

# Downtown Parking

Joint P&Z and Council Workshop

July 25, 2013

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- 1990 – Parking study
- 1998 – Edwards Study
- 2008 – Downtown Master Plan
- 2013 – Implementation Initiative
  - Draft report submitted December 2012
  - Interdepartmental project team formed and reviewed report
  - Report updated July 2013

# Background

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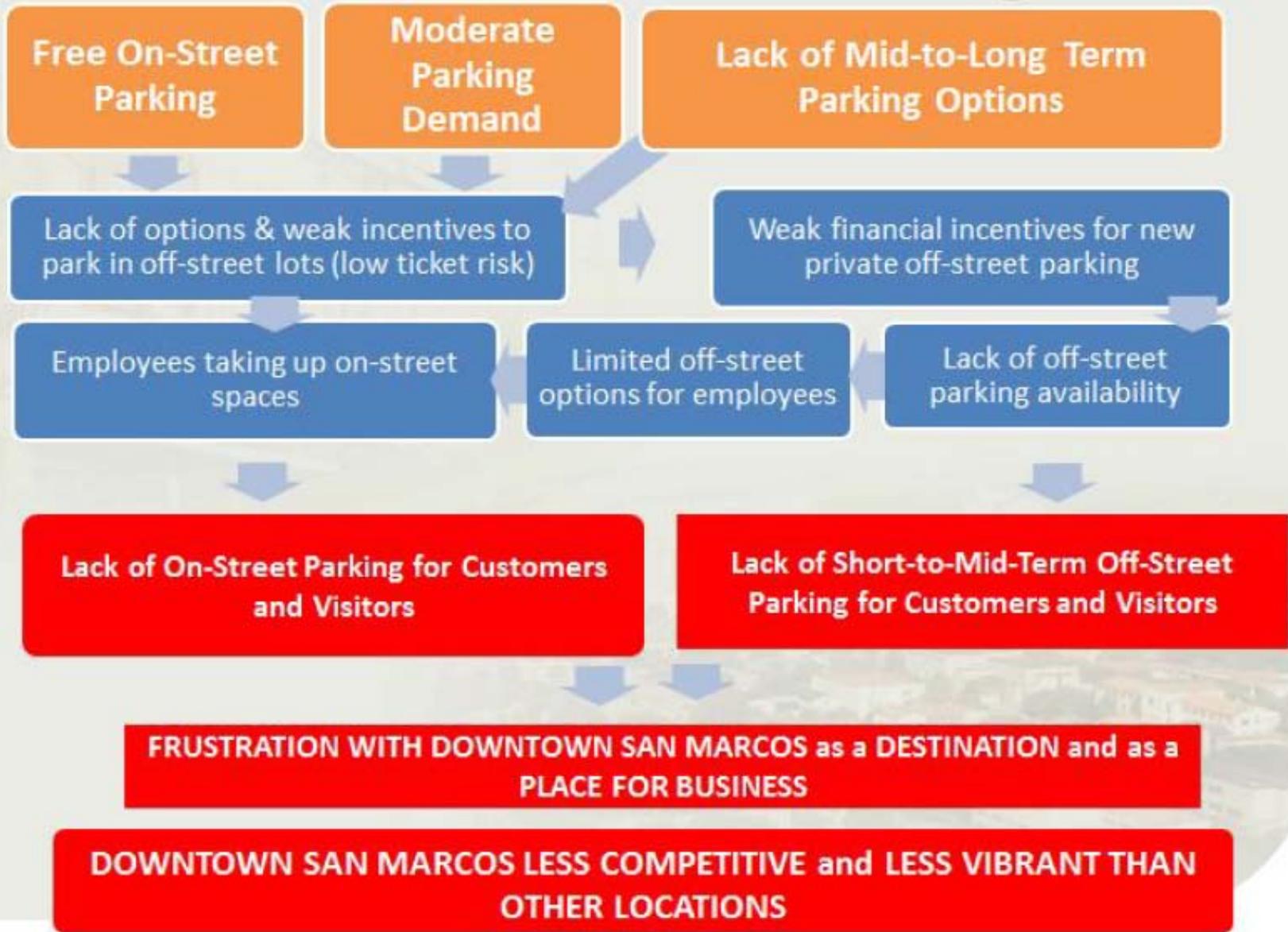
- Goals of the Parking Initiative
  - Support downtown as employment center
  - Facilitate business development
  - Support downtown as a destination
  - Promote quality of life
- Goals are not:
  - Generate revenue for General Fund
  - Provide convenient student parking

# Context

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# Downtown Parking Initiative

## CURRENT MARKET DYNAMICS



# Downtown Parking Initiative

CHANGING MARKET DYNAMICS



# City of San Marcos, TX Downtown Parking Initiative

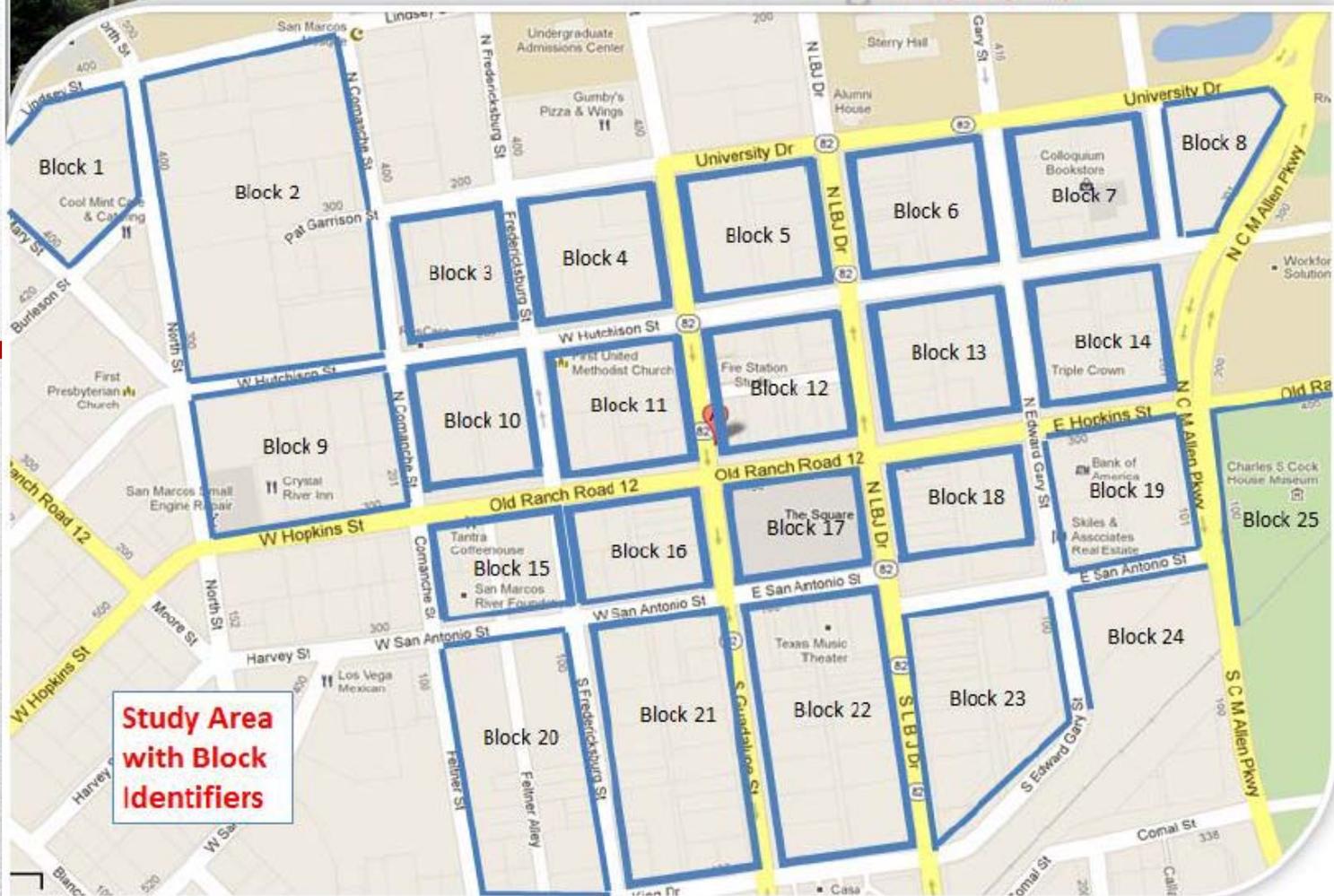


Figure 2

1. Create Parking Benefit District
2. Recruit a Parking System Manager (contract or full-time)
3. Develop Business and Funding Plan
4. Improve On-Street Parking Management
5. Address Mid-to Long-term Surface Parking
6. Add Supply
7. Branding, Marketing and Communication Strategy

# Primary Action Items

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## **Program Totals**

<b>Year 1 Total Revenue</b>	<b>\$1,757,796</b>
<b>Year 1 Total Costs</b>	<b>\$1,649,577</b>
<b>Year 1 Net Revenue Program</b>	<b>\$108,219</b>
<b>Five Year Total Revenue</b>	<b>\$8,788,984</b>
<b>Five Year Total Costs</b>	<b>\$2,189,883</b>
<b>Five Year Net Revenue Program</b>	<b>\$6,599,101</b>

# **Potential Revenues**

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<b>Program with 15 Minute Grace Period</b>	
<b>Year 1 Total Revenue</b>	<b>\$1,393,411</b>
<b>Year 1 Total Costs</b>	<b>\$1,649,577</b>
<b>Year 1 Net Revenue Program</b>	<b>(\$256,166)</b>
<b>Five Year Total Revenue</b>	<b>\$6,967,055</b>
<b>Five Year Total Costs</b>	<b>\$2,189,883</b>
<b>Five Year Net Revenue Program</b>	<b>\$4,777,173</b>
<b>Program Difference Utilizing Grace Period</b>	<b>\$1,821,929</b>

# **Potential Revenues with Grace Period**

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- Neighborhood Commission currently considering
- Recommended in Report
- New Parking Manager could oversee

# Residential Parking Permits

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Action Item	1st Quarter				2nd Quarter			
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
<b>Implement Parking System Reorganization Recommendations</b>								
Define structure of Parking Benefit District								
Draft and Finalize Parking Management Agreement								
Transfer of Parking Management Oversight								
<b>Recruitment of Parking Administrator</b>								
<b>Development of Parking Program Funding Plan</b>								

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# Moving Forward

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