

Parking and Traffic Committee
of the
Downtown Improvement Board
Tuesday, January 12, 2016
4:30 p.m.
AGENDA

1. Call To Order
2. Recurring Agenda:
 - a. Consideration of the Agenda for the January 12, 2016 meeting
 - b. Consideration of the minutes from the December 8, 2015 meeting
3. Review of the November Financial Statements
4. Public Presentations
5. New Business
 - a. Committee Goals and Objectives for 2016
 - i. Expand the managed parking spaces
 - ii. Upgrade the LPR system vs. expanded meters
 - iii. Identify/purchase additional parking assets
 - iv. Prepare a pricing strategy for the entire year
 - v. Develop a marketing/PR campaign for the entire year
 1. Great press from the holiday card day
 - b. Parking challenges around the Chappie James facility
6. Continuing Business
 - a. Update on the City/CRA plan to sell the Government Street lot
 - b. Update from the WFRPC given to the DIB 1/5/16
 - c. Equipment Repairs
 - d. New pricing – public response
 - e. Longer stay in lots – implemented?
 - f. Jefferson Garage
 - i. Landscape cleanup
 - ii. Camera upgrade
 - g. The addition of handicapped spaces
 - i. Government Street & Baylen Street lots
7. Public Comment
8. Adjournment

NOTE: The DIB Parking & Traffic Committee normally meets the second Tuesday of each month at 4:30 p.m. in the DIB Public Meeting Room (Suite 104) on the first floor of the Rhodes Building at 41 N. Jefferson Street, Pensacola, Florida

**Minutes for the
Parking and Traffic Committee
Tuesday, December 8, 2015
4:30 p.m.**

1. Call To Order the meeting was called to order by Chairman Bednar at 4:35
2. Present were: Mark Bednar, Clay Roesch, Cheryl Young, Maurice Patterson and Ron Butlin
3. Consideration of Minutes there are no minutes from the November 10, 2015 meeting as there was not a quorum.
4. Public Presentations none
5. New Business
 - a. There was discussion around the City/CRA looking to sell the Government Street lot. The CRA is requesting proposals from potential purchasers. Mr. Spoke at the CRA meeting in favor of business expansion and additional jobs downtown but asked the CRA to keep in mind providing public parking especially in the S/W sector of Downtown.
 - b. Committee began discussion on its Goals and Objectives for 2016
 - i. Expand the managed parking spaces
 - ii. Upgrade the LPR system
 - iii. Introduce pay to park at lots south of Main Street
 - iv. Identify/purchase additional parking assets
 - v. Prepare a pricing strategy for the entire year
 - vi. Develop a marketing/PR campaign for the entire year
 - vii. Look into possible bond underwriting for capital improvements
 - c. Recommended changes to parking rates in early 2016
 - i. Monthly in the garage – no change
 - ii. Daily in the garage – increase from \$2.00 to \$3.00 per trip
 - iii. Friday and Saturday night – increase from \$3.00 to \$5.00 per trip
 - iv. Monthly Employee – increase from \$25.00 to \$30.00 per month
 - d. Maximum length of stay in a parking lot – increase from 5 ½ to 9 hours
 - e. Some of the complexity of the DIB processing Airport and Police tickets was discussed.
 - f. Parking challenges around the Chappie James facility. There are residents directly across Government Street from the State Chappie James facility that are not able to park near their homes during the day due to employee parking. The expansion of time restricted parking was discussed.
6. Continuing Business
 - a. Jefferson Garage
 - i. Landscape cleanup
 - ii. Camera upgrade

- b. The addition of handicapped spaces
 - i. Government Street & Baylen Street lots
- c. Follow up on the West Florida Regional Planning Council study that is exploring the possibility of additional parking garages downtown.

7. Public Comment

8. The meeting was adjourned at 5:50pm

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Parking Strategies as a Catalyst to Economic Development

West Florida Regional Planning Council

Funded by the City of Pensacola





West Florida
Regional
Planning
Council

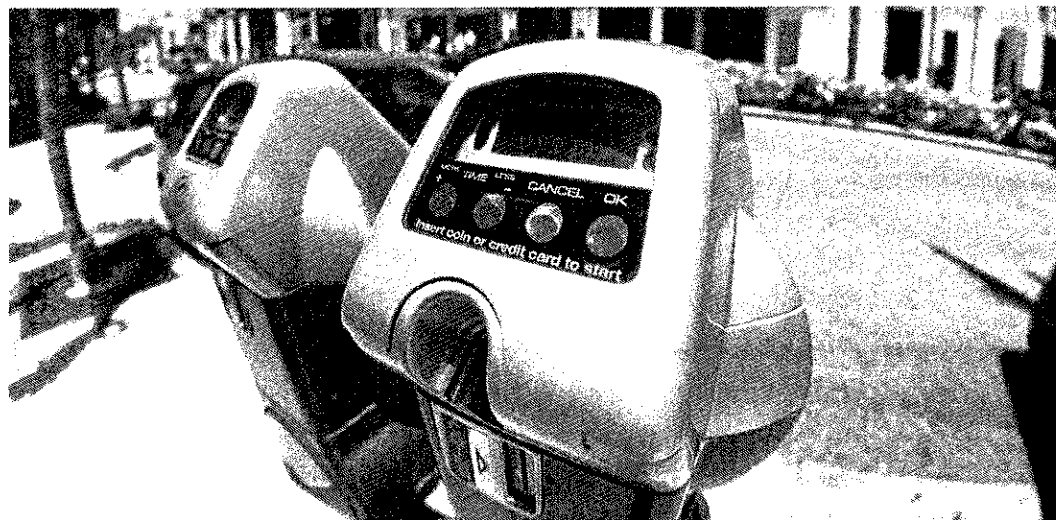
The mission of the WFRPC is to provide professional planning, coordinating and advisory services to local governments, state and federal agencies and the public to preserve and enhance the quality of life in northwest Florida.



Previously

- Pensacola CBD Parking Study (1995)
- Downtown Pensacola CBD Expanded Parking Study (1999)
- Pensacola DIB Parking Management Analysis Phase I (2006) and Phase II (2007)
- Mayor Ashton Hayward's Urban Redevelopment Advisory Committee Final Report (2012)

Economic Development



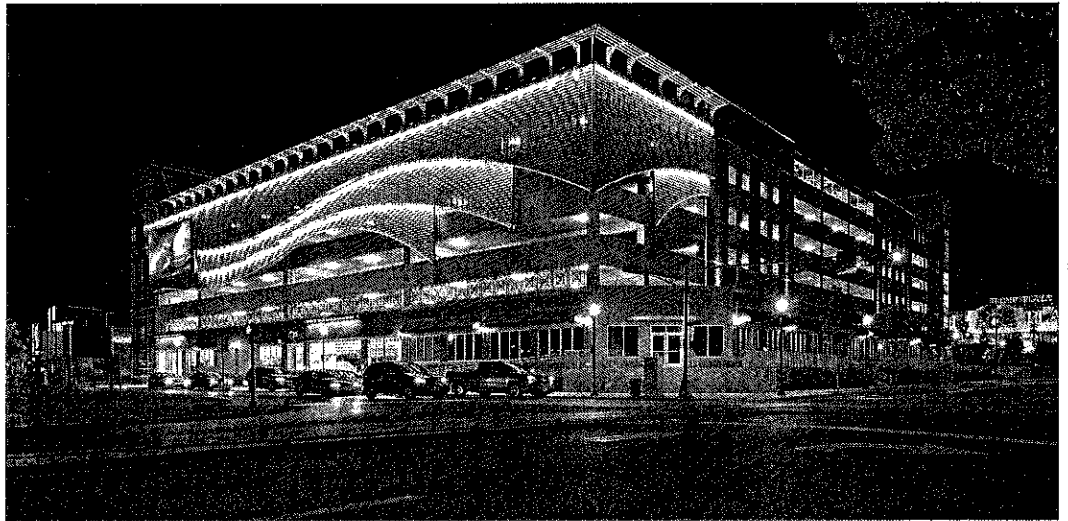
- Economic development is the expansion of capacities that contribute to the advancement of society through the realization of individual, firm, and community potential. *(EDA definition)*



Project Overview

- Assessment
- Regulatory Overview
- Review of Best Practices
- Stakeholder Involvement
- Recommendations and Implementation
- Final Report

Assessment



- Current parking supply
- Upcoming developments
- Projection of future parking demand

Regulatory Overview



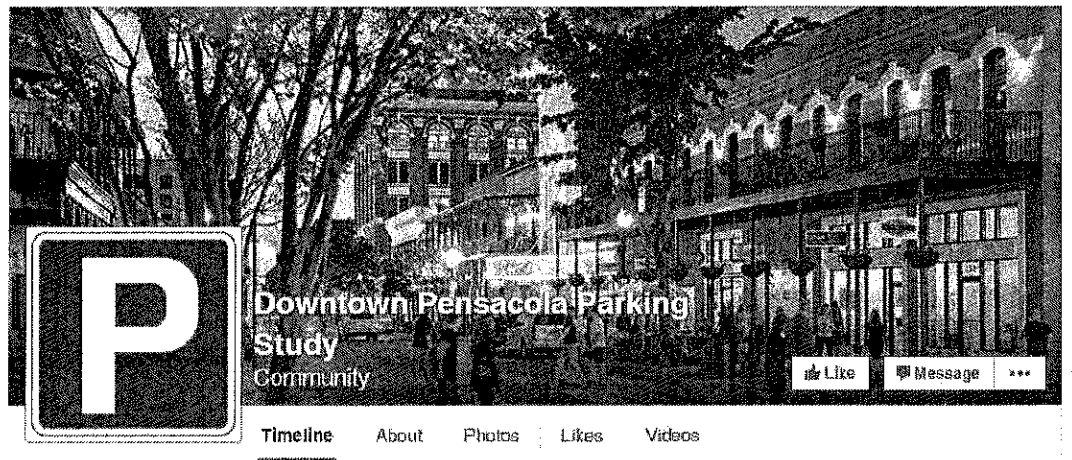
- Previous Studies
- Comprehensive Plans
- Development Codes
- Parking Ordinances
- Incentives

Review of Best Practices



- Mature parking programs manage their limited on-street resources to maximize their value by more effectively promoting turnover, enhancing customer services, and providing flexible parking options.

Stakeholder Involvement

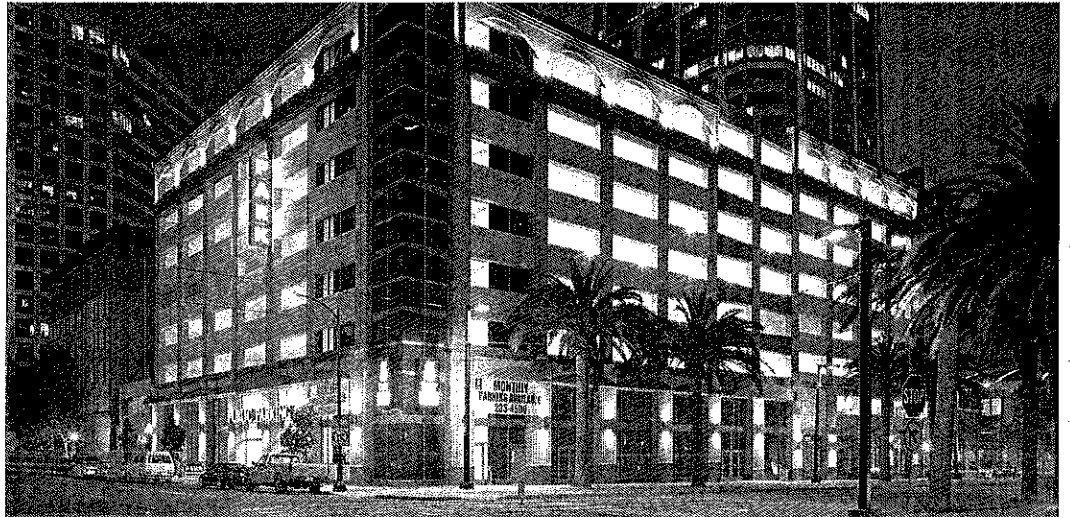


2 people like this

Downtown Pensacola Parking Study updated their cover

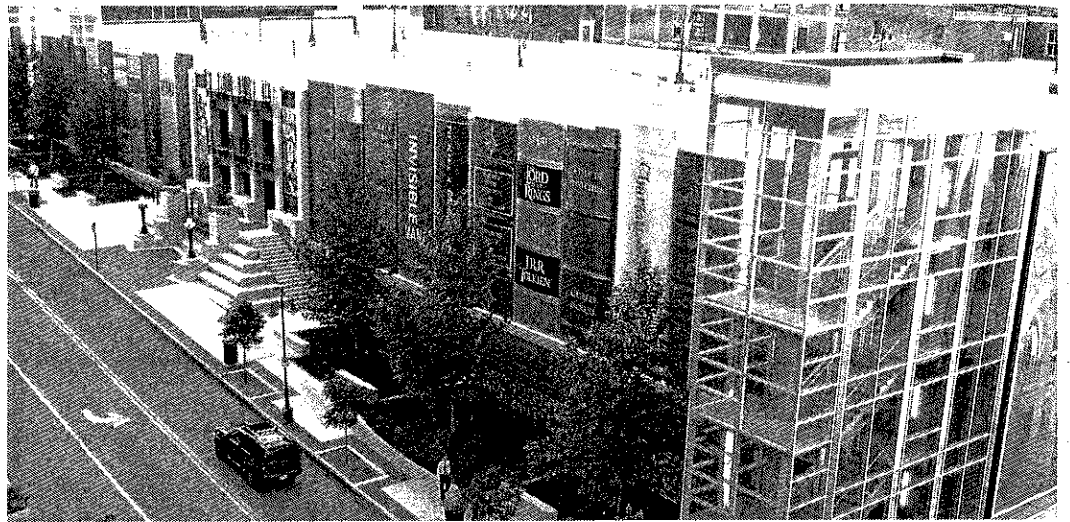
- Stakeholders: DIB, developers, elected officials, local business groups, community organizations, etc.
- Public Survey

Recommendations and Implementation



- Financing Alternatives
- Promote Quality of Life / Support Community Values
- Public Private Partnerships

Final Report



• Due in early June

Questions or Comments?

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