



APPROVED
T.C. BROADNAX, CITY MANAGER
7/2/2013

Parking Management Recommendation #9

The Parking Technical Advisory Group (PTAG) has reviewed the on street parking performance in the south end of the metered district and recommends making three changes on the following block faces:

West side of Pacific Avenue between South 17th and South 21st Streets
East and West sides of Jefferson Avenue between South 17th and South 21st Streets
North and South sides of South 19th Street between Market Street and Jefferson Avenue

1. Reduce the time limit to 90 minutes
2. Extend the time of enforcement to 8:00 p.m.
3. End the Saturday "Buy 2 hours, get 10" promotion in the designated area

These changes are being recommended since this area has peak occupancy in excess of the 85% threshold set by the City Council. Additionally businesses in the area have been asking for these changes both directly to the PTAG and through their landlord, the University of Washington Tacoma. The 85% goal was initially set to insure that potential customers, clients and visitors – our primary users of the parking system - would be likely to find at least one parking place on a block face at peak parking times. This is no longer the case in this area.

Prior to recommending these changes PTAG asked City Staff to add emphasis enforcement for over-time parkers in this area. After several weeks of additional enforcement we once again had data collected which showed that enforcement alone does not bring the peak occupancy rate below 85%.

Reducing the time limit to 90 minutes from 120 minutes is in response to the normal UWT class time of 120 minutes. Students and faculty at times take a chance and park on-street knowing they will exceed the current allowed time stay by just a few minutes. These parkers are not customers, clients or visitors which on-street parking is designed to accommodate.

Extending the time of enforcement-from 6:00 p.m. to 8:00 p.m. will discourage employees, students, faculty and staff from parking on-street at 4:00 p.m. and staying until the end of their classes or shifts. Restaurants in this area have asked for this change.

The "Saturday Buy 2, get 10" promotion was put in place to deal with event parking on weekends. In the recommend area on-street parking is being utilized on Saturday by employees rather than customers, clients and visitors seriously reducing the turnover of parking places.

We have worked with UWT to provide more off-street options for long term parkers. City Staff has new signage directing parkers to off-street options which include the Convention Center garage. Both UWT and the PTAG have talked with merchants in this area and solicited input of all parkers. While these changes do not address our guiding principle of keeping the system simple, this area is the most parked up part of our downtown core and clearly changes need to be made.