bicycle Parking Spaces	\$10,000
	Acquire underused Downtown properties suitable to provide a total of at least 50 parking spaces	Subject to negotiation
	Install pedestrian warning signs and mirrors on alleys	\$2,000
Operations & Maintenance	Police to proactively manage downtown parking	\$100,000 (\$70,000 reoccurring)
	Maintain alleys between Front / Main; Main / LaFarge; LaFarge / Jefferson (paving and snow removal)	\$4,000 (Reoccurring)
	Design for the repaving of alleys between Front / Main; Main / LaFarge; LaFarge / Jefferson; (offer home owners the opportunity to pay for own parking spaces at City costs)	TBD

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Phase 3: 2016 - 2018		Cost
ACTIONS		
Planning & Policy	Implement neighborhood parking management plan and residential permit program for Old Town, (similar to Aspen's) once additional parking facilities are built, or leased (2016)	TBD
	Develop and implement appropriate Transportation Demand Management (TDM) measures identified in the NAMS recommendations once Downtown has achieved an appropriate level of transit service to justify their use	TBD
	Revisit the Downtown Parking and Pedestrian Action Plan along with downtown parking ratios and payment in-lieu option (2018)	Staff Time
Land & Capital	Support development of the new RTD route along Hwy 42 connecting Lafayette to Downtown Louisville, the CTC, US 36 and Broomfield. (NAMS Recommendation)	TBD - Negotiations with RTD
	Support improved service from the RTD Dash Route with 15 minute frequencies throughout the day. (NAMS Recommendation)	TBD - Negotiations with RTD
	Traffic Calm Pine Street (Bulb out intersections between Lafarge and McKinley)	\$60,000 (\$10,000 design)
	Implement repaving of alleys between Front / Main; Main / LaFarge; and LaFarge / Jefferson (Offer home owners opportunity to pay for own parking spaces at City costs)	TBD
	Redesign Main Street driveway and parking lot at chase bank (4 spaces)	\$15,000 (\$2,500 Design)
	Redesign Main Street driveway at City Hall (4 spaces)	\$15,000 (\$2,500 Design)
	Implement Downtown Plaza and Newspaper vending machines	\$12,000
Operations & Maintenance	Implement ECO-Pass Program for City Hall and possible Downtown businesses	TBD

PLANNING COMMISSION ACTION:

The Downtown / Old Town Parking Action committee was formed to provide staff needed local knowledge of the issues facing both Downtown and Old Town. The Planning Commission was asked to review the recommendations from a City-wide perspective. The Planning Commission held a public hearing on July 10, 2014 to review the proposed parking recommendations. The Commission unanimously supported the Downtown / Old Town Parking Committee's recommendations.

The Planning Commission conversation was positive. No public comments were received at the hearing. The primary discussion items were related to:

- Louisville payment in-lieu fee
- Aspen's parking permit program
- Parking as a primary land use in residential neighborhoods
- Historic home relocation
- Transition of the project for the existing neighborhood to the north.

STAFF RECOMMENDATION (No Parking Committee feedback)

Staff recommends City Council adopt the 2014 Downtown / Old Town Parking Committee recommended parking action plan with one additional recommendation.

Planning Division was approached by the Economic Development Director after the final meeting of the Downtown / Old Town Parking Action Committee and asked whether it would be appropriate to convert the City owned parcel on the northwest corner Elm Street and County Road to a surface parking lot for 28 cars. According to the public works department, the order of magnitude cost of this facility would be approximately \$100,000 (\$70,000 for construction, \$10,000 for demolition, and \$20,000 for contingency). Staff did not have the time to consult with the Parking Committee for input and is instead seeking City Council direction. Staff recommends the City not convert the property to a surface parking facility at this time for the following reasons:

- 1) The other actions in the recommended plan would accommodate Downtown's immediate parking needs. The addition of 28 surface parking spaces would be in excess of what is needed at this time;
- 2) Removing a leasable commercial space for surface parking could set a precedent that would negatively impact the character of Downtown and Old Town:
 - i) Surface parking is an inappropriate use for the southern gateway of Downtown;
 - ii) Surface parking is not pedestrian friendly;
 - iii) Surface parking is a poor land use adjacent the Old Town neighbors across the street;
 - iv) A surface parking lot is inconstant with the Louisville Art District's "Laddy Lane" concept.

- 3) The recommended plan identifies the need for a long-term parking strategy that will look at this site for a joint use opportunity.

FISCAL IMPACT:

The recommended Downtown / Old Town Parking Action Plan involves a mix of actions budgeted in the 2014 Capital Improvement Program. The City has \$3,410,000 budgeted for the construction of the South Street Gateway, land acquisition for 70 parking spaces in the redevelopment district, and installation of a downtown wayfinding program.

Additional actions not budgeted from the recommended plan are presented in the three stages of planning, design, and construction with only known costs for the planning phase. Land acquisitions and potential leases will involve negotiation with private property owners and estimated costs should not be disclosed at this time.

The fiscal impact of unbudgeted portions of the recommended plan could range between \$1.4 million and \$1.8 million with the following estimate cost breakdown:

Planning:	\$110,000 + Staff Time
Design:	\$275,000 + Staff Time
Acquisition / Construction:	\$1,140,000 and \$1,540,000
TOTAL	\$1,425,000 to \$1,825,000

Note: Ongoing operations should range between: \$90,000 to \$120,000 per year

ATTACHMENTS:

1. 2010 Parking and Pedestrian Action Plan
2. Presentation

Implementation

Five potential funding sources have been identified to assist in implementing the Parking and Pedestrian Action Plan. Successful implementation of the Action Plan will require a multifaceted, multi-year, utilization of each funding opportunity.

Fee-in-Lieu Funds: The City provides developers an option to pay a \$3,600 fee-in-lieu of constructing their required parking. Staff estimates the fee-in-lieu program will generate approximately \$950,000 through the downtown build-out if developers build only 20% of their required parking. Fee-in-Lieu funds will be used on projects which improve the utilization of existing parking spaces and create additional parking supply.

Business Improvements District (BID): Many improvements identified in the Action Plan will benefit Downtown interests only and therefore should be financed locally. A Downtown BID is established; however, a tax rate for the BID has not been activated.

Impact Fees: Impact fees are one-time charges applied to offset the additional public-service costs of new development. The City is currently conducting its five year update of impact fees and is examining the funding eligibility of projects from the Action Plan.

General Fund - Capital Improvements: Several projects from the Parking and Pedestrian Action plan can be integrated into the City's annual capital funding expenditure. These projects would be evaluated and prioritized by City Council annually.

Tax Increment Financing (TIF): The Highway 42 Revitalization District is an established TIF district which includes Downtown Louisville. As the tax base of the district increases, many of the projects in the Action Plan would be eligible for the small amount of TIF funding that may be available.

The potential costs and recommended phasing for the projects are shown below. The proposed projects will be competing for funds with other City of Louisville capital improvement projects. Final decisions regarding the timing and amount of funds to be allocated for the projects identified below will be made annually through the typical City Council budgeting procedures.

Project	1-3 Years	3-5 Years	5-10 Years	10-20 Years	Totals
Marketplace Walkway	D,C	50,000			50,000
Pine Street Gateway	D,C	15,000			15,000
Parking Garage Improvements	C	1,000			1,000
Pine and Main Street Parking	C	1,000			1,000
Spruce Street Parking	C	1,000			1,000
Main Street Patios	D,C	220,000			220,000
Bicycle and Stroller Parking	C	10,000			10,000
Wayfinding	D,C	80,000			80,000
Parks and Recreation Plaza	D,C	40,000			40,000
Newspaper vending machines	D,C	24,000			24,000
Modify Fee-in-Lieu of Parking Policy*	C	5,000			5,000
Extend 2 Hour Time Limit	C	1,000			1,000
County Annex Shared Parking*	C	5,000			5,000
Employee Parking Manual*	C	1,000			1,000
Snow Removal Policy	D,C	5,000			5,000
Main Street Kiosk Plaza	D	5,000	C 30,000		35,000
Events Infrastructure and Planning	C	10,000	C 5,000	C 5,000	25,000
Historic Walking Tour/Public Art Program	C	5,000	C 5,000	C 5,000	20,000
Downtown Murals	D,C		C	C	
Diversify Downtown Land Uses	C		C	C	
South and Front Street Improvements	D	10,000		C 60,000	70,000
South Street Underpass**	D	200,000	C 1,300,000		1,500,000
City Hall Vehicle Parking Policy					
Pedestrian Intersection Improvements					
Main and Walnut Intersection	D,C	50,000			50,000
Main/Elm St. & Front Street Intersections			D,C 250,000		250,000
Front Street Plaza		D 20,000	C 140,000		160,000
Increased Parking Enforcement*		C 20,000			20,000
Pine and Front Intersection		D,C 90,000			85,000
Landscaped Bulb Outs			C 10,000		10,000
City Hall Plaza			D 25,000	C 145,000	170,000
City Hall Parking Lot Improvements				D,C 12,000	12,000
Alley Streetscape Plan				C 50,000	50,000
Post office parking garage***				D,C 600,000	600,000
FasTracks				D,C 1,100,000	1,100,000
TOTALS		\$740,000	\$1,470,000	\$500,000	\$1,920,000
					\$4,630,000

D = Design, C = Construction, D,C = Design and Construction

* Estimate is for staff time needed to complete objective

**Actual cost to be determined after design study is completed

***Estimate based on City's payment for 20 public spaces

Downtown Louisville Parking & Pedestrian Action Plan

Background

The Downtown Louisville Parking and Pedestrian Action Plan was developed to address the following key changes that have taken place over the past few years:

Change #1 - In 2009, the Louisville City Council passed an ordinance (No. 1577, Series 2010) increasing the cap on development of the westerly portion of downtown from 354,000 square feet to 475,000 square feet (excluding City-owned buildings).

This change allows an additional 164,000 square feet of development. When new development occurs, it will increase demand for parking. Accommodating this additional square footage without compromising the unique character of Downtown Louisville will be essential to the continued success of downtown.

Change #2 - Between 2008 and 2009, the City of Louisville completed a downtown parking study which demonstrated a maximum of one parked car for every 532 square feet of development.

The study showed that no more than 59% of the parking spaces were occupied at any given time. As a result of these findings, the Louisville City Council passed an ordinance (No. 1577, Series 2010) reducing the amount of parking required for new development downtown from 1 space per 400 feet of development to 1 space per 500 square feet of development for all uses except for residential, and adopted specific residential parking requirements. The ordinance was passed with the recognition that the on-street parking in the core of downtown was experiencing high levels of utilization while off-street spaces maintained low utilization rates. In order for downtown to continue to be successful, the City will have to better manage on-street parking resources and better utilize off street parking supply by extending the reach of the pedestrian through specific urban design actions.

Change #3 - The popularity of Downtown Louisville continues to increase. The small town appeal and the historic and pedestrian qualities of downtown, coupled with the success of the Street Faire and the Main Street Patios continues to attract private investment. The current parking supply is able to accommodate anticipated demand; however, additional strategies are needed to better manage both on-street and off-street parking resources.

Public Process

In July of 2010, an advisory committee was formed to begin discussing the issues and opportunities surrounding the Downtown Parking and Pedestrian Action Plan. The committee provided guidance and suggestions which helped to establish an objective for the plan. In August of 2010, a public walking audit was held to gather feedback on the downtown pedestrian environment from members of the community. Planning staff then led 13 public meetings with various Louisville boards and commissions to present the plan and allow for comments and questions. The public process culminated with a meeting on December 16, 2010 where staff presented the plan and led an exercise to gauge how the meeting attendants prioritized the projects proposed in the plan.

Objective

The objective of the Downtown Parking and Pedestrian Action Plan is to better manage on-street parking resources and better utilize off-street parking supply, using both short and long term solutions focused on creating a vibrant, walkable, and economically vital Downtown Louisville.



Measures of Success

Thirty-one (31) projects identified below increase the parking supply or maximize its utilization through management solutions. Some of the projects selected will enhance the utilization of remote parking by improving the quality of the pedestrian experience. The six success measures listed below were established to determine if a project effectively enhances the pedestrian environment.

- Accessible** - Projects which help make downtown a place that can be enjoyed by people of all ages and mobility levels.
- Comfortable** - Projects which help visitors feel at ease with their surroundings and provide a feeling of personal safety.
- Convenient** - Projects which develop a clear image for downtown and create a place easily understood to residents and visitors alike.
- Connected** - Projects which link together multiple pathways to multiple activities, resources, services, and places.
- Engaging** - Projects which help to create a visually rich downtown with interrelated parts allowing visitors and residents to connect with each other and downtown.
- Vibrant** - Projects which build a downtown pulsating with life, vigor, and activity.

ID #	Project	Accessible	Comfortable	Convenient	Connected	Engaging	Vibrant	Additional Parking	
								Time Limit	No Time Limit
1	Main Street Kiosk Plaza	X	X	X		X			
2	Parks and Recreation Plaza	X	X	X	X				
3	Marketplace Walkway	X	X	X	X	X	X		
4	South and Front Street	X	X	X	X				
5	South Street Underpass	X	X	X	X	X	X		
6	Front Street Plaza	X	X	X		X	X	10	
7	City Hall Plaza		X	X		X	X		
8	Pine Street Gateway	X	X	X					
9	Pine and Front Intersection	X	X	X	X			17	
10	Parking Garage Improvements	X	X	X	X				
11	Pine and Main Street Parking	X	X	X				7	
12	Spruce Street Parking	X	X	X				2	
13	Alley Streetscape Plan	X	X	X	X	X	X		
14	Main Street Patios	X	X	X		X	X	-12	
15	Bicycle and Stroller Parking	X	X	X					
16	Wayfinding		X	X	X	X			
17	Walking Tour/Public Art Program	X				X	X		
18	Downtown Murals	X				X	X		
19	Extend 2 Hour Time Limit			X				20	-20
20	City Hall Parking Improvements and Vehicle Parking Policy	X	X	X				10	
21	County Annex Shared Parking	X		X				15	
22	Post office parking garage	X	X		X	X		20	
23	Landscaped Bulb Outs		X			X	X		
24	Pedestrian Intersection Improvements	X	X	X	X				
25	Newspaper vending machines	X	X	X					
26	Diversify Downtown Land Uses	X	X	X		X	X		
27	Modify Fee-in-Lieu of Parking Policy	X	X	X					
28	Employee Parking Manual		X	X					
29	Increased Parking Enforcement	X	X	X					
30	Events Infrastructure and Planning	X	X	X					
31	FasTracks	X	X	X	X	X			
32	Snow Removal Policy	X	X		X				
TOTALS								59	10

Master Plan



South & Front Street Improvements



South Street Underpass



Main Street Kiosk Plaza



Front Street Plaza



Main Street Patios



Marketplace Walkway



City Hall Plaza



Parks and Recreation Plaza



Pine and Front Intersection



Pine St. Gateway



Parking Results

Type	Existing	Build-out	Change
Public On Street	272	286	14
Short Term	198	232	34
Long Term	74	54	-20
Public Off Street Parking	167	222	55
Short Term	49	83	34
Long Term	118	139	21
Public Spaces - Sub-total	439	508	69
Private Spaces - Sub-total *	452	517	65
Total Parking	891	1,025**	134

* Assumes future private development provides 20% of parking and payment-in-lieu for 80%.
 ** Parking demand (1/532 SF) for downtown at build-out (475,000 SF) is 893 Spaces.
 1,025 parking spaces represent a 13% surplus over future demand.

SUBJECT: DOWNTOWN RETAIL DISCUSSION

DATE: AUGUST 1, 2016

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

SUMMARY:

Staff would like the BRaD committee to discuss retail operations in downtown area.

BACKGROUND:

Downtown has experienced new vitality over the past 10 years. The area has transitioned into a mix of offices, retailers, service providers and restaurants. This transition continues bringing with it new challenges and opportunities. First floor space, generally retail and restaurant spaces, is experiencing significant lease rate increases over the last few years and this trend is expected to continue given the desirability of downtown.

Over the last couple of months, several downtown retailers and restaurants have discussed with me that business has been down this year compared to previous years. The Q1 2016 sales tax report prepared by the Finance Department shows sales tax revenue of \$305,658, representing a 7.02% increase from Q1 2015. Q2 2016 report won't be available until later in August. Looking at the most recent monthly sales tax report of May 2016, sales tax collections in downtown reflect a decrease from previous years. A history of April and May downtown receipts is below.

<u>Year</u>	<u>April Receipts</u>	<u>May Tax Receipts</u>
2011	46,233	51,960
2012	55,014	63,198
2013	61,480	75,021
2014	70,828	84,634
2015	65,530	92,509
2016	79,666 (+21.6%)	84,985 (-8.1%)

Retailers are generally stating a lack of retailers in downtown, rents increasing causing stress on reaching profitability, downtown construction projects, and a lack of assistance to promote downtown. Retailer attrition may occur should the spring 2016 decrease continue for an extended period.

Some restaurants have stated a decrease in sales as well in 2016. Additional restaurants opening in downtown is perceived to cause sales declines among existing restaurants. Some note the significant downtown construction causing challenges for customers. Smaller Street Faire turnouts have also been noted as a reason for the decline.

SUBJECT: DOWNTOWN RETAIL DISCUSSION

DATE: AUGUST 1, 2016

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Downtown real estate continues to be at near zero vacancy rates, and increasing real estate prices and rents are reflecting it. Rising rents may cause less profitable operations out of the area.

Adding significant leaseable space in downtown is unlikely to occur in large amounts, so downtown may be reaching a maturity stage. The national economy is likely due for a correction, and discretionary spending (like dining and gifts) is normally the first to feel the impact. It would be safe to assume the downtown sales increases experienced in the last 5 years will slow.

DISCUSSION:

Given these trends, the outlook, and business input, I would like the BRaD committee to discuss the downtown area. To help form the discussion, the following is a list of elements normally present in successful downtowns.

A shared vision for the future

Successful downtowns know what they are and what they want to be.

A critical mass of restaurants, retail, and nighttime activities

Having several options for each category adds to the desire for visitors and residents to come to downtown. The varying uses facilitate activity throughout the day and evening.

The stores have standard operating hours and days

When visitors and residents come to shop, there is an expectation that everyone is open. There are also set evenings where the shops remain open.

Downtown includes residential which help support the businesses

Where residents hang out, so do visitors. Nearby residential assists downtown vibrancy.

Parking is convenient and available

There should be ease in finding a place to park. Don't let parking availability be a reason not to come

The area has special places to gather

Engaging public spaces that promote lingering in the area.

Quality gateway entrances

Visitors and residents are shown they have entered a special area.

Business signage is consistent

Signage should be tasteful and doesn't detract from the downtown experience.

Quality public infrastructure

SUBJECT: DOWNTOWN RETAIL DISCUSSION

DATE: AUGUST 1, 2016

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Sidewalks that allow for outdoor dining and streets that promote a pedestrian experience.

Special events and experiences within downtown

Farmer's markets, special events, and street music all contribute to a vibrant space.

The area is branded and marketed

Downtowns branded as a unique space and visitors and residents are consistently reminded to come experience it.

Downtown Louisville has many of these needed characteristics but is deficient in others. Discussion about the vision for downtown is desired and opportunities to strengthen the area for our local businesses.

RECOMMENDATION:

Staff encourages the Committee to discuss the information and provide input to staff.

ATTACHMENT(S):