



Downtown Parking Garage

9.10.19

City Council Workshop

Purpose of Workshop

- Review background on downtown master planning for parking
- Provide update on project and plan for public outreach
- Get feedback and confirmation from council on scope of design and public outreach

Agenda

- **Background**
 - Downtown Master Plan (2014 Update)
 - Downtown Parking Study (2015)
 - Garage Planning and Funding
- **Steering Committee**
 - Plan for public outreach
 - Questions from group
- **Confirmation and Next Steps**

2014 Downtown Master Plan

- Chapter 5 – Auto Circulation and Parking
 - Consider parking a “utility”, not as a land use
 - Provides a service that customers use
 - Take a systems approach
 - Locate facilities where it will serve broad range of users
 - Contemplated multiple locations for structured parking
 - Initiate a parking study



2015 Parking Study

- Focus on the 9 block zone
 - Conducted Online Survey and Stakeholder Outreach
 - Included public workshop
 - Confirmed Existing Parking Inventory
 - Observed and Documented Existing Parking Occupancies & Turnover during:
 - Reviewed Existing Parking Policies and Management Practices
 - Developed recommendations and studied parking garage sites

Parking Study

- Location, Location, Location...
 - Downtown Parking Study shows through survey that people are willing to walk two to three blocks at most for parking



*Lot north of Monument Café not included

Parking Study Recommendations

- **Short Term**

- Enforcement
- Utilize existing assets

- **Mid Term**

- Complete surface lot expansion
- Study garage multiple locations

- **Long Term**

- Complete City Center – relocate employees
- Parking structures

Downtown Development 2015-present

- Increased demand for parking
- Increased development of dining and entertainment uses
- Sale of City facilities
- Overall economic growth in downtown
- Continued pressures for parking
- Downtown parking continued to be a priority for Council

New Construction & Building Large Renovations Projects:

Riverplace 32,000 SF
Smith Performance Center 14,500 SF

Riverbluff Multi-Family 21,000 SF
Watkins Development 9,000 SF



Riverbluff Multi-Family



Riverplace



Watkins Development



Smith Performance Center

New Construction & Building Large Renovations Projects:

Heritage Court	12,890 SF
Hitch Hall Building	11,600 SF
City Post Building	12,500 SF
Wish Well House	6,600 SF



Hitch Hall Building



Wish Well House



City Post Building



Heritage Court

Garage Planning

- 2018/19 Budget Planning process identified potential for smaller garage to address parking needs
 - Sale of City Council Chambers retained the surface parking lot
 - Smaller garage could be funded
 - Downtown Tax Increment Fund could absorb 50% of cost
 - Staff and consultant developed costs
 - \$5M

Garage Planning

- Council approved funding for budget in FY19 budget
- Bonds were issued for project in April 2019
- Staff/consultant began schematic design and testing
- Council set design committee for public input to drive design elements in June 2019

Benefits of Current Plan

- Continued support of local business investment
- Smaller garage can be funded at this time
 - Impact of additional 150 parking spaces within 2 years
 - Utilizes existing city-owned property
- Location - within 9 block downtown zone
- Provides spaces to provide alternative to parking in adjacent residential areas

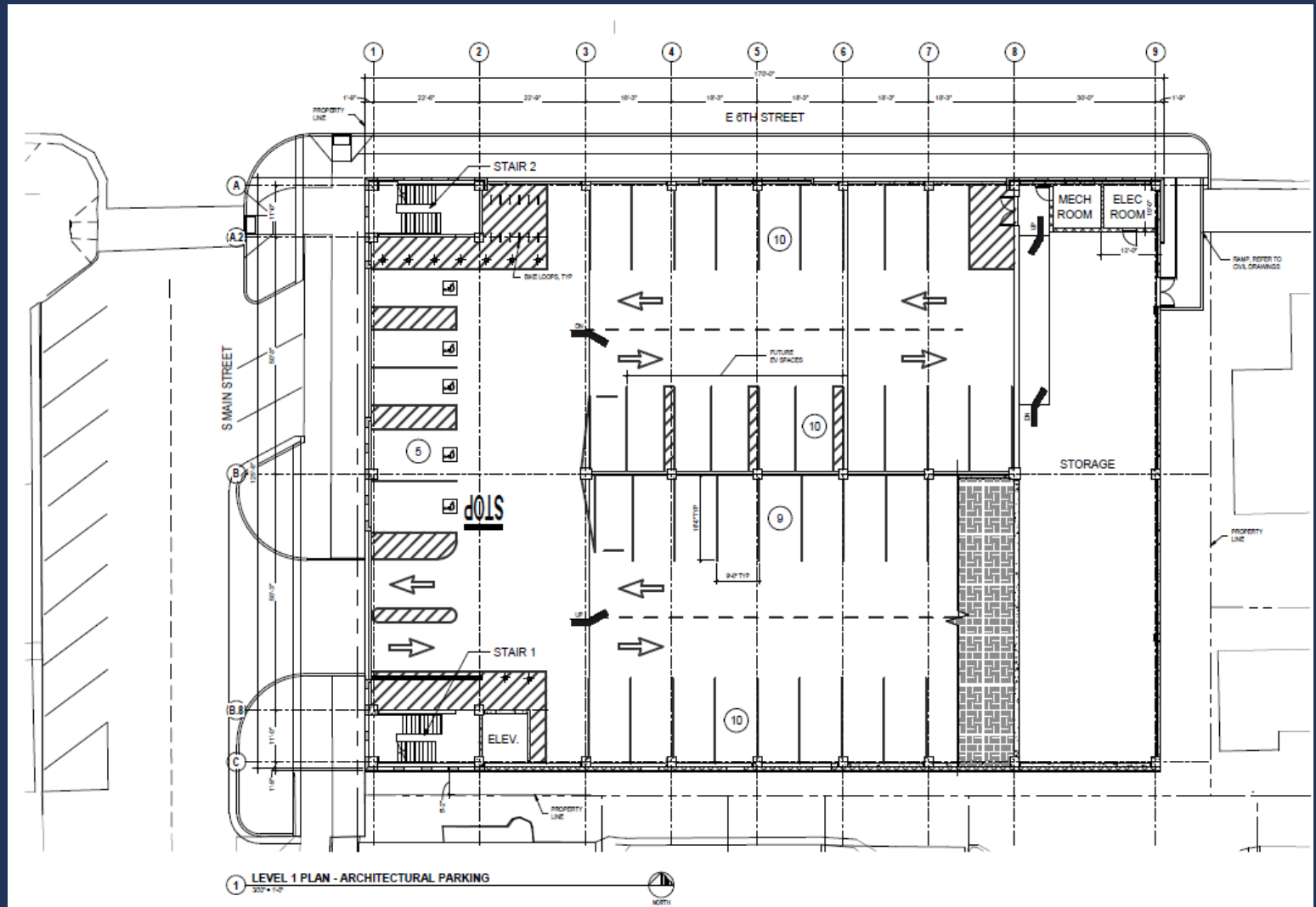
Current Work in Progress

- 3 story – 4 level (44 ft)
- Approximately 200 spaces – 150 net new
- Schematic design based upon budget
- Cost per space – appx \$33K

Current Work in Progress

200 spaces

Approx 150
Additional
Parking
Spaces



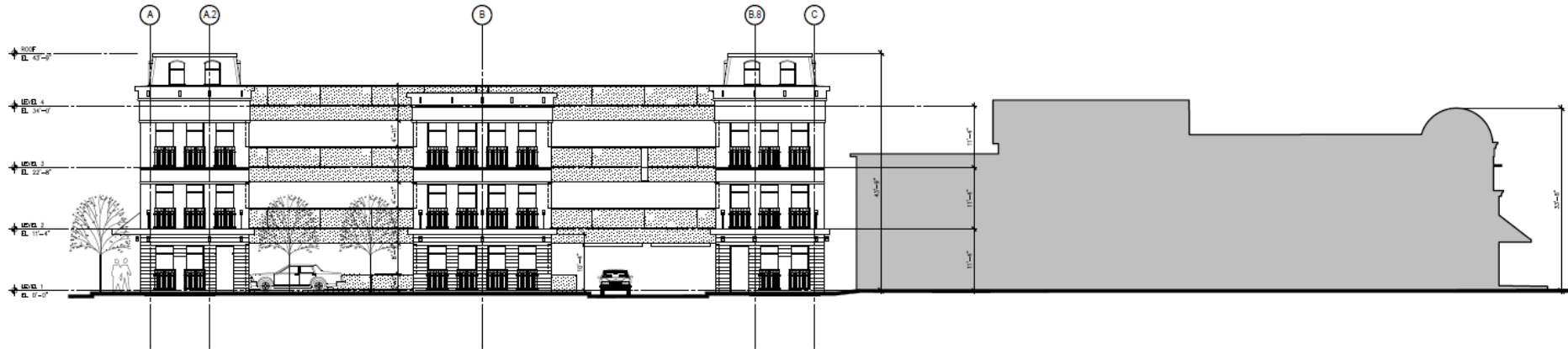
Schematic – conceptual, not design



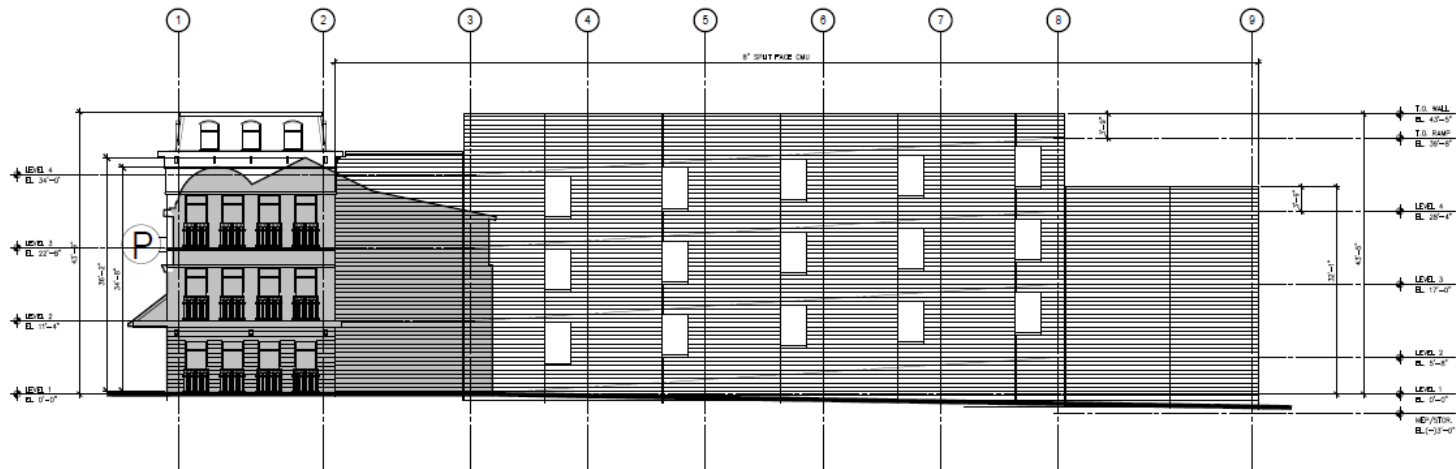
Current Work in Progress

- Utility Review
- Boring; soil samples
- Work with new council chambers owner for coordination of construction and utilities

Work with adjacent property on height



1 WEST EXTERIOR ELEVATION



2 SOUTH EXTERIOR ELEVATION

Public Engagement Plan



Goals for Engagement

- Seek as broad public input as possible.
- Utilize business owners as ambassadors of the public outreach efforts.
- Utilize up to date collection methods for collecting input combined with traditional meeting methods.

Education/ Outreach Topics

Education

- Where/What/Why of the Downtown Parking Garage
- Goals and Benefits of a parking garage

Outreach

- Material influences in the downtown area that should be considered for inclusion in this project
- Streetscaping –plants, lighting
- Activating ground level/pedestrian experience.
- Public Art- Community history exhibit incorporation
- Mass and Scale
- Architectural Character

Stakeholders

- Merchants
- Nearby residential owners
- Nearby comm. building owners
- Customers
- People who work downtown
- Preservation Georgetown
- DGA
- Neigh. Assoc. (city wide)
- Downtown Churches
- YPG
- Downtown / Old Town property owners

Engagement Strategies

Public Meetings

- Short Presentation
- Staff / Steering Committee present to address questions

Online Participation/ Meeting in a box

- Website survey- consistent survey across the community
- Opportunity for small groups to meet together and provide feedback

Building on existing outreach opportunities (in person and in writing)

- Join existing meetings and publications
- Schedule special meeting with specialized stakeholders
- Asking local businesses to promote via their social media accounts

Implementing the Engagement Plan

Stakeholder	Engagement Method
Merchants	Breakfast Bites 9/11 Meeting
Nearby Residential Owners	Postcard and in person meeting
Downtown Patrons	<ul style="list-style-type: none">• Postcard by registers directing people to go to online survey• Market Days – table in courthouse
Nearby Commercial Building Owners	Postcard and in person meeting
People who work downtown	Breakfast Bites 9/11 meeting
Preservation Georgetown	In person meeting with opportunity to provide instant feedback

Implementing the Engagement Plan

Stakeholder	Engagement Method
Downtown Georgetown Alliance	In person meeting with opportunity to provide instant feedback
Citywide Neighborhood Associations	Email blasts from the neighborhood association lists, utilize neighborhood night out to distribute information
Downtown Churches	Meeting with email asking them to share survey link with parishioners
Young Professionals Group	On the table type conversation to solicit discussion and feedback
Downtown and Old Town Property Owners	Mailed postcard directing people to go to online survey

Downtown Parking Garage Steering Committee Update



Meetings Summary

- **June 24**
 - Introductions
 - Background - Parking study
 - Overview of design guidelines
- **July 22**
 - Art/Exterior options
 - Ground floor engagement
- **August 12**
 - Details about public outreach - the who/what/when/how
- **September 17**
 - Next Meeting

Open Questions

- Is the proposed location of the parking garage open for discussion?
- Is the size of the parking garage up for discussion?
- What are the top 3 goals for the parking garage?
- Your opinions/thoughts about including some form of retail/business on the ground floor.
- What are your expectations of the committee?

Public Input

