

Background and Update Regarding Downtown Parking Garage

January 14, 2020



Purpose of Workshop

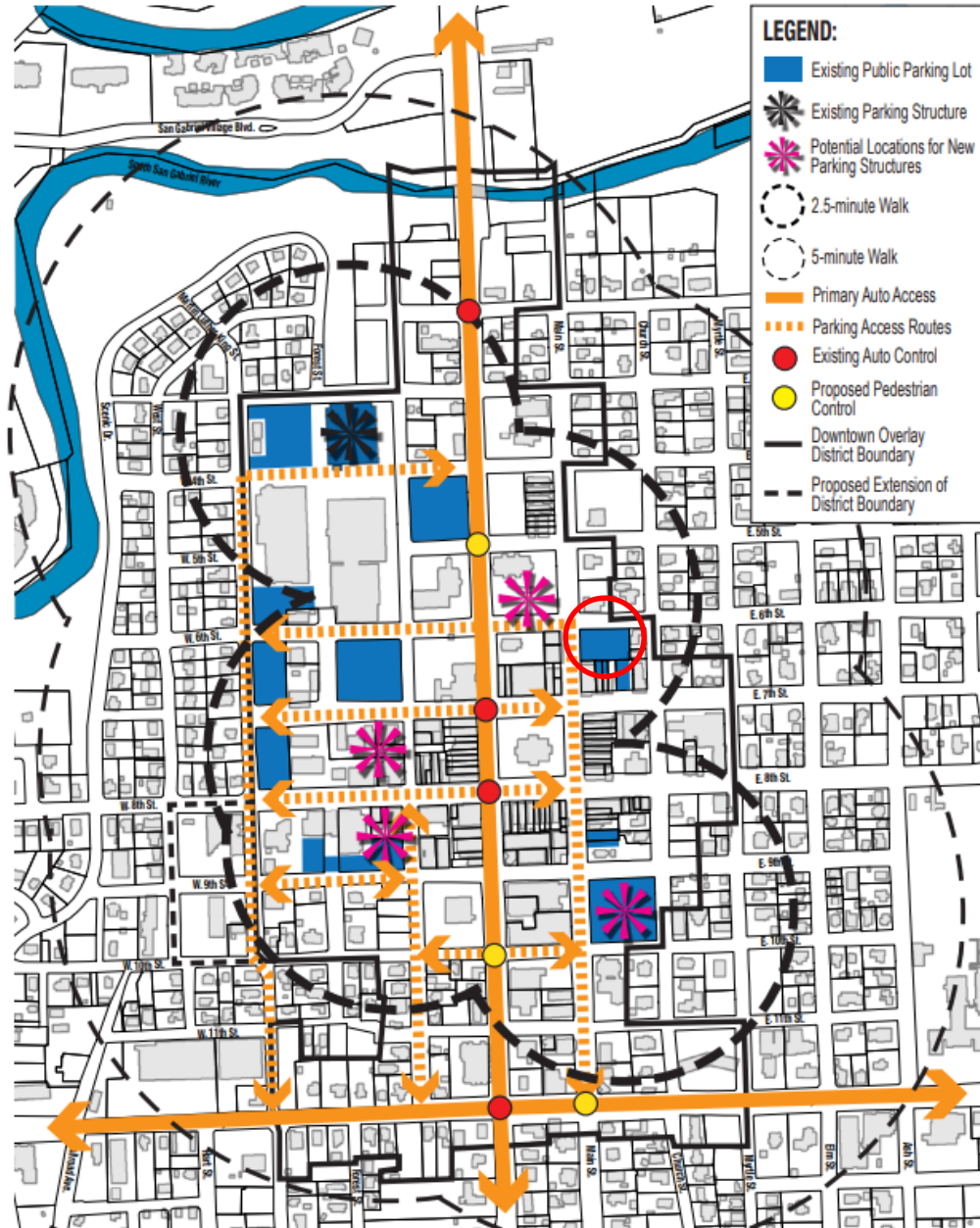
- Follow up from 11/26/19 Council meeting (abandonment (portion of 6th St))
- Provide Background for Parking Garage, 2015 Parking Study, Downtown Parking

Agenda

- Background on downtown parking
 - Downtown Master Plan
 - 2015 Parking Study
 - Site evaluation
- Update on parking initiatives
- Recent Downtown Development
 - Parking requirements for downtown
 - Area 1 vs. Area 2
 - Consistent development pattern throughout
 - Alternative Parking Plans
- Partial abandonment of 6th

Background on Downtown Parking





MAP 14 | PROPOSED PARKING STRATEGY

Georgetown Master Plan Update
Georgetown, TX
March 2014

*Excerpt from
2014 Downtown
Master Plan*

Downtown Master Plan – Parking Consideration

- Think of parking as a utility, not a land use
- Take a systems approach
- Combine other uses with new public facilities
- Design a public parking facility to be flexible in use
- Create pedestrian-friendly edges with landscaped edges and interiors
- Locate a new public parking facility where it will serve the broadest range of users
- Ensure that new public facilities have enough spaces
- Encourage workers to park in lesser-congested areas
- Seek opportunities to share parking

Parking Study

- Initiative out of Downtown Master Plan (2013)
- Kicked off in 2015
- Emphasized parking as a utility and not a land use

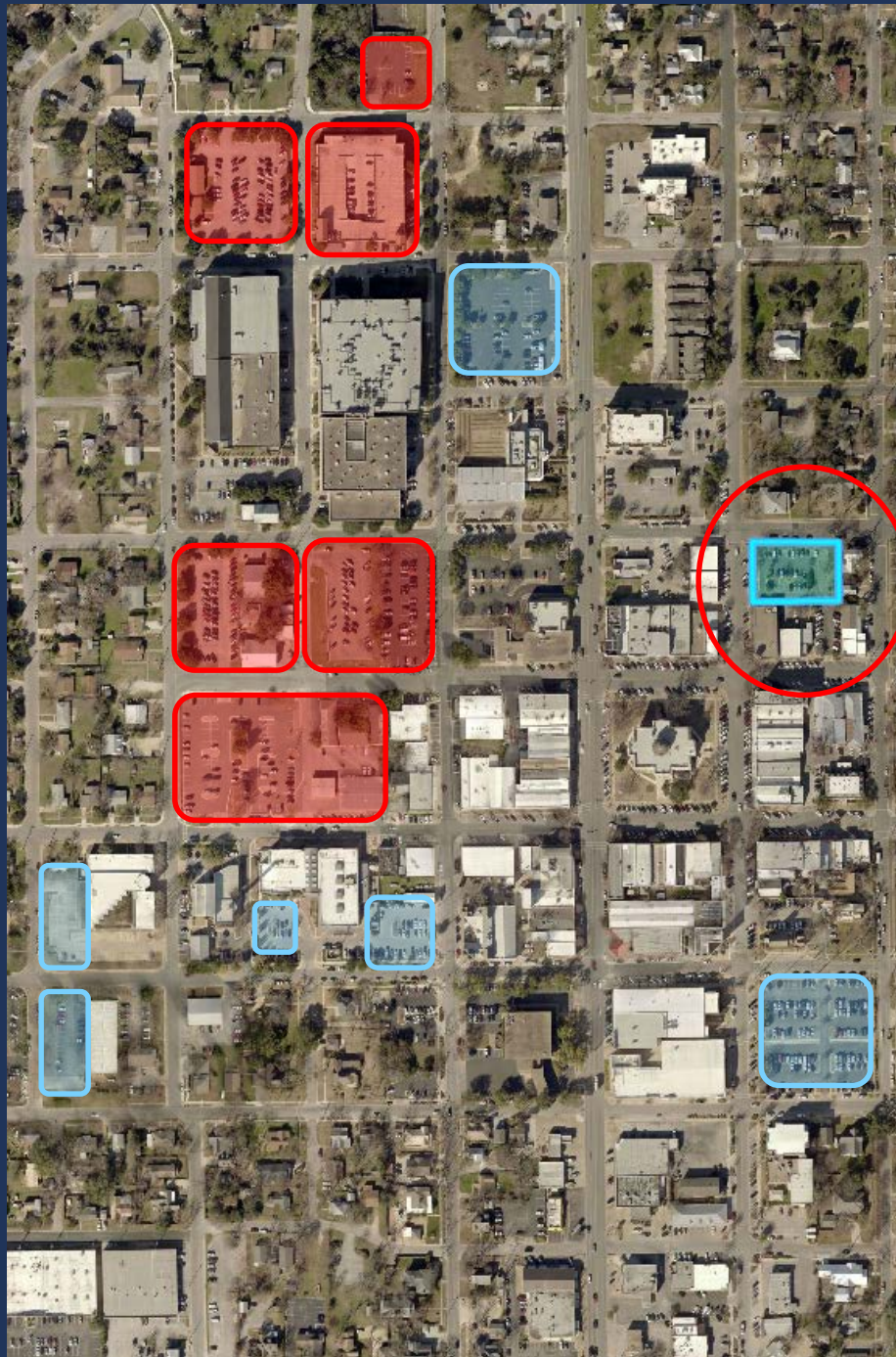
Parking Study




- 2015 Online Survey

- 86% of customers willing to walk one to two blocks
 - 12% willing to walk more than three blocks
- 29% of business owners willing to walk less than one block
- 60% of business owners prefer to park on-street

Parking Study

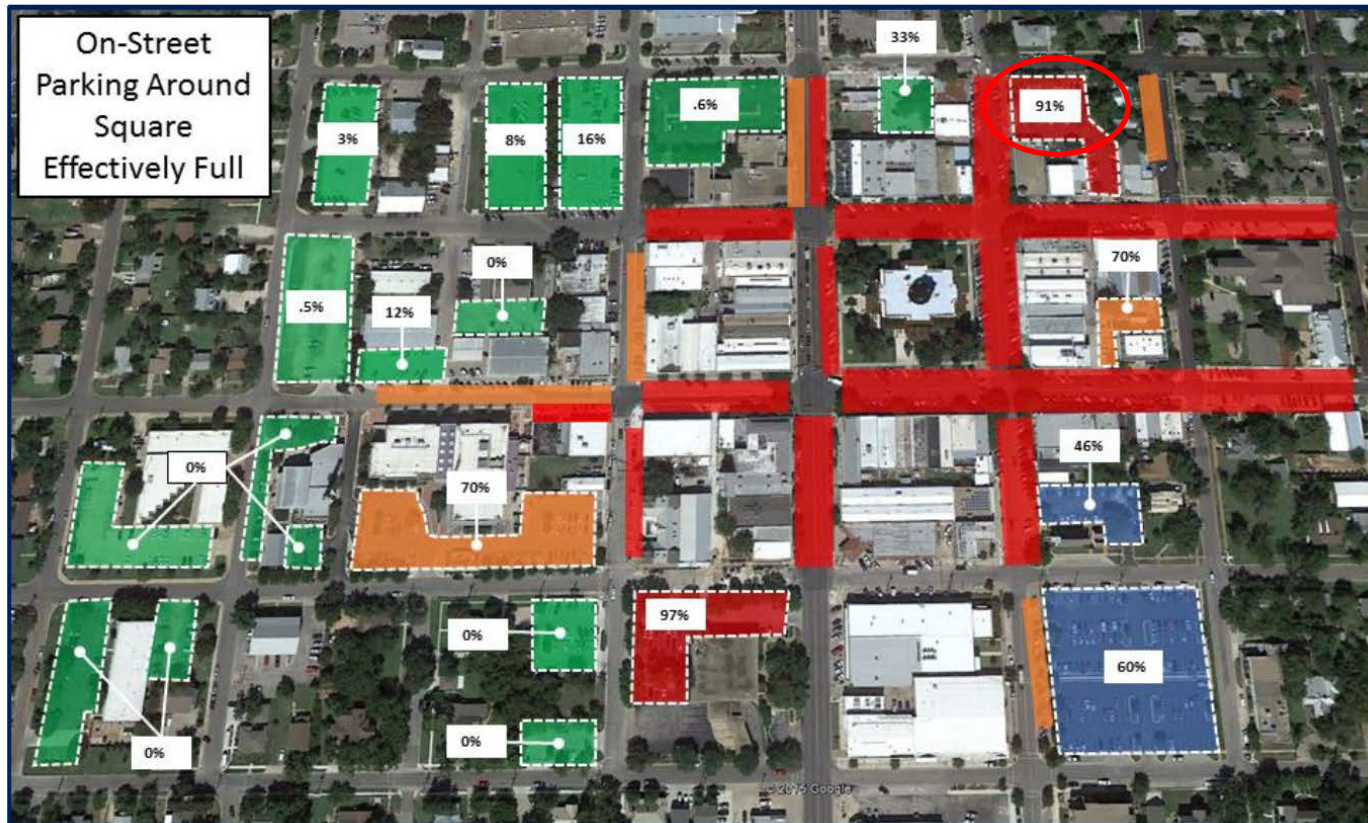
- Observed parking utilization patterns
- Public lots
- On street parking



-  Garage Site
-  City-owned lot
-  County-owned lot

Site

Figure 8 - Peak Parking Utilization Observed on First Friday, February 6, 2015 (6:00pm)



Strategies

- **Short Term**
 - Parking Lot at MLK and 8th
 - Increased enforcement of 3 hour zone
- **Medium Term**
 - Improve Pedestrian access and sidewalks
 - Lighting
 - Consolidate municipal employees
- **Long Term**
 - Continue to coordinate with County
 - Design garage
 - Coordinate with developers to add more public parking
- **More detail of execution of strategies provided as attachment**

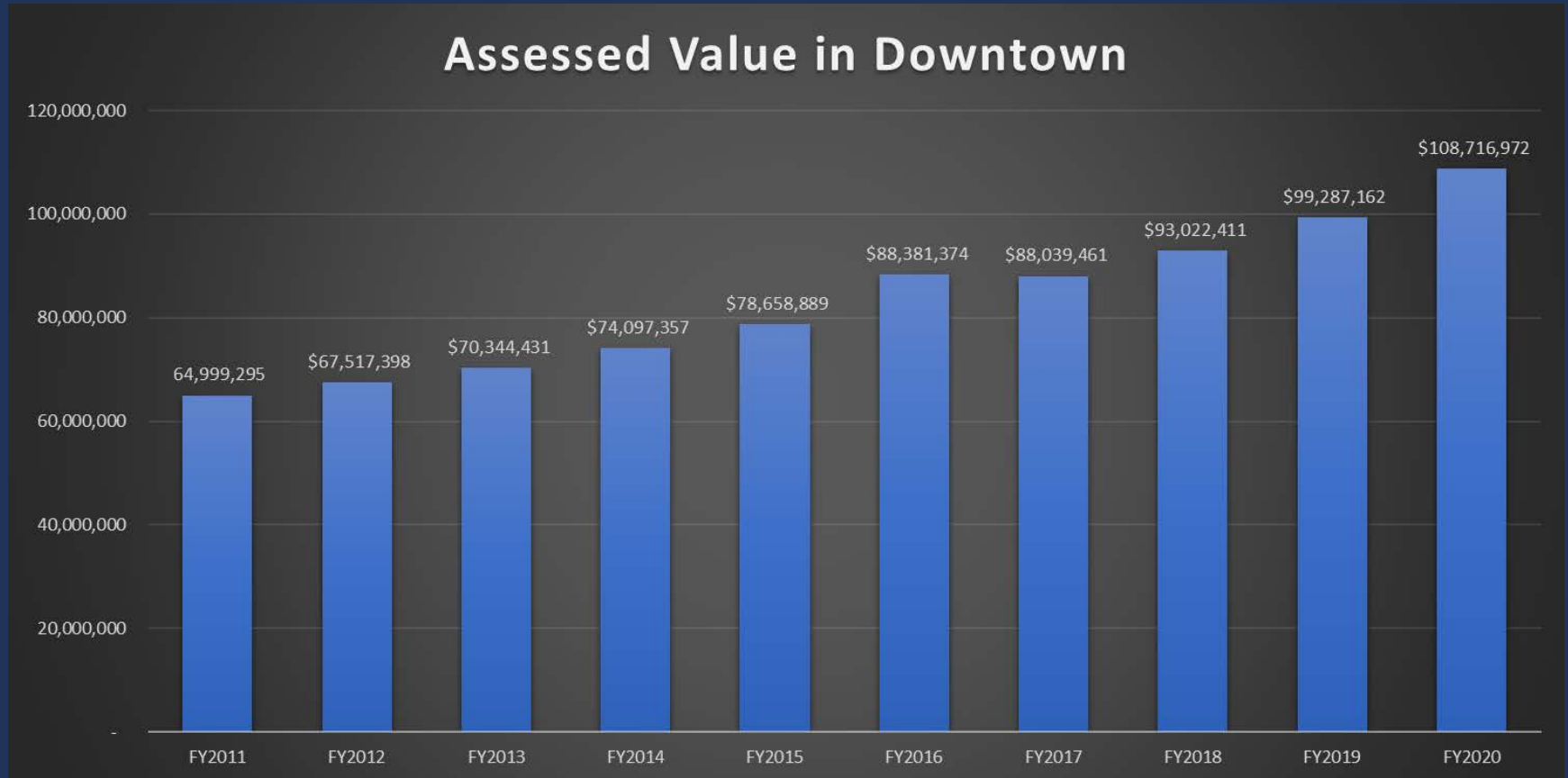
Parking Garage Site Review – September 2015

- Site 1 – North Lot at Austin Ave. & 5th Street
 - Site 2 – Bank of America Lot at Rock Street & 7th Street
 - Site 3 – Central Lot at Main Street & 7th Street
 - Site 4 – Library Lot at Rock Street & 9th Street
 - Site 5 – South Lot at Main Street & 9th Street
-
- Note: In 2011, county owned site at 6th and Rock was evaluated for partnership

Downtown Development and Parking Needs



Changes in value downtown



New businesses in 2019

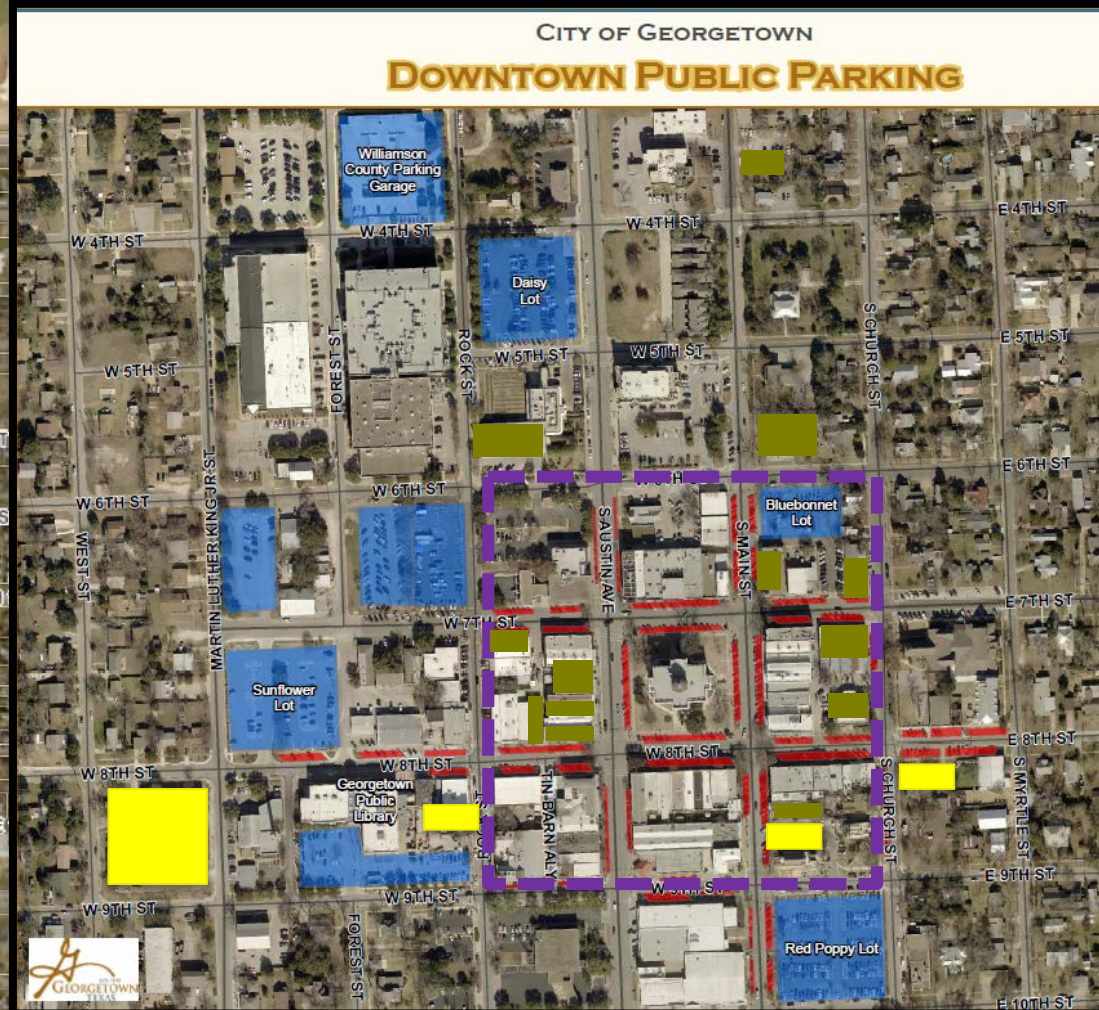
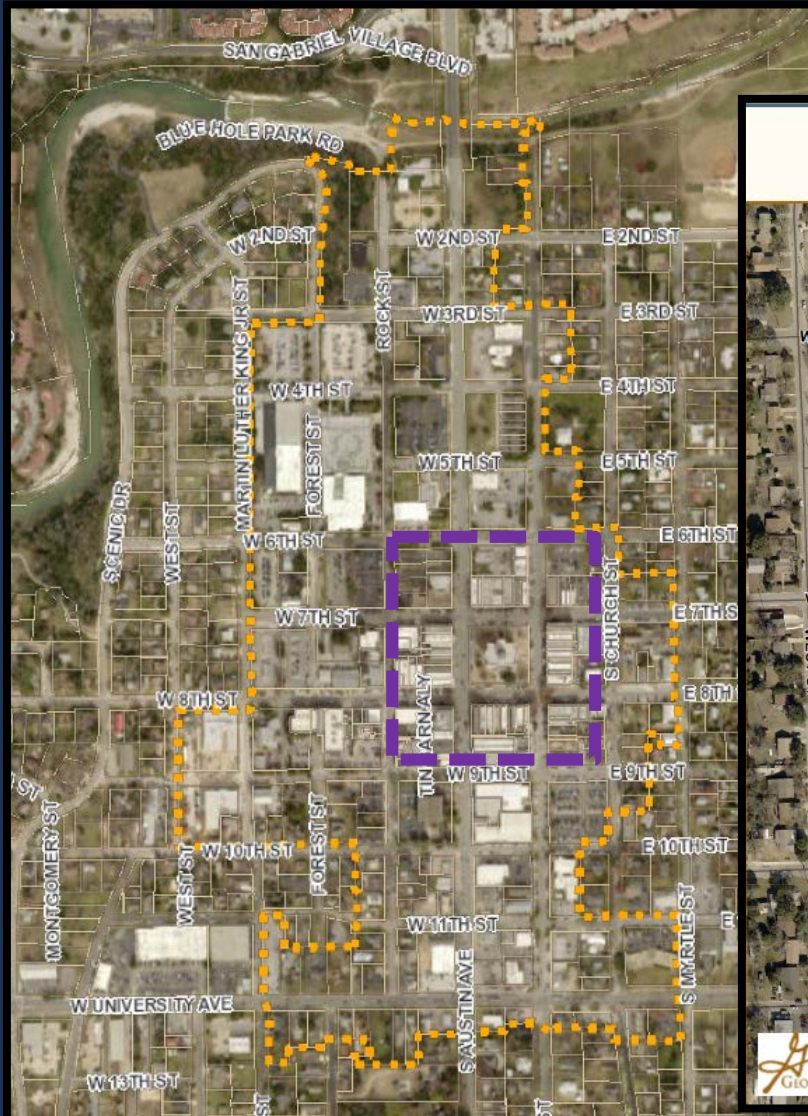
1. 6 Whiskey
2. 18 Carrot Bakery
3. 309 Coffee
4. All Things New
5. Barrels & Amps
6. Baron's Creek Vineyards
7. Blue Corn Harvest (expansion)
8. Greenhouse Craft Food
9. The Daytripper World Headquarters
10. La Bella Casa Too
11. Lamppost Coffee
12. Lark and Owl Booksellers
13. OoLaLa
14. Red Bird Mercantile (expansion)







\$11 million in private investment in 2019

Businesses in development

1. 600 Degrees Market
2. City Post
3. Golden Rule
4. Heritage Court
5. Hitch Hall
6. Kork Wine Bar
7. Mango Tango
8. Palace Children's Theater
9. To Have and To Hold
10. Truecore Fitness
11. Wag Heaven
12. Watkins Insurance
13. WBW Development
14. Wishwell

Development in Downtown



-  Downtown Overlay
 Free Public Parking
 Area 1 district
 New construction or substantial redevelopment
 3 hour parking
 Reuse or planned reuse of existing building with more intense use

Downtown Parking - Coordination with Private Investment



UDC – Parking Considerations

| Use Category | Specific Use | General Requirement |
|---------------------------|--|-----------------------------------|
| Downtown Overlay District | Retail buildings greater than 20,000 square feet in Area 1 | 1 per 1,500 sq ft GFA |
| | All other uses in Area 1 | No off-street parking requirement |
| | Residential Uses in Area 2 | Based on number of bedrooms |
| | Non-Residential Uses in Area 2† | 1 per 500 sq ft GFA |

† No parking required for outdoor seating areas where a primary indoor restaurant is present.

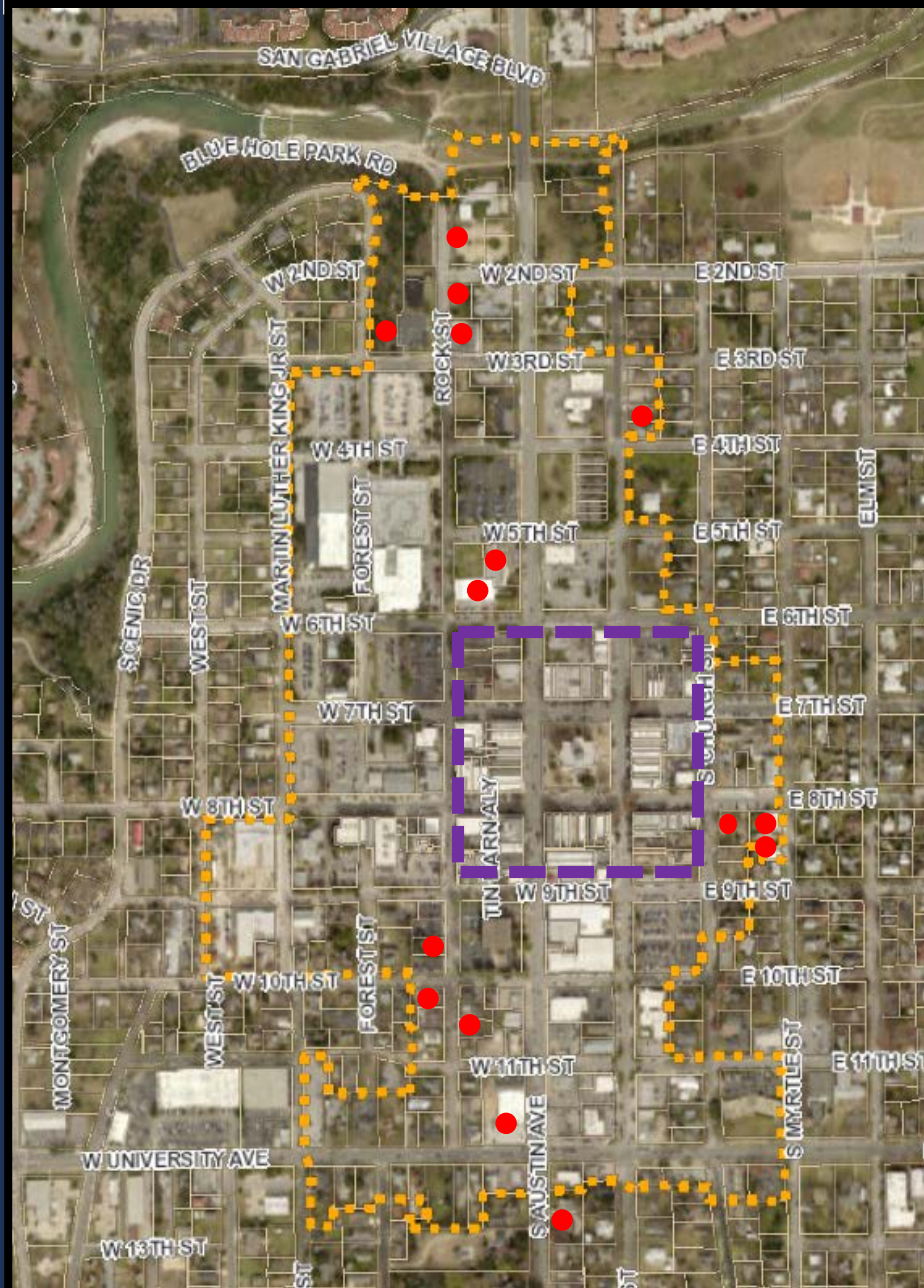
Seek opportunities to share parking

Alternative Parking Plans

- On-Street Parking
- Off-Site Parking
- Shared Parking
- Fee-In Lieu of Parking
- Other Eligible Alternatives

Seek opportunities to share parking

Alternative Parking Plans



Approved
Alternative
Parking Plans



Downtown
Overlay



Area 1

Thinking of parking as a utility, not a land use.



Opportunities to meet downtown parking goals

Parking Goals

- ✓ Think of parking as a utility, not a land use
- ✓ Take a systems approach
- ✓ Create pedestrian-friendly edges with landscaped edges and interiors
- ✓ Seek opportunities to share parking

Opportunities

- ❑ Utilizing the existing alternative parking plan option to allow partial credit for proximity to public parking.
- ❑ Evaluate the required parking for Area 2.
- ❑ Seeking opportunities to encourage (financially or regulation) new parking lots in Area 2

Parking Garage Site



Previous Council Presentations and Direction

- 2015 Parking study
 - Highlighted lack of surface parking east of Austin Ave.
- Lot by Grace Heritage
 - Now developed into office/retail



Excerpt from 2015 parking study presentation

City-owned Parking Lots

- Interest and preliminary feasibility for development of public parking lots (discussed in Executive Session 2017-2018)
- 6th and Main (Council Chambers)
- 9th and Main (Surface Lot)



Additional Opportunities Evaluated – 2016-2018

- Reviewed proposals for sale of three city owned buildings
 - previous City Hall, previous Council Chambers, existing Visitors Center
- Also studied proposals for parking partnerships studied over last three years with development partners
 - Not financially feasible at this time

Downtown Building Sales – 2017 and 2018

- City Council sold Council Chambers and City Hall
 - Downtown Building Sales (2018)
 - Utility evaluations and ROW changes based on sales
 - Council Chambers property line moved to the North
 - Approved changes based on garage at 6th and Main

Previous Council Presentations and Direction

- June 26, 2018 Facilities and CIP Plan
- FY 2018 Budget Process
 - Aug 7 proposed budget
 - Aug 14 public hearing
 - Aug 21 public hearing
- Jan. 22, 2019 – Project Update
- April 9, 2019 - Public Engagement Process for the Garage

FY2019 Annual Budget

GEORGETOWN TEXAS

Downtown

- **Downtown Parking Garage**
 - \$5,000,000 – 2019 (Partially Funded through TIRZ)
 - Further discussion at Budget Workshop



6TH STREET

MAIN STREET

CHURCH STREET

PROPOSED PARKING STRUCTURE LOCATION

Current Feasibility and Schematic Design

Excerpt from June 26, 2018 Council presentation

Previous Council Presentations and Direction

- April 23, 2019 – Debt Sale
- Sept. 10, 2019 - Direction regarding the downtown parking garage design
- Nov. 12, 2019 - Professional Services Agreement with Wantman Group, Inc.

9/10/19 Consensus of Council

- Located at the southeast corner of Sixth and Main streets
- Net increase of 150 parking spaces
- Consider possible retail or displays
- \$5 million budget (previous direction)

Abandonment Ordinance – Follow Up from 11/26/19 Council Meeting



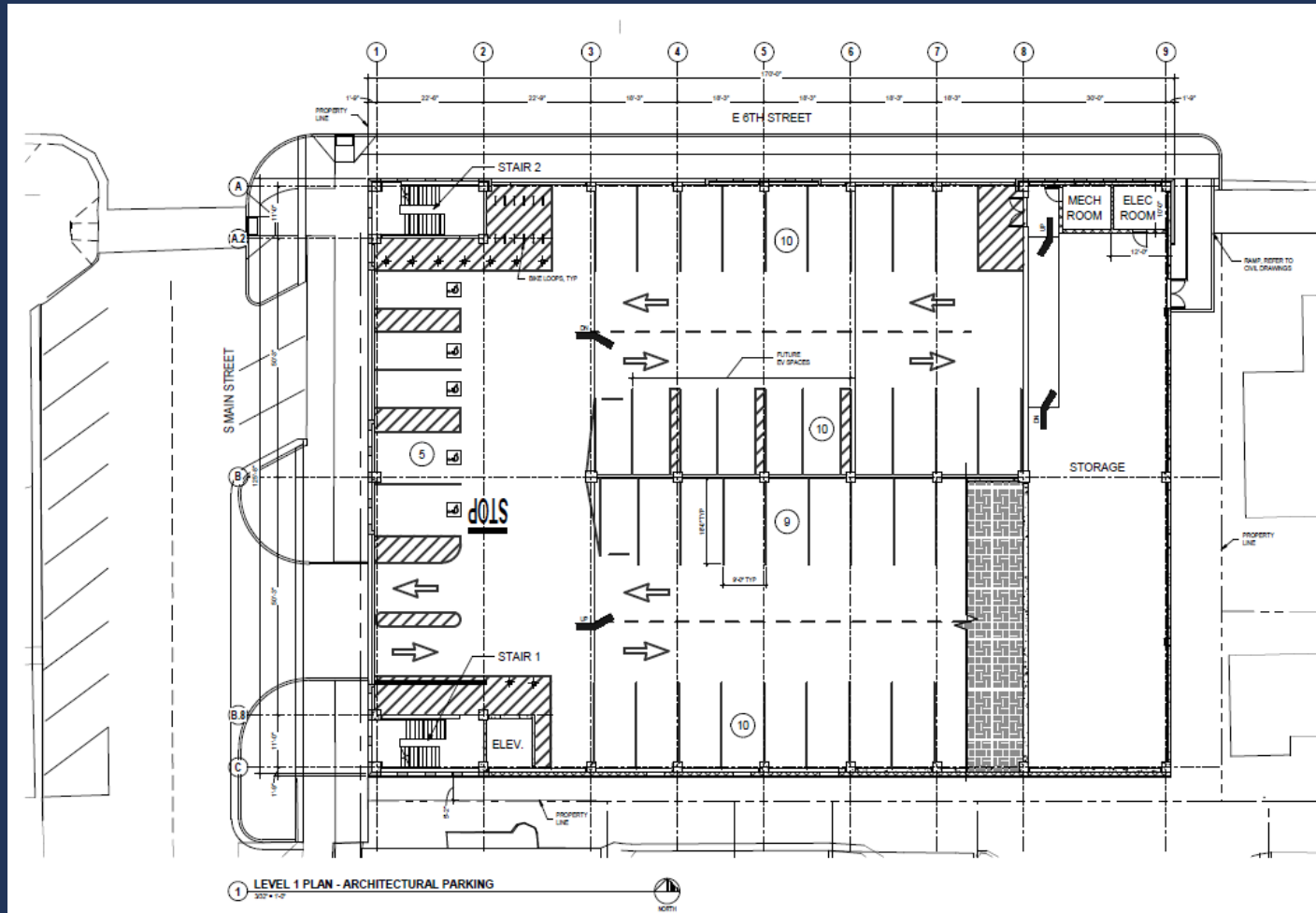
Site



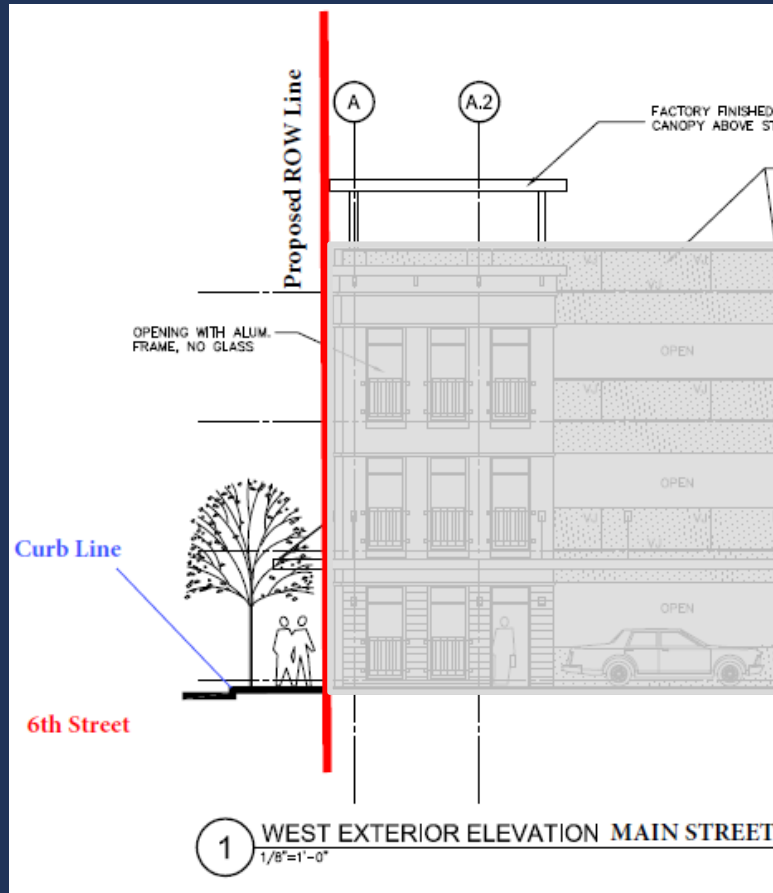
Site



Conceptual layout from Jan. 22 City Council Presentation



Conceptual streetscape from Jan. 22 City Council Presentation



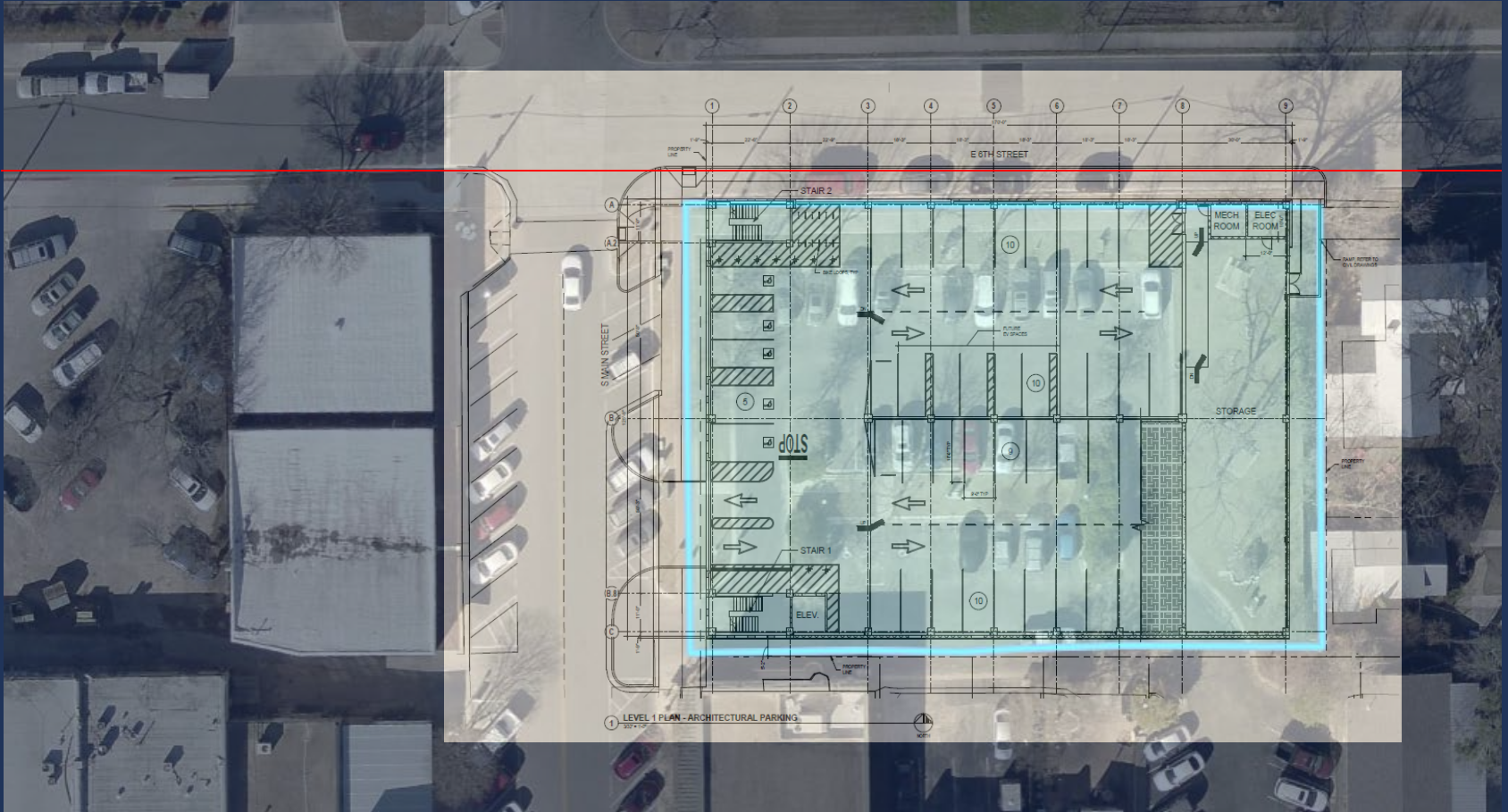
For purposes of illustrating streetscape only.

Exterior design elements have not been determined.

Encroachment



Encroachment



Encroachment



Challenges based on previous direction and conceptual design

- Encroachment increased by accommodating changes in property lines associated with building sale in anticipation of parking garage
- Construction of the garage to meet Council's direction will necessitate the extension of the building up to ~12.67' into the existing right of way of 6th Street.
- The designation of that area of a public roadway right of way precludes construction of the building into the right of way.
 - Additionally, construction of the building within the right of way could allow for future conflicts with franchise users of the right of way, etc.
- The City has reached out to utility providers, who have consented to the abandonment either because:
 - Their infrastructure is not impacted; or,
 - Impacted infrastructure may remain for the time being, and will be relocated at the time of construction.

Questions from Nov 26th meeting

- **What are the spaces gained? Lost?**
 - Net Gain - 175 spaces (estimate based on conceptual design)

| Description | Existing | Concept |
|--|-----------|------------|
| Parallel Parking along 6 th St. | 6 spaces | 0 spaces |
| Angled Parking along Main St. | 8 spaces | 3 spaces |
| Handicap Spaces | 2 spaces | 7 spaces |
| Purple Heart | 1 space | 1 space |
| Parking north of old Council Chambers | 25 spaces | 211 spaces |
| Private Parking behind bus on 7th | 5 spaces | 0 spaces |
| TOTAL | 47 spaces | 222 spaces |

Questions from Nov 26th meeting

- Size of Spaces gained?
 - 9x18
 - 19' vehicle can park in this space with 12' drive aisle remaining
 - Matches size of spaces in Sheraton Garage
 - Utilize drive aisle for maneuvering into the spot
 - 22' deep parallel spaces include space for maneuvering in and out of space

Crew cab truck at the Sheraton



Large SUVs at the Sheraton

Questions from Nov 26th meeting

- **Cost of utility relocation?**
 - Costs will be developed as part of the project
 - Alternative sites will likely require utility relocation and realignment
 - Relocation will place utilities underground, an improvement to the street scape
 - Preliminary estimates are \$170,000 for electrical relocation and abandonment and \$10,000 for telecommunications relocation.

Additional Information

- The encroachment will reduce the right of way profile to a width below that identified for this roadway in the Downtown Master Plan.
 - True. However, the major components of the Plan will continue to be met.
 - Street parking on the south side of 6th Street would not be possible. Loss would be compensated for by increased spaces provided by the garage
 - Street trees, landscaping, and sidewalks would be installed as called for in the Master Plan.

Schedule

- **Design**
 - Begin Nov./Dec. 2019
 - 24 weeks (Spring/Summer 2020)
- **HARC/Site/Building Plan Review**
 - 18 weeks (Summer 2020)
 - Delaying this item extends this timeline
- **Bidding and Award**
 - 10 weeks (Fall 2020)
- **Construction**
 - Begin Winter 2020
 - 1 year (Winter 2021)

Questions



Parking Study Initiatives Progress – Attachment to Presentation



Short-term Strategies

- **210+** space lot at MLK & 8th
 - 67 spaces currently under construction
- **Communication with Partners**
 - DGA
 - Williamson County
 - Utilize existing garage
 - Consistent signage with City
 - Advertise parking in printed materials





Short-term Strategies

- Increased enforcement of the 3-hour zone
 - Aligned ordinance with existing practices for Williamson County officials and hospitality passes
- Since 2015 Expanded 3-hour zone
 - 9th between Rock and Austin
 - 8th between Church and Myrtle
 - 8th between Rock and MLK
 - Main between 9th and 10th

CITY OF GEORGETOWN

DOWNTOWN PARKING ZONES



LEGEND

3 Hour Parking Zone

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MARCH, 2010



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Short-term Strategies

- Unified and consistent wayfinding
- Partnership with privately held parking lots to allow public parking after 5PM
- Marketing
 - Naming of Parking Lots
 - Visitor Guides, Parking Guides, New Business Guides should all include maps of available parking
 - Prominently display parking options online

Short-term Strategies

Branding, Signage & Wayfinding







Mid-term Strategies

- Pedestrian access and safety to west side of Austin Ave.
- Improved sidewalks along 8th Street
- Improved lighting on sidewalks and in lots
- Shuttle to western lots during smaller special events





Mid-term Strategies

- Continue to reconfigure existing parking to maximize inventory
 - Parking south of Grace
 - Blue Hole parking
 - Additional parking north of library
 - Restriping and landscaping Daisy Lot (Monument)
- Consolidate City employees on west side of downtown
 - Approximately 57 employees currently in Municipal Court and City Hall







Long-term Strategies

- Partner with County to understand long-term facility plan
 - Ground lease for lot north of Library
- Structured Parking
 - Identify site
 - Develop funding model
 - No land acquisition
 - No demolition
 - Design compatible with downtown