



AGENDA ITEM COVERSHEET

PREPARED BY: Ed H. Parvin

DEPARTMENT: Executive

MEETING: Town Council 09/27/2022

SUBJECT: Ad-Hoc Parking Committee / Town Staff Recommendations

BACKGROUND:

The Town Council appointed an ad hoc parking committee in June 2022. The committee was tasked to review several aspects of the parking program and bring back recommendations on or before September 27, 2022. Topics included by Town Council included:

- 1) Current parking rules, regulations, rates and fees
- 2) How to improve communication and guest experience
- 3) Parking zones
- 4) Residential zones
- 5) Handicap parking
- 6) Private lots

The parking committee was able to complete their review and presented their recommendations at the August 23, 2022 Town Council Workshop (attachment: parking committee recommendations). Staff utilized the Technical Review Committee and expertise from our parking contractor to put ordinances together consistent with the parking committee recommendations.

ACTION REQUESTED:

The Town will need to renegotiate a contract with PIVOT consistent with current vision and ordinances of Town Council. To complete this task, staff is requesting feedback on the presented amendments so final ordinances/policies can be brought to Town Council for adoption no later than October 11, 2022. Once this action has occurred the Town Staff will still need to:

1. Finalize a contract with PIVOT
2. Develop a strategy to educate the public on the new parking regulations
3. Work through the logistics of putting the new plans in place (i.e. purchasing and installing signage, redesign of Town website and associated software, etc).

RECOMMENDED MOTION:

Recommend staff to move forward with the changes as presented. (**Please list out any specific changes Town Council wishes to see**). Direct staff to bring back all changes to the October 11, 2022 Town Council meeting for final approval.

ATTACHMENTS

#1 PARKING COMMITTEE RECOMMENDATIONS FOR COUNCIL

#2 OVERVIEW OF CHANGES INCORPORATED IN CODE/POLICY

Parking Committee Recommendations for Council

1. Recommendation that Council create a residential zone beginning at 3rd Street or equivalent and extending west.
2. Recommendation that Council add more and better located handicap spaces.
3. Recommendation that Council consider signage changes that clearly distinguish between Town and private lots.
4. Recommendation that Council consider investigating the possibility of selling nonresident passes to CB and KB sewer authority partners.
5. Recommendation that at this time, Council take no action on creating different parking zones.
6. Recommendation that Council consider changing the 2-hour parking on Cape Fear Blvd west of Lake Park Blvd to \$5 per hour and \$25 per day.
7. Recommendation for Council to consider offering discount incentives on parking fines if paid promptly.
8. Recommendation that Council consider working with Pivot to reduce the number of tickets for minor infractions.
9. The Committee reaffirmed section 16 of the parking codes and ordinances and suggested Council consider enforcement of same.
10. Recommendation that Council consider offering free parking in January and February.
11. Recommendation that Council consider offering free parking in December.
12. Recommendation that Council continue the policy of not selling OTB parking passes.

ATTACHMENT #2
OVERVIEW OF CHANGES INCORPORATED IN CODE/POLICY

To clarify and implement the ideas from the Parking Committee Town Staff has made several recommended actions:

1. Residential zone: Staff has defined “undesigned parking” as unimproved right of way. In these shoulder areas parking is allowed as long as the vehicle is off the drive aisle and is not blocking a fire hydrant, crosswalk, intersection, driveway, etc. (see Sec 16-164 (c))
OPTIONS:
 - a. Undesigned right of way west of Lake Park/3rd from Alabama to Goldsboro is treated differently as you can only park in these areas if you have a residential pass.
 - a. Parking passes shall be required in undesigned right of way parking located west of Lake Park Blvd going north starting at Alabama and ending on Goldsboro and shall include Swordfish going east to Lake Park and 3rd Street going east to Lake Park Blvd.
 - a. Where identified by signage parking passes shall be required in undesigned right of way. Locations shall be determined by the Town Manager and/or their designee.
2. Staff has met with PIVOT and we are currently obtaining a list of potential handicap spaces to be added.
3. Staff discussed adding wayfinding signs to help point visitors to the public lots.
4. Staff reviewed selling passes to all of Pleasure Island as a possibility due to the following:
 - a. the users are included in our water and sewer authority.
 - b. Passes to all those needing re-entry after a bridge closure due to an emergency event (i.e. hurricane)
 - c. Pleasure Island shares in holding events (i.e. New Year’s Eve)
 - d. Pleasure Island works together on Coastal Storm Damage Reduction.
5. No action was taken on parking zones.
6. Staff is recommending that parking remain 2 hour on Lake Park Blvd and current areas east of LPB. All streets west of LPB (Charlotte, Cape Fear and Raleigh) would become \$5/hour and \$25/day.
7. Staff built in a 50% reduced cost if tickets are paid w/in 24 hours and 25% reduced cost if they are paid within 48 hours.
8. The fee has been reduced from \$100 to \$25 In areas where parking has been paid, but one of the designated parkin space violations exist and does not cause any loss of access to surrounding public facilities (i.e. parking spaces, sidewalks, bike lanes, etc).
9. Article V Section 16 has been reworked to clarify the Town’s parking regulations.
10. The rates and fees schedule and town code have been updated to show:
 - a. March – October 9am-8pm (\$5/hour & \$25/day)

- b. November – December 9am-5pm (\$2/hour & \$10/day)
 - c. January – February no charge
11. After reviewing financials with PIVOT and in consideration for all the activities the Town invests in during December, staff recommends charging in December but keeping it at the lower rate and limited hours as stated above.
 12. OTB passes is not recommended by staff. The Town Parking pass is an allowance for local taxpayers only. For visitors outside the Town parking should remain at a cost to help facilitate the costs the Town pays to maintain the parking program and other amenities provided by the taxpayers.
 13. Freeman Park: Although the parking committee did not address Freeman Park, staff is recommending the time limit for annual pass sales to specific months be eliminated.