



Council Strategic Goal | Downtown
Parking Site Analysis and Selection Criteria
August 10, 2021

Agenda – 2021 Council Goals - Downtown

- **Direction from July 27, 2021 Council meeting – Utilize prior study work to accelerate the site analysis for downtown parking garage**
 - Review criteria for council feedback
 - Provide information on prior analysis of non city owned sites for informational purposes
 - County owned sites
 - Bank of America site (6th and Austin)
 - Review 4 city-owned sites
 - (North or Daisy Lot) Austin Avenue and 4th
 - (South/Red Poppy) 9th and Main
 - (Central/Bluebonnet) 6th and Main
 - *(Library) Rock and 9th*
 - Add other potential sites such as
 - Tamiro (6th and Austin – East)
 - Bank of America site (6th and Austin - West)
 - Others at Council direction
 - Council feedback on public stakeholder plan
 - Provide on-site opportunity for public to visit sites (direction from 7.27.21)
 - Staff plan

Prior Criteria Utilized for Analysis

- **Overall Cost**
- **Impact – number of parking places added (net new)**
- **Location**
 - Relative to Square
 - Concepts support residential, retail or both (intensity of uses)
 - Concept requires land acquisition (was an eliminator in 2015)
- **Approximate height**
- **Parking Geometrics and Circulation**
- **Traffic Access and Impacts**
- **User convenience of circulation and ramping**

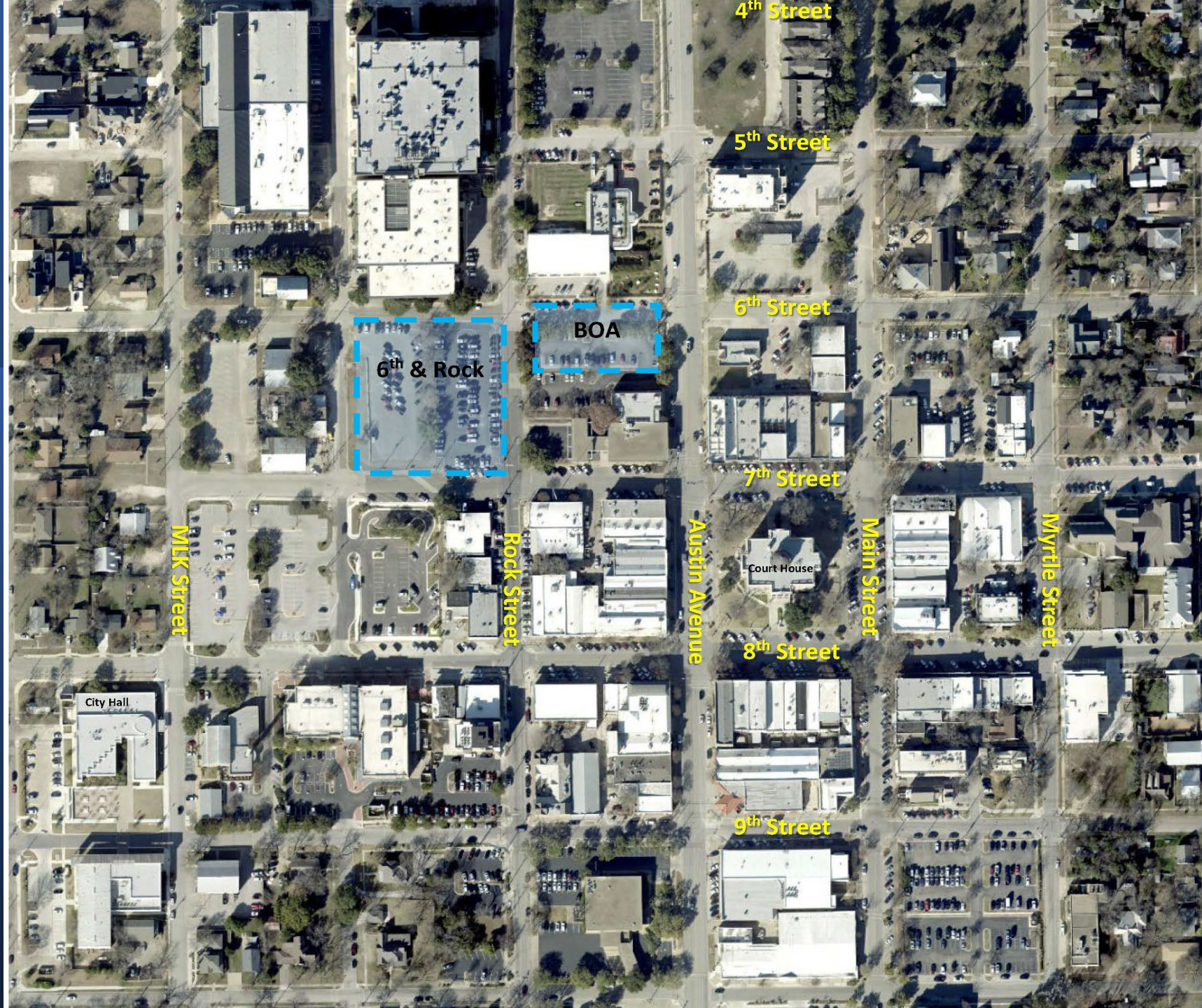
Additional Criteria Suggested by Staff

- **Location – visibility to visitors**
- **Location – relation to new development/more intense uses**
- **Location – impact to existing residential**
- **Location – proximity to other public parking**
- **Potential for future Public Private Partnerships (mixed use opportunities)**

City-Owned Sites for Potential Parking Garage



**PREVIOUSLY
STUDIED Non City-
Owned Sites
(Previously studied
BOA and County
owned at 6th and
Rock)**



**Non City-Owned
Sites for Potential
Parking Garage
Additional to be
Reviewed in this
work (Tamiro)**



Proposed Site Analysis Work

- **Existing Site analysis for following sites completed in 2015**
 - Will work with engineers to update costs
 - Will increase contingency, landscaping, façade costs
- **Add other sites for analysis**
- **Come back in October/November with the analysis**

Basis for Analysis

- Utilized schematic design work previously completed by developer for size and scale
- Estimated cost/number of spaces based upon basic engineering work by developers' engineer
 - Cost estimated using average cost per spaces
- Increased contingency amount for landscaping, façade design/improvements and utility/site work)
- County owned sites are not being considered based upon their consistent feedback that selling property to city for a garage is not an option

Council Feedback/Direction on Site Analysis

- **Council feedback on proposed work for site analysis**
 - Any additional sites Council wants to be considered
 - Any additional criteria Council wants to use for analysis

Parking Study – Communication/Engagement Strategies Site Analysis (to be done after site analysis)

- **Public Engagement**
 - Surveys (online and printed)
 - Visitor Center public engagement site and assistance
 - Open houses
 - Stakeholder conversations
 - Booth at local events
 - Site Tours
- **Distribution and promotion**
 - Website
 - News releases
 - Social media
 - Reporter
 - Advertisements
 - Handouts and signage around the Square
 - Stakeholder emails

Council Direction

- **Feedback on Engagement strategies**
 - At what point(s) does Council want to get public engagement
 - Is feedback on the site selection the only feedback desired for this exercise
 - Design?
 - Others?
- What other options should we utilize for engagement

Council Direction – Next steps

- **Site Analysis to begin immediately**
 - Target date for results – October/November
 - Council feedback
- **Comprehensive Parking Study to begin Spring/Summer 2022**
 - Develop RFP with all options to be considered in study
 - Council feedback
- **Public Engagement**
 - Council feedback