

City of Auburn

**Downtown Auburn
Parking Plan - 2017**

Auburn City Council

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Downtown Auburn Parking Plan - 2017

Downtown Parking Inventory

Public parking in downtown Auburn is available through a combination of metered and non-metered on-street parking, two surface parking lots and a three story municipal parking deck that contains both metered and leased parking. Parking for the public is also available via private lots associated with local businesses and churches. Additionally, there is some non-metered on-street parking in the vicinity of downtown, for example on Armstrong Street. Businesses in the downtown urban core are not required to provide on-site parking so availability of public parking is a key element in attracting and retaining businesses in the downtown area.

The tables below identify the available inventory of public parking in the downtown area. The City's public parking inventory includes 607 parking spaces. Of these, 400 are metered spaces. All on street metered parking is restricted to a 2-hour parking time limit at \$0.25 per hour and all off-street metered parking is restricted to a 4-hour parking time limit at \$0.25 per hour. There are an additional 16 spaces on North College Street between Glenn Avenue and the railroad tracks that are unrestricted and free of charge 24-hours per day. There are an additional 25 spaces in the City Hall parking lot and the loading zone on North College Street that are available in the evenings and on weekends. The municipal parking deck contains 131 spaces available for lease but the actual number of leases available is 158 as the deck is oversubscribed 20%. There are a total of 26 Americans with Disabilities Act (ADA) compliant accessible spaces throughout downtown which are unrestricted and available free of charge.

Table 1: Downtown Parking	
Parking Location	Number of Spaces
Municipal Parking Deck	197 total spaces. <ul style="list-style-type: none"> • 65 spaces on ground floor. <ul style="list-style-type: none"> ○ 62 4-hour metered spaces. ○ 4 ADA spaces. • 131 spaces leased on 2nd and 3rd floors of parking deck. <ul style="list-style-type: none"> ○ 63 spaces on the 2nd floor. ○ 68 spaces on the 3rd floor.
Tichenor Parking Lot (located between parking deck and College St.)	58 total spaces. <ul style="list-style-type: none"> • 42 4-hour metered spaces. • 7 ADA spaces - 5 in lot and two adjacent to the Hound. • 9 leased spaces behind Cheeburger Cheeburger restaurant and adjacent building on College between Parker Building and restaurant.
Gay Street Parking Lot.	92 total spaces. <ul style="list-style-type: none"> • 90 4-hour metered spaces. • 2 ADA spaces.

Table 1: Downtown Parking	
Parking Location	Number of Spaces
Tichenor Ave. between College St. and Gay St.	14 total spaces. <ul style="list-style-type: none"> There are 14 2-hour metered spaces located on Tichenor Avenue between College St. and Gay St.
College St. between Magnolia Ave. and Tichenor Ave.	75 total spaces. <ul style="list-style-type: none"> There are 37 2-hour metered spaces located on the east side of College St. plus 3 ADA spaces. There are 26 2-hour metered spaces located on the west side of College St. plus 1 ADA space. Eight additional spaces available in the evening in loading zone.
College St. between Magnolia Ave. and Thatch Ave.	25 total spaces. <ul style="list-style-type: none"> There are 25 2-hour metered spaces located on the east side of College St.
Magnolia Ave. between College St. and Gay St.	54 total spaces. <ul style="list-style-type: none"> There are 21 2-hour metered spaces located on the south side of Magnolia Ave. plus 1 ADA space. There are 30 1-hour metered spaces located on the north side of Magnolia plus 2 ADA space.
Magnolia Ave. between College St. and Wright St.	14 total spaces. <ul style="list-style-type: none"> There are 13 2-hour metered spaces located on the north side of Magnolia Ave. plus 1 ADA space.
Gay St. between Magnolia Ave. and Glenn Ave.	2 total spaces. <ul style="list-style-type: none"> There a 2 2-hour metered spaces located on the east side of Gay St. across from City Hall.
Gay St. between Magnolia Ave. and Thatch Ave.	5 total spaces. <ul style="list-style-type: none"> There are 4 2-hour metered spaces located on the west side of Gay St. plus 1ADA space.
Wright St. between Magnolia Ave. and Glenn Ave.	36 total spaces. <ul style="list-style-type: none"> Currently under construction. May increase to 40 spaces depending upon location of trash compactor on Wright St.
City Hall Parking Lot	19 total spaces for City Hall customers. <ul style="list-style-type: none"> 17 free spaces 2 ADA spaces Parking is available to the public evenings and weekends. Five additional spaces available evening and weekends along Human Resources Building.

Table 2: Downtown Parking					
Parking Location	Metered Spaces	Leased Spaces	Accessible Spaces	Free Parking	Total
Ground Floor Municipal Parking Deck	62	0	4	0	66
2 nd Floor Municipal Parking Deck	0	63	0	0	63
3 rd Floor Municipal Parking Deck	0	68	0	0	68
Tichenor Parking Lot	42	9	7	0	58
Gay Street Parking Lot	90	0	2	0	92
Tichenor Ave. between College St. and Gay St.	14	0	0	0	14
College St. between Magnolia Ave. and Tichenor St.	63 (1)	0	4	8 (2)	75
College St. between Magnolia Ave. and Thatch Ave.	25	0	0	0	25
College St. between Glenn Ave. and Mitcham Ave.	0	0	2	16	18
Magnolia St. between College St. and Gay St.	51	0	3	0	54
Magnolia Ave. between College St. and Wright St.	13 (3)	0	1	0	14
Gay St. between Magnolia Ave. and Thatch Ave. (west side)	4	0	1	0	5
Gay St. between Tichenor Ave. and Magnolia Ave. (east side)	2	0	0	0	2
Wright St. between Magnolia Ave. and Glenn Ave.	34 (4)	0	0	0	34
City Hall Parking Lot	0	0	2	17	19
Total	400	140	26	41	607

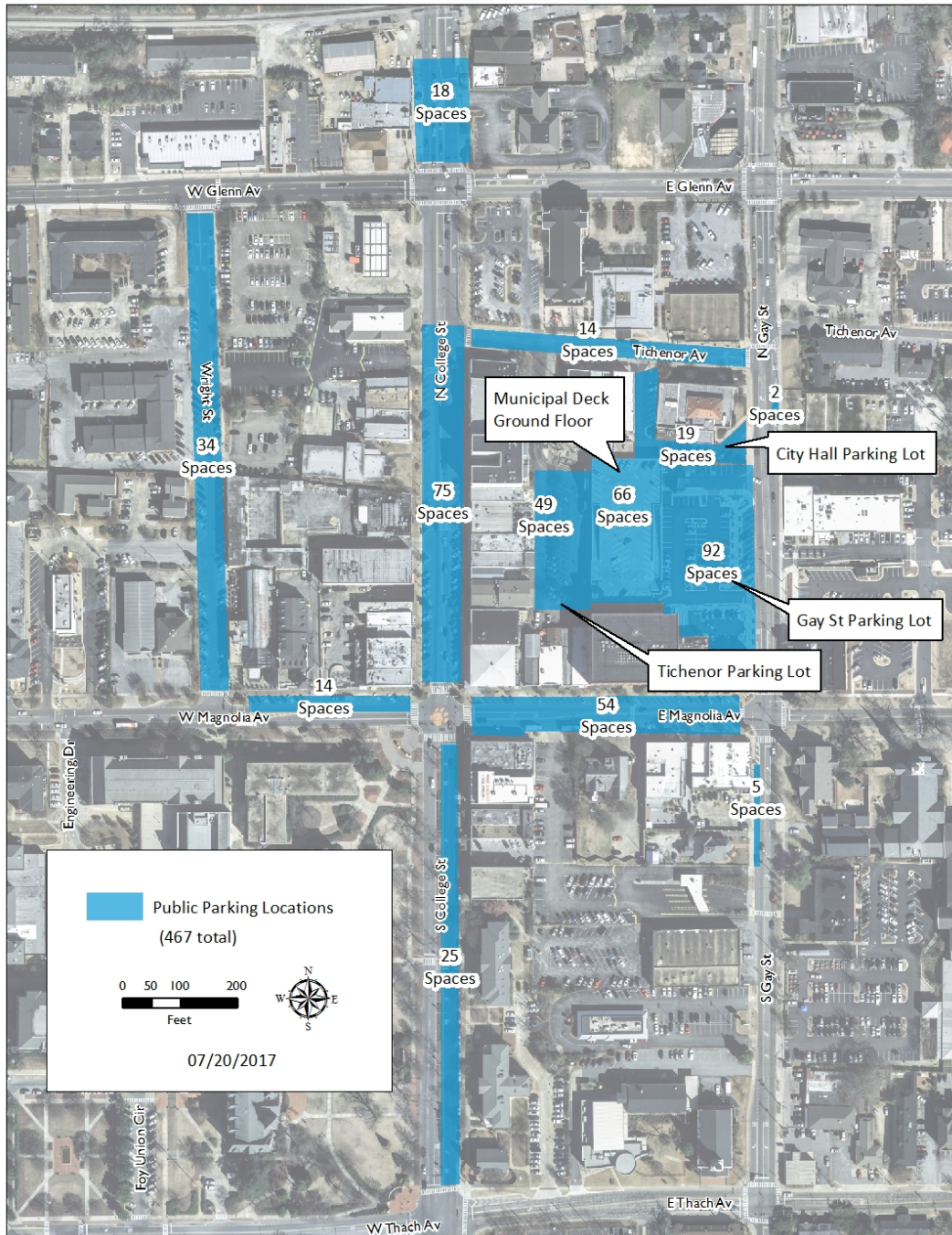
(1) 191 College student housing development will add 9 metered spaces on North College Street plus 1 handicapped accessible space.

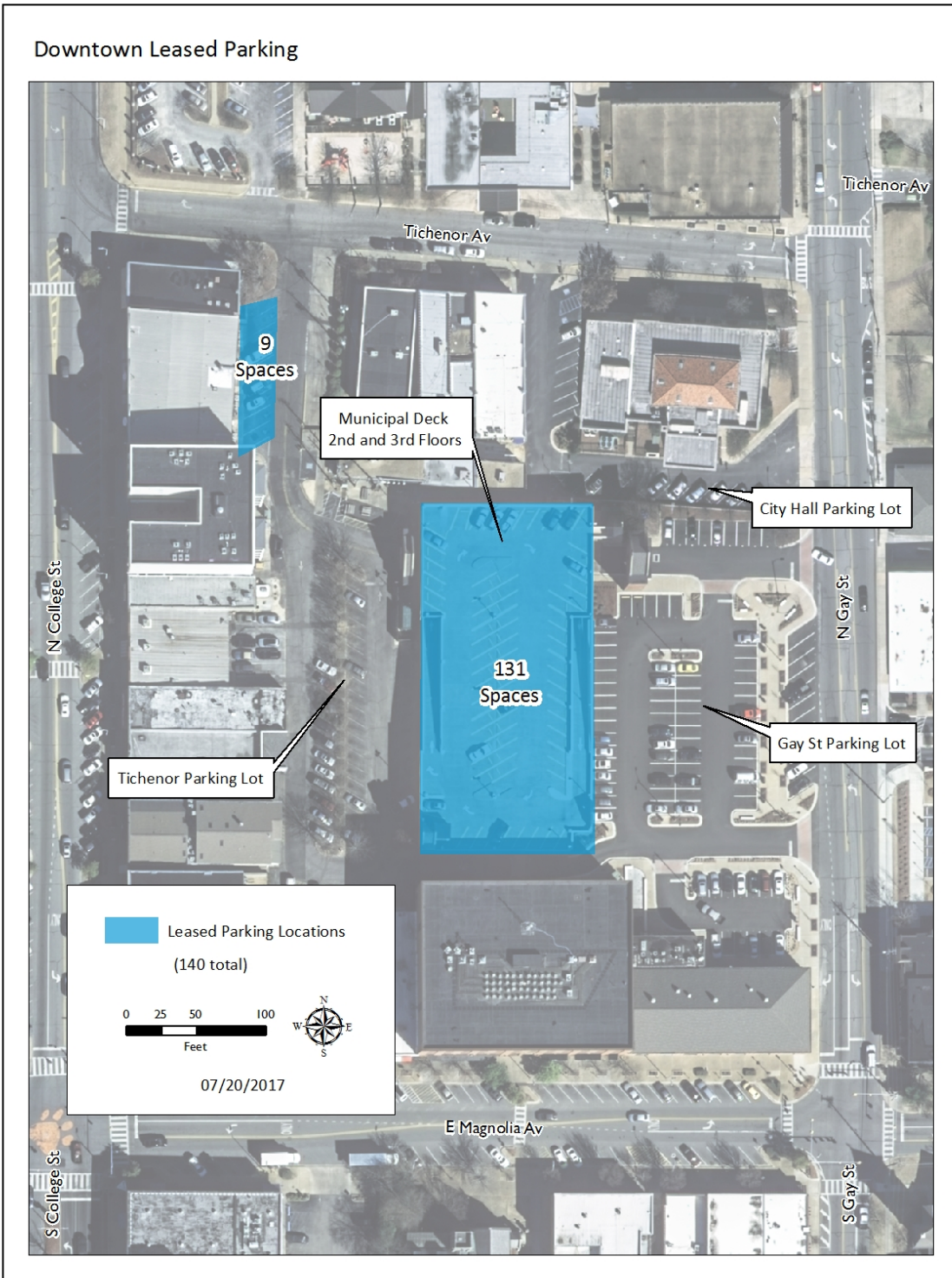
(2) Loading zone located on North College Street is available for parking between 6:00PM and 6:00AM.

(3) Parking spaces are utilized by the Tiger 10 evening shuttle service for pick-up and drop-off Friday and Saturday evenings during Auburn University school year.

(4) May increase by 6 spaces to a total of 40 spaces depending upon location of trash compactor on Wright Street.

Downtown Public Parking





2006 Parking Deck Feasibility Study

The *Auburn Parking Deck Feasibility Study* completed by Barge Waggoner Sumner & Cannon, Inc. (BWS&C) and Walker Parking Consultants in July 2006 recommended eight (8) changes in existing parking operations to improve downtown parking. City staff has continued working toward the implementation of the recommended actions and the status of each recommendation is detailed below.

1. Open the ground floor level of the existing parking deck to transient parkers (metered).

Status: Complete.

2. Facilitate the “availability” of monthly leases in the parking structure, by limiting reserved parking spaces, and creating non-reserved parking spaces to the extent possible.

Status: Complete.

3. Increase parking rates, and adopt a written policy regarding future cost increases, tied to inflation.

Status: Complete. Parking rates increased from \$50.00 per month to \$75.00 per month effective April 1, 2008 and to \$100.00 per month effective October 1, 2008.

4. Establish parking space requirements for new downtown residential developments.

Status: Complete. Implemented by Ordinance #2368 adopted February 21, 2006.

5. Replace existing mechanical meters with multi-space electronic meters, or similar equipment.

Status: In progress.

6. Introduce technology to enforcement operations (e.g. hand-held computers).

Status: Complete

7. Improve way-finding (signage) for parking downtown.

Status: Complete.

8. Evaluate the best organizational structure for management of parking facilities including maintenance, enforcement, and financial aspects.

Status: Ongoing.

While implementation of the above recommendations were aimed at increasing the efficiency of existing parking, it was recognized that changes to parking operations alone would not meet future parking demands. The principal recommendation of the *Auburn Parking Deck Feasibility Study* was to

construct a new parking deck to serve the downtown area. Several downtown sites were considered for the location of a new parking deck with the existing parking deck site being identified as the most suitable site because the property and much of the surrounding property is already owned by the City. Subsequently, a request for proposals was issued for professional services for information gathering, programming and pre-schematic design phase services for the proposed parking deck. The contract was awarded BWS&C in June 2008 but work was put on hold pending results of an update to the 2005 supply/demand counts based on development expectations. The recommendation to construct a new parking deck was based on a projected increased demand generated from increased development in the downtown. However, as a result of the economic downturn that started in 2007, many planned developments were scrapped or delayed thus affecting the demand for increased parking. The contract with BWS&C was subsequently cancelled in July 2009 when it became apparent that constructing a new parking deck was financially infeasible given economic conditions.

In anticipation of expanding the existing parking deck or constructing a new parking deck, the City had acquired the former AuburnBank drive-through property located immediately south of the former Colonial Bank property adjacent to the Municipal Parking Deck on Gay Street. The property was subsequently redeveloped into a 92 space surface parking lot with the understanding that the use would most likely be temporary pending improvement of the economy and possible redevelopment of the site into a new and expanded parking deck and possible supporting commercial development.

2009 Parking Review

With the economic downturn, the focus of improving downtown parking shifted from constructing a new parking deck to improving the existing parking deck, constructing a new surface parking lot and better managing existing parking resources. The *Downtown Auburn Parking Review*, presented to City Council in September 2009, outlined a phased plan to improve public parking in the downtown area, including increasing the number of spaces available as well as improving the usability, security and appearance of public parking in the downtown area. The *Downtown Auburn Parking Review* included a parking strategy with the following four key principals:

1. Improve the management and operation of existing public parking facilities.
2. Improve the appearance of existing public parking facilities.
3. Construct additional parking facilities.
4. Reduce parking demand.

Below are some key improvements identified in the *Downtown Auburn Parking Review* that have been completed.

- *Municipal Parking Deck*
 - A routine evaluation and maintenance program was developed. Repairs and maintenance work have been completed on the parking deck increasing the useful life of deck and improving its appearance/cleanliness. Other activity includes graffiti removal, use of anti-graffiti paint, daily/weekly cleaning and periodic power washing.
 - A new gating system was installed for leased parking on second and third floors of the deck.
 - A new security camera system was installed to enhance enforcement and security.

- All lighting in the parking deck was repaired and most light fixtures were upgraded with LED fixtures.
- The pedestrian bridge between parking deck and Magnolia Plaza was refurbished to improve its appearance.
- All previously leased spaces on the ground floor were relocated to 2nd and 3rd floor of the parking deck.
- Combination of 2-hour and 8-hour meters was replaced with a 4-hour parking limit to facilitate employee parking.
- All reserved leased parking spaces were discontinued enabling the parking deck to be oversubscribed.
- Multi-space parking kiosks have been installed on the ground floor of the parking deck.
- Improved directional signage has been installed.

- *Gay Street Parking Lot (lot located between Gay Street and the Municipal Parking Deck)*
 - The Gay Street Parking Lot was constructed in 2013 with 92 spaces (90 metered and 2 accessible) featuring enhanced lighting, payment kiosks, landscaping, sidewalks and improved accessibility.
 - Nine City vehicle parking spaces were removed from the parking lot at the Gay Street entrance to the parking deck and replaced with public parking spaces. The City vehicles were relocated to the third floor of the parking deck.
 - Five previously leased spaces in the parking lot at the Gay Street entrance to the parking deck were relocated to the parking deck.

- *Tichenor Parking Lot (lot located between the Municipal Parking Deck and College Street)*
 - The Tichenor Parking Lot was resurfaced and restriped in 2016 with 48 spaces (41 metered and 7 accessible) to improve the appearance and usability of the parking lot. Parking lot features payment kiosks and accessibility improvements.
 - The alleyways to Magnolia Avenue and North College Street were refurbished and outdoor dining patios were constructed in 2015.
 - A new large capacity garbage compactor was installed in place of the smaller compactor and two free standing dumpsters improving the appearance of the parking lot.
 - Seven previously leased spaces in the parking lot were relocated to the parking deck.

- *North College Streetscape*
 - Eighteen (16 free and 2 accessible) on-street parking places were added on North College Street between Glenn Avenue and the railroad tracks. The parking is currently free of charge and unrestricted. However, conduit was located to add parking meter kiosks in the future to meter this area.

- *Parking Kiosks*
 - A modern parking meter system including multi-space parking kiosks and sensors was implemented in the Gay Street Lot, Tichenor Lot, ground floor of the Municipal Parking Deck and at Toomer's Corner. The metering system accepts both cash and credit card payments and provides enhancements to customer service by not accepting payments afterhours, on weekends and during holidays, and also provides added enforcement capabilities.

- Electronic hand held ticketing devices were introduced to improve enforcement and to streamline the ticketing and payment process.
- Lighted signs were installed at all parking kiosks to enhance visibility.
- Public parking directional signs were installed downtown.
- Public parking location maps distributed in Visitor Guide.
- *City Hall Parking.*
 - A new lease agreement was executed providing for City employees to use 38 parking spaces at First Baptist Church of Auburn.
 - The one-way driveway access to City Hall was reversed from Tichenor Avenue to Gay Street to facilitate access to City Hall.
 - The City Hall dumpster was removed from the City Hall parking lot.
 - The gate from the parking deck to the City Hall driveway was removed to facilitate traffic flow from the parking deck.
 - City Hall parking lot was opened for public parking after 5:00 p.m. on weekdays and all day on weekends.
- *Parking Regulations*
 - Amendments to the City Code enabling the use of multi-space parking kiosk technology, updated user fees, and enhanced enforcement ability for overtime parking and unpaid parking tickets were approved by City Council.
 - All 1-hour on street parking meters were converted to 2-hour meters.
 - All off street parking spaces in the Gay Street Lot, Tichenor Lot and ground floor of the Municipal Parking Deck were converted to 4-hour time limits to provide for employee parking and to encourage longer term customers to utilize off-street parking locations.
 - A payment-in-lieu provision was added to the *Zoning Ordinance* as an option for meeting downtown parking requirements. The parking fee will be used for the express purpose of providing parking improvements downtown and will provide a revenue source to retire debt necessary to construct public parking facilities.
- *Tiger 10 Evening Shuttle Service*
 - Annual approval granted to Auburn University SGA to utilize specified parking spaces on Magnolia Avenue as loading/unloading zone for the Tiger 10 evening and late night bus service to reduce number of vehicles in the downtown area as well improve student safety.
- *Uber Regulations*
 - Amendments to the City Code enabling the operation of transportation network companies such as Uber and Lyft were approved by the City Council.

Municipal Parking Deck

The municipal parking deck contains 197 parking spaces of which 62 are metered for public use on the ground floor. There are 4 accessible parking spaces on the ground floor. The ground floor of the parking deck is served by several parking kiosks and the maximum parking time limit is 4 hours. Previously, 6 of the metered spaces were 8-hour meters and the remaining 57 were 2-hour meters. The 4-hour parking

was implemented to facilitate employee parking and to encourage longer term visitors to utilize off-



street parking rather than attempting to (illegally) re-feed meters. The parking charge is \$0.25 per hour.

The 2nd and 3rd floors of the parking deck contain 131 parking spaces and are leased and accessible only to those who have lease arrangements with the City at a cost of \$100 per month. Access to the 2nd and 3rd floors of parking deck is controlled by issuance of an access card and hang

tag. The City currently requires a \$100 deposit and a \$10 card fee for leased spaces. The existing leases are all generally kept current and the deck is oversubscribed to a limit of 158 (20% oversubscription) leases plus several City owned and City employee vehicles. The City is obligated to provide 40 leased spaces under an agreement with Magnolia Plaza. Other leaseholders are generally downtown residents and business owners/employees.

The *2009 Parking Review* determined that the parking deck was underutilized and had a number of deficiencies including poor lighting, security concerns and lack of cleanliness including graffiti and other public nuisances. The deck routinely leaked during modest rainfall events and the parking meters were in poor condition and unreadable for the user. The *2009 Parking Review* concluded that the underutilization was likely the result of a combination of the factors identified above and the limited visibility of the parking deck and absence of uniform signage directing motorists to the available parking. Significant improvements have been made to the operation, condition and security of the parking deck as a result of the *2009 Parking Review*. Parking on the ground floor of the deck is fully utilized today.

The second and third floors of the parking deck are leased and access is restricted to those holding leases with the City. Since the *2009 Parking Review*, the number of leases has been increased; however, the third floor is still underutilized. Observation indicates that the second floor is normally occupied but the third floor is essentially empty. This indicates that many leaseholders do not utilize their parking space on a daily basis or during peak parking times. As debt on the parking deck has been retired, revenue from monthly leases is no longer essential for cash flow and consideration could be given to reducing the number of leased spaces in favor of increasing the number of spaces available to the public for daily parking. The 2nd floor could be converted to daily parking and leased parking made available on the 3rd floor only. Alternatively, the 3rd floor of the parking deck could be made available for valet parking. There are 68 parking spaces on the third floor but a valet parking service will likely be able to park more vehicles. Providing a valet parking service during peak lunch and dinner hours for a cost equal to metered parking will cost approximately \$6,000 per month. An agreement has been negotiated with a vendor to provide valet parking services at two summertime downtown events: SummerNight Artwalk and Cheers on the Corner. These events will provide an opportunity to test the utilization and

mechanics of the valet service. During the recent Cheers on the Corner valet service test-run , approximately 75 vehicles were parked on the 3rd floor and approximately 109 vehicles were parked during the hours of operation. A bid request has been issued for valet services and a contract will be recommended to the City Council for the service to begin operations in August, 2017.

Downtown Parking Lots

In addition to the ground floor of the Municipal Parking Deck, the City maintains public parking in the area surrounding the deck in the block defined by Magnolia Avenue, College Street, Tichenor Avenue and Gay Street.



The Gay Street Parking Lot located between Gay Street and the Municipal Parking Deck contains 92 spaces, 2 of which are accessible. Constructed in 2013, the Gay Street Parking Lot is served by several parking kiosks and the maximum parking time limit is 4 hours at a cost of \$0.25 per hour. The parking lot features enhanced lighting, payment kiosks, landscaping, sidewalks and improved accessibility

to the Tichenor Parking Lot and to the improved alleyways leading to Toomer’s Corner. The parking lot is utilized to host concerts and similar events and features an easily accessible power source capable of servicing large entertainment events.



The Tichenor Parking Lot located between the Municipal Parking Deck and College Street contains 42 spaces and 7 accessible spaces. An additional 9 spaces located behind the Cheeburger Cheeburger restaurant and the adjacent building on College Street between the Parker Building and the restaurant are leased. Improvements to the Tichenor Parking Lot were completed in two phases. First, in 2015 the alleyways to College Street and

Magnolia Avenue were rebuilt and improved creating an entrance from the parking area to Toomer’s Corner. The area behind Moe’s BBQ, Little Italy Pizza and The Locker Room was improved and features a patio area for outdoor dining. A new large capacity garbage compactor was installed in place of the smaller compactor and two free standing dumpsters improving the appearance of the parking lot. The

Tichenor Parking Lot was resurfaced and restriped in 2016 and features several payment kiosks and accessibility improvements.



Improvements to both of these surface parking lots have transformed this area from an underutilized, unwelcoming, unsanitary eyesore into a secure, welcoming parking area providing easy access to downtown businesses and featuring pleasing landscaping, lighting, outdoor dining venues and space that can be used for large outdoor entertainment events.

Downtown On-Street Metered Parking

The City currently operates 172 metered parking spaces along several City streets in the downtown area at a cost of \$0.25 per hour: there are 63 2-hour metered parking spaces available on College Street between Magnolia Avenue and Tichenor Avenue; there are 25 2-hour metered parking spaces available on the east side of College Street between Magnolia Avenue and Thach Avenue; there are 64 2-hour metered parking spaces available on Magnolia Avenue between Gay Street and Wright Street; there are 6 2-hour metered parking spaces available on Gay Street between Tichenor Avenue and Thach Avenue; there are 14 2-hour and metered parking spaces available on Tichenor Avenue between Gay Street and College Street. There are a total of 9 accessible spaces on these streets (all accessible spaces are free of charge and unrestricted).



There are 16 on-street parking spaces plus 2 accessible spaces located on North College Street between Glenn Avenue and the railroad tracks. These spaces were constructed in two phases between 2015-16 as part of a larger streetscape project to improve the appearance and accessibility of this area. The spaces are currently unrestricted and free of charge but may be converted to metered

parking at any time as conduit for multi-space parking kiosks was installed as part of the streetscape projects.



There is additional on-street metered parking on Wright Street. This parking is under the enforcement of the City but the 5-hour meters were originally installed and operated by Auburn University under agreement with the City. However, this parking is currently unavailable due to construction to convert the road from one-way to two-way. The result will be to reduce the number of parking spaces from 66 to 34. This number may increase to 40 depending upon the location of a trash compactor presently designed to be built on Wright Street. On-street parking on Wright Street adjacent to the Evolve and 191 College student housing developments will be provided concurrently with these projects at developer expense. At the completion of the project, all on street parking on Wright Street will be 2-hour time restricted and will be served by multi-space parking kiosks operated by the City.

There is a large loading/unloading zone in front of the Baptist Student Center on College Street where parking is permitted during the evening and on weekends. The loading zone can accommodate an additional 8 vehicles. Parking was formerly prohibited 24-hours per day, seven days per week.

The *2009 Parking Review* identified poor maintenance and the inconsistent appearance and operation of the parking meters in downtown as a major concern leading to non-payment and over the time limit parking violations.



All on-street parking was converted to uniform 2-hour parking as a result of the *2009 Parking Review*. Formerly, the on-street parking was a mix of 1-hour, 2-hour and 5-hour parking with some 2-hour parking operated by 1-hour meters. Needless to say, this created a significant amount of confusion for the public. The *2009 Parking Review* recommended the mechanical metering system be replaced entirely with a modern parking payment kiosk system that is easily accessed and user friendly as well as able to receive credit/debit card payments.

All metered surface parking lots are currently utilizing Ventek parking kiosks. Any kiosk can service any parking space on the system. Parking kiosks are also available on Magnolia Avenue and College Street at Toomer's Corner and will be installed on Wright Street as part of the two-way conversion

project. Currently, there are 19 kiosks servicing 266 metered and handicapped accessible parking spaces downtown. This includes 158 spaces in the Gay Street Parking Lot and on the ground floor of the Municipal Parking Deck that have vehicle detection sensors, and 49 in the Tichenor Parking Lot and 59 on North College Street and Magnolia Avenue without vehicle detection sensors. Upon completion of work on Wright Street there will be 5 kiosks servicing 34 on-street spaces on Wright Street and 9 spaces on Magnolia Avenue without vehicle detection sensors bringing the total to 24 kiosks serving 311 parking spaces. This leaves 133 on-street spaces on Magnolia Avenue (36), College Street (76), Tichenor Avenue (14) and Gay Street (7) that are currently free or serviced by mechanical meters that need to be converted to multi-space kiosks.

City Hall Parking

Parking for customers and employees at City Hall is available both on and off-site. For City Hall patrons, parking is available on-site at City Hall. There are 19 parking spaces available which includes 2 accessible spaces. Additionally, metered parking is available for city hall customers on Tichenor Avenue, Gay Street and in the Municipal Parking Deck and surrounding public surface parking lot spaces.

City Hall employee parking is provided at the First Baptist Church parking lot (38 spaces) located at the corner of Tichenor Avenue and College Street. A lease agreement was originally executed in June 2000 when the City constructed the parking lot in return for daytime use for City employees. A new five-year agreement was executed in 2010 and the current three-year agreement was executed in 2015 and expires September 2018. The current monthly lease fee is \$2,000.

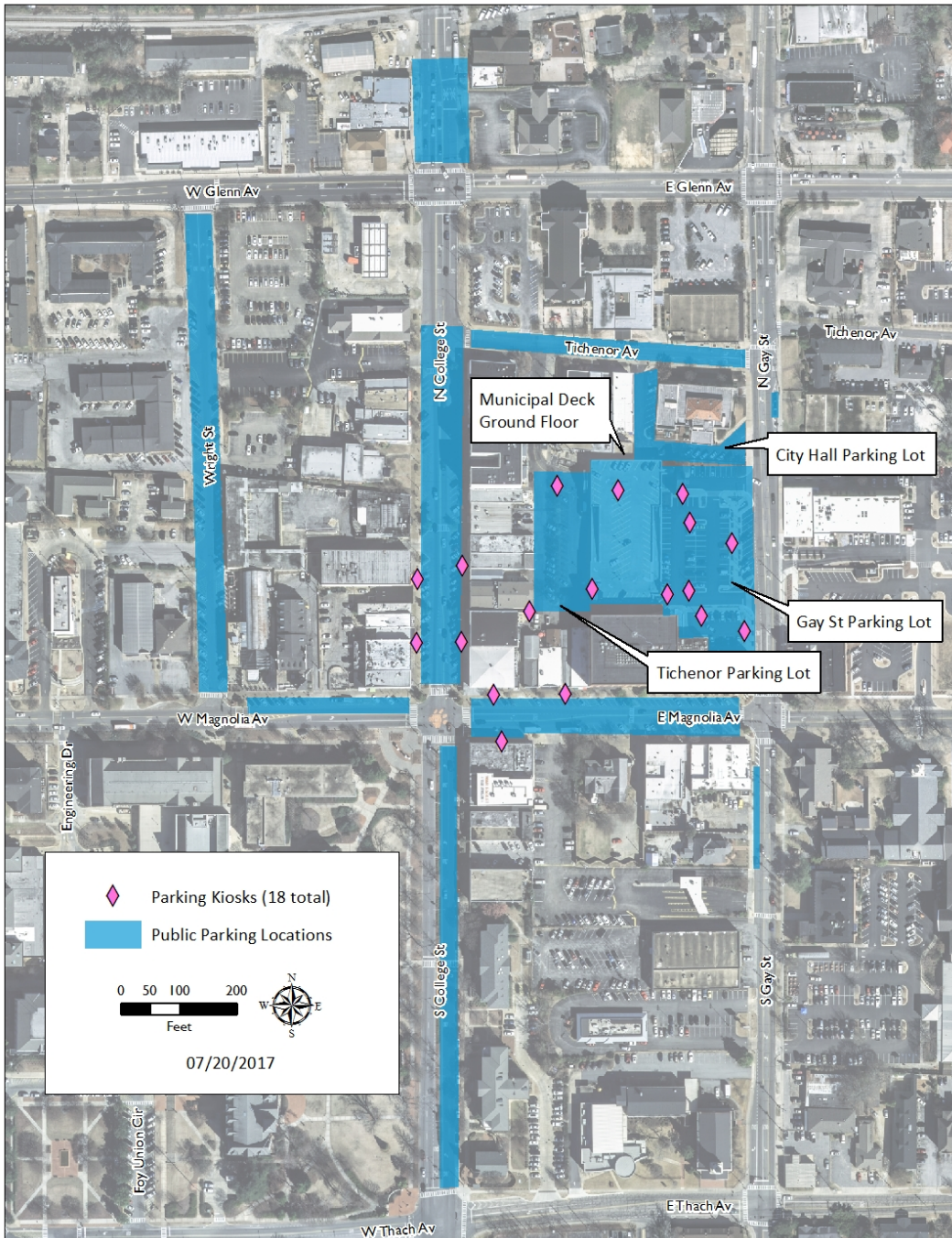
City Hall parking for the public and for employees was reorganized as recommended in the *2009 Parking Review* to make additional parking available to the public. This included relocating city owned vehicles and leased spaces for the City Attorney's office into the Municipal Parking Deck and redoing the City Hall parking lot to reverse the traffic flow and facilitate access from the parking deck.

Parking Revenue

The use of parking meters and restricted parking time-limits were traditionally utilized in downtown Auburn to provide for turnover in customer parking and to limit the amount of student and downtown employee parking in prime parking spots. Revenue from parking meters and parking fines over the past several years is illustrated in the Table 3. Parking meter revenue for FY 2016 was up to \$130,692 and is on track in 2017 for approximately the same amount. Revenue has increased since 2014 when the parking kiosk system began to be implemented. Revenue dipped in 2015 because parking was free for four months during the Corner Construction project.

Parking fine revenue is down over time. It is believed that the implementation of the parking kiosk system along with the consistent meter times and operation has reduced the number of parking violations and increased meter revenue since 2013. Additionally, the parking regulations were amended to provide that a vehicle may be towed upon receiving \$140 in parking fines. This provision has

Downtown Public Parking with Kiosk Locations



impacted the number of individuals that accrue significant sums in parking meter fines. Prior to the amendment it was not uncommon for an individual to accumulate hundreds of dollars in unpaid parking fines. Lower parking fine revenue may also signal less aggressive enforcement activity; however, enforcement is provided on a daily basis. Additional enforcement activity will be required if the hours of parking meter enforcement are extended and if efforts to reduce employee and student parking are to be successful.

Also illustrated is revenue from parking leases which includes spaces leased in the Municipal Parking Deck and surrounding area as well as spaces leased in the former City parking lot on Wright Street. The decline in lease revenue between FY 2006 and FY 2007 reflects the sale of the City parking lot on Wright Street and the increase between FY 2007 and FY 2008 can be attributed to the increase in lease fees from \$30 per month to \$75 per month. Lease revenues increased again in FY 2009 as a result of the monthly fee increase to \$100 implemented October 1, 2008. Lease revenue dipped in 2015 because parking was free for four months during the Corner Construction project.

Table 3: Parking Revenue: FY 2004 - FY 2017			
Fiscal Year	Parking Fines	Parking Meters	Leases
2017 to date	\$36,592	\$72,693	\$110,225
2016	\$50,610	\$130,692	\$178,087
2015	\$61,692	\$92,814	\$114,472
2014	\$52,007	\$96,643	\$177,214
2013	\$67,539	\$76,067	\$163,865
2012	\$68,146	\$81,347	\$164,018
2011	\$92,790	\$88,839	\$154,921
2010	\$63,954	\$78,676	\$178,032
2009	\$126,410	\$90,623	\$173,461
2008	\$170,623	\$80,436	\$113,665
2007	\$185,149	\$10,393	\$79,329
2006	\$163,120	\$11,423	\$105,395
2005	\$137,129	\$7,532	\$140,745
2004	\$142,106	\$9,113	\$111,855

The parking regulations have been amended several times in accordance with recommendations of the *2009 Parking Review*. A comprehensive re-write of the regulations was approved by City Council in 2012 providing for the geographic limits of the parking meter zone, parking meter rates, parking lease rates,

ability to accept credit card payments, parking enforcement, parking fines, adjudication of parking violations and free parking days. Currently, parking violation fines are set at \$10 for the first violation, \$20 for the second violation and \$40 for the third violation on the same day. The parking fine for the first violation was increased from \$5 to \$10 in 2012 and a provision that vehicles can be towed for fines in excess of \$140 was added.

The parking rate is currently established \$0.25 per hour regardless of location. The *2009 Parking Review* recommended a review of parking rates and the possibility of a differential rate depending upon location. Rates have not been increased primarily as a result of the pace of implementing the parking kiosk system.

Establishing a uniform 2 hour parking limit, increasing the hourly parking meter rate and extending the meter operation times to 8:00 PM including Saturdays will assist with turnover in customer parking during peak shopping, lunch and dinner hours and, in conjunction with additional enforcement activity and the provision of downtown employee parking, will reduce the amount of student and downtown employee parking.

Based on 2016 annual parking meter revenue, an estimated \$836,428 could be generated in parking meter revenue by increasing the hourly parking meter rate to \$1.00 and extending the meter operation time to 8:00 PM including Saturday. Additional revenue from parking meter charges can be used to invest in constructing additional parking facilities and operations such as increased enforcement, subsidized valet parking and subsidized downtown employee parking.

Downtown Parking Issues

A number of significant changes in the management and operation of downtown parking facilities have been made as recommended in the *2009 Parking Review*. However, there is a lingering concern among many business owners and the general public that there is a lack of parking in the downtown area. Downtown parking is identified as a major concern in the annual *Citizen Survey*. To be certain, additional parking capacity is necessary now and in the future to support continued development and parking demand in the downtown. However, a number of parking management issues that lead to the underutilization and/or misuse of the available parking inventory such as student parking, employee parking, underutilization of private parking facilities and underutilization of the parking deck must also be addressed to develop a successful downtown parking strategy.

Funding. While the City was able to successfully navigate the financial distress caused by the economic downturn that began in 2007, Auburn was impacted as were all communities across the United States. A 2006 recommendation to begin the process of constructing a new downtown parking deck was put on hold as a result of the 2007 economic downturn. Continued population growth in Auburn created a need for a new High School and a School Board effort to increase property taxes to fund new facilities failed on September 24, 2013. As a result, the Auburn City Council dedicated its Five Mill tax fund for capital projects to meeting the facilities needs of the school system. The fund was historically used to retire debt for large scale capital improvement projects including recreation and transportation projects and the loss of funds meant a significant reduction in the funding available for infrastructure projects. As the economy recovered and the demand for downtown parking continued to increase, the Economic

Development Department was charged with developing additional parking at no cost via a public private partnership agreement to redevelop the Gay Street Parking Lot and adjacent area including the Municipal Parking Deck and Tichenor Parking Lot. An effort to partner with a private developer to construct additional parking on the property was ultimately unsuccessful for a variety of reasons. While a significant amount of time was unfortunately lost in providing additional parking to the downtown, the economy has now recovered and the City's financial position has improved considerably making it possible for the City to consider acquiring property for and constructing a new parking facility utilizing public funds solely.

Downtown Success. During the last few years, the City has invested considerably in new downtown improvements in accordance with the *Downtown Auburn Master Plan* that have improved the appearance, safety, walkability and general vitality of Downtown Auburn. At the same time, the business community has continued to invest in new development and redevelopment and the City, University, Chamber of Commerce, Tourism Bureau and Downtown Merchants Association have partnered to bring new events and activities downtown. While improvements to downtown have included new and improved parking facilities, the additional parking has not kept pace with business growth and the increased popularity of downtown as a destination and center for business, dining, entertainment and enjoyment.

Auburn University Student Parking. After construction of the Gay Street Parking Lot and related improvements, the parking meter times were standardized at 2-hours for on-street parking and 4-hours for surface lot parking. While this parking strategy was intended to provide adequate space for downtown employee parking, it has had the unintended consequence of encouraging parking for students to attend Auburn University classes. Standardizing parking meter times at 2-hours in all locations may reduce student and downtown employee parking when done in coordination with other operational changes. Additionally, Auburn University has embarked upon a program to pedestrianize the campus by promoting mass transit and restricting through traffic and parking. A large student parking facility was constructed on the east side of campus but parking Downtown and in the Southside neighborhood is, generally speaking, more convenient to the classroom buildings on the east side of campus. It is anticipated that the construction of the new classroom facility attached to the library off Mell Street will further exacerbate this issue. Faculty and staff parking is also an issue, but the University plans to construct additional faculty/staff parking facilities in the near future. A coordinated effort with Auburn University to address the student parking issue is needed. Otherwise, any additional parking constructed Downtown will be consumed by students attending class during weekdays.

The use of parking meters and restricted parking time-limits were traditionally utilized in downtown Auburn to provide for turnover in customer parking and to limit the amount of student and downtown employee parking in prime parking spots. Establishing a uniform 2-hour parking limit, increasing the hourly parking rate and the meter operation times will assist with turnover in customer parking and, in conjunction with additional enforcement activity and the provision of downtown employee parking, will further reduce the amount of student and employee parking. Further, additional revenue from meter charges can be used to invest in constructing additional parking facilities and operations such as increased enforcement, subsidized valet parking and free downtown employee parking.

Inability to Use Private Parking Facilities. Significant private parking resources are available in the downtown area but are not necessarily available for the general public to use. Several banks, churches and businesses have large parking lots for their customers; however, most of these lots have warning signs that unauthorized vehicles will be towed. While several of the private lot owners do not tow at all, some tow only during business hours and some tow 24-hours creating a mixed message. Private parking lot owners have expressed concerns about liability, maintenance, safety and cleanliness resulting from allowing public use. Creating a Downtown Parking Management Program through voluntary participation from private parking lot owners was recommended in the *Auburn Downtown Master Plan*. Previous efforts to coordinate such a program have not succeeded but a renewed effort should be made.

Parking Requirements. Commercial uses in the urban core zoning district with the exception of hotels and condotels are not required to provide on-site or off-site parking. Given the anticipated continued (re)development in, and the expansion of, the urban core as detailed in the *Auburn Downtown Master Plan*, a parking requirement for large commercial developments should be evaluated. Such a requirement would apply to (re)development meeting specified parameters related to the anticipated parking demand and intensity of development. This provision should not apply to small scale (re)development in the urban core. The provision included in the *Zoning Ordinance* providing for a payment-in-lieu of parking should be extended to commercial uses in the urban core should a parking requirement be adopted.

Parking in Downtown Auburn will only be improved with a comprehensive strategy including the construction of new parking, utilization of private parking, and strategic management and operation of parking facilities to reduce abuse and assure full utilization of parking resources. Continued dialogue and partnership with the business community, Auburn University and the City will be essential to success.

Downtown Parking Recommendations

1.0 Continue dialogue with Auburn University to address parking concerns of mutual interest.

1.1 Continue to meet with Auburn University officials to discuss mutual parking concerns, priorities and partnership opportunities.

1.2 Partner with Auburn University to fund and perform a comprehensive parking analysis, if determined to be necessary, which addresses student and faculty/staff parking needs as well as downtown parking.

2.0 Utilize existing public parking facilities to maximize the availability of public parking.

2.1 Secure a contract with a parking company to operate a valet parking service beginning August 2017 utilizing the third floor of the parking deck. Establish the valet parking rate at \$1.00 per hour and operate during peak day, evening and weekend times (except during Auburn University home football games).

- 2.2 Test valet parking program at summer 2017 events including SummerNight Artwalk and Cheers on the Corner.
 - 2.3 Consider leasing only the 3rd floor of the parking deck and making the 2nd floor available for daily metered parking.
 - 2.4 Continue to monitor the parking habits of those leasing spaces in the parking deck and adjust overbooking percentage as appropriate to maximize usage.
 - 2.5 Secure a parking facility that is proximate to the urban core for downtown employee parking. Establish a downtown employee parking permit program and offer downtown employee parking for free with an unrestricted time limit if possible.
 - 2.6 Secure agreements with the owners of existing private parking lots (banks, churches etc.) in the downtown area to jointly use for public parking.
 - 2.7 Consider relocating the 9 leased spaces in the Tichenor Parking Lot behind Cheeburger Cheeburger restaurant to the parking deck and providing them for metered parking.
 - 2.8 Extend the current parking lease agreement with First Baptist Church for City employee parking.
- 3.0 Increase the number of public parking spaces in and around Downtown.
- 3.1 Construct the East Glenn Avenue Parking lot (88 spaces) on the former Carolyn Apartments property.
 - 3.2 Secure appropriately located property in the urban core for a new structured parking facility.
 - 3.3 Plan, design and construct a new structured parking facility in the urban core with 200-300 spaces.
 - 3.4 Upon completion of a new 200-300 space structured parking facility in the urban core, evaluate need to construct a new structured parking facility on City property presently occupied by the Gay Street Parking Lot, Municipal Parking Deck and Tichenor Parking Lot.
 - 3.5 Pursue opportunities to acquire properties (obsolescent apartment properties in particular) near downtown for use (temporary or permanent) as parking.
 - 3.6 Pursue partnership opportunities with Auburn University to construct joint use parking facilities that meet the needs of campus and downtown.
 - 3.7 Pursue partnership opportunities with private developers to construct joint use parking facilities that meet the needs of the business and downtown.

3.8 Identify locations to add on-street parking (either a striped parking lane or constructed spaces) such as East Magnolia between Gay Street and Debardeleben Street, Ross Street between Glenn Avenue and Magnolia Avenue, Gay Street between Glenn Avenue and Samford Avenue.

3.9 Add accessible spaces as warranted per the Americans with Disabilities Act (ADA).

3.10 Consider an amendment to the parking regulations to require the provision of on-site or off-site parking for large scale commercial (re)development in the Urban Core including a payment-in-lieu option.

3.11 Continue program to enhance the Downtown streetscape to provide secure pedestrian routes from parking facilities to Downtown.

4.0 Revise the parking meter rates and hours of operation and provide for adequate parking enforcement.

4.1 Amend the parking regulations to include Wright Street in the parking meter zone with a 2-hour time limit.

4.2 Establish a 2-hour parking limit for all metered spaces.

4.3 Amend the parking regulations to \$1.00 per hour rate for all spaces (except where mechanical meters remain in operation). Consider additional charge for on-street parking so that there is a differential charge for on-street verses off-street parking such as \$1.00 for the first hour and \$2.00 for the second hour.

4.4 Amend the parking regulations to establish meter operation from 8:00AM to 8:00PM Monday through Saturday.

4.5 Amend the parking regulations to increase parking fines to \$20 for the first violation, \$30 for the second violation and \$50 for the third violation to deter parking violations. Adjust towing provision to provide for towing upon exceeding \$100 in fines.

4.6 Continue the program to install multi-space parking kiosks to serve all metered parking spaces.

4.7 Utilize increased revenue from meter charges to add parking meter enforcement staff as necessary to assure adequate enforcement capability.

4.8 Launch the Downtown Parking App as a means of assisting visitors to identify the location of available public parking spaces.

4.9 include detailed information on the City of Auburn website regarding the location, cost and availability of Downtown Parking.

5.0 Seek opportunities to reduce the number of vehicles downtown.

5.1 Continue to partner with Auburn University to operate the Tiger 10 evening/late night shuttle service as a means of reducing the number of vehicles downtown.

5.2 Continue to partner with Auburn University to expand the War Eagle Bike Share program and construct conveniently located facilities to accommodate bicycles in the downtown area.

5.3 Seek opportunities to provide a shuttle service from parking facilities on the edge of downtown with emphasis on game day weekends and downtown events such as SummerNight Art Walk and Cheers on the Corner.

6.0 Continue to properly maintain and secure the Municipal Parking Deck and adjacent surface parking lots.

6.1 Continue periodic engineering evaluations/inspections of the Municipal Parking Deck and perform repairs as recommended to extend the life of the facility.

6.2 Continue routine cleaning and maintenance activities to keep the parking deck and surface parking lots in clean condition and safe.

6.3 Revise the parking deck lease agreement to include the removal of unauthorized utility trailers, storage containers, and inoperable/non-registered vehicles.

7.0 Track parking revenue and expenditures.

7.1 Establish a financial accounting system to accurately track parking costs such as maintenance, repairs, enforcement, additional parking kiosks and related equipment, valet services, downtown employee parking and lease arrangements for the use of private parking facilities for public use; and parking revenues from monthly parking deck leases, parking meters and parking enforcement.

Downtown Auburn Parking Plan – 2017

Implementation Schedule

Goal	Actions	Time	Resources
1.0 Continue dialogue with Auburn University to address parking concerns of mutual interest.	1.1 Continue to meet with Auburn University officials to discuss mutual parking concerns, priorities and partnership opportunities.	Ongoing as needed	
	1.2 Partner with Auburn University to fund and perform a comprehensive parking analysis, if determined to be necessary, which addresses student and faculty/staff parking needs as well as downtown parking.	2017-2018	\$100,000 estimated City cost.
2.0 Utilize existing public parking facilities to maximize the availability of public parking.	2.1 Secure a contract with a parking company to operate a valet parking service beginning August 2017 utilizing the third floor of the parking deck. Establish the valet parking rate at \$1.00 per hour and operate during peak day, evening and weekend times (except during Auburn University home football games).	July 2017	\$6,000 estimated monthly cost.

Goal	Actions	Time	Resources
	2.2 Test valet parking program at summer 2017 events including SummerNight Artwalk and Cheers on the Corner.	June-July 2017	\$500 estimated cost per event.
	2.3 Consider leasing only the 3rd floor of the parking deck and making the 2nd floor available for daily metered parking.	2017-2018	Reduction in lease revenue. Cost to install parking meter kiosks and gates.
	2.4 Continue to monitor the parking habits of those leasing spaces in the parking deck and adjust overbooking percentage as appropriate to maximize usage.	2017-2018	Staff time. Possible parking consultant cost.
	2.5 Secure a parking facility that is proximate to the urban core for downtown employee parking. Establish a downtown employee parking permit program and offer downtown employee parking for free with an unrestricted time limit if possible.	2017	Property purchase or lease cost. Parking space and related infrastructure construction cost. Maintenance and security cost.

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Goal	Actions	Time	Resources
	2.6 Secure agreements with the owners of existing private parking lots (banks, churches etc.) in the downtown area to jointly use for public parking.	2017	Property lease cost. Maintenance and security cost.
	2.7 Consider relocating the 9 leased spaces in the Tichenor Parking Lot behind Cheeburger Cheeburger restaurant to the parking deck and providing them for metered parking.	2018	Striping and signage cost. Parking kiosk cost.
	2.8 Extend the current parking lease agreement with First Baptist Church for City employee parking.	August 2018	Current lease fee is \$2,000 per month. An increase in cost should be anticipated.
3.0 Increase the number of public parking spaces in and around Downtown.	3.1 Construct the East Glenn Avenue Parking lot (approximately 90 spaces) on the former Carolyn Apartments property.	November 2017	\$1.2 million property acquisition cost. \$1.0 million estimated construction cost.
	3.2 Secure appropriately located property in the urban core for a new structured parking facility.	2017	Property acquisition cost estimated at approximately \$2.5 - \$3.0 million.
	3.3 Plan, design and construct a new structured parking facility in the urban core with 200-300 spaces.	2017-2018	Engineering and design cost. Construction cost estimated at \$20,000 - \$22,000 per space.

Goal	Actions	Time	Resources
	3.4 Upon completion of a new 200-300 space structured parking facility in the urban core, evaluate need to construct a new structured parking facility on City property presently occupied by the Gay Street Parking Lot, Municipal Parking Deck and Tichenor Parking Lot.	2019	Staff time. Parking consultant cost.
	3.5 Pursue opportunities to acquire properties (obsolescent apartment properties in particular) near downtown for use (temporary or permanent) as parking.	Ongoing	Property acquisition cost.
	3.6 Pursue partnership opportunities with Auburn University to construct joint use parking facilities that meet the needs of campus and downtown.	Ongoing	Staff time.
	3.7 Pursue partnership opportunities with private developers to construct joint use parking facilities that meet the needs of the business and downtown.	Ongoing	Staff time. Joint project parking acquisition cost.

Goal	Actions	Time	Resources
	3.8 Identify locations to add on-street parking (either a striped parking lane or constructed spaces) such as East Magnolia between Gay Street and Debardeleben Street, Ross Street between Glenn Avenue and Magnolia Avenue, Gay Street between Glenn Avenue and Samford Avenue.	2017-2018	Staff time. Restriping cost.
	3.9 Add accessible spaces as warranted per the Americans with Disabilities Act (ADA).	Ongoing	Construction and/or restriping cost.
	3.10 Consider an amendment to the parking regulations to require the provision of on-site or off-site parking for large scale commercial (re)development in the Urban Core including a payment-in-lieu option.	2017	Staff time.
	3.11 Continue program to enhance the Downtown streetscape to provide secure pedestrian routes from parking facilities to Downtown.	Ongoing	Design and construction cost.
4.0 Revise the parking meter rates and hours of operation and provide for adequate parking enforcement.	4.1 Amend the parking regulations to include Wright Street in the parking meter zone with a 2-hour time limit.	August 2017	Staff time.

Goal	Actions	Time	Resources
	4.2 Establish a 2-hour parking limit for all metered spaces.	August 2017	Staff time. Parking meter replacement cost.
	4.3 Amend the parking regulations to \$1.00 per hour rate for all spaces (except where mechanical meters remain in operation). Consider additional charge for on-street parking so that there is a differential charge for on-street verses off-street parking such as \$1.00 for the first hour and \$2.00 for the second hour.	August 2017	Staff time.
	4.4 Amend the parking regulations to establish meter operation from 8:00AM to 8:00PM Monday through Saturday.	August 2017	Staff time. Enforcement personnel and equipment cost.
	4.5 Amend the parking regulations to increase parking fines to \$20 for the first violation, \$30 for the second violation and \$50 for the third violation to deter parking violations. Adjust towing provision to provide for towing upon exceeding \$100 in fines.	August 2017	Staff time. Enforcement personnel and equipment cost.

Goal	Actions	Time	Resources
	4.6 Continue the program to install multi-space parking kiosks to serve all metered parking spaces.	2017-2019	Kiosk and related equipment cost. Installation cost. Maintenance and upkeep cost. Enforcement personnel and equipment cost.
	4.7 Utilize increased revenue from meter charges to add parking meter enforcement staff as necessary to assure adequate enforcement capability.	August 2017	Enforcement personnel and equipment cost.
	4.8 Launch the Downtown Parking App as a means of assisting visitors to identify the location of available public parking spaces.	August 2017	Staff time.
	4.9 include detailed information on the City of Auburn website regarding the location, cost and availability of Downtown Parking.	2017	Staff time.
5.0 Seek opportunities to reduce the number of vehicles downtown.	5.1 Continue to partner with Auburn University to operate the Tiger 10 evening/late night shuttle service as a means of reducing the number of vehicles downtown.	Ongoing	Staff time. Alternate Downtown pick-up and drop-off location may be needed.

Goal	Actions	Time	Resources
	5.2 Continue to partner with Auburn University to expand the War Eagle Bike Share program and construct conveniently located facilities to accommodate bicycles in the downtown area.	2017-2018	Staff time. Equipment cost.
	5.3 Seek opportunities to provide a shuttle service from parking facilities on the edge of downtown with emphasis on game day weekends and downtown events such as SummerNight Art Walk and Cheers on the Corner.	2017-2018	Shuttle cost if publicly operated.
6.0 Continue to properly maintain and secure the Municipal Parking Deck and adjacent surface parking lots.	6.1 Continue periodic engineering evaluations/inspections of the Municipal Parking Deck and perform repairs as recommended to extend the life of the facility.	Ongoing	Parking consultant cost. Repair cost. Approximately \$157,000 in FY 2017.
	6.2 Continue routine cleaning and maintenance activities to keep the parking deck and surface parking lots in clean condition and safe.	Ongoing	Maintenance cost.

Goal	Actions	Time	Resources
	6.3 Revise the parking deck lease agreement to include the removal of unauthorized utility trailers, storage containers, and inoperable/non-registered vehicles.	August 2017	Staff time.
7.0 Track parking revenue and expenditures.	7.1 Establish a financial accounting system to accurately track parking costs such as maintenance, repairs, enforcement, additional parking kiosks and related equipment, valet services, downtown employee parking and lease arrangements for the use of private parking facilities for public use; and parking revenues from monthly parking deck leases, parking meters and parking enforcement.	October 2017	Staff time.