

## MEMORANDUM

TO: Mayor and Council

FROM: Jayne Miller, Community Services Administrator

DATE: September 24, 2007

SUBJECT: Resolution (A, B, C, D) to Approve Ann Arbor Discovering Downtown (A2D2) Implementation Schedules for Streamlining the Development Process, Downtown Parking Strategies, Urban Design Guidelines, and Historic District Guidelines

Attached for your review and approval are implementation schedules for four Ann Arbor Discovering Downtown (A2D2) work plans: streamlining the development proposal process, pursuing a comprehensive parking strategy for downtown, incorporating a set of essential design standards, and clarifying criteria for development within Historic Districts.

On March 20, 2006, City Council approved the Implementation Plan for the Downtown Development Strategies Final Report and directed staff to begin work on the following five priority elements of the plan:

- Create special overlay zoning for the downtown that identifies areas of similar character
- Streamline the development proposal process (process mapping and technology improvements)
- Incorporate a set of essential design standards
- Pursue a comprehensive parking strategy for the downtown
- Clarifying criteria for development within Historic Districts

On July 17, 2006, City Council approved the work plans for the five initiatives and in October 2006 appointed advisory committees for each project to assist staff and the Steering Committee in developing recommendations from these initiatives.

On June 18, 2007, City Council approved recommendations for four of these five initiatives that included:

- Approval of recommendations to streamline the development process
- Approval to create urban design guidelines for downtown Ann Arbor
- Approval of a set of recommended downtown parking policies and actions to support the comprehensive parking policy for downtown.
- Approval to move forward with the recommended Historic District Guidelines
- Approval to conduct an intensive level survey of the Old West Side Historic District to determine the historic and non-historic properties within the existing district

Additionally on June 18, 2007, Council directed staff to provide a schedule for implementation of the approved recommendations no later than September 2007.

The zoning recommendations will be considered by City Council on October 15, 2007 along with the urban design guidelines that are currently under development.

Below is additional information on the parking strategy, urban design guidelines and historic district design guidelines.

### **Parking Strategy for Downtown**

The Ann Arbor Downtown Development Authority engaged the firm of Nelson\Nygaard to conduct a comprehensive downtown parking study. This study served as Phase I of a parking strategy effort for downtown. Phase II built on the data collected in Phase I, and resulted in the development of a Toolbox containing a series of policies and actions, which was subjected to two rounds of intensive stakeholder input. Critical to the development of the principles and strategies was the participation of four key policy boards working in joint sessions, including members of Ann Arbor City Council and Planning Commission, Ann Arbor Transportation Authority board of directors and members of the Ann Arbor Downtown Development Authority. Phase II recommendations were approved on June 18, 2007 by City Council as part of its approval of several other A2D2 initiatives.

### **Urban Design Guidelines**

In March 2007, the City engaged the consultant team of Winter & Company and RACESTUDIO to facilitate public input in the development of a design framework and design guidelines for the downtown. The consultant team's Step 1 tasks involved gauging support in the community for the use of design guidelines. Public input gathered by the Design Guidelines Advisory Committee and the consultant team in May 2007 resulted in a recommendation to create downtown design guidelines, which was adopted by City Council on June 18, 2007.

### **Historic District Design Guidelines**

It needs to be noted that the proposed schedule is changed from the recommendations approved by Council in June 2007. New guidance issued by the State Historic Preservation Office (SHPO) has indicated that it is not required to appoint a study committee to develop a list of historic and non-historic resources within an existing district. The state further recommends that the Historic District Commission have final approval of the list of historic/non-historic resources. The proposed schedule to implement the recommendations for Historic Criteria approved by Council on June 18, 2007 includes modifications based on the SHPO:

Approval of the attached resolutions will provide needed direction, outlining the responsibility for actions and the timeline to complete the recommendations. Approval is important so that the City can continue the momentum of the A2D2 process and carry through the recommended actions.

Prepared by: Jayne Miller, Community Services Administrator  
Approved by: Roger W. Fraser, City Administrator

**R-444-9-07**

**RESOLUTION TO APPROVE ANN ARBOR DISCOVERING DOWNTOWN (A2D2)  
SCHEDULE FOR PARKING POLICIES TOOL BOX IMPLEMENTATION PLAN  
(RESOLUTION B)**

Whereas, On March 20, 2006, City Council adopted Resolution R-94-3-06 to approve the Implementation Plan for the Downtown Development Strategies Final Report;

Whereas, On July 17, 2006 City Council adopted Resolution R-332-7-06 to approve the work plans for high priority projects related to downtown zoning, urban design guidelines, historic preservation criteria; parking and development processes;

Whereas, On October 3, 2006, City Council adopted Resolution R-448-10-06, appointing five Ann Arbor Discovering Downtown (A2D2) advisory committees to work with staff on the A2D2 work plans;

Whereas, The development of the downtown parking strategies and principles were developed in part from the participation of four key policy boards working in joint sessions, including members of Ann Arbor City Council and Planning Commission, Ann Arbor Transportation Authority board of directors and members of the Ann Arbor Downtown Development Authority, under the oversight of the A2D2 Steering Committee;

Whereas, On June 18, 2007, City Council approved the recommendations for the comprehensive downtown parking strategy along with three other A2D2 priority projects; and

Whereas, The attached implementation plan with timeline and calendar will assist the City, the Downtown Development Authority, the Ann Arbor Transportation Authority, the getDowntown Program, and all other relevant partners in realizing the actions recommended in the Ann Arbor Downtown Parking Study - Phase II Final Report;

RESOLVED, That City Council approve the attached implementation plan.

Submitted by: Community Services  
Date: September 24, 2007

**APPROVED  
BY ANN ARBOR CITY COUNCIL**

***September 24, 2007***

**CITY CLERK  
ANN ARBOR, MI**

(Resolution B)

**PARKING STRATEGIES IMPLEMENTATION TOOLBOX PROJECT OVERSIGHT**

**CITY OF ANN ARBOR:**

Support Actions

- Establish the A2D2 Steering Committee as the Parking & Transportation Oversight Committee
- Create City programs/facilities that support alternative transportation use by City employees so the City can Lead By Example

Immediate Actions

- Maximize accessibility by ensuring that snow plowing doesn't leave sidewalks/crosswalks inaccessible
- Investigate prohibiting "right turns on red" in the downtown; investigate adjustment of traffic signals to give pedestrians more time to cross
- Leave parking exemptions in the zoning code
- Facilitate shared on-site parking through zoning
- Identify priority areas to construct additional public parking

Short-Term Actions

- Formulate an in-lieu option for developers
- Implement alternatives if current zoning exemptions are removed
- Implement new parking requirements including bicycle parking, preferential parking for registered rideshare vehicles and a minimum requirement of car sharing spaces

Long Term Actions

- Unbundled parking costs from space rental/purchase costs

**DOWNTOWN DEVELOPMENT AUTHORITY**

Support Actions

- Create a dedicated funding source for N/N toolbox actions
- Maintain an on-going parking and transportation conditions review

Immediate Actions

- Increase non-motorized transportation funding
- Expand the UM car sharing program into the downtown
- Provide free or discounted ridesharing parking in the parking structures
- Offer free "limited use" parking permits for evening employees in the structures
- Implement a valet parking program in the Maynard parking structure
- Establish a State Street Area Parking Benefit District Pilot Program
- Complete the DDA's wayfinding project
- Track technology investment opportunities, including Smart Cards & debit accounts for hourly parking

Short-Term Actions

- Establish a pilot valet parking program in the Main Street area
- Investigate additional Parking Benefit District Programs
- Provide parking discounts for Travel Choice Networking Session participants
- Offer a debit card alternative to monthly permit holders

Long Term Actions

- Manage all parking demand with pricing. Adjust rates by time of day, day of week, length of stay
- Offer debit accounts to hourly patrons
- Offer off-street parking discount options

- Implement seamless payment systems, using Smartcard technology
- Implement pedestrian improvements identified in the Non-Motorized Plan
- Retrofit existing parking structures with street-oriented uses

#### **ANN ARBOR TRANSPORTATION AUTHORITY:**

##### Immediate Action

- Operate evening Link service in the downtown area, as well as campus area
- Implement express commuter bus service
- Coordinate Park & Ride lot improvements

##### Short-Term Actions

- Operate summer Link service in the downtown area
- Expand express commuter bus service

#### **GETDOWNTOWN PROGRAM:**

##### Immediate Actions

- Formalize a Downtown Travel Choice Coordinator Office to raise the profile of the getDowntown program

##### Short Term Actions

- Implement quarterly Travel Choice Networking sessions with downtown company benefits directors

#### **MULTIPLE PARTNERS:**

##### Immediate Actions

- AATA/getDowntown: Expand the Guaranteed Ride Home Program
- City/DDA/AADL: Pursue joint development opportunities on the S. 5<sup>th</sup> Ave. lot and other sites

##### Short-Term Actions

- City/DDA: Implement Non-Motorized Plan recommendations including islands on Huron, countdown signals, bike lanes, restoration of two-way traffic on First & Ashley

## 1.

## SUPPORT ACTIONS

**Action:** Establish a dedicated fund source for N/N toolbox actions. This dedicated funding source may be a new DDA Alternative Transportation Fund subset of its Parking 063 Fund, as the DDA currently uses its 063 dollars to pay for several alternative transportation programs such as the go!pass, the Link, bike lockers, and various getDowntown programs.

**Timeline:**

DDA annual retreat discussion of Ten Year Plan	October 16, 2007
Discussion will include whether to segregate funds generated by toolbox recommendations or whether to set aside a set amount each year as is the case with the other subfunds.	
DDA Operations Committee resolution recommendation	October 31, 2007
DDA resolution approval	November 7, 2007
Administrative bank and accounting actions	November 2007

**Action:** Establish the A2D2 Steering Committee as the Parking & Transportation Oversight Committee.

**Timeline:**

City Council is provided with an "H" memo outlining the role of the Parking & Transportation Oversight Committee	September 17, 2007
City Council resolution approving the P&TO Committee	October 15, 2007
P&TO Committee receives toolbox implementation updates	Biannual

**Action:** DDA maintains an on-going parking and transportation conditions review as detailed in the Comprehensive parking study.

**Timeline:**

DDA annual retreat discussion of priorities 2007/08	October 16, 2007
DDA Operations Committee determination of its 2007/08 work plan	October 31, 2007
Follow up actions	Monthly

**Action:** The City will lead by example. Programs and facilities will be created to support alternative transportation use by City employees.

**Timeline:**

City administration is asked to formulate recommendations to meet this goal	September 17, 2007
Council receives report	December 2007
Recommendations are implemented	July 2008

## 2.

## IMMEDIATE ACTIONS

**Actions:** Maximize downtown's accessibility through non-motorized modes. Ensure that snow plowing does not leave sidewalks/crosswalks inaccessible. Enforce shoveling/sidewalk clearance regulations.

**Timeline:**

City staff meet to prepare winter snow removal procedures	Oct-Nov 2007
Mailing to downtown property owners encouraging timely snow removal	November 12, 2007

**Action:** Investigate prohibiting “Right Turns on Red” to encourage pedestrian safety. Establish leading pedestrian intervals where appropriate, where traffic signals are timed so that the pedestrian phase begins a few seconds before the vehicular phase.

**Timeline:**

City traffic engineers determine key downtown pedestrian intersections where right turns on red will be prohibited, signal timings altered, and other actions taken.	December 2007
Implementation of changes where indicated	Spring 2008

**Action:** Increase non-motorized transportation funding by the DDA. Currently the DDA funds major pedestrian/streetscape improvement projects such as Fifth/Division, Huron Street, as well as sidewalk repairs and maintenance projects. Determine areas requiring additional funding.

**Timeline:**

DDA annual retreat	October 16, 2007
DDA Operations Committee budget recommendation	October 31, 2007
DDA board amends its budget	November 7, 2007

**Action:** Formalize a Downtown Travel Choice Coordinator Office to raise the profile of the getDowntown program. Designate an official office as a clearinghouse for information as a means of reaching out directly to employees. Recommendations include: Add at least one additional full-time and one part-time staff member to support the getDowntown Coordinator. Determine if the getDowntown Coordinator position should be housed at the DDA rather than the Chamber.

**Timeline:**

GetDowntown steering committee & getDowntown Coordinator assess marketing efforts and determine how to increase program visibility with different media	December 2007
The getDowntown Coordinator establishes a regular schedule of meetings with downtown benefits personnel – quarterly meetings are recommended	January 2008
GetDowntown steering committee decide on changes to the program to improve effectiveness, including whether additional staff are needed, moving the office, etc.	2007-2008
AATA submits a revised CMAQ grant if additional staff funding is needed	Spring 2008

**Actions:** Expand the UM car sharing program into the downtown or locate an alternate car-sharing service.

**Timeline:**

UM/AATA/City/DDA Parking/Transportation Consortium discuss the status of the UM's car sharing program, opportunities to expand its use, etc.	October 2007
getDowntown steering committee frames a recommendation regarding how a car sharing program could be operated to benefit downtown employees	December 2007
DDA ROC Committee recommends approval of DDA grant for car-sharing in addition to details for on-street parking locations set aside by DDA	January 2008
DDA approves grant for car sharing program for downtown employees	February 2008
Submits a signage request to the City to designate on-street parking for car sharing vehicles	

**Actions:** Provide free or discounted ridesharing parking in the parking structures.

**Timeline:**

getDowntown program committee determines ridesharing program details, including number of participants per car, how participation can be verified, marketing, whether free or discounted parking is needed to encourage use, etc.	January 2008
DDA ROC committee recommends ridesharing parking details	February 2008
DDA approves ridesharing parking arrangement in the structures. Republic Parking installs signs, begins providing rideshare vehicle permits	March 2008

**Action:** Offer free "limited use" parking passes for evening employees rather than the existing \$30/month limited use parking permit.

**Timeline:**

Survey is sent to downtown businesses and the associations asking for feedback about these permits to gauge interest and potential issues (e.g. prioritizing evening businesses by providing free parking vs. daytime businesses, etc.)	October 2007
DDA Operations committee receives a report on overnight monthly permits (e.g. numbers used by residents versus evening employees, etc.) plus a report on the survey findings. If results are positive, recommendation for full DDA to change rate	November 2007
DDA resolution to change monthly permit rate	December 2008
"H" item to City Council regarding parking rate change	January 2008
Monthly parking permit change enacted	April 2008

**Action:** Implement a valet parking pilot program at the Maynard parking structure. During weekdays, all non-permit parking at the Maynard parking structure should be accommodated by a valet service to concentrate the space required to accommodate visitor parking, potentially freeing up more monthly parking for this popular structure. One portion of the structure would be reserved for valet-served vehicles, which would eliminate the current practice of saving first level spaces until 10:00 AM that creates resentment among permit holders.

**Timeline:**

Carl Walker Inc. determines if there are any car loading issues in Maynard	October 2007
Republic Parking reports how a valet program could work in Maynard, including new insurances, cameras/equipment, administration, etc.	October 2007
DDA Operations Committee approves pilot program including pilot length, measures of success, etc.	
DDA Operations Committee receives monthly reports on usage, income, etc.	Nov 2007-May 2008
Maynard patrons surveyed to determine their satisfaction with the program	February 2008
DDA Operations Committee assesses success of the program, changes to be made, etc.	June 2008

**Actions:** Operate Link service, Monday-Friday 7am-11pm, in the downtown as well as campus area.

**Timeline:**

Proposal/ grant request presented by AATA	May 21, 2007
DDA ROC Committee recommends grant approval for extended Link service	June 21, 2007
DDA grant approval	July 11, 2007
Operations begin	August 27, 2007
Service evaluation, including ridership demographics and purpose	Monthly
Proposal/grant request/renewal presented by AATA	April 2008
Recommendation from DDA ROC regarding grant renewal	June 2008

**Action:** Establish a State Street Area Parking Benefit District Pilot Project to demonstrate the benefits of using on-street pricing to manage parking meter availability and generate funds for public improvements in that neighborhood. This will include:

- \* Free overnight/limited monthly parking permits to businesses with evening operations
- \* Valet parking at Maynard street for all hourly patrons
- \* Extended Link service into the evening
- \* DDA implementation of its wayfinding project including in the State Street area
- \* Multi-space parking boxes installed to distinguish the SSA PBD which will include State Street between Washington and South University Avenue, Liberty and William Streets between State and 5<sup>th</sup> Avenue, N. University and Maynard.
- \* Evening on-street parking enforcement in the SSA until 9pm.
- \* Use these multi-space meters to end time restrictions at on-street meters after 6pm.
- \* City empowers the DDA to fluctuate evening parking rates in the SSA in response to demand to achieve approximate 85% occupancy on most blocks in this area in evening hours.
- \* All parking revenues generated after 6pm at the street meters in the SSA are used for SSA public improvements such as tree plantings, etc.

**Timeline:**

DDA Operations Committee reviews SSA PBD recommendations	October 31, 2007
DDA approves the purchase of multi-space parking meters for the SSA.	November 2007
DDA sends a resolution to Council asking direction regarding N/N recommendations to fluctuate evening parking meter rates, evening enforcement, targeted use of evening meter revenues, etc.	
Multi-space parking meters installed in the SSA	December 2007
City Council approves resolution authorizing DDA to activate the SSA PBD including evening parking enforcement, fluctuating hourly rates, etc.	December 17, 2007
Overnight permit rate change and Maynard valet parking implemented	January-May 2008
Evening parking enforcement begins in the SSA	January 2008
DDA Midyear Retreat discussion on how to spend post-6pm SSA street meter revenues in the State Street Area	April 2008
Report to City Council regarding the effectiveness of the SSA PBD	April 2008

**Action:** Complete the DDA's information and wayfinding project to direct visitors from the freeways surrounding to downtown, provide directions to the four downtown districts, specific destinations and parking, and then back to the freeways. The wayfinding system will include extensive pedestrian signage to encourage a "park once" environment.

**Timeline:**

Corbin Design selected to oversee DDA wayfinding project	December 6, 2006
City Council provided with an interim status report including design information	August 6, 2007
Designs approved	September 2007
Signs fabricated and installed	December 2007

**Actions:** Implement express commuter bus service.

**Timeline:**

DDA ROC committee recommends hiring Parsons-Brinkerhoff to do a zip code assessment of downtown patrons on a given day	September 17, 2007
DDA approves hiring Parsons-Brinkerhoff to do a zip code assessment	October 3, 2007

DDA & AATA board meet to discuss goals for increasing commuter services including express bus service	November 2007
AATA develops express bus service, including target marketing etc. AATA staff meet with DDA ROC Committee to discuss	January 2008
Pilot program begins	First quarter 2008
Pilot program evaluated to determine what worked well, what to change for future express bus service expansions	November 2008

**Action:** Track technology investment opportunities for such services as payment options (e.g. debit accounts for hourly parking, Smart Cards that can pay for on- and off-street parking as well as transit, new meter technology, etc.), on-street occupancy tracking, and Michigan's 511 (transportation telephone hotline) resources.

**Timeline:**

Republic Parking implements vacancy signage project on parking facilities	September 2007
DDA Operations Committee provided with a report on payment options including benefits/problems with shifting to a debit card system, etc.	October 2007
AATA Committees explore financial and operations requirements for transit deployment	October 2007
DDA and AATA board meets to discuss goals for increasing commuter services including Smart payment options for buses & parking	November 2007
Republic Parking reports on vacancy signage project and occupancy data collected from multi-space parking boxes	January 2008
DDA and AATA boards receive presentations on technology options for Smart cards, etc. Discussion regarding technology, marketing, etc.	March 2008
DDA and AATA purchase technology to support the use of Smart cards	July 2008

**Action:** Expand the guaranteed ride home program, as it can provide an important "safety net" for Downtown employees committed to alternative commute modes. The current program is limited to registered Rideshare participants, and should be expanded to other populations of committed alternative mode users, such as car-share members and monthly transit users.

**Timeline:**

GetDowntown committee reviews current program/recommendation for how it might be expanded, program safeguards, marketing, etc.	January 2008
AATA board discusses possible expansion of the program	February 2008
Funding secured for program expansion by AATA	March 2008
Expanded program promoted to program participants	June 2008

**Actions:** Coordinate Park and Ride improvements as part of the AATA Transit System Development study. The City, County, Chamber, University, and DDA will work with AATA to implement improvements that can address barriers to expanding bus commuting into Downtown. Possible considerations include:

- \* Placing stops within shopping centers to accommodate multiple rider needs
- \* Incorporating some existing stops as the last stop before Downtown on Express service routes
- \* Providing real-time information about bus operations and travel time to Downtown at the Park and Ride facilities

**Timeline:**

AATA reports on development of Park and Ride in northeastern Ann Arbor	September 2007
AATA initiates coordination with City Planning Commission to address Park and Ride opportunities in Development Approval Process	October 2007

DDA and AATA board meets to discuss goals for increasing commuter services including Park & Ride lot improvements and support for new or expanded service	November 2007
AATA initiates coordination with surrounding community Planning Commissions to address park and ride opportunities in Development Approval Process	December 2007
The getDowntown Coordinator establishes a regular schedule of meetings with downtown benefits personnel. Feedback from downtown employees is received, including their assessment of existing Park & Ride lots, optimal location of new Ride lots, etc.	January 2008
AATA staff report to AATA Board on recommended changes	February 2008
AATA evaluates opportunities for park and ride beyond the existing service area to complement expanding express commuter bus service	Spring 2008
AATA implements changes as recommended	Spring 2008

**Actions:** Leave parking exemptions in the zoning code. Current practices, such as parking exemptions and allowing acquisition of monthly permits to serve in lieu of meeting on-site requirements, are considered best practices for downtown parking management, and have served many such districts well. Imposing minimum parking requirements, by contrast, may relieve some pressure on the DDA inventory and permit wait list, but will also lead to changes that run counter to established Smart Growth and parking management policies, including introducing more driveway / sidewalk intersections, reducing foot traffic on downtown streets as residents arrive at their front door by car, and reducing the overall efficiency of the parking supply.

Many of the conditions generating interest in removing parking requirement exemptions can be addressed through Implementation of Toolbox strategies and the establishment of the Downtown parking policy. These conditions include a lack of parking availability and lengthy permit wait lists, and lack of funding sources for parking system expansion.

At the same time, the requirements attached to developments seeking bonus FAR for their projects provide the City with some leverage over larger development projects, and their impact on the parking system and potential spillover parking issues. Continuing to allow developers to opt out of meeting requirements on-site through the establishment of In Lieu fees will further develop the potential benefit of these requirements, by making shared parking options more attractive (see In-Lieu Fees, short-term recommendations below).

**Timeline:**

City Council approval of revised zoning	July 16, 2007
Revision of zoning, leaving parking exemptions	2007/2008

**Actions:** Facilitate shared on-site parking through zoning (by not counting parking square footage against allowable floor area or requiring a match of shared spaces for all dedicated spaces built on-site) and/or requiring shared parking as part of any type of conditional-use permit or negotiated plan approval process. At a minimum, shared parking needs to be allowed by Ann Arbor's zoning code as a way of meeting or reducing parking requirements. The DDA (or other third-party incorporated entity) could negotiate for shared parking, manage parking, and hold liability. A third-party entity could also lease parking lots from individual property owners and manage them so that motorists perceive all the parking in the district as a common pool.

**Timeline:**

City Council approval of revised zoning	July 16, 2007
Revision of zoning, leaving parking exemptions	2007/2008

**Actions:** Pursue joint-development opportunities involving the City, DDA and District Library for joint development of the adjacent surface parking lot. The site of the former 1<sup>st</sup> & Washington Street structure presents another ideal opportunity for Joint-Development expansion.

**Timeline:**

District Library completes its building and program assessment for the downtown library site	July 2007
Complete parking agreement between the City and Village Green for the First & Washington site	September 2007
Complete swap of City owned and private land at First and Washington	September 2007
Approval of the Village Green site plan and agreements	October 2007
Joint meeting between the City, District Library, and DDA boards to discuss future planning for the adjacent surface parking lot	2007/2008

**Actions:** Continue seeking joint development opportunities on existing lots.

**Timeline:**

Ongoing

**Actions:** Identify priority areas. Use Phase I data to identify areas of joint-development opportunity priority. Based on the data collected and analyzed in Phase I, the Main Street and State Street sub-areas both have heavily utilized structures immediately surrounded by highly utilized on-street spaces, indicating a higher priority for finding expansion opportunities in these areas. Seeking desirable expansion opportunities in these areas should begin immediately. In the longer-term, utilization data for structures should be updated and tracked using existing tracking technologies to continue to monitor and identify such areas. On-street utilization updates can be completed with minimal staffing requirements.

**Timeline:**

DDA submittal of parking report to City Council analyzing potential locations to add additional public parking using City-owned structures or land	June 1, 2007
Resolution from City Council providing direction to DDA on additional parking	September 2007
Structure utilization information gathered	Ongoing
On-street demand reassessment	Fall 2007

**3. SHORT-TERM ACTIONS**

**Actions:** Implement recommendations from the City's 2007 Non-Motorized Transportation Plan to improve mobility in downtown:

- \* install crossing islands on Huron Street
- \* Install pedestrian countdown signals
- \* Convert First and Ashley streets to two-way traffic, with bike lanes on Ashley/First
- \* Extend on-street parking one block south on west side of Main Street below William Street.

**Timeline:**

Install on-street parking on S. Main south of William	July 2007
Install countdown signals at 15 downtown intersections	Winter 2007
Install a bike lane on S. First between Huron and William	Spring 2008
Install count down signs at 18 additional intersections	Spring 2008
Study the installation of a bike lane on Ashley	Spring 2008
Study the conversion of First & Ashley to two-way traffic	2008/09
Install crossing islands on Huron Street	2011

**Action:** Establish a pilot parking valet program in the Main Street area on the street close to popular destinations Use DDA facilities to store valet-parked cars or underused private accessory lots.

**Timeline:**

Carl Walker Inc. determines if there are car load issues in any MSA structure	November 2008
Republic Parking reports on how a valet program would work in MSA parking facilities and/or private lots. DDA Operations Committee approves program after determining length of pilot project, measures of success, etc.	November 2008
DDA Operations Committee receives monthly reports on usage, income, etc.	Monthly
DDA staff survey patrons regarding the program	April 2009
DDA Operations Committee determines program success/continuation	September 2009

**Action:** Install additional multi-space parking meters throughout the downtown.

**Timeline:**

2008 through 2010

**Actions:** Investigate additional Parking Benefit District opportunities assuming successful implementation of the State Street Area Parking Benefit District. While the Main Street Area Association strongly opposes one of the main components of such districts – charging for on-street space whenever demand exceeds 90% - demonstrated benefits from the State Street Area PBD may attract future support. Additionally, this area holds a great deal of promise for successful PBD Actions. The high level of evening parking demand, the concentration of higher-end restaurants, and the ease with which centralized valet stations could provide “bottomless” virtual curb access in this area all bode well for an area with tremendous potential turning pent up parking demand into public benefits while shifting demand from overburdened inventories to under-used structures.

**Timeline:**

2008 - 2010

**Actions:** Quarterly Travel Choice Networking sessions by the Downtown Travel Choice Coordinator and downtown company benefits coordinators to share new information including program updates and employee feedback on existing programs.

**Timeline:** Continue as in previous years

**Actions:** Provide parking discounts to Travel Choice Network session participants. A per session discount rate can be assessed for each session attended. For example, a 5% discount could result in a 20% 2009 rate reduction for employees whose representative attended all four 2008 sessions. No action beyond attendance need be compulsory to attain the discount, but regular attendance of these sessions is likely to result in travel choice information filtering down to employees whose employers had no previous interest in communicating such information.

**Timeline:**

DDA ROC Committee develops program details including how to measure if there has been an increase in alternative mode use due to attending these networking sessions.	September 2008
Recommendation to full DDA for pilot program	October 2008
Networking attendees surveyed to determine transportation choices	2008/09
DDA makes decision whether to continue providing parking discounts to networking participants	2009

**Actions:** Offer debit account alternative to monthly parking permit holders.

**Timeline:**

DDA Operations Committee reviews finances of public parking system	September 2008
Debit cards phased in	December 2008
Debit cards fully operational	May 2009

**Actions:** Operate summer Link service.

**Timeline:**

AATA and DDA boards meet to discuss future planning directions	November 2007
AATA frames proposal to DDA and UM	April 2008
DDA approval of downtown portion of Link route	June 2008

**Actions:** Expand express commuter bus service with new routes

**Timeline:**

AATA and DDA boards meet to discuss future planning directions, discuss the express bus pilot, including lessons learned	November 2008
Parsons-Brinkerhoff conducts residential zip code analysis	December 2008
AATA proposal to DDA for grant to fund additional express service	May 2009
Additional express service begins	September 2009

**Actions:** Formulate an in-lieu fee option. Current on-site requirements for bonus development are sometimes met through the acquisition of monthly parking permits. This is a preferable alternative to new on-site parking construction. Formalizing a fee option similar in nature to this practice can offer a number of advantages. In addition, offering annual or monthly fee options, as opposed to one, lump-sum fee, can help with project financing. If fees are kept below the cost of providing dedicated parking on-site, and parking spaces are generally available nearby, such a fee can be very attractive to developers. For this option to work, wait lists for monthly parking can be no longer than 30 days, so developers can rely on the parking system to provide access for their tenants.

**Timeline:**

Rewrite zoning with an in-lieu fee option	2008/2009
Approval of revised zoning	2009

**Actions:** Implement alternatives if current zoning exemptions are removed. Existing minimum parking requirement exemptions for Downtown development are seen as unpopular, and are currently under consideration for removal. If they are removed, in-lieu fees become even more crucial to preserving an Park Once environment, exemptions for non-residential uses should be maintained, on-site parking at residential developments of a minimal size should be required, and design guidelines should be included to protect pedestrian-priority streets from parking access points.

**Timeline:**

Rewrite zoning with an in-lieu fee option	2008/2009
Approval of revised zoning	2009

**Actions:** Add new alternative parking requirements to the zoning code:

- \* Minimum bicycle parking requirements equal to at least one bicycle space for every 10 vehicle spaces (in any City district) by land use
- \* Preferential parking spaces reserved for registered rideshare vehicles; and
- \* A minimum requirement of 1 car sharing space per 20 dedicated on-site spaces built.

<b>Timeline:</b>	
Rewrite zoning with an in-lieu fee option	2008/2009
Approval of revised zoning	2009

**4. LONG-TERM ACTIONS**

**Actions:** Manage all parking demand with pricing. Adjust rates by time of day, day of week, and length of stay throughout the downtown. This will allow the elimination of time limits, a chronic source of enforcement headaches and parker anxiety. Meter regulation should be in effect when and where unregulated parking consistently nets occupancy rates higher than 90 percent. Rates are adjusted in response to demand, targeting roughly 85 percent occupancy on all blocks. Note: the current color code system that helps identify time limit ranges at meters can be used to indicate more or less expensive parking locations. Pricing off-street parking should follow a similar, though more broadly applied, approach. Introducing too many rate variables may produce too much confusion for this inventory intended to serve both long-term and short-term parking. And keeping simplified rates for off-street facilities provides an option for those that may find on-street meter rates confusing. Additionally, unintended consequences can follow when adjusting rates hourly within a long-term market – higher midday rates encouraging employees to drive to lunch for example.

Nonetheless, some rate adjustments are worth considering, once debit accounts and hourly rate structures are fully implemented, such as:

- \* Adjusting rates between locations; and
- \* Adjusting weekday versus evening and weekend rates.

**Timing:**

DDA Operations Committee formulates a proposal for DDA action	2009/2010
DDA approval, submittal to city Council for approval	2009/2010
City Council approval	2009/2010

**Actions:** Offer debit accounts for hourly parkers, with parking rates varied by time of day, day of week, and location, in response to demand. To encourage non-commuters to establish accounts, the first hour of any parking can be offered free of charge at all times. During times of supply constraints, the DDA can choose to temporarily stop offering accounts and place applicants on a wait list pending additional supply or demand management impacts. In following with the Downtown Parking Policy however, wait lists should not exceed waiting times of 30 days.

**Timeline:**

DDA Operations Committee formulates a proposal for DDA action	2009/2010
DDA approval	2009/2010

**Actions:** Offer off-street parking discount options. Providing a discount from standard hourly rates and maintaining the current flat-fee-based monthly permit options, may be preferable to protect access for key Downtown populations under such a pricing scheme, as follows:

- Permanent residents
  - \* discounted hourly rates or monthly permit options for those with at least 30 days of primary residency registered within the DDA boundary
  - \* continuation of current monthly permit options
- Employees
  - \* discounted or free monthly 4pm-9pm access permits
  - \* discounts for annual participation in Travel Choice Networking sessions
- \* hourly rate caps – should demand continue to push rates above employee affordability,

rate caps could be installed, triggering additional space construction rather than rate increases once availability drops under a capped rate

- \* continuation of current monthly permit options

Visitors

- \* first hour is free for all. This represents a much deeper discount for shoppers vs. commuters and residents, and will encourage their use of debit accounts, which in turn can reduce garage queuing

In-lieu fee contributors

discounted hourly rates for residents of buildings whose developers paid in-lieu fees.

Level of discount can be tied to proportion of in-lieu fees paid to on-site spaces built.

This can amount to substantial discounts for residents of such buildings that acquire a permanent resident discount, as well.

**Timing:**

DDA Operations Committee formulates a rate proposal for DDA action	2009/2010
DDA approval, submittal to City Council	2009/2010
Rate change goes into effect	2009/2010

**Actions:** **Implement seamless payment systems. "Smartcard" technology can be used to allow customers to use one card to pay for on-street and off-street parking, as well as transit. This can greatly increase the appeal of setting up a debit account. Such a system is being tested in Washington, D.C., the success of which will likely result in an evolving technology that at some point will be highly feasible for Downtown.**

**Timeline:**

AATA and DDA boards meet to discuss future planning directions	November 2009
AATA and DDA purchase equipment to support smartcard use	2009/2010

**Actions:** Implement pedestrian improvements. DDA's Transportation fund can be used to implement downtown recommendations identified in the 2006 Non-Motorized Transportation Plan, while providing additional impetus to focus on maximizing pedestrian mobility within Downtown.

**Timeline:**

DDA Capital Improvements Committee makes project recommendations	2009/2010
DDA annual retreat is held, project work plan is approved	2009/2010

**Actions:** Retro-fit existing parking structures with street-oriented uses at the ground level, as it will help reduce the negative impact of existing, stand alone structures on sidewalk activity. This is a key, not only to maintaining vibrant, comprehensive pedestrian networks, but improving sense of personal security in and around structures.

**Timeline:**

DDA Capital Improvements Committee makes project recommendations	2009/2010
DDA annual retreat is held, project work plan is approved	2009/2010

**Action:** Unbundled parking costs from space rental/ purchase costs for residential uses in new Downtown developments can:

- \* Encourage developers to build only the number of parking spaces for which there is a market;
- \* Lower housing costs for those that choose not to purchase or rent parking; and
- \* Create a development environment attractive to those seeking to reduce their automobile use.

**A minimum monthly lease rate for such spaces can be set to a percent of comparable parking costs at a DDA facility – Cost of monthly permit, or 25% of cost of 720 hours of hourly parking (24 hours for 30 days).**

**Timeline:**

(RESOLUTION B)  
**A2D2 PARKING POLICIES TOOL BOX IMPLEMENTATION CALENDAR**

<b>2007</b>	<b>August</b>	AATA	Evening Link service begins
		DDA	Interim report to City Council regarding wayfinding project
	<b>September</b>	City	City Council "H" memo describing Parking & Transportation Oversight Committee
		City	City Administration asked to formulate recommendations to help the City "lead by example"
		City	Council direction to DDA regarding additional public parking
		DDA	Ops Committee reviews N/N SSA PBD recommendations
		DDA	Ops Committee reviews vacancy signage project
		DDA	ROC Committee recommends hiring P-B to do residential zip code assessment to determine optimal express bus service
		DDA	Wayfinding system design approved, sign fabrication begins
		City/DDA	Complete land swap and parking agreement between City & Village Green at 1 <sup>st</sup> & Washington
		AATA	Reports on development of park & ride in N.E. Ann Arbor
		<b>October</b>	City/DDA
	DDA		DDA annual retreat/operations committee discusses ALT Transportation fund as part of DDA Parking funds. Increase for ALT spending discussed. Sets Ops Committee 07/08 work plan including ongoing conditions review
	DDA		Survey sent to downtown businesses asking for feedback on program changes to the "overnight" monthly permit.
	DDA		Ops Committee receives report from Republic Parking on how a valet program will work in Maynard. Also receives information from CWI regarding structural issues related to stacking cars.
	DDA		Ops Committee receives report on payment options, including debit cards
	DDA		Ops Committee recommends purchase of multi-space machines for the SSA.
	DDA		DDA Ops committee reviews SSA PBD recommendations.
	DDA		Discuss status of UM car-sharing program with UM
	DDA		DDA agrees to hire P-B to assess zip codes for express bus service
	City		Council resolution approving Parking & Transportation Oversight Committee
	City		Public Services staff formulate winter snow removal plans to keep crosswalks clear
	AATA		AATA committees explore financial and operations requirements for transit deployment
	AATA	Initiation of coordination with City Planning Commission to address park & ride opportunities in development approval process	
	<b>November</b>	AATA/DDA	Joint board meeting to discuss options to increase commuter services including express bus service, technology goals

			including Smartcards, park & ride lot improvements
		City	Letter sent to downtown property owners reminding them of their responsibility to keep sidewalks clear of snow
		City	City Council resolution authorizing DDA to activate the SSA PBD, approves evening parking enforcement, fluctuating rates, etc.
		getDowntown	Discussion about possible expansions of the “guaranteed ride home” program.
		DDA	Multi-space boxes purchased for installation in the SSA
		DDA	Ops Committee receives report on current overnight permit use and results of business survey on possible changes, makes recommendation to DDA.
		DDA	Ops Committee begins pilot valet program in Maynard
		DDA	Resolution sent to City Council asking direction regarding SSA PBD, including evening enforcement, fluctuating hourly rates, etc.
		DDA	On-street vacancy assessment conducted similar to N/N
	<b>December</b>	City	“Lead by example” report submitted to City Council
		City	City traffic engineers determine key pedestrian intersections where right turn on red should be prohibited and/or traffic signal timing should be adjusted to begin pedestrian phase early
		City	City Council approval of SSA PBD, including approval of evening enforcement, fluctuating parking rates, etc.
		City	Installation of 15 countdown signals in the downtown
		getDowntown	Discussions about possible changes to the program, including marketing/promotional changes to increase visibility
		getDowntown	Proposal framed for DDA to expand UM car-sharing for downtown employees.
		DDA	Wayfinding system installed
		DDA	Multi-space boxes installed in the SSA.
		DDA	DDA ROC committee recommends approval of discounted ride-sharing parking permit in the parking structures
		AATA	AATA board discussion of “guaranteed ride home” program expansion with recommendations from getDowntown
		AATA	Initiation of coordination with community Planning Commissions outside A2 to address park & ride opportunities in development approval process
<b>2008</b>			
	<b>January</b>	getDowntown	Continue discussions about possible changes to the program
		getDowntown	Regular meetings with downtown benefits personnel established. Feedback received from employees regarding current and future park & ride lot improvements/locations
		getDowntown	Proposal framed for DDA regarding ride-sharing parking in the structures.
		getDowntown	Discussion of current Guaranteed Ride Home program, determine how the program should be expanded
		AATA	Proposal formed for express bus service; grant request to DDA
		DDA	Ops Committee receives report on vacancy signage project

			and occupancy data collected from multi-space boxes
		DDA	DDA approves recommendation regarding special permit for ride sharing parking. "H" item sent to Council regarding permit cost change for overnight permits.
		DDA	DDA ROC committee makes recommendation to DDA regarding car-sharing and ride sharing. DDA approves change in permit cost for overnight parking permits, creation of a Transportation Fund, increase in ALT spending
		City	Evening enforcement begins in SSA
	<b>February</b>	DDA	Approval of grant for express bus service and grant for car-sharing. Sign request made to City for on-street parking for car-sharing.
		DDA	Maynard patrons surveyed to determine satisfaction with pilot valet program, possible changes needed.
		AATA	Staff report to AATA board on recommended changes for park & ride
		AATA	Board discussion of possible "guaranteed ride home" program. Application for guaranteed ride home funding
		AATA	Possible CMAQ application for add'l getDowntown staff funding
	<b>March</b>	AATA/DDA	Joint board meeting to discuss options to increase commuter services including express bus service, technology purchases that support SmartCards, etc.
		AATA	Guaranteed ride home program expanded if funding is received.
		AATA	Express bus pilot begins first quarter 2008
		getDowntown	Continue discussions about possible changes to the program
		DDA	Maynard patrons surveyed to determine their satisfaction with the pilot valet program
	<b>April</b>	City	City traffic engineers install "no right turn on red" signs as needed and/or adjust signal timings to begin pedestrian phase early
		DDA	Overnight permit cost change goes into effect if no change by Council.
		DDA	Mid-year DDA retreat, discussion of how to spend PBD funds in the State Street area per N/N recommendation
		DDA	Report to City Council regarding SSA PBD after 4 months implementation
		AATA	Proposal shaped to continue evening Link Service in 2008/9
	<b>May</b>	AATA	Express bus service begins
		AATA	AATA board evaluates park & ride opportunities beyond existing service area to complement express bus service
		City	Install bike lane on S. First between Huron and William
		City	Study the installation of a bike lane on Ashley Street
	<b>June</b>	DDA	DDA determines if it will continue the pilot valet program in the Maynard parking structure
		DDA	DDA determines if it will install 18 additional count down

			signals in the downtown
		DDA	DDA ROC recommends grant renewal for evening Link service
		getDowntown	Continuing discussions about any changes to the program.
		AATA/ getDowntown	Expanded "guaranteed ride home" program begins
	<b>July</b>	AATA/DDA	Equipment purchases to support use of Smart Cards
		City	"Lead by example" report implementation
		DDA	Approval of grant for evening Link service
	<b>September</b>	DDA	ROC frames recommendations for Travel Choice Network session participants, including possible parking discount for participation
		DDA	ROC recommends hiring Parsons-Brinkerhoff to conduct residential zip code analysis of downtown parkers in anticipation of additional express bus service
		DDA	On-street vacancy assessment conducted similar to N/N
	<b>October</b>	DDA	DDA approves parking discount for Travel Choice Network session participants
	<b>November</b>	AATA/DDA	Joint meeting to discuss ways to expand commuter bus service, including additional express bus service, summer Link service
		AATA	Assessment of pilot express bus service
		DDA	DDA Ops Committee receives report from Republic Parking on how a debit card system would work as an alternative for monthly permit card holders
		DDA	DDA Ops Committee receives report from Republic Parking regarding a possible valet parking program in the MSA. CWI provides the Committee with weight report for MSA structures.
	<b>December</b>	DDA	Ops Committee receives report from Republic Parking on how a valet program will work in the MSA. Also receives information from CWI regarding structural issues related to stacking cars.
		DDA	DDA approves debit account alternative for monthly permit holders. Program begins phasing in.
		DDA	Parsons-Brinkerhoff hired to conduct new zip code analysis
<b>2007/ 2008</b>		City	Parking exemptions to remain in the zoning code.
		City	Facilitate shared on-site parking through zoning.
		City/DDA /Library	Meeting to discuss future planning for the S. 5 <sup>th</sup> Avenue parking lot
<b>2008/ 2009</b>		AATA	Park & Ride Lot improvements, new Park & Ride lots

		AATA	Formulate proposal for additional express bus service; new express bus service begins
		AATA	Formulate proposal to DDA for summer Link service
		DDA	Study conversion of 1 <sup>st</sup> & Ashley to two way traffic
		DDA	Survey MSA patrons to determine success of MSA valet service; continuation of MSA valet program
		DDA	Investigate additional Parking Benefit District opportunities in the SU, KDA, and MSA areas.
		DDA	Debit account alternative fully operational for monthly permit holders
		getDowntown	Travel Choice Network session participants surveyed to determine level of commitment to alternative transportation modes as a result of parking discount; DDA determines whether to continue parking discount for participants
		City	Formulate an in-lieu fee option. Implement alternatives if current zoning parking exemptions are removed. Add new/revised bicycle parking requirements to the zoning code.
<b>2009/2010</b>		AATA/DDA	AATA/DDA joint meeting to discuss complementary technology purchases to support Smartcard technology expansion throughout downtown
		DDA	Ops Committee develops a recommendation to manage all parking demand via pricing fluctuations; approval by DDA; approval by the City
		DDA	Ops Committee develops a proposal to offer debit accounts for hourly patrons; approval by DDA
		DDA	Ops Committee develops a proposal to discount parking for downtown residents, employees, visitors, in-lieu contributors; approval by DDA; rate change approval by the City
		DDA	Implement pedestrian improvements as recommended by the Non-Motorized Plan
		DDA	Retrofitting structures with street-oriented uses at ground level
<b>2011</b>		DDA	Installation of traffic islands on Huron along with other Huron Street improvements