

SUMMARY

**DOWNTOWN NEWARK PARTNERSHIP
PARKING COMMITTEE
SUMMARY**

Wednesday, November 9, 2011

9:00 a.m.

City Manager's Conference Room

Committee Members Present:

Sally Miller, Chair
Heather Dunigan
Jim Grimes
Ruth Mayer
Joe McCoy
Krista Milkovics
George Stanko

Committee Members Absent:

John Brook
Frederick Dingle
Dennis McFarland

Guest Present:

University of Delaware Student

Staff Present:

Marvin Howard, Parking Administrator

Chairman Sally Miller opened the Parking Committee meeting at 9:00 a.m.

1. Review of minutes of Downtown Newark Partnership Parking Committee meetings held Wednesday, September 14, 2011.

Ms. Mayer was concerned that the Parking Committee minutes had not been sent to the Committee a week prior to the meeting.

[Secretary's note: The Committee members should have received the minutes attached to the meeting notice for October. The meeting was subsequently cancelled].

On motion by Ms. Mayer, seconded by Ms. Dunigan, the minutes of the September 14, 2011 Parking Committee meeting were approved as sent. The motion was passed unanimously.

2. 2012 Committee Work Plan

Ms. Miller directed the Committee members to their packet where they found the draft 2012 Parking Committee Work Plan found below in the minutes.

Parking Committee **2012 Work Plan**

GOAL: Make parking a more user-friendly and convenient service that is supportive of current businesses and future economic growth

OBJECTIVES FOR 2012

1. Assist the Parking Division in facilitating the construction of a second level of parking in Municipal Lot #3 using the More Park System.
2. Based on the success of the promotional program for all downtown businesses to encourage the use of validation as a good business practice and to inform the public of validation opportunities using new validation decal:
 - A. Continue to advertise the validation program to businesses .
 - B. Continue to use DNP website to promote the businesses that validate.
 - C. Explore print ads to inform public of the program and advertise participating merchants.
3. Continue working on new ways to cooperate with DNP Committees, the City, downtown businesses and the University to promote customer-friendly parking including but not limited to:
 - A. Continue to promote and encourage permit holders to park at the rear of the lots.
 - B. Facilitate communication amongst DNP Committees and encourage Parking Committee members to be involved with other DNP efforts, including having the Parking Committee chairman serve on the DNP Board of Directors.

4. Re-examine and evaluate the improvements made to the exit from Lot #3 including the additional pedestrian safety and driver notification measures recently installed to determine if additional resources are necessary or desirable. Continue to seek alternate exit land option for Lot #3.
5. Complete installation of trailblazing, directional signage and lot identification signs using the downtown brand to make it easy to located municipal parking lots in the downtown area. Evaluate improvements once completed.
6. Continue to provide guidance to the Planning and Development Department's Parking Division on lot utilization, monthly permits, parking fees and general parking administration.

GOAL: Develop long-range plans to serve projected parking needs and integrate these plans with economic development.

OBJECTIVES FOR 2012

1. Advocate for a resolution to impediments to moving forward with building a downtown parking structure based on the 2011 update of the 2006-07 Desman Associates garage needs assessment study. Assist the Parking Division in developing specifications for a downtown parking structure, should the City decide to move forward with the project.
2. Explore the opportunities for surface parking lot expansion.
3. Monitor economic development along Elkton Road for future parking needs.

Ms. Miller explained that the overall goal of the Committee was to make parking more user friendly and convenient service, supportive of current business and future economic growth. With that goal in mind the Work Plan was developed. Some of the goals in the Work Plan will be forwarded to Council, some will be voted on and changed within the Committee, and some will be taken to Marv for approval and completion.

Ms. Miller also stated that another important goal was to make sure that businesses were using the validation system, that they had signage for it, and that the customers were aware of and took advantage of the downtown validation program. This item will be ongoing.

Ms. Miller indicated that she was serving on the DNP Board. Ms. Miller cited the Design and Bicycle Committees as committees that the Parking Committee worked closely with.

Parking signage is ongoing. The Design Committee continues to work with the Parking Committee on improving the downtown signage.

Ms. Miller stated that expanding downtown parking was the most important goal for the Committee, and that the MorePark project is of utmost importance.

Ms. Miller discussed the possibility of Elkton Road impacting future parking needs.

Ms. Dunigan asked that bicycle parking be added back into the 2012 Work Plan. She said that it was in last year's Work Plan. The verbiage will be listed as #7 under Objectives to read, "Continue to coordinate with the Bicycle Committee and the Public Works Department to install convenient bicycle parking downtown."

On motion by Ms. Dunigan, seconded by Ms. Mayer, the 2012 Parking Committee Work Plan was approved with the addition of objective #7. The motion was passed unanimously.

[Secretary's Note: This verbiage was added to the Parking Work Plan, approved by the Parking Committee and the new approved 2012 Work Plan was in the DNP Annual Report].

3. Expanding Inventory Efforts

a. More Park System for Lot #3

Mr. Howard reported that work continues on getting the More Park System installed in Lot #3. Mr. Howard and Ms. Feeney Roser have met with all property owners who lease land to the City in Lot #3. New lease agreements have been sent out to property owners and now the Planning and Development Department is waiting for review and return of the lease agreements. Ms. Miller asked if there has been any feedback from the property owners. Mr. Howard stated that he has not heard any negative comments and that all property owners know that parking expansion in Lot #3 is needed. He stated that there were concerns about the location of short term parking because with parking being so limited the permit holders were not necessarily parking in the back of the lot. Mr. Howard also stated that demolition of the house on Center Street was scheduled. The lot will be graded and debris free until it is decided how the entrance will be configured. Mr. Howard stated that the Department recognized that the exit has been an issue and there is money in next year's budget to hire an exit engineer to see where the best place for an exit would be. Ms. Mayer expressed concerns about the exit and also expressed concerns about doing a study and wondered why the University would do the study. Mr. Howard stated that he did not know what engineer would do the exit

study, and that at the present time only an entrance is being planned for Center Street. Mr. McFarland stated that the City had approved the financing of the engineering work. Ms. Mayer asked the cost of the engineering work. Mr. McFarland stated that the design work would be approximately \$75,000. There was more discussion on the parking/entrance/exit issue. Lt. Stanko entered into the discussion by saying that the construction on Delaware Avenue added to the congestion. Ms. Miller thanked the Committee for their input but told them that the parking issue was not something that would be resolved quickly.

b. MOU Progress in Lot #1

Mr. Howard asked the Committee to look at the draft Desman Parking Study that was done to determine the parking needs of downtown Newark. There was discussion on the attributes of both parking structures (Lot #1 and Lot #3). Ms. Mayer suggested joining forces with the UD. Mr. McFarland told the Committee that there have been discussions with the University. There was more discussion on the parking lot for Lot #1 with Committee members discussing the different possibilities for building both parking garages – Lot #1 and Lot #3. Ms. Miller asked if Mr. Howard would check to see if she could attend one of the meetings concerning the garages. Mr. McFarland stated that the meetings were held approximately once a month and that they were status report meetings.

4. Other

Mr. Howard showed the Committee the new validation ticket that would be used in Lot #1 beginning in January. He hopes that this would help people exit the parking lot without many issues. He explained that the white ticket will be put in first then the validation ticket. He feels that with the new user friendly ticket and new signage, it will be easier for customers to exit the facility. Lt. Stanko suggested training the staff in the retail establishments about the new tickets. Mr. Howard stated that training is provided but the restaurants have a high rate of turnover. He stated that the old yellow tickets will be collected and new validation tickets will be delivered.

Mr. Howard also told the Committee that if they are coming down Main Street or Delaware Avenue, they should look for new parking banners right next to the entrances of the parking lots. These are part of the new parking signage program. Once they have DelDOT approvals, the new parking signage will go up.

Mr. Howard reported that on Black Friday, the City offices will be closed but that the Parking Division will be open for gift card sales for the Gift Card Give Away promotion from 11 a.m. – 4:00 p.m. Free parking will be provided at meters and in municipal lots.

Lt. Stanko talked briefly about Winterfest and the Reindeer Run and about Academy Street being closed beginning at 4:30 p.m. on Friday, December 2nd.

5. Next Meeting Date/Time

The next Parking Committee meeting will be held on **December 14th at 9:00 a.m.** in the City Manager's Conference Room.

*[Secretary's note: The December Parking Committee meeting has been cancelled. The next meeting will be held on **January 11, 2012**].*

6. Public Comment.

Tom from the Review attended the Parking Committee meeting as a class requirement.

Ms. Mayer praised the Newark Police Department for their display at Newark Community Day. She felt that it was well placed and a great entrance for the event. Lt. Stanko said he would forward her comment to the officers that were in attendance.

There being no further business, the Parking Committee meeting adjourned.