

Master Plan Implementation Committee

Parking Sub-committee

I. Committee Charge

The Parking Committee has adopted the following charge: *To develop recommended rules and conditions for each parking resource that reflect the goals of the Master Plan and develop a timeline for implementation.*

II. Guiding Principles

- a. Downtowns need regular turnover in prime on street parking spaces to be successful.
- b. Employees and students need places to park that do not compete with prime on-street parking.
- c. If the City wants employees and students in the lots, the lots must be improved so that they are a safe and attractive place to park.
- d. Improvement of lots should not be born exclusively by tax dollars.
- e. Those that have made a commitment to downtown should be recognized through lower pricing.
- f. Pricing must reflect desirability of space.
- g. Half of parking revenues, net of enforcement expenses, should be invested in downtown improvement projects.
- h. Wayfinding signage is important to direct visitors to parking and clearly communicate the rules.

III. Rules and Conditions for Courthouse, Downtown Core, and City Hall Lots

- a. All lots should be under the same general rules.
- b. Signage for lots should indicate that this is where to park for more than two hours (LT Parking)
- c. There should be some mechanism or scaling of fees to accommodate part-time employees.
- d. The fee structure in the lots should incent employees to use the lots instead of parking on the streets in front of stores, or at least should not create disincentive as the current system does.
- e. Flexibility to pay by card or by coin is important.
- f. Parking should be free in the lots on weekends.

IV. Rules and Conditions for On-Street Parking

- a. Parking meters / kiosks should be installed in the areas with the pricing indicated in the attached map.
- b. Paid parking on the streets should be in effect M – S, 9:00 a.m. – 6:00 p.m.
- c. Merchants should be able to utilize City parking cards as promotional items.
- d. Areas acknowledged as likely to serve BFA shall accept a full day's permit.
- e. Areas more likely to serve merchants or other downtown users shall have meters capped at two hours.

- f. Areas surrounding metered areas where individuals could avoid meters should have parking prohibited from 9:00 am to 3:00 pm.

V. Enforcement

- a. Parking fines should be reduced from \$25 to \$10
- b. A validation program similar to Woodstock Village's should be implemented. In St. Albans, every license plate should receive two "get out of jail free" chances if validated by the merchant.

VI. Timeline for Implementation

- a. The following measures should be implemented as soon as possible:
 - i. Adjust the half hour parking in front of City Hall to be the same as the rest of Main Street.
 - ii. Install a pay and display machine in the Downtown Core and City Hall lot so that these lots can be used by people who don't have a permit. Set the pricing higher than those who purchase parking passes to recognize those who have made a commitment to downtown.
 - iii. Adjust the Courthouse lot to \$1 per day with pass and \$2 without ASAP.
- b. Kiosks or meters are preferable to chalking but should not be implemented until the downtown Streetscape project is implemented.
- c. The City should explore improving the Downtown Core lot first so that it is available for parking when Main Street is being reconstructed.