



**BIA Ratepayer Board Meeting
February 12, 2018 – 1:00 PM
Auburn City Hall Council Chambers
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVAL OF MINUTES

January 8, 2018 Meeting

III. FINANCIAL REPORT

IV. OLD BUSINESS

A. Ordinance #6658 Update

1. 90-Day Update at February 26 City Council Study Session
 - a. Additional security lighting
 - b. Nightly garbage pickup
 - c. Hanging plants and planters around the BIA
 - d. Lights in trees
 - e. Lighting across the street
 - f. Banners
 - g. Better maintenance on existing street lights,
 - h. Establish an infrastructure in the downtown area that provides accessible power, restrooms, etc., to allow for events and activities in the downtown area

B. Main Street Design

1. 2018 Façade Grant Program

C. Disbursement of BIA Funds

D. Marketing and Branding

E. Heritage Fire Update

F. BIA Newsletter

V. NEW BUSINESS

A. BIA Rules of Procedure

VI. BIA SUB-COMMITTEE UPDATE

A. Parking

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

VIII. TOURISM BOARD UPDATE

IX. ADJOURNMENT

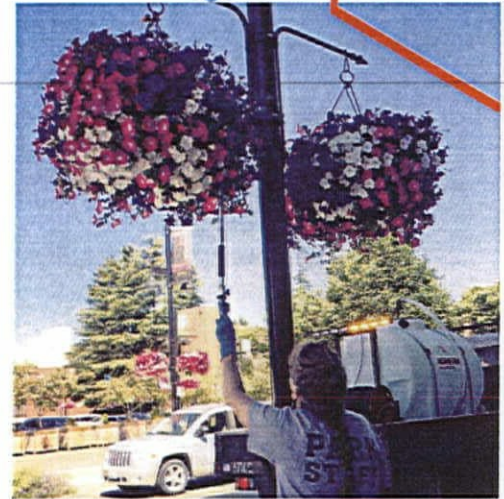
AUBURN BIA NEWSLETTER

FEBRUARY 2018

Business Improvement Area Updates

Members of the Committee will present to City Council the following BIA action items on February 26th.

- Additional security lighting
- Nightly garbage pickup
- Hanging plants and planters around the BIA
- Lights in trees
- Lighting across the street
- Banners
- Better maintenance on existing street lights
- Establish an infrastructure in the downtown area that provides accessible power, restrooms, etc., to allow for events and activities in the downtown area



The City of Auburn is now accepting applications for the 2018 Facade Improvement Grant Program. For more information, contact the Office of Economic Development. Doug Lein dlein@auburnwa.gov or call 253.804.3101

Smarthouse Creative has been hired to produce advertising and marketing collateral to promote tourism to Auburn.

The Auburn Police Department will identify areas in the BIA where additional security and lighting would be of benefit.

The BIA and ADA have received approval to host a beer garden at this year's Petpalooza event.

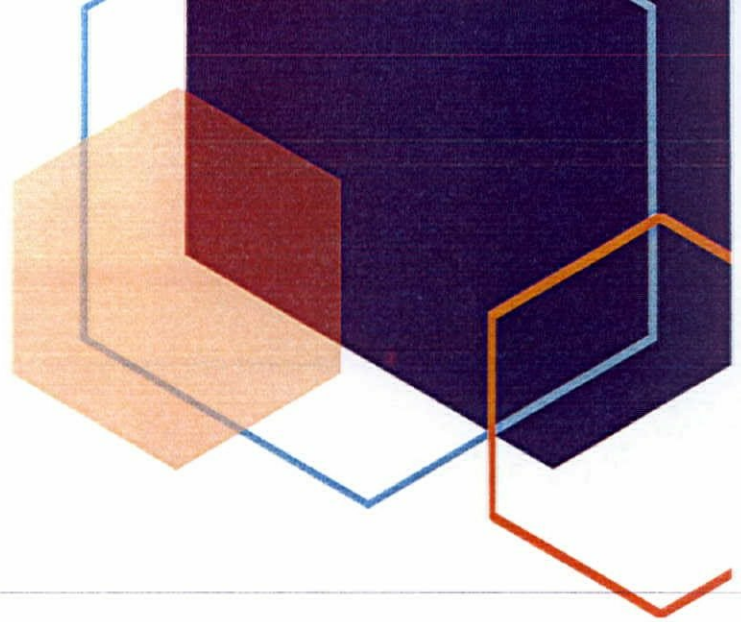
If you are interested in being a part of the BIA Committee of Rate Payers, please contact The Office of Economic Development. Doug Lein dlein@auburnwa.gov



UPCOMING AGENDA

February 12, 2018

The BIA Committee of Rate Payers meets at 1:00 pm
on the second Monday of each month in Auburn
City Hall Council Chambers.



Agenda Items

- Financial Report
- 90-Day Update to City Council
- Main Street Design 2018 Façade Grant Program
- Disbursement of BIA Funds
- Marketing and Branding
- Heritage Fire Update
- BIA Newsletter
- BIA Rules of Procedure
- Parking Sub-Committee Update
- ADA Update
- Tourism Board Update

2018 BIA Committee of Rate Payers

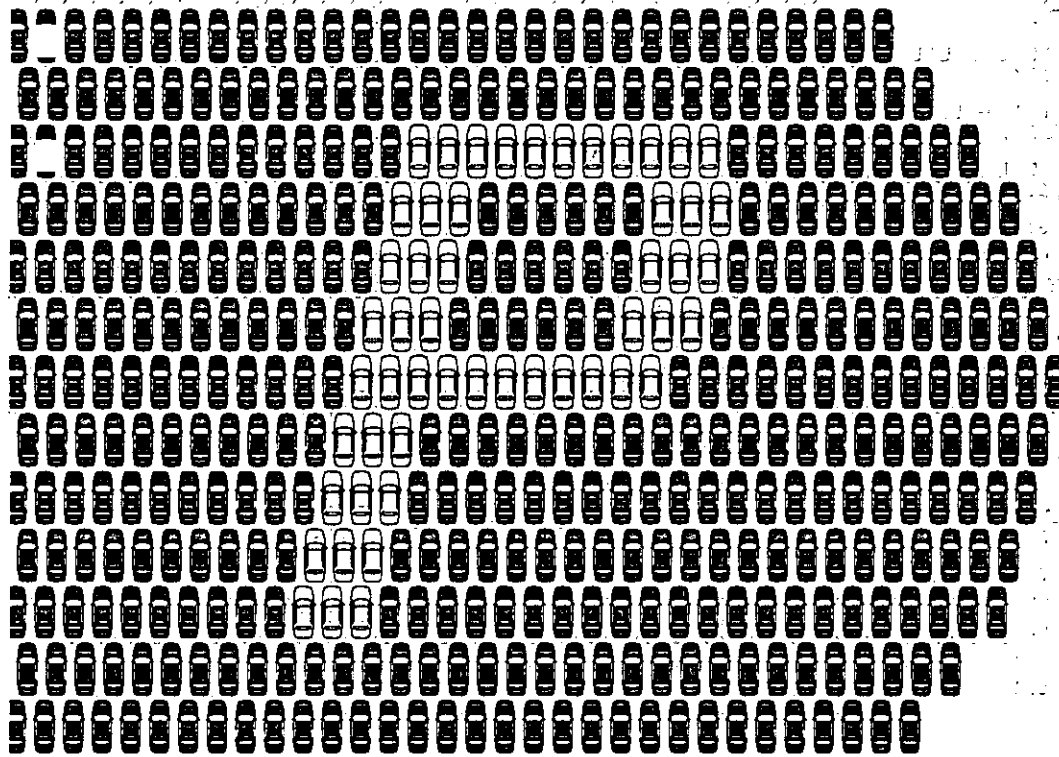
Giovanni DiQuattro, Chair
Bill Cowart, Vice Chair
Josef Forsberg
Kelly Gordon
Darren Jones
Bob Klontz
Kirk Lantier
Ronnie Roberts
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Comprehensive Downtown Parking Management Plan (CDPMP)

January 2014



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Executive Summary

The *Comprehensive Downtown Parking Management Plan (CDPMP)*, which primarily addresses parking policy within the Downtown Urban Center (DUC) zoning district, begins with an overview of the plan's purpose and approach:

- To manage existing parking assets, assess current parking demand, forecast future parking needs, and develop a first-rate downtown parking system as an additional amenity that keeps up with existing businesses, projects underway, and future development; and
- To balance business, residential, visitor, and commuter parking needs in light of redevelopment and increased transit service.

The *CDPMP* is also guided by the 7 Simple Rules of Planning for parking:

- Pinpoint the Parking
- Strike a Balance
- Crown the Customer King
- Provide "Free" Parking
- Reduce the "Last Mile"
- Clarify the Code
- Change It Up

The plan then moves into an overview of the City's parking system, including existing and future parking infrastructure and resources available and existing and future usage:

- Of the approximately 4,879 parking spaces available inventoried as of December 2011, parking areas that experience particularly vexing problems of high occupancy are limited to Wayland Arms (King County Housing Authority) block and Multicare Auburn Medical Center blocks for on-street parking and (on weekdays) the Auburn Transit Center garage and surface parking lot blocks for off-street parking.
- In the short term (5 years) there is an anticipated increase in parking demand of approximately 1,483 spaces and increase in parking supply of approximately 806 spaces. At peak hour, considering existing public on- and off-street parking spaces available in the entire DUC, a 243-space deficit is anticipated.
- In the long term (10 years) there is an anticipated cumulative increase in parking demand of approximately 1,873 spaces and cumulative increase in parking supply of approximately 806 spaces. At peak hour, considering existing public on- and off-street parking spaces available in the entire DUC, a 633-space deficit is anticipated.

Other components of the City's parking system are the existing organizational and management structure, planning efforts, investment strategies, operations, and maintenance. Opportunities for improvement highlighted include:

- Increase in coordination between City departments and divisions with regards to the parking system's various components (on-street, off-street, citations, marketing, etc.);
- Increase in regularity of planning for parking;
- Increase in planning for parking impacts on special event days;
- Continued coordination with police and potentially increase parking enforcement; and
- Refinement of marketing and communications for the parking system.

Case studies follow the review of these parking system components.

Parking best practices, including those from the aforementioned case studies, are then summarized and collected into the Best Practices Toolbox (table), based on feedback from the parking surveys received from Downtown businesses and citizens and staff's research and experience related to parking. Not all best practices are applicable to Downtown Auburn at this time. As such, the recommended actions for each best practice are identified as follows: continuation, modification, implementation, or no action. See Chapter 4 of the *CDPMP* for the entirety of the best practices toolbox.

The *CDPMP* closes with a detailed action plan of existing best practices that the City can draw from for modification or implementation. The action plan includes proposed near-term recommendations (up to 1 year), short-term recommendations (1-5 years), and long-term recommendations (6-10 years), as follows:

Near-Term (up to 1 year)

- Revise timed parking limits to 3 hours throughout the DUC
- Clarify existing code and implement a parking inventory database
- Update the City's website to make more useful for parking seekers
- Design and install updated signs for on-street parking identifying availability and rules

Short-Term (1-5 Years)

- Expand and modify the residential parking zone beyond D ST NW per demand
- Plan for spillover areas on the fringe of downtown
- Designate one department or division that is the single point of contact for all parking-related matters, despite whatever organizational structure exists behind-the-scenes
- Regularly readjust current parking practices at least every 5th year
- Regularly reevaluate peak parking supply and demand every year
- Evaluate funding options and implement a multi-faceted plan to finance additional public parking for anticipated parking deficits
- Establish a parking ambassador program
- Require organizers to better plan for special events
- Develop and implement a 3-strikes parking enforcement policy
- Design and install easy-to-read off-street parking signs
- Create alerts for parking availability-impacting maintenance and construction activity
- Design and install trailblazer signs to direct drivers to available off-street public parking

Long-Term (6-10 Years)

- Increase transit access, citywide/regionally
- Revise timed parking limits, as needed
- Continue to plan for spillover areas on the fringe of downtown
- Increase transit access, around downtown

1. Introduction

1.1 – Purpose and Approach

The *Comprehensive Downtown Parking Management Plan (CDPMP)* serves the same vision enumerated for downtown in the City's *Auburn Downtown Plan* and *Comprehensive Plan*: to support the continuous revitalization of downtown Auburn as the physical and cultural heart of the Auburn community and development of a mixed-use district. To facilitate that vision, the *CDPMP* is a concerted effort to manage existing parking assets, assess current parking demand, forecast future parking needs, and develop a first-rate downtown parking system as an additional amenity that keeps up with existing businesses, projects underway, and future development.

Initiative for developing the *CDPMP* emerged in a downtown Auburn at the crossroads of:

- Balancing business, residential, visitor, and commuter parking needs in downtown;
- Evolving parking demands in downtown, including a new sushi restaurant and gym on E Main ST and additional anticipated redevelopment in the Auburn Junction blocks south of City Hall, the fruits of various downtown public art programs and multi-million dollar investments in streetscape and infrastructure improvements; and
- Expansion of Sounder commuter train services.

The first step towards the *CDPMP* were taken with the approval of the Draft Work Plan by the Planning and Community Development Committee in July 2011. It has since progressed as follows:

- October 2011 - *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis* was completed. The analysis inventoried all of the parking spaces available within downtown, whether public or privately owned, and their occupancies throughout the day.
- December 2011 - *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis* was revised to reflect changes to the user-type for City-owned and/or -operated surface parking lots.
- July 2012 - *Citizens Survey/Business and Property Owners Survey/Stakeholder Interviews* gauged people's perceptions of parking in downtown, the anecdotal statistics of the parking experience.
- August 2013 - *Comprehensive Downtown Parking Management Plan (CDPMP)* draft is completed. The *CDPMP* combines the previously gathered numerical and anecdotal statistics of parking in downtown with professional staff insight and experiences of other jurisdictions.
- January 2014 - *CDPMP* is presented to the Planning and Community Development Committee for finalization and adoption of an administrative framework for staff to implement a first-rate parking system in downtown.
- Future date - Public open houses will be conducted for further refinement of the *CDPMP* in future iterations.

1.2 – Plan Components

The *CDPMP* is organized into four components: the Parking System (Chapter 2), Parking Case Studies (Chapter 3), Parking Best Practices Toolbox (Chapter 4), and Parking Action Plan (Chapter 4).

Chapter 2 examines the existing parking system, with a focus on City-owned and City-run parking in terms of physical parking resources, administration and planning, operations, and marketing. The chapter is divided into the following sections:

Existing and Future Infrastructure, Resources, and Usage

- How many and where are parking spaces located?
- Where are the most vexing parking issues?
- What are occupancy trends in downtown overall?
- How will parking demand change over time?
- How many parking spaces are expected to be added?

Organization, Management, Planning, and Investment

- Who in the City is responsible for what?
- How has the City planned for parking in the past?
- How does the City plan for parking in the future?
- How and when does the City invest in additional parking spaces?

Maintenance and Operations

- How does the City's parking operate on a daily basis?
- How are parking regulations enforced?
- How are permit fees and violation fines paid?
- How are the City's parking resources maintained?

Marketing and Communications

- How does the City get word out about parking options for businesses, residents, visitors, and commuters?
- How does the City show where parking is located?

Chapter 3 presents case studies of how the above-referenced parking system components are operated in other jurisdictions and institutions. Some policies and practices presented are intended to be best practices (whose applicability to the City is analyzed in Chapter 4) while others serve as cautions.

Chapter 4, following review of the City's existing parking system and case studies, presents the various best practices employed in the provision of parking, parking demand management, and operations of a parking system. Not all policies and practices listed in the toolbox are intended to be applicable for the City in this iteration of the *CDPMP*; instead, it is a collection of tools that should be considered whenever the City is looking to fine-tune its parking system.

Chapter 5, the final part of the *CDPMP*, assembles a recommended action plan of near-term (up to 1 year implementation), short-term (1-5 year implementation), and long-term (6-10 year implementation) changes to the City's parking system.

1.3 – Plan Area and Applicability

The CDPMP, in terms of geographic implementation, primarily addresses parking policy within the Downtown Urban Center (DUC) zoning district, which includes the Auburn Junction blocks where development activity of significant scale is expected (**Figure 1.3.1**).



Figure 1.3.1 - Map of Downtown Urban Center (DUC) and Auburn Junction

The physical effects of parking policies applicable to the DUC, however, may not be necessarily quarantined within the politically defined boundaries of the DUC. In response to that potential, staff have identified

Potential Parking Spillover Areas (PPSAs) (**Appendix A**) where impacts of DUC parking policies may warrant extension of DUC parking policies into those areas (or at the very least, consideration of toolbox best practices in Chapter 4) to diffuse the impacts. PPSAs were identified based on the following criteria:

- Areas within ¼-mile from the DUC and Downtown Business Improvement Area (BIA), whose boundaries include areas not otherwise included within the DUC; and
- Where availability of on-street public parking is potentially impacted by spillover parking demand generated from the DUC and BIA and/or large businesses, institutions, public gathering places, and other high parking demand uses within the PPSAs themselves.

Operationally speaking, the *CDPMP*'s recommended action plan in Chapter 5 primarily focuses on City-owned and City-run parking resources. Many best practices identified in the toolbox in Chapter 4, especially those applicable to parking in private development, have already been adopted as part of the development regulations applicable to the DUC contained in Auburn City Code (ACC) Chapter 18.29 or in the *Downtown Urban Center Design Standards*.

1.4 – 7 Simple Rules of Planning for Parking

The 7 Simple Rules of Planning for Parking serve as guiding principles for development of Auburn-specific parking policy in this iteration of the *CDPMP*. They derive from the parking supply and demand realities observed in downtown Auburn, the feedback about downtown parking received¹, and staff analysis of parking approaches taken in other jurisdictions.

1. PINPOINT THE PARKING

Direct people effectively and efficiently to available parking. There is not a parking supply problem everywhere, all the time.

2. STRIKE A BALANCE

Address the needs of overlapping and/or competing parking interests. In downtown Auburn, these needs are broadly identified as those of residents, businesses, visitors, and commuters.

3. CROWN THE CUSTOMER KING

Prioritize visitor parking. Make visitor parking as easy as possible in prime locations.

4. PROVIDE “FREE” PARKING

Avoid paid parking, whenever possible. While parking is never truly without costs, visitors, residents, businesses, and commuters should shoulder part of those costs only as a last resort.

5. REDUCE THE “LAST MILE”

Shorten the distance, perception-wise, between parking space and destination. The vibrantly urban, compact, and walkable mixed-use character that downtown Auburn continues to grow into is inherently incompatible with the provision of plentiful home-, office-, store-, and restaurant- front parking.

6. CLARIFY THE CODE

Write code that streamlines the process of parking system organization, management, planning, maintenance, and operations.

7. CHANGE IT UP

Reassess each component of the *CDPMP* to meet current needs, as parking system conditions change and new parking best practices emerge. The *CDPMP* is not intended to be static; it merely establishes the framework for fine-tuning the parking system at any given time.

¹ Besides specific problematic parking areas, responses from the Downtown Parking Survey conducted in July 2012 also identified the following parking concerns: the distance between parking space and destination, non-residents parking on residential streets, confusing and/or lack of parking signage, and the poor design of parking spaces.

2. The Parking System

2.1 – Existing Parking Infrastructure, Resources, and Usage

EXISTING INFRASTRUCTURE AND RESOURCES

According to the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis*, which cross-referenced code-specified parking and available Public Works data with physical observations for on-street parking and cross-referenced the City's and Google Maps' aerial imagery and previous studies and reports with physical counts for off-street stalls, there were a total of 4,879² parking spaces in the DUC as of December 2011. The different types of parking available, along with the general locations of each type (Figures 2.1.1 and 2.1.2), are as follows:

- On-street public parking (unlimited time, time-limited, permit only, and loading zones)

Locations: almost all blocks in the DUC

- Off-street public parking (time-limited)

Locations: within one to two blocks from E/W Main ST, between the Auburn Justice Center and the Burlington Northern-Santa Fe (BNSF) railroad tracks

- Off-street permit parking³ (unlimited time)

Locations: within one to two blocks from E/W Main ST, between the Auburn Justice Center and the BNSF railroad tracks

- Off-street private parking

Locations: almost all blocks in the DUC

All on-street and off-street public and permit parking spaces in the DUC are located within an approximately 1/4-mile walking distance⁴ from Auburn Transit Center, Auburn Junction, and Multicare Auburn Medical Center blocks, where demand is currently and anticipated to be the highest (see 'EXISTING USAGE' under Chapter 2.1 and 'FUTURE USAGE' under Chapter 2.2). This includes parking spaces located across C ST NW/SW and the BNSF railroad tracks to the west for Auburn Transit Center and Auburn Junction blocks and parking spaces located across Auburn Ave N/A ST SE and Auburn Way N/S to the east for Auburn Junction and Multicare Auburn Medical Center blocks (Figure 2.1.3). That being said, there is opportunity for improvement in east-west connections to parking spaces.

² Excluding on- and off-street public and private parking spaces inaccessible due to S Division ST Promenade construction, other off-street private parking spaces in lots inaccessible for data collection, and single-family off-street private garage and driveway parking; this underestimates the number of parking spaces as of January 2014. See 'Chapter 3 – Methodology' in the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis* for how parking supply in the DUC was specifically measured.

³ Including City employee and non-police fleet parking.

⁴ The widely adopted walking distance that a transit user will tolerate between point of origin and transit station.

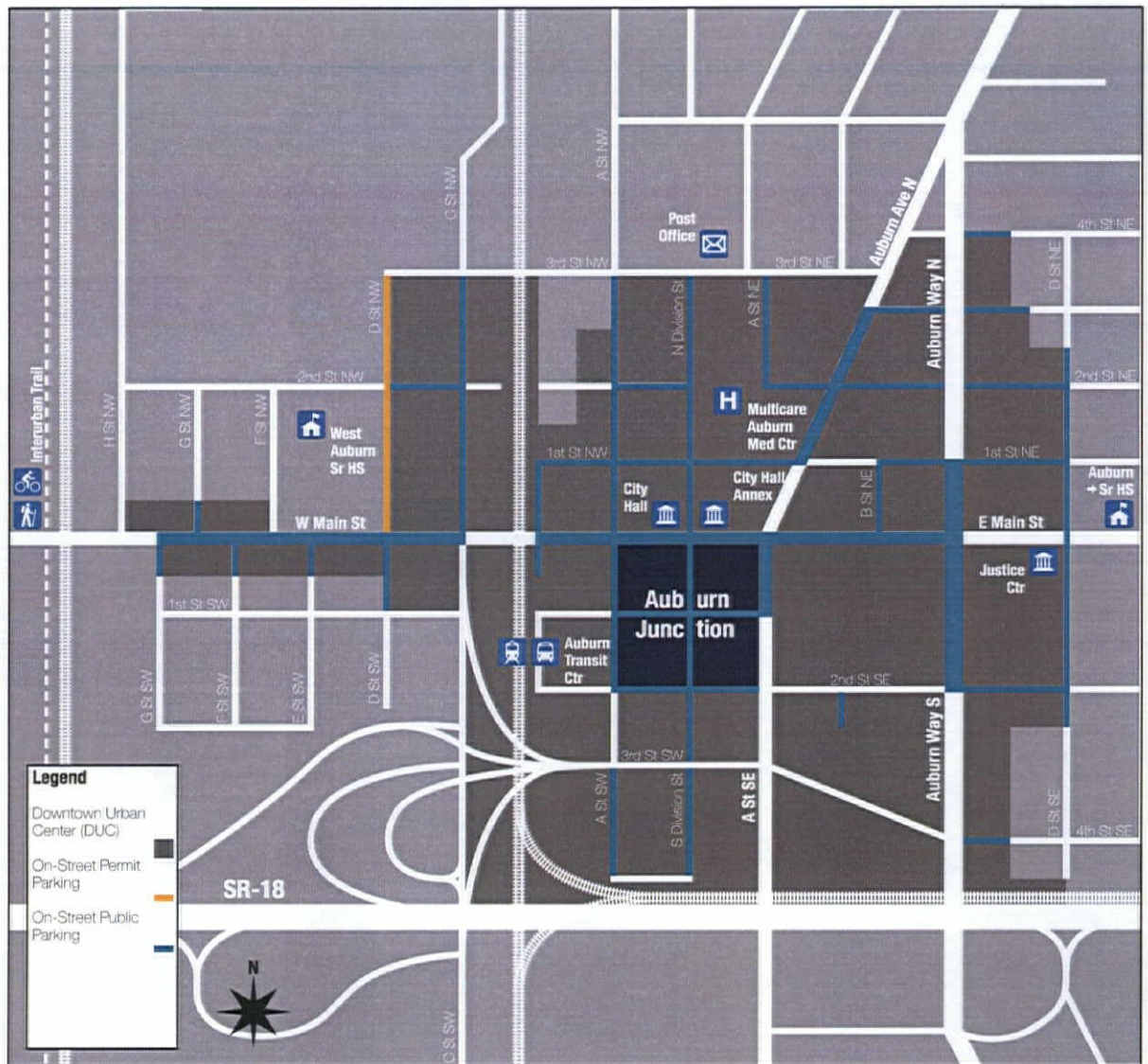


Figure 2.1.1 - Location of On-Street Parking

Approximately 1/5 of parking spaces in the DUC are City-owned and/or City-run; the remainder are provided by the private sector. Neither the City nor the private sector currently provide hourly or daily paid parking. Paid parking in the City is limited to monthly permit parking provided by the City and parking provided as part of commercial and residential unit sales and leases in the private sector.

EXISTING USAGE

According to the occupancies observed in the *Downtown Urban Center On- and Off-Street Parking Supply and Demand*

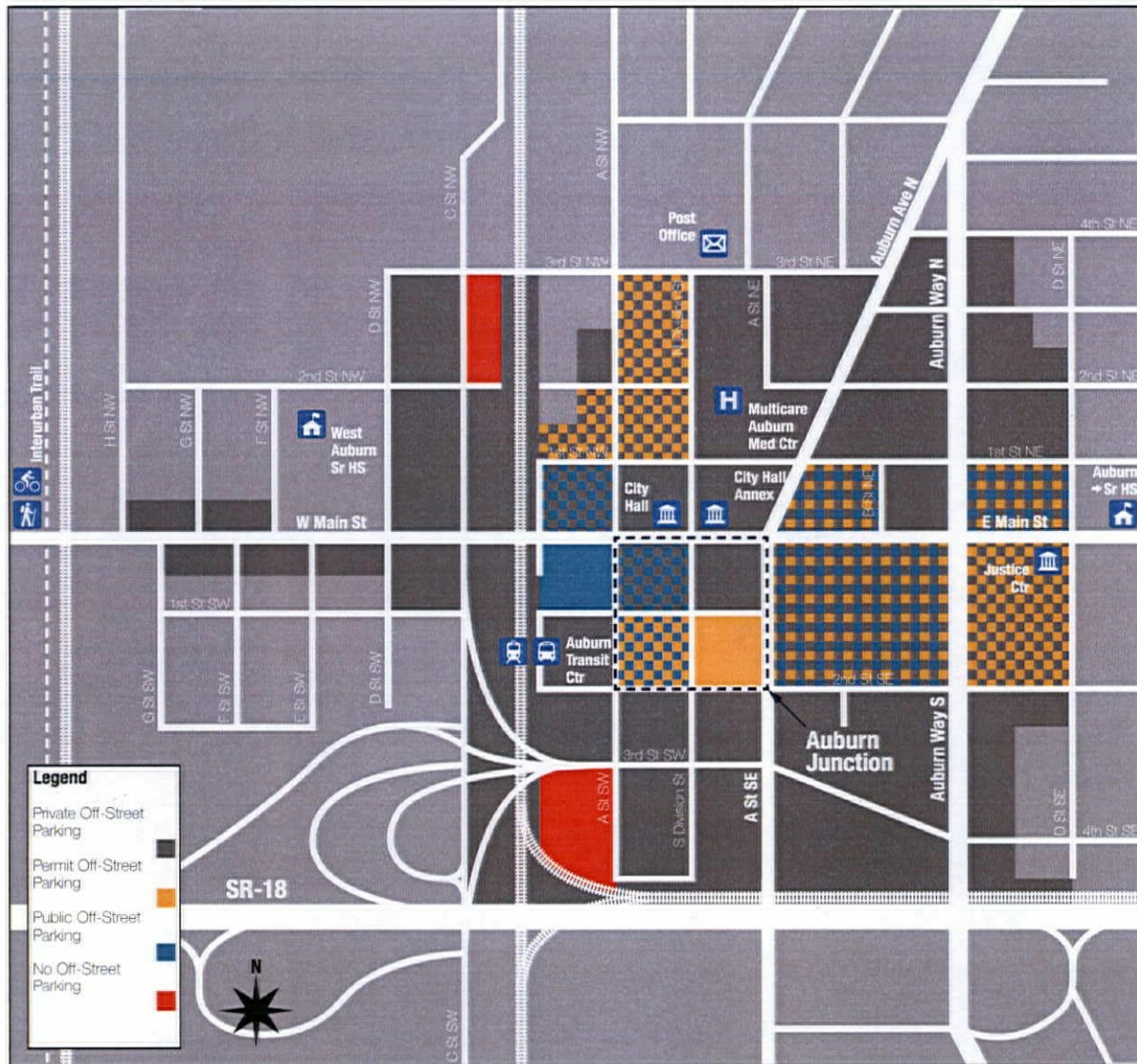


Figure 2.1.2 - Location of Off-Street Parking

Analysis, the DUC as a whole skews toward higher parking occupancy during the first half of the day and specifically experiences peak parking occupancy during lunchtime (11am-2pm)⁵ on weekdays. While not an exact daily occupancy for all days in the DUC, it was observed for the Analysis that during this time 2,666

⁵ Morning (9-11am), lunchtime (11am-2pm), afternoon (2-5pm), and evening (5-7pm) time segments per the *Downtown Urban Center On-and Off-Street Parking Supply and Demand Analysis*.

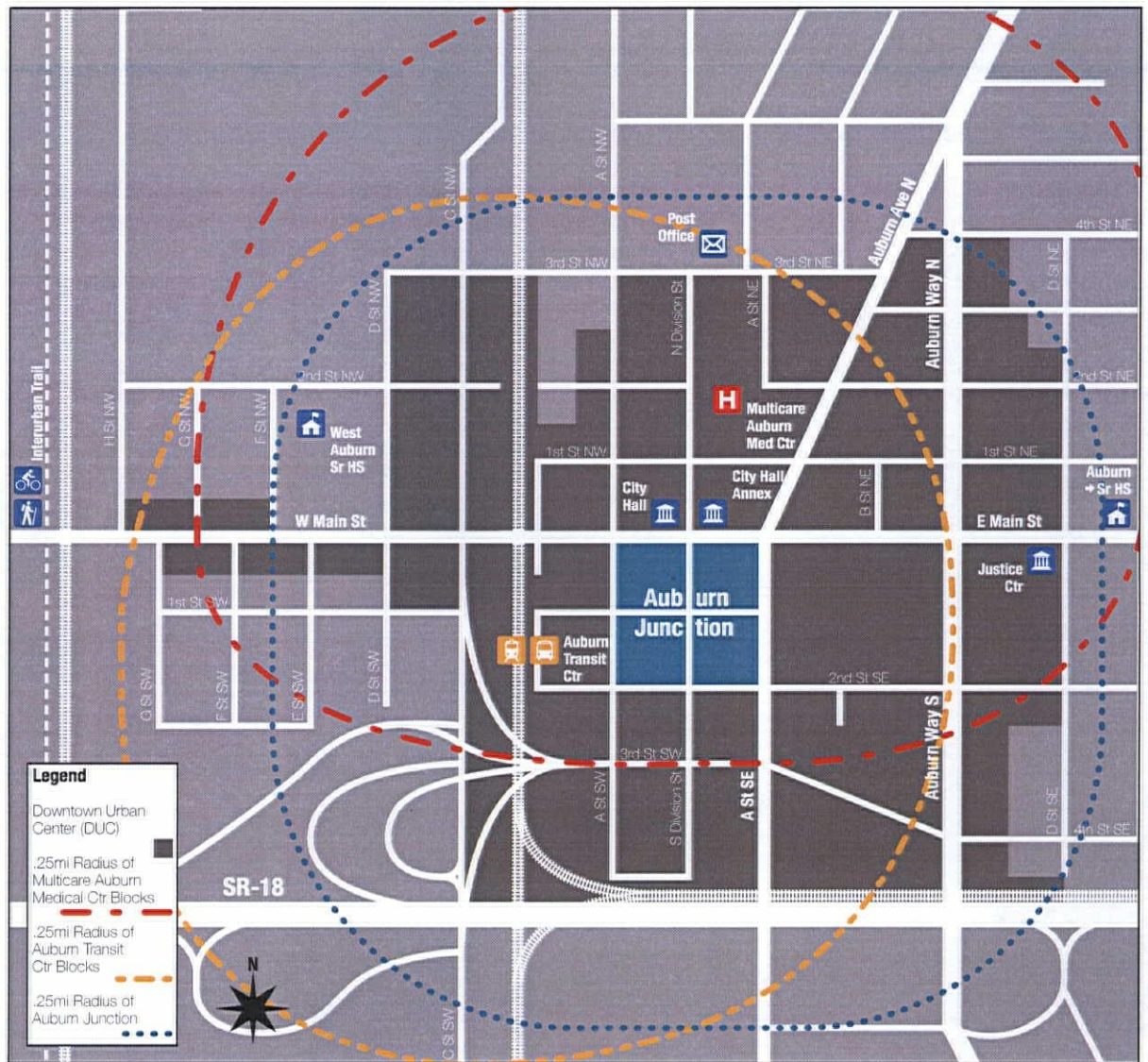


Figure 2.1.3 - Parking Within Walking Distance (1/4 Mile)

parking spaces are occupied (56%) and 2,213 parking spaces are available (44%). On the weekend, the DUC experiences peak parking occupancy during daytime Saturday⁶, with 1,721 (35%) parking spaces occupied and 3,158 (65%) spaces available.

⁶ Due to limited resources, data collected on weekends for the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis* was limited to daytime and nighttime only, rather than specific time segments. For the same reason, off-street parking occupancies are extrapolated, as off-street parking observed does not include all off-street parking spaces in the DUC.

Block-by-block, peak parking occupancy also occurs during lunchtime on weekdays, with the average block 43% occupied. Few blocks, even when considering on- and off-street parking separately, ever exceed 85% occupied, the widely adopted threshold for optimal parking occupancy espoused by Donald Shoup, parking professor, researcher, economist, and author of *The High Cost of Free Parking*. For those blocks that do, very few exceed 85% occupancy for more than one time segment per day.

There are 2 types of blocks with on- or off-street parking that exceed 85% occupancy throughout the day (**Figure 2.1.4**). The less problematic are blocks with available parking spaces nearby when exceeding 85% occupancy (blocks of moderate concern). For example, >85% occupancy in on-street parking on one block is potentially negated with <85% occupancy in off-street parking on the same block and/or <85% occupancy in on- or off-street parking within a 2-block radius. Blocks that fall into this category include the Auburn Avenue Theater, Truitt Building, and Agrishop blocks for on-street parking and the Truitt Building and (on the weekend) Multicare Auburn Medical Center blocks for off-street parking. The more vexing blocks are those without available parking spaces nearby when exceeding 85% occupancy (blocks of heavy concern). These include the Wayland Arms (King County Housing Authority) block and Multicare Auburn Medical Center blocks for on-street parking and (on weekdays) the Auburn Transit Center garage and surface parking lot blocks.



Figure 2.2.1 - The Auburn Transit Center garage (above) and surface parking lots (bottom) are already at capacity.

2.2 – Future Parking Infrastructure, Resources, and Usage

FUTURE INFRASTRUCTURE AND RESOURCES

Prior to the *Comprehensive Downtown Parking Management Plan (CDPMP)*, there has been no recent consideration by the City to expand on- and off-street parking resources in the DUC.

Per the *Comprehensive Transportation Plan*, only one future roadway capacity improvement project identified (F ST SE between 4th ST SE and Auburn Way S) includes the addition of on-street parking and is located outside of the DUC.

Additionally, neither land acquisitions for off-street parking nor improvement of existing municipal properties for off-street parking have been identified in the *2013-2018 Capital Facilities Plan*.

The Auburn Transit Center garage and surface parking lots (**Figure 2.2.1**), which are already at capacity, are not operated by the City, but by Sound Transit. While Sound Transit committed to a second Auburn Transit Center parking garage as part of the Sound Transit 2 package of improvements approved by voters in 2008, and the *Comprehensive Transportation Plan* recommends that Sound Transit immediately work with the City to create the additional parking, the facility has been put on hold as funding has not been identified. Funding of \$1.3 million to \$1.5 million, however, does exist from Metro for an Auburn Transit Center-adjacent parking facility that serves commuters during weekdays and other users at all other times, though no specific site has been selected and acquired. The funding originates from the sale agreement for the existing Metro park and ride near 15th ST NE and A ST NE, but no construction date has been forecasted. While the City is open to discussing interim Sound Transit and Metro parking solutions, the planned permanent Sound Transit- and Metro-funded parking spaces are therefore not included as available future supply⁷.

Instead, any physical expansion of overall parking supply in the foreseeable future is anticipated to be code-required off-street parking constructed for private development in the DUC only. As of the report's writing, only plans for one project has emerged that will noticeably increase parking supply in the DUC. The project occupies half of the northeastern block of Auburn Junction, where

⁷ Though not anticipated, Scenario 1b in the 'FUTURE USAGE' subsection includes as available future supply the number of Sound Transit- and Metro-funded parking spaces matching the anticipated increase in transit demand, solely as basis for analysis of existing public parking resources' ability to accommodate non-transit demand.

development activity of significant scale is expected to occur⁸ in downtown Auburn. Per the plans received by the Planning and Development Department, the project will be a 5-story, 126-unit, commercial/residential mixed use building (**Figure 2.2.2**) providing a net increase of 110⁹ parking spaces to the parking supply identified in the *Downtown Urban Center On-and Off-Street Parking Supply and Demand Analysis*. Three (3) additional blocks of mixed use buildings totaling about 693 units are expected to be constructed in Auburn Junction¹⁰ and about 693 parking spaces will be added to the DUC's parking supply¹¹.

Other potential private development and redevelopment activity in the DUC is unlikely to result in increases to the DUC's overall parking supply. The *Market Analysis* prepared for the City by Gardner Economics in 2011 noted that structured and underground parking is the biggest barrier to development in the Auburn Junction blocks. In addition, the *Auburn Junction Design Guidelines* allow for exemption from providing on-site parking for non-residential uses if "adequate parking in public rights-of-way and offsite public facilities" can be demonstrated. For the rest of the DUC, ACC Section 18.29.060(H) also specifies that changes of use in existing buildings, expansions of not more than 25% in floor area, and new retail and restaurant developments of less than 3,000SF are exempt from providing any additional parking spaces at all. While any development or redevelopment activity in the DUC outside of those exemptions are required to contribute to contribute a fee in lieu of providing required parking spaces, the date of construction for a City parking structure, if any, is indeterminate.

As such, about 803 parking spaces are anticipated to be added to the DUC overall in the foreseeable future.

FUTURE USAGE

Parking demand forecasting performed for the DUC derives from known projects in the pipeline, the *Market Analysis*, Sound Transit's June 2013 *CEO Report*, and Sound Transit's 2012 *Station Access Analysis*. The three (3) documents identify the primary demand-impacting trends and activities, as follows:



Figure 2.2.2 - Rendering of the proposed 5-story, 126-unit, commercial/residential mixed use building in the northeastern block of Auburn Junction.

⁸ Plans have been received for the northeastern block. The mostly City-owned southeastern and southwestern blocks sold October 2013. See 'FUTURE USAGE' subsection for detailed demand modeling.

⁹ The project will provide 54 parking spaces and repurpose the existing Cavanaugh parking structure, whose 56-space second floor was not included in the parking supply in the *Downtown Urban Center On-and Off-Street Parking Supply and Demand Analysis*, to provide the remainder of its code-required parking.

¹⁰ See 'FUTURE USAGE' subsection for detailed demand modeling.

¹¹ Per the *Auburn Junction Design Standards*, all residential uses in Auburn Junction are required to provide parking spaces on-site per the one (1) parking space per dwelling unit ratio specified in ACC Section 18.29.060(H).

Market Analysis (Gardner Economics)

- Demand for retail space in Auburn Junction will arrive after residential development has commenced.
- Smaller scale apartment projects are viable with phased development of commercial space.

CEO Report (Sound Transit)

- Three (3) Seattle-bound and one (1) Tacoma/Lakewood-bound Sounder commuter rail roundtrips will be added in the next 4 years (2013-2017), if plans do not otherwise change.

Station Access Analysis (Sound Transit)

- Auburn Transit Center arrivals by car (park and ride) will decrease over time with shift to arrivals by public transportation, bicycling, and walking.

Since anticipated development and redevelopment for the DUC is unclear relative to anticipated development in Auburn Junction and the Sound Transit's projections only extends to 2017, demand forecasting in the current CDPMP will be limited in scope to the subsequent 10 years. Specifically, parking demand in the DUC can be forecasted with reasonable accuracy in the short term (2014-2018, 1-5 years) and vaguer accuracy in the long term (2019-2023, 6-10 years).

SHORT TERM (1-5 YEARS)

Residential Parking Demand:

The project at the northeastern Auburn Junction block will add 126 studio, 1-bedroom, and 2-bedroom apartment units per application materials received by the Planning and Development Department.

As previously identified, the remaining Auburn Junction blocks are likely to collectively add 693 apartment units¹². Over the next 5 years, construction of 819 apartment units can be assumed with reasonable confidence. Per the parking ratios specified in ACC Section 18.29.060(H), the total new short-term residential parking demand is **819 spaces**.

Commercial Parking Demand:

The project at the northeastern Auburn Junction block will add 5,195SF of commercial space per application materials received by the Planning and Development Department.

While no project has come forward for the other blocks, ground floor spaces in Auburn Junction that front E/W Main Street and S Division Street are required to be retail, restaurant, or personal service

¹² The 126-unit building proposed in half of the northeastern Auburn Junction block is reasonably consistent with the Market Analysis. It is consequently realistic to assume that the other Auburn Junction blocks will be developed with no more than 126 units each per half block. Excluding the parcels that contain the Sunbreak Café, a successful restaurant entity that is unlikely to be developed, there are 2.75 blocks available for residential development.

uses per the *Auburn Junction Design Guidelines*. Given the ratio of commercial space to parcel size in the proposed project in the northeastern block of Auburn Junction, it is assumed that the same ratio for ground floors in the remaining blocks will be developed as commercial space.

Under that scenario, approximately 29,075SF of commercial space in total will become available as a result of short-term development activity, of which 22,389SF will be occupied in the short-term. This is based on the total SF of the remaining Auburn Junction parcels plus vacated alleyways, less the following:

- The Plaza Park and Sunbreak Café parcels at the northwest Auburn Junction block; the former, a permanent public amenity and the latter, a successful restaurant entity; and
- 6,686SF in the northwest Auburn Junction block, whose commercial spaces will likely be occupied in the long-term, assuming that this block will be the last to develop (since it has not sold and is not owned by the City, unlike most of the properties in the southeast and southwest blocks)

The *Market Analysis* identified this commercial demand as retail or restaurant in nature. More specifically, it predicted positive localized effects of a residential base at Auburn Junction on demand for food (restaurants/groceries), apparel, healthcare, entertainment (public venues/retail), personal care (services/retail), and books and magazines. As demand for groceries is already served by the existing Safeway just east of Auburn Junction, across A ST SE, it is unlikely that an additional grocery store will locate in Auburn Junction. Since groundfloor spaces in Auburn Junction are required to be retail, restaurant, or personal service uses, it is also unlikely that medical offices will locate in Auburn Junction.

Should the occupancy of the commercial space at Auburn Junction be a scenario where it is divided evenly between the localized short-term commercial demand generated by the projected residential base, the following SF of occupancy and associated parking demand per ACC Section 18.29.060(H) is expected:

- Food (restaurants) – 4,478SF at 0.5/4 seats¹³ = 26 parking spaces
- Apparel – 4,478SF at 2/1,000SF = 9 parking spaces
- Entertainment (public venues) – 2,239SF at 5/1,000SF¹⁴ = 11 parking spaces
- Entertainment (retail) – 2,239SF at 2/1,000SF = 4 parking spaces
- Personal care (services) – 2,239SF at 2/1,000SF¹⁵ = 4 parking spaces
- Personal care (retail) – 2,239SF at 2/1,000SF = 4 parking spaces
- Books and magazines – 4,478SF at 2/1,000SF = 9 parking spaces

There is also about 12,254SF of commercial vacancy in the DUC overall, of which 3,200SF is expected to be occupied in the short-term by a business that provides spa-like services. Since personal care (services) require 2/1,000SF, the parking demand for this business is 6 parking spaces.

The total new short-term commercial parking demand is therefore **73 spaces**.

¹³ Each seat is 15SF of floor area (excluding kitchens) on average per *Design and Equipment for Restaurants and Food Service: A Management View*, “A Business Link” (Government of Alberta website), and Chuck Gohn Restaurant Associates NW; 30% of floor area is for kitchens per “The Average Cost of Opening a Restaurant”, based on an Ohio State University Survey.

¹⁴ Per ACC Section 18.29.060(H) footnote (1), a parking study may be required to parking demand for uses not listed; in lieu of doing so for the CDPMP, parking demand for entertainment venues in Auburn Junction were calculated at 5/1,000SF, the ratio for commercial recreation (indoor) uses per ACC Section 18.52.020.

Auburn Transit Center Demand

Per the June 2013 *CEO Report*, Sound Transit intends to add one (1) Seattle-bound Sounder commuter rail roundtrip in 2013, 2016, and 2017; and one (1) Tacoma/Lakewood-bound roundtrip in 2016, for a total of 3 additional morning trips to Seattle and 1 additional morning trip to Tacoma in the short-term (thru 2018).

Per the 2013 *Service Implementation Plan (SIP)*, there were 963 daily boardings across seven (7) Seattle-bound trains and 21 daily boardings across two (2) Tacoma-bound trains at Auburn Transit Center.

Assuming proportional growth between service and ridership, Sounder commuter rail service expansion in the short-term could potentially bring 425 new riders to Auburn Transit Center. Based on previous and October 2013 Public Works staff observations, 80% of arrivals at Auburn Transit Center are by car (park and ride)¹⁶. No statistically significant decrease in percentage of car (park and ride) arrivals is expected in the short term (thru 2018)¹⁷.

Therefore, the new total short-term parking demand for 425 riders is **340 spaces**.

Displaced Parking Demand

Existing off-street private, permit, and public parking lots in the Auburn Junction blocks will become permanently displaced as part of development in the short term. During lunchtime on weekdays, when the DUC experiences peak parking occupancy, the existing off-street parking lots in the Auburn Junction parcels to be developed are occupied by 251 cars; during the day on Saturday, when the DUC experiences peak parking occupancy on the weekend, the same are occupied by 39 cars¹⁸.

The displaced total short-term parking demand is **251 spaces** on weekdays and **39 spaces** on weekends.

¹⁵ Per ACC Section 18.29.060(H) footnote (1), a parking study may be required to parking demand for uses not listed; in lieu of doing so for the CDPMP, parking demand for personal care services in Auburn Junction were calculated at 2/1,000SF, the ratio for retail uses in the DUC per ACC Section 18.29.060(H); retail uses below 15,000SF generate the same parking demand as personal service shops per ACC Section 18.52.020.

¹⁶ The 2012 *Station Access Analysis* noted 65% of arrivals by car (park and ride), and the 2011 *State of the Stations* noted 62% of riders surveyed arrived by car (park and ride). This is contrary to multiple observations made by the Public Works Department and therefore disregarded.

¹⁷ While the 2012 *Station Access Analysis* projects that arrivals by car (park and ride) by 2030 will decrease to 47% with land use projections or 33% with land use projections and Auburn Transit Center-adjacent improvement projects, this is not anticipated to occur based on previous trends observed by Public Works Division staff, demographic information on Sounder commuter rail riders, and anticipated decreases in existing transit services to and from Auburn Transit Center.

¹⁸ Extrapolated from off-street parking observed for the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis*, which does not include data for all off-street parking spaces due to limited resources.

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Total New Short-Term Parking Demand - At a Glance (**Figure 2.2.3**)

Parking Demand Generator	No. of Parking Spaces
Residential	819
Commercial	73
Residential + Commercial	892
Auburn Transit Center	340
Displaced Parking Demand (Weekday)	251
Displaced Parking Demand (Weekend)	39

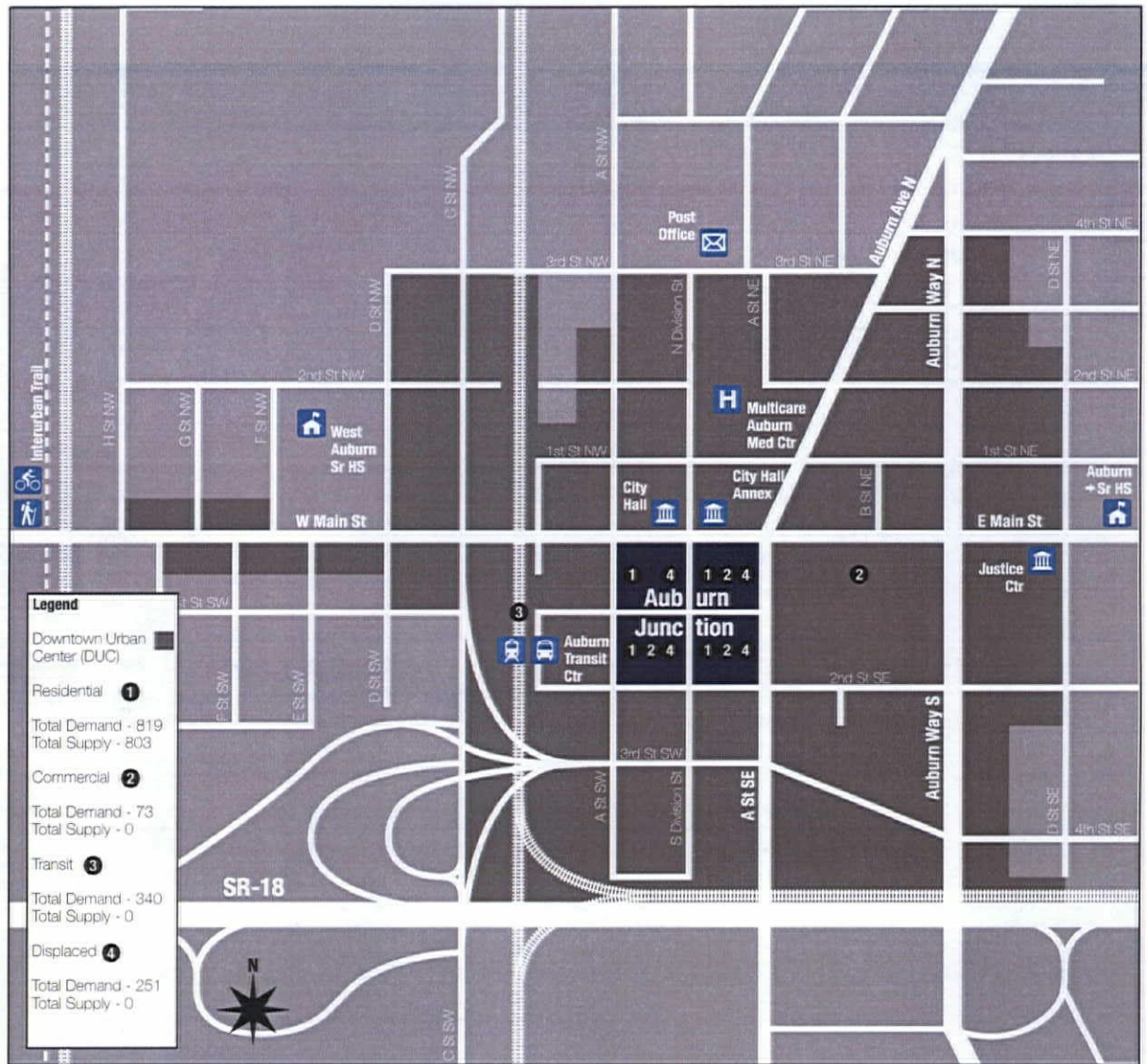


Figure 2.2.3 - Total New Short-Term Parking Supply and Demand - By Location

Total New Short-Term Parking Scenarios

Parking Scenario 1a: Weekday Peak (11am - 2pm) New Sound Transit- and Metro-Funded Parking Garages NOT Constructed		
Supply	Demand	Result
803 new dedicated off-street parking spaces	1,483 parking spaces	680 deficit in dedicated off-street parking spaces
2,125* existing unoccupied parking spaces at weekday peak in the DUC	680 parking spaces not provided by dedicated off-street parking spaces	1,445 surplus in total available parking spaces in the DUC
437* existing public ¹⁹ parking spaces	680 parking spaces not provided by dedicated off-street parking spaces	243 deficit in total available public parking spaces in the DUC

If Sound Transit- and Metro-funded parking garages are not constructed, dedicated off-street parking is not anticipated to be adequately supplied. Though the new parking demand can be absorbed into the DUC's total existing parking resources, inclusive of permit-only and private off-street parking spaces, it cannot be adequately absorbed by only the total available public parking resources, even when considering commuters parking in on- and off-street public parking throughout the entire DUC.

Parking Scenario 1b: Weekday Peak (11am - 2pm) New Sound Transit- and Metro-Funded Parking Garages ARE Constructed		
Supply	Demand	Result
1,143 new dedicated off-street parking spaces	1,483 parking spaces	340 deficit in dedicated off-street parking spaces
2,125* existing unoccupied parking spaces at weekday peak in the DUC	340 parking spaces not provided by dedicated off-street parking spaces	1,785 surplus in total available parking spaces in the DUC
437* existing public parking spaces	340 parking spaces not provided by dedicated off-street parking spaces	93 surplus in total available public parking spaces in the DUC

If Sound Transit- and Metro-funded parking garages are constructed, dedicated off-street parking is still not anticipated to be adequately supplied. Though not only can the new parking demand be absorbed into the DUC's total existing parking resources, inclusive of permit-only and private off-street parking spaces, it can also be adequately absorbed by only the total available public parking resources in the entire DUC. Most of these available public parking resources are located within an approximately 1/4-mile walking distance of Auburn Junction, where the bulk of future non-transit demand is anticipated. There is opportunity for improvement, however, in east-west connections to parking spaces across C ST NW/SW and the BNSF railroad tracks to the west and across Auburn Ave N/A ST SE and Auburn Way N/S to the east.

¹⁹ City-owned and/or run unlimited time, time-limited, and loading zones on-street public parking and time-limited off-street parking open to non-permit holders.

Parking Scenario 1c: Weekend Peak (Daytime Saturday) New Sound Transit- and Metro-Funded Parking Garages NOT Constructed		
Supply	Demand	Result
803 new dedicated off-street parking spaces	921 ²¹ parking spaces	128 deficit in dedicated off-street parking spaces
3,158** existing unoccupied parking spaces at weekend peak in the DUC	128 parking spaces not provided by dedicated off-street parking spaces	3,130 surplus in total available parking spaces in the DUC
429*** existing on-street public parking spaces	128 parking spaces not provided by dedicated off-street parking spaces	301 surplus in total available on-street public parking spaces in the DUC

If Sound Transit- and Metro-funded parking garages are not constructed, dedicated off-street parking is still not anticipated to be adequately supplied even with no Sounder commuter rail service on weekends. That being said, the new parking demand can be adequately absorbed by the total available public parking resources in the DUC, even without accounting for off-street public parking resources. Most of these available public parking resources are located within an approximately 1/4-mile walking distance of Auburn Junction, where the bulk of future non-transit demand is anticipated. There is opportunity for improvement, however, in east-west connections to parking spaces across C ST NW/SW and the BNSF railroad tracks to the west and across Auburn Ave N/A ST SE and Auburn Way N/S to the east.

* Adjusted for existing off-street private, permit, and public parking spaces in Auburn Junction blocks that will become permanently displaced as part of development in the short term.

** Extrapolated from off-street parking observed for the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis*, which does not include data for all off-street parking spaces due to limited resources.

*** Off-street public parking unable to be extrapolated from the off-street parking observed for the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis*.

²⁰ Sounder commuter rail service does not currently run on weekends. Per the 2013 *SIP*, weekend Sounder commuter rail service is not anticipated.

LONG TERM (6-10 YEARS)

Residential Parking Demand

Outside of the apartments developed in Auburn Junction over the short-term, the number of apartments developed in the DUC overall over the long-term is unknown. No City document projects the expected apartment units in the DUC overall over the next 10 years with reasonable confidence.

Assuming residential market saturation for the DUC and absent any anticipated new significant residential development in the long-term, the total new long-term residential parking demand is hence **0 spaces**.

Commercial Parking Demand

The final 6,686SF of commercial space developed in the Auburn Junction blocks will likely be occupied in the long term, to account for the lag between development of residences and occupancy of associated commercial space.

Should the occupancy of the commercial space at Auburn Junction be divided evenly between the long-term localized commercial demand generated by the projected residential base, the following SF of occupancy and associated parking demand per ACC Section 18.29.060(H) is expected²¹:

- Food (restaurants) - 1,337SF at 0.5/4 seats = 8 parking spaces
- Apparel - 1,337SF at 2/1,000SF = 3 parking spaces
- Entertainment (public venues) - 669SF at 5/1,000SF = 3 parking spaces
- Entertainment (retail) - 669SF at 2/1,000SF = 1 parking spaces
- Personal care (services) - 669SF at 2/1,000SF = 1 parking spaces
- Personal care (retail) - 669SF at 2/1,000SF = 1 parking spaces
- Books and magazines - 1,337SF at 2/1,000SF = 3 parking spaces

In addition, assuming the remaining 9,054SF^{22,23} of vacant commercial space in the DUC is occupied in the long-term as a result of the anticipated demand generated by Auburn Junction, and occupancy is divided evenly between the long-term localized commercial demand generated by the projected residential base, the following SF of occupancy and associated parking demand per ACC Section 18.29.060(H) is expected:

- Food (restaurants) - 1,811SF at 0.5/4 seats = 11 parking spaces
- Apparel - 1,811SF at 2/1,000SF = 4 parking spaces
- Entertainment (public venues) - 905SF at 5/1,000SF = 5 parking spaces
- Entertainment (retail) - 905SF at 2/1,000SF = 2 parking spaces
- Personal care (services) - 905SF at 2/1,000SF = 2 parking spaces

²¹ See 'Commercial Parking Demand' under 'FUTURE USAGE - SHORT-TERM (1-5 YEARS)' for detailed calculation methodology.

²² Based on an October 2013 physical survey of vacant commercial spaces in the DUC, excluding vacancies with off-street private parking. With 1,000+ off-street private parking spaces available at the weekday peak of lunchtime (11am-2pm), it is not anticipated that occupancy of vacant commercial spaces with off-street private parking will generate any on-street parking impacts, nor is it anticipated that the same occupancy will be statistically significant regarding the overall reduction of parking supply in the DUC.

²³ Excludes any potential vacancies in the long-term, in the DUC.

- Personal care (retail) – 905SF at 2/1,000SF = 2 parking spaces
- Books and magazines – 1,811SF at 2/1,000SF = 4 parking spaces

The total new long-term commercial parking demand is therefore **50 spaces**.

Auburn Transit Center Demand

While the June 2013 *CEO Report* and 2013 *SIP* identify Sounder commuter rail service expansion for the short term, no document projects service levels beyond the short term (thru 2018). For the purposes of estimating parking demand in the *CDPMP* and absent any projection or promise by Sound Transit, it is assumed that Sound Transit will mirror Sounder commuter rail service expansion in the short-term, and thus parking demand for 3 additional Seattle-bound roundtrips and 1 additional Tacoma/Lakewood-bound roundtrip in the long-term (thru 2023) is anticipated.

Using the same assumption of proportional growth between service and ridership²⁴, Sounder commuter rail service expansion in the long-term could potentially bring 425 new riders to Auburn Transit Center. Based on previous and October 2013 Public Works staff observations, 80% of arrivals at Auburn Transit Center are by car (park and ride)²⁵. No statistically significant decrease in percentage of car (park and ride) arrivals is expected in the long term (thru 2023)²⁶.

Due to the anticipated mode shift in arrivals to Auburn Transit Center, the new total long-term parking demand for 425 riders is **340 spaces**.

Displaced Parking Demand

Existing off-street private, permit, and public parking lots in the Auburn Junction blocks will already have become permanently displaced as part of development in the short term.

The displaced total long-term parking demand is therefore **0 spaces** on weekdays and weekends.

²⁴ See 'Auburn Transit Center Demand' under 'FUTURE USAGE – SHORT-TERM (1-5 YEARS)' for detailed calculation methodology.

²⁵ The 2012 *Station Access Analysis* noted 65% of arrivals by car (park and ride), and the 2011 *State of the Stations* noted 62% of riders surveyed arrived by car (park and ride). This is contrary to multiple observations made by the Public Works Division and therefore disregarded.

²⁶ While the 2012 *Station Access Analysis* projects that arrivals by car (park and ride) by 2030 will decrease to 47% with land use projections or 33% with land use projections and Auburn Transit Center-adjacent improvement projects, this is not anticipated to occur based on previous trends observed by Public Works Department staff, demographic information on Sounder commuter rail riders, and anticipated decreases in existing transit services to and from Auburn Transit Center.

Total New Long-Term Parking Demand - At a Glance (**Figure 2.2.4**)

Parking Demand Generator	No. of Parking Spaces
Residential	0
Commercial	50
Residential + Commercial	50
Auburn Transit Center	340
Displaced Parking Demand (Weekday)	0
Displaced Parking Demand (Weekend)	0

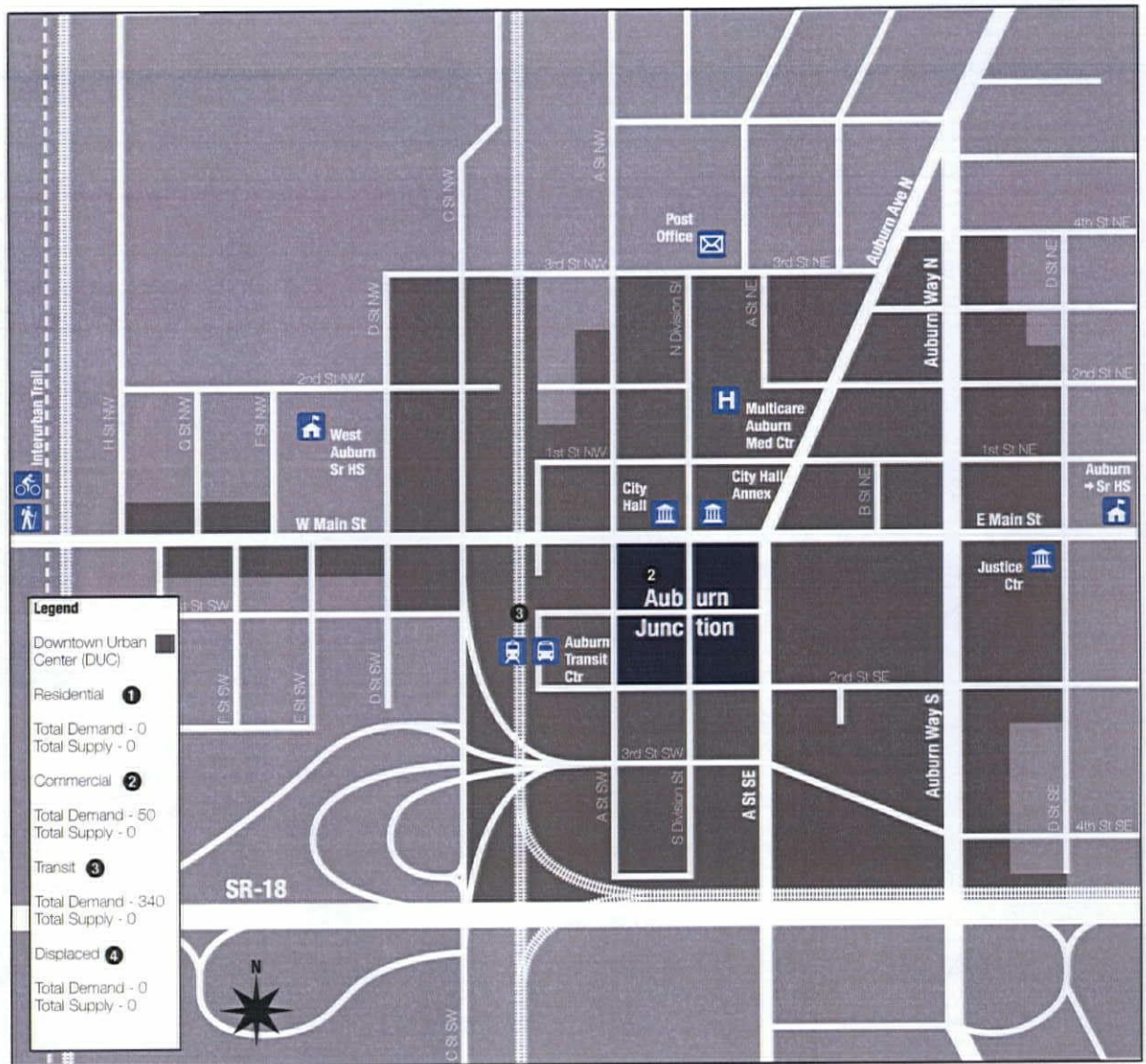


Figure 2.2.4 - Total New Long-Term Parking Supply and Demand - By Location

Total New Long- and Short-Term Combined Parking Demand - At a Glance (**Figure 2.2.5**)

Parking Demand Generator	No. of Parking Spaces
Residential	0
Commercial	50
Residential + Commercial	50
Auburn Transit Center	340
Displaced Parking Demand (Weekday)	0
Displaced Parking Demand (Weekend)	0

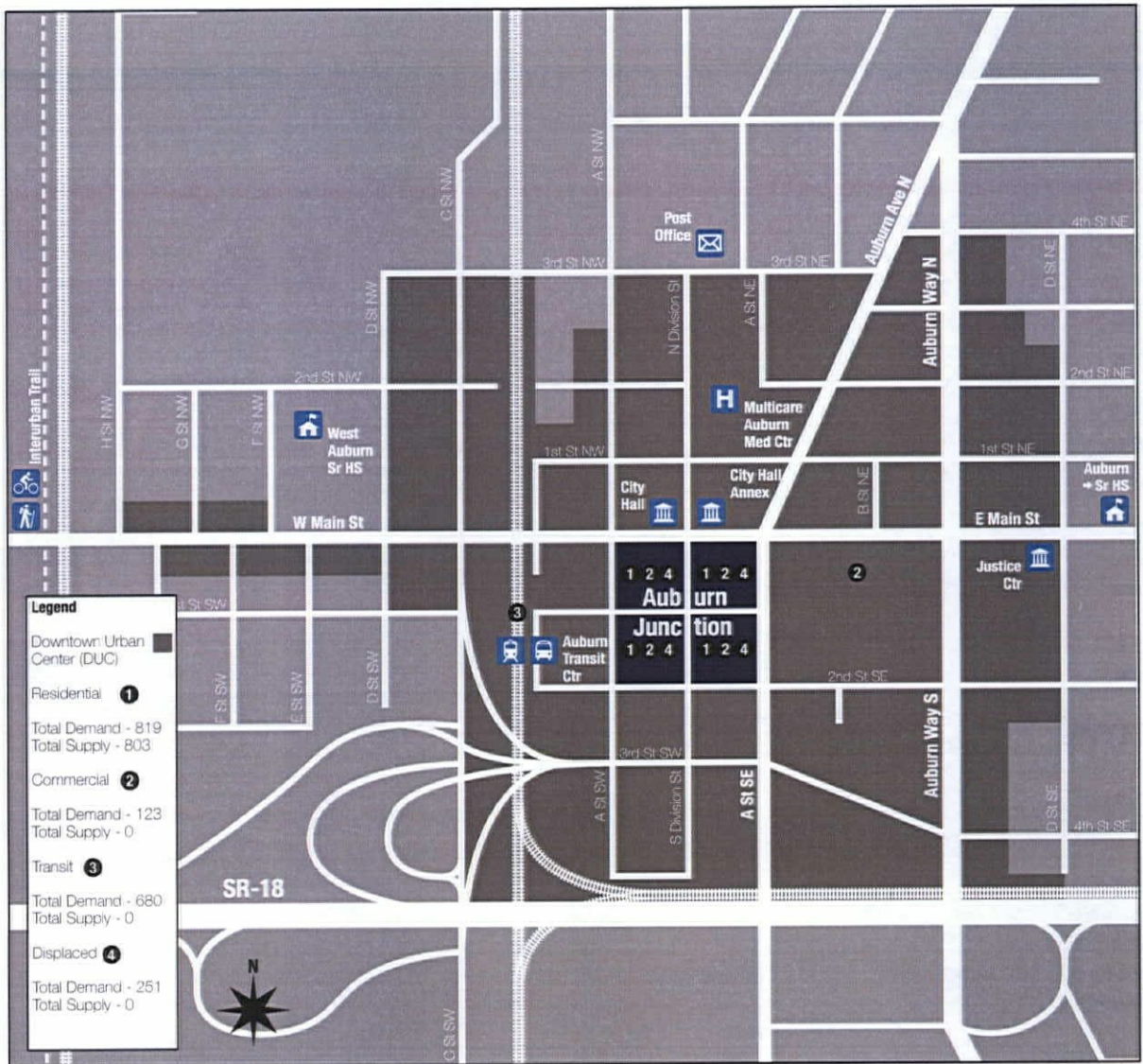


Figure 2.2.5 - Total New Long- and Short-Term Combined Parking Supply and Demand - By Location

Total New Long- and Short-Term Combined Parking Scenarios

Parking Scenario 1a: Weekday Peak (11am - 2pm) New Sound Transit- and Metro-Funded Parking Garages NOT Constructed		
Supply	Demand	Result
803 new dedicated off-street parking spaces	1,873 parking spaces	1,070 deficit in dedicated off-street parking spaces
2,125* existing unoccupied parking spaces at weekday peak in the DUC	1,070 parking spaces not provided by dedicated off-street parking spaces	1,055 surplus in total available parking spaces in the DUC
437* existing public ²⁷ parking spaces	1,070 parking spaces not provided by dedicated off-street parking spaces	633 deficit in total available public parking spaces in the DUC

If Sound Transit- and Metro-funded parking garages are not constructed, dedicated off-street parking is not anticipated to be adequately supplied. Though the new parking demand can be absorbed into the DUC's total existing parking resources, inclusive of permit-only and private off-street parking spaces, it cannot be adequately absorbed by only the total available public parking resources in the DUC, even when considering commuters parking in on- and off-street public parking throughout the entire DUC.

Parking Scenario 1b: Weekday Peak (11am - 2pm) New Sound Transit- and Metro-Funded Parking Garages ARE Constructed		
Supply	Demand	Result
1,483 new dedicated off-street parking spaces	1,873 parking spaces	390 deficit in dedicated off-street parking spaces
2,125* existing unoccupied parking spaces at weekday peak in the DUC	390 parking spaces not provided by dedicated off-street parking spaces	1,735 surplus in total available parking spaces in the DUC
437* existing public parking spaces	390 parking spaces not provided by dedicated off-street parking spaces	47 surplus in total available public parking spaces in the DUC

If Sound Transit does construct a second Auburn Transit Center garage, dedicated off-street parking is still not anticipated to be adequately supplied. Though not only can the new parking demand be absorbed into the DUC's total existing parking resources, inclusive of permit-only and private off-street parking spaces, it can also be adequately absorbed by only the total available public parking resources in the DUC. Most of these available public parking resources are located within an approximately ¼-mile walking distance of Auburn Junction, where the bulk of future non-transit demand is anticipated. There is opportunity for improvement, however, in east-west connections to parking spaces across C ST NW/SW and the BNSF railroad tracks to the west and across Auburn Ave N/A ST SE and Auburn Way N/S to the east.

²⁷ City-owned and/or run unlimited time, time-limited, and loading zones on-street public parking and time-limited off-street parking open to non-permit holders.

Parking Scenario 1c: Weekend Peak (Daytime Saturday) New Sound Transit- and Metro-Funded Parking Garages NOT Constructed		
Supply	Demand	Result
803 new dedicated off-street parking spaces	981 ²⁸ parking spaces	178 deficit in dedicated off-street parking spaces
3,158** existing unoccupied parking spaces at weekend peak in the DUC	178 parking spaces not provided by dedicated off-street parking spaces	2,980 surplus in total available parking spaces in the DUC
429*** existing on-street public parking spaces	178 parking spaces not provided by dedicated off-street parking spaces	251 surplus in total available on-street public parking spaces in the DUC

If Sound Transit- and Metro-funded parking garages are not constructed, dedicated off-street parking is still not anticipated to be adequately supplied even with no Sounder commuter rail service on weekends. That being said, the new parking demand can be adequately absorbed by the total available public parking resources in the DUC, even without accounting for off-street public parking resources. Most of these available public parking resources are located within an approximately ¼-mile walking distance of Auburn Junction, where the bulk of future non-transit demand is anticipated. There is opportunity for improvement, however, in east-west connections to parking spaces across C ST NW/SW and the BNSF railroad tracks to the west and across Auburn Ave N/A ST SE and Auburn Way N/S to the east.

* Adjusted for existing off-street private, permit, and public parking spaces in Auburn Junction blocks that will become permanently displaced as part of development in the short term.

** Extrapolated from off-street parking observed for the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis*, which does not include data for all off-street parking spaces due to limited resources.

*** Off-street public parking unable to be extrapolated from the off-street parking observed for the *Downtown Urban Center On- and Off-Street Parking Supply and Demand Analysis*.

²⁸ Sounder commuter rail service does not currently run on weekends. Per the 2013 SIP, weekend Sounder commuter rail service is not anticipated.



Figure 2.3.1 - Typical wayfinding sign, which does not currently direct drivers to off-street parking

2.3 – Parking Organization, Management, Planning, and Investment

ORGANIZATION AND MANAGEMENT

The DUC parking system, which includes privately and municipally owned and/or operated parking spaces, falls under the authority of various private property owners and at least 6 departments and divisions within the City. These City departments and divisions include Planning, Public Works, Maintenance and Operations, Facilities, Police, and the Court Clerk.

Some components of the parking system are mainly managed by one department or division while responsibility for others are shared by multiple departments and divisions. Responsibilities are not clearly identified in the ACC. For instance, while signage in the City's off-street parking lots is collaboratively executed between the Facilities Department and Planning Division, the Public Works Division is identified as the responsible entity for "marking" off-street permit parking spaces for the City's vehicles per the ACC.

As such, there is opportunity for both increased coordination and clarity of roles. Examples of these opportunities include wayfinding signs (**Figure 2.3.1**) interspersed throughout the City (managed by the Public Works Division) that currently directs drivers towards landmarks only, but not to off-street no-permit parking in the DUC (managed by the Planning Division) and clarity of roles so that Planning and Public Works staff at the Permit Center can either directly provide information on how to pay or contest a parking citation (processed by the Court Clerk) or direct customers to the appropriate City contact with the information.

PLANNING

The City has not undertaken comprehensive planning for parking in the DUC with regularity, nor has it adopted any framework for future parking planning efforts.

Downtown Parking Plan (1996)

In fact, the last comprehensive parking plan (the *Downtown Parking Plan*) adopted for the DUC dates from 1996. The impetus for developing the *Downtown Parking Plan* was threefold:

- Passage of the Commute Trip Reduction law in Washington State, which mandated employers of a certain size to undertake measures to reduce single-occupancy vehicle commutes; the *Downtown Parking Plan* examined

parking supply and demand management strategies as part of that mandate;

- Recurring parking concerns expressed by the downtown business community; and
- Anticipation of parking demand generated by a future transit hub (Auburn Transit Center).

The scope of the *Downtown Parking Plan* included the following:

- Extensive parking supply and demand analysis, including turnover rates, between the hours of 7am and 6pm for all areas of downtown Auburn²⁹;
- Future demand forecasting, incorporating projections from the City's *Comprehensive Plan* tempered with observations of development trends in downtown Auburn;
- Identification of significant downtown Auburn parking issues ; and
- Parking policies to address identified parking issues.

The parking policies fell under the umbrella strategy of reducing demand for parking, utilizing existing public parking resources more efficiently, increasing usage of underutilized private parking through lease and shared parking arrangements, and providing guidance for future purchase and establishment of public off-street parking lots in a manner that is phased, cost effective, and affordable for the City and downtown business and property owners.

Some specific parking policies directly affecting the City's physical parking resources have been adopted, such as the conversion of on-street parking spaces along the west side of Auburn Way S, between E Main ST and 2nd ST SE, to unlimited time, no-permit on-street parking, as it exists today (**Figure 2.3.2**).

Most specific parking policies that more indirectly affect the City's parking system have been adopted in the ACC. Policies such as maximum off-street parking requirements for development, shared parking and other required off-street parking reduction incentives, and employer incentives for non-single occupancy vehicle commutes have been adopted in ACC Chapter 18.52 - Off-Street Parking and Loading, ACC Chapter



Figure 2.3.2 - Looking south from E Main ST at on-street parking on the west side of Auburn Way S, implemented as a result of the 1996 *Downtown Parking Plan*.

²⁹ "Downtown" did not include all blocks of DUC and was generally smaller in geographic area.

18.29 - DUC Downtown Urban Center District, and ACC Chapter 10.02 - Commute Trip Reduction.

Other parking policies have not been adopted and are no longer applicable currently. For example, the proposed policy of encouraging employees to park in the residential neighborhoods east of Auburn Way N/S conflicts with concerns raised about non-residents parking on residential streets in the *Downtown Parking Survey*. On the other hand, some parking policies were not adopted, but are still applicable, such as better use of signage to direct drivers to available City off-street parking.

Comprehensive Downtown Parking Management Plan (CDPMP) (2013)

The current *CDPMP* comes seventeen (17) years subsequent the last concerted comprehensive planning effort. It contains much of the same elements as the *Downtown Parking Plan* as the level of assessment performed is either equivalent or in excess of that in other cities' plans.

Unlike the previous parking plan however, which was prepared by consultants, the current *CDPMP* is a product of City staff. The *CDPMP* also adds the toolbox, which presents the various best practices employed in the provision of parking, parking demand management, and operations of a parking system. It is a collection of tools intended to be updated periodically and should be considered at a glance whenever the City is looking to fine-tune its parking system. In its current iteration it includes best practices for provision of special event parking and real-time parking information, parking topics not addressed by the previous plan.

With the toolbox and as a whole, the *CDPMP* sets the framework for parking planning at a specific point in time and allows for flexibility to update its contents to suit future parking needs.

INVESTMENT

The City's current investment in the provision of off-street parking in the future is based on a two-pronged fee-in-lieu-of strategy.

All Auburn Junction development, per the *Auburn Junction Design Guidelines*, must provide required residential parking spaces on-site, though the same does not apply to non-residential uses. Although required non-residential parking spaces do not need to be provided on-site, a fee-in-lieu-of payment³⁰ is required to be made towards a fund for a future parking structure in the DUC if the non-residential demand cannot be adequately fulfilled by existing on- and off-street public parking resources³¹.

DUC development at large also have the option for fee-in-lieu-of payments per ACC Section 18.29.060(H) as an alternative to provision of required spaces on-site³². Unlike the fee-in-lieu-of payments for Auburn Junction development, however, neither the *Downtown Urban Center Design Standards* nor the ACC direct these payments toward funding a future parking structure in the DUC.

³⁰ No per space fee-in-lieu-of payment is defined. Assessed on a case-by-case basis.

³¹ The radius from an Auburn Junction development within which existing on- and off-street public parking resources may be considered "supply" is not defined.

³² The maximum number of required on-site parking spaces allowed via fee-in-lieu-of payments is not defined.

2.4 – Parking Operations, Maintenance, and Marketing and Communications

OPERATIONS

Operation of the DUC parking system falls to the City for on-street parking spaces and off-street public and permit parking lots and private property owners for off-street parking lots located on their own property.

Activities associated with parking operations are minimal. None of the City's on-street parking spaces are metered, so operation is no more than ingress and egress from these spaces. Additionally, no off-street parking lot operated by the City or privately owned ever "opens" or "closes" in the DUC by way of gates or personnel. The only operational activity for parking is undertaken by Multicare Auburn Medical Center, which contracts out to a private company for operation of its complimentary valet service (**Figure 2.4.1**).

OPERATIONS – SPECIAL EVENTS

Several seasonal events (**Figure 2.4.2**) currently draw big crowds to downtown Auburn and introduce additional demand into the existing parking system, while sometimes simultaneously reducing available parking supply.

Activities associated with the operation of the parking system on event days, like non-event days, is similarly minimal. No personnel direct drivers to parking for the Auburn International Farmers Market, which takes place weekly in the Auburn Transit Center plaza during summer months. Nor do any personnel direct drivers to parking for the Auburn Good Ol' Days festival, which takes place annually in the vicinity of E/W Main Street and closes several streets. Maps of parking locations on event days are not available online for either event and are generally not required for permit approval of special events.

OPERATIONS – RATES, FEES, ENFORCEMENT, AND FINES

RATES

No rates for hourly or daily parking have been established for the City. The City's on- and off-street parking spaces are available to drivers who park for the short-term or for the evening at no cost. Likewise, privately owned and operated off-street parking lots in the City do not charge for customer and visitor parking.



Figure 2.4.1 - Complimentary valet parking is advertised at the entrance to Multicare Auburn Medical Center on N Division ST.

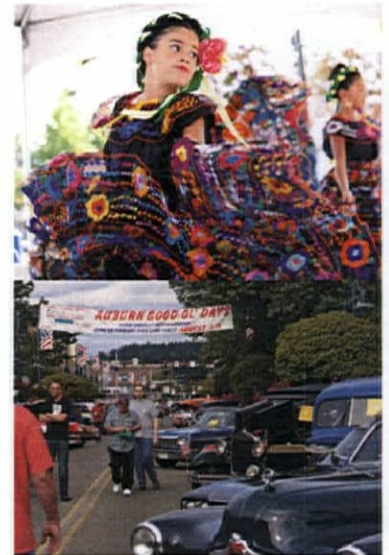


Figure 2.4.2 - Dancers at the Auburn International Festival (above) and cars along E Main ST for the Auburn Good Ol' Days festival (below), both events that draw big crowds to downtown Auburn.

FEES

The City charges a \$10 per month permit parking fee for parking in its off-street permit parking lots. Permit parking is available for business owners, employees, downtown residents, commuters who are residents of Auburn (until 2014), and Green River Community College students. Parking permits are acquired at the City's Permit Center. Fees for permit parking are established administratively by the Planning Division.

Privately owned and operated off-street parking lots may assess monthly parking fees for its tenants as well. Data for how many private property owners assess such a fee and how much they charge is unavailable.

ENFORCEMENT

For City owned and/or operated on- and off-street parking spaces, 2 parking enforcement officers in the Police Department enforce maximum time limits, amongst other parking regulations, and impound abandoned vehicles.

Enforcement in off-street parking lots owned and operated by private parties varies; typically, private property owners contract out for towing services on larger off-street parking lots.

FINES

The City issued 3,383 parking citations in 2011 and levies a variety of fines for parking violations cited. These fines include \$25 for parking in excess of the maximum allowed time for on- or off-street parking (\$35 if not paid within 15 days of the parking citation's issuance) and \$30 for violations of loading zone restrictions. Other parking violations with no fines defined include parking in a no-parking zone and parking too far away from the curb.

Fines for parking citations are paid and processed at the Court Clerk. Many parking citations can be waived by participation in community service for non-profits at a rate of \$10 waived per hour volunteered.

Fines for improper parking in privately owned and operated off-street parking lots are established by private property owners. Towing fees are set by the companies that private property owners contract towing services to.

MAINTENANCE

Maintenance of the City's on-street parking, such as striping of spaces and signage, clearly falls to the Maintenance and Operations Division. Maintenance of the City's off-street parking lots, on the other hand, is not as clearly designated in code or in practice.

While the Facilities Department currently maintains off-street parking lot signs, the Planning Division designates off-street public and permit parking spaces, processes parking permit fees, and otherwise manages the City's off-street parking resources.

Both on- or off-street parking owned and/or operated by the City is swept and restriped on a more or less regular basis, but no formal maintenance schedule or plan exists. Likewise, private off-street parking is required to be consistent with the applicable parking code at construction, but is not explicitly mandated by

any City code section to perform specific maintenance per a formal schedule.

MARKETING AND COMMUNICATIONS

The City's parking philosophy and parking policies require further refinement through the CDPMP as neither are currently clearly defined. Regarding the former, the existing *Downtown Parking Plan* does offer overall direction for the downtown parking. The *Downtown Parking Plan*, however, dates from 1996 and is not an actively referenced document for downtown parking policymaking. The City's parking policies and fines themselves are contained in Auburn City Code, rather than at a centralized location on the City's website, and occasionally contradict with what is signed.

There are also opportunities for improvement in promoting City's off-street permit parking program, administered by the Planning Division at the Permit Center, on the City's website and on off-street permit parking lot signage. Avenues of promotion beyond the City are currently limited to the passing of information from the Auburn Downtown Association (ADA) and Auburn Area Chamber of Commerce to its members.

The question of how to obtain a parking permit and where off-street permit parking exists for the general public is typically answered at the Permit Center, where a map of off-street parking available in the City is available. There is no map, however, that identifies the on-street parking spaces available to the general public.

At on-street parking spaces, the City has installed signs that identify time limits, although these signs' designs are not uniform. On the other hand, signs with 'FREE PARKING' (Figure 2.4.3) in a large-sized font proclaim available public parking at each City owned and/or operated off-street parking lot. Due to permit parking spaces interspersed amongst public parking spaces (Figure 2.4.4), while signed and marked appropriately, drivers have expressed confusion deciphering whether a parking space was designated for public or permit parking.



Figure 2.4.3 - 'FREE PARKING' sign in large font at the entrance to the off-street public and permit parking lots between E Main ST and 1st ST NE at B ST NE.



Figure 2.4.4 - Off-street permit parking space (foreground) located adjacent to off-street parking spaces (background), in an area also connected to the Safeway parking lot.



Figure 3.1.1 - The City of Vancouver's EasyPark website features parking lot finder, citation payment system, and citation appeal system for off-street parking - all located front and center on its homepage.

3. Parking Case Studies

3.1 – Parking Organization, Management, Planning, and Investment

ORGANIZATION AND MANAGEMENT

Location(s): City of San Diego

Approach: One point of contact for all parking, multiple departments with collaborative authority over the parking system.

Key Points:

- The primary point of contact for the public is the 'Parking Administration', which processes residential parking permits, payment of parking citations, and provides general parking information from the City.
- Behind the scenes, however, one department or division is clearly defined as the ultimate authority for a certain component of the parking system

Location(s): City of Vancouver, B.C.

Approach: One point of contact for on-street parking, one point of contact for off-street parking, authority over the parking system split along the same lines.

Key Points:

- The primary on-street parking point of contact for the public is Engineering Services, which processes residential and commercial on-street parking permits, payment of on-street parking citations, requests for on-street parking meters, and all other on-street parking related matters.
- The primary off-street parking point of contact for the public is Easypark (**Figure 3.1.1**), a non-profit corporation owned by the City, which processes off-street parking permits, payment of off-street parking citations, and all other matters related to off-street parking.

Location(s): City of Champaign, IL, City of Lynchburg, VA, City of Monterey, CA

Approach: One point of contact for all parking, one department or parking authority with control over

the parking system.

- Key Points:**
- The one department or parking authority usually does not have control over parking standards for private development and enforcement of parking regulations.

PLANNING

As mentioned previously, the CDPMP matches or exceeds the level of assessment performed in other cities' parking plans. Where they differ is when cities choose to undertake an effort to produce or procure a parking plan.

- Location(s):** City of Bellingham
- Approach:** Financial shortfalls in the budget.
- Location(s):** City of Pasadena, CA
- Approach:** Struggling downtown and the desire to spur new development (**Figure 3.1.2**).
- Location(s):** City of Redwood City, CA
- Approach:** Anticipation of new development and visitors who will mostly arrive by car.
- Location(s):** City of Ventura, CA
- Approach:** Simultaneous with update of Downtown Specific Plan.

INVESTMENT

Of the other cities' parking plans surveyed, the Downtown Redmond Parking Study from 2008 examines the various options available for financing downtown parking infrastructure most comprehensively. The options below³³, however, are not exhaustive nor meant to be mutually exclusive (use of multiple funding sources is the rule rather than exception for public financing).

Options Affecting Customers

- Approach:** Event surcharges
- Key Points:**
- Ticketing fees that are authorized by a public



Figure 3.1.2 - A dilapidated building in Old Pasadena in the 1980s (above) and the same building now (below).

³³ Updated to include current financing options available and not identified in the study.

facilities district, such as the one established for the ShoWare Center in the City of Kent.

Approach: On-street parking fees

Key Points: • Parking meters and/or permits.

Approach: Parking fine revenues

Key Points: • N/A

Options Affecting Businesses

Approach: Business improvement area (BIA)

Key Points: • Assessment on business owners based on square footage, assessed land value, and/or business and operation (B&O) taxes

• Useful for funding parking operations and marketing

Options Affecting Property Owners

Approach: Local improvement district (LID)

Key Points: • Assessment on property owners to repay bonds sold to finance improvement

• Benefit to the land must be more intense than to the rest of the city and must be actual, physical, and material, and not merely speculative or conjectural

• Useful for funding capital development (ex. parking structure)

• Useful as one component of revenue bond without the need for general obligation bond backing (and drawing down the available debt capacity of the city)

Options Affecting Developers

Approach: Fee-in-lieu-of parking

Key Points: N/A

Approach: Options affecting developers – public/private development partnerships

Key Points: • Ex. public acquisition of land and sale or lease of land/air rights not needed for parking

• Ex. private development of mixed-use development with sale or lease back of the public parking portion upon completion, a turnkey project

Options Affecting the General Public

Approach: General obligation bonds

Key Points: • Bonds issued to finance parking improvements underwritten by the general fund when

repayment of debt is unable to be serviced by parking revenues alone

- Bonds can be issued by public vote or council decree

- Legal limit for all voter-approved debt in a city is 7.5% of assessed property values; non-voted debt is 1.5% of assessed property values

Approach: Refinancing general obligation bonds

Key Points: • Refinancing existing debt and shifting savings from the general fund to debt coverage for parking improvements

Approach: Revenue bonds

Key Points: • Bonds issued to finance parking improvements underwritten by parking and other specific revenues rather than by the general fund; however, unless utilization and revenue projections (such as LID revenues) are strong and predictable enough to cover debt and operations and provide a coverage cushion, general obligation bonds may still be required

- Legal limit for debt is not affected, unless general obligation bond backing is required

Approach: 63-20 financing

Key Points: • Bonds (tax-exempt) issued by a non-profit corporation on behalf of the city

- Financed assets must be “capital” and must be turned over free and clear to the government by the time that bonded indebtedness is retired

Approach: Public facilities districts (PFD)

Key Points: • An independent taxing authority and district under Washington State statute that may charge fees for the use of its facilities, levy an admissions tax not exceeding 5%, and impose a vehicle parking tax not exceeding 10%

- State law also allows PFDs to impose two different types of sales and use taxes: local sales and use taxes of up to 0.033% to finance regional centers and local sales and use taxes up to 0.2% to finance, design, construct, remodel, maintain, or operate public facilities (if approved by voters)

Approach: Downtown and neighborhood commercial districts

Key Points: • Uses incremental increases in local sales and use tax revenue subsequent establishment of the district to finance community revitalization projects, such as “publicly owned or lease facilities”

Approach: Community revitalization financing

Key Points: • Uses incremental increases in property taxes to finance parking improvements

- Tax “increment area” must be established with approval from local governments imposing at least 75% of the regular property taxes

- Tax increment is calculate at 75% of any increase in assessed property value

Approach: Local revitalization financing

- Key Points:**
- Uses incremental increases in local sales and use tax revenues and property tax revenues within the “revitalization area”, additional funds from other local public sources, and a state contribution to finance parking improvements
 - Tax increment is calculate at 75% of any increase in assessed property value
 - State contribution applications are currently closed

Approach: State and federal grants

- Key Points:**
- No current grants for downtown parking structures have been found

Approach: Parking fund

- Key Points:**
- Establishes parking commissions and funding mechanisms for parking improvements and maintenance and operations

Approach: General fund contribution

- Key Points:**
- For a one-time capital improvement or on-going contributions to maintenance and operations of a downtown parking system

3.2 – Parking Operations, Maintenance, and Marketing and Communications

OPERATIONS

Location(s): Various

Approach: Parking meters and/or pay stations as a tool to promote parking turnover; act as a means of distributing limited amount of on-street spaces in commercial areas where demand exceeds supply; provide short-term parking spaces for shopping or personal errands; improve traffic circulation and economic viability of downtown commercial areas by maximizing the number of patron visits; and to generate revenue for the city.

- Key Points:**
- Individual conventional meters that accept coins and credit cards (City of Salem) (**Figure 3.2.1**)
 - Individual “smart” meters that accept coins, credit cards, and pay-by-phone, with different prices at different times of the day; has resulted in higher revenues and fewer parking citations, but may result in less turnover (City of San Francisco) (**Figure 3.2.2**)
 - Individual “smart” meters that accept coins and credit cards, resets any remaining parking time available to zero when a car leaves, and prohibits drivers from paying for more time when the car has already parked for the maximum time limit applicable to the parking space (City of Santa Monica)
 - Conventional pay-and-display pay stations that accept coins and credit cards (City of Boulder) (**Figure 3.2.3**)

Location(s): City of Tacoma

Approach: Parking operations and maintenance contracted out to Republic Parking

- Key Points:**
- Since 1987, Republic Parking has provided daily operational oversight for 2,500 parking spaces located within the city’s lots and garages
 - The city’s budget for 2011-2012 allocated \$1,214,800 for operations and maintenance of



Figure 3.2.1/3.2.2/3.2.3 - Meters from Salem, San Francisco, and Boulder, respectively (top to bottom).

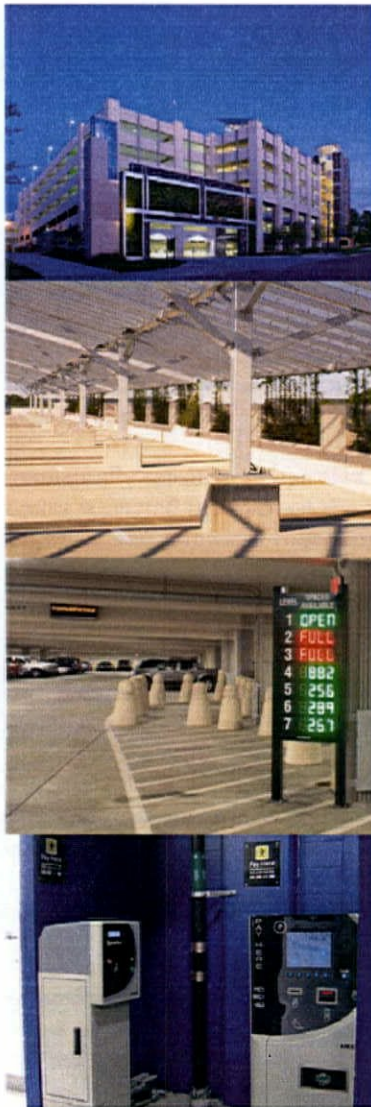


Figure 3.2.4 - The Duke University Research Drive Parking Garage features (top to bottom) vegetated rooftop canopies, space availability display boards, and pay stations prior to exiting.

its parking facilities; this includes \$20,000 for Republic Parking's management fee of 1.5% of net parking revenues and the remainder for 'out of pocket' expenses to operate and maintain its parking facilities

Location(s): Research Drive Parking Garage, Duke University (**Figure 3.2.4**)

Approach: Environmental and parking operation efficiency best practices

Key Points:

- Received 2012 International Parking Institute Award of Excellence
- Environmentally sensitive design that incorporates vegetated canopies on the roof, vegetated walls, and rainwater-collecting cisterns
- Real-time space availability display boards (spaces available on each level)
- Automated entries and exits and an express ramp for frequent users using vehicle identification technology
- Pay stations for payment prior to leaving rather than payment at exits

Location(s): 123 Baxter Street Garage, New York (**Figure 3.2.5**)

Approach: Land use and parking operation efficiency through use of an automatic mechanical parking system (a la a vending machine)

Key Points:

- Entire process for parking or retrieval of a car takes around 2 minutes
- Occupies less space than conventional garages, which makes it especially practical for high-density locations
- One attendant "operates" the entire garage
- Potential inefficient ingress and egress during periods of overwhelming demand, such as morning and evening rush hour
- High initial investment

- Potential fire code limitations
- Potential for mechanical failure, as some systems have experienced, trapping vehicles inside the garage

OPERATIONS – SPECIAL EVENTS

Location(s): River Days, Renton

Approach: Shuttles from off-site parking facilities and extensive information provided

Key Points:

- Complimentary shuttles move people between off-site parking facilities and the festival
- Information provided online include directions to parking lots and garages, the free shuttle to non-downtown parking, and location and timing of street closures (**Figure 3.2.6**)

Source(s): “Special Event Parking Basics”, Campus Safety Magazine

Approach: Parking operation efficiency and safety best practices

Key Points:

- Changing cashier locations accommodates queues and promote faster entrances and exits
- Payment upon entry prevents bottlenecks at exits
- Limiting cash transactions reduces delay
- Make multiple entrances and exits available
- Designated pedestrian walkways quickly and safely move visitors to and from garage

OPERATIONS – RATES, FEES, ENFORCEMENT, AND FINES

RATES

Location(s): City of Tacoma

Approach: Reinstatement of paid parking, removed during downtown’s decline in the 1970s, as on-street parking became increasingly

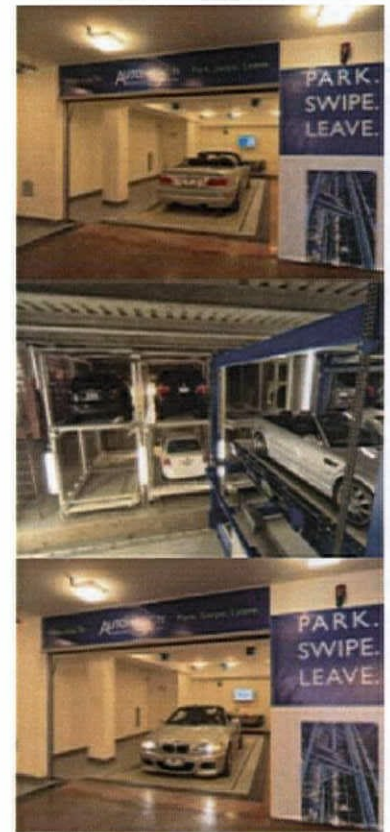


Figure 3.2.5 - New York City’s first automatic parking garage, located at 123 Baxter Street.



Figure 3.2.6 - The Renton River Days website provides clear parking information.

congested again

- Key Points:**
- During the first 6 months of operation (January – June 2011), revenue exceeded projections by around \$60,000 (\$364,782.41 vs. \$303,510.69)
 - Bus pass sales doubled and off-street parking lot occupancy increased to near-capacity for University of Washington (UW) – Tacoma

FEES

Location(s): City of Kent, City of Olympia, City of Puyallup, City of Renton, City of Tacoma

Approach: Charging for monthly off-street parking

- Key Points:**
- Data includes monthly off-street parking lots and garages owned and/or operated by the cities and by private parking operators as of February 2013
 - The lowest monthly rate for a parking lot was \$15, operated by Diamond Parking, and located next to the marine and Heritage Park Fountain, though several blocks away from downtown Olympia
 - The highest monthly rate for a parking lot was \$148, operated by Republic Parking on behalf of the City of Tacoma, and located next to many businesses, attractions, and a Sound Transit LINK light rail station
 - The unweighted average monthly rate for a parking lot was \$56
 - The lowest monthly rate for a parking garage was \$35, operated by Diamond Parking, at the downtown Renton transit center
 - The highest monthly rate for a parking garage was \$164, operated by Republic Parking on behalf of the City of Tacoma, and located next to several businesses, the Convention Center, Tacoma Art Museum, UW – Tacoma, and a Sound Transit LINK light rail station
 - The unweighted average monthly rate for a parking garage was \$74

ENFORCEMENT

Location(s): City of Chattanooga, TN

Approach: Parking enforcement officers doubling as downtown customer service representatives (“parking ambassadors”)

- Key Points:**
- Parking ambassador service provided by Republic Parking
 - In addition to parking enforcement, parking ambassadors assist people with parking correctly, give courtesy garage passes to drivers who have experienced difficulty with parking, provide maps and directions, provide informal security in coordination with police, and pick up litter (**Figure 3.2.7**)

- Newspapers report that parking spaces on the busiest commercial streets have freed up considerably since parking ambassador program implementation

FINES

- Location(s):** City of Somerville, MA
- Approach:** Superior customer service for parking permit and citation processing
- Key Points:**
- Customer service representatives at the Office of the Parking Clerk consistently praised for efficiency and pleasantness, despite only an average rating of 2 out of 5 stars on Yelp



Figure 3.2.7 - Parking ambassador in Chattanooga provides assistance to visitors as well as enforcing parking regulations.

MAINTENANCE

- Location(s):** City of Chicago, IL
- Approach:** On-street parking is operated and maintained by Chicago Parking Meters LLC through a 75-year concession, which includes price-setting rights
- Key Points:**
- \$1.2 billion lump sum paid to the city, but long-term budget shortfall
 - Rapid rise in parking rates
 - Increase in inoperable meters
- Location(s):** City of Tacoma
- Approach:** Parking operations and maintenance contracted out to Republic Parking
- Key Points:**
- Republic Parking operates and maintains all of the city's 2,500+ off-street parking spaces; maintenance costs incurred are reimbursed to Republic Parking as part of the contract
- Location(s):** City of Vancouver
- Approach:**
- Maintenance of signs, meters, off-street parking lots and garages is performed by the Parking Services Division in the Community and Economic Development Department



Figure 3.2.8 - The Denver parking website features easy-to-find links for reporting a problem, purchasing parking permits, finding public parking, and paying for citations.



Figure 3.2.9 - New York City on-street parking signs pre- (left) and post-redesign (right).

Key Points: N/A

Location(s): City of West Hollywood, CA

Approach: Off-street parking lots and garages are operated and maintained by the Parking Services Division in the Public Works Department

Key Points: • N/A

Location(s): Plymouth State University, Plymouth, NH

Approach: Maintenance of off-street parking lots regularly scheduled

Key Points: • Text and email reminders to move cars for subscribers

• Signs at off-street parking lots the day of closure for maintenance

MARKETING AND COMMUNICATIONS

Location(s): City of Ventura, CA

Approach: Radius map of destinations from main parking garage

Key Points: • Demonstrates the concept of “park-once” and visiting multiple destinations

Location(s): City of Denver, CO

Approach: Public Works Department “parking angels” reward legally parked cars with \$5 parking cards during the holiday season

Key Points: • Caught the attention of multiple news sources (TV stations, newspapers, online sources)

• Simultaneous with a social media campaign

Location(s): City of Denver, CO

Approach: Parking homepage with street sweeping reminders and all components of the parking system front and center

Key Points: • Divided into four user-friendly links: ‘Report a Problem’ for broken meters, lights, potholes/

sinkholes, and illegally parked cars, 'Parking Permits' for residential and handicap parking permits, 'Public Parking' for where and how to park, and 'Tickets and Towing' for paying citations, removing boots, and locating a towed vehicle (Figure 3.2.8)

Location(s): City of New York, NY

Approach: Redesigned parking signs for readability

Key Points:

- Fewer signs, less text, and more "white space" (Figure 3.2.9)
- Former signs were called "a cross between an Excel spreadsheet and a totem pole" by Janette Sadik-Khan, Transportation Commissioner

Location(s): City of Novato, CA

Approach: Thematically tied-together signs (Figure 3.2.10)

Key Points:

- Parking signage is thematically tie to general car and pedestrian wayfinding signage
- "Trailblazer" signs directing drivers to parking are thematically tied to parking facility signage
- On-location parking signage identify the location and/or name of the lot and basic rules - and not much else

Location(s): City of Seattle

Approach:

- e-Park, a real-time live feed of available parking spaces in participating parking garages throughout downtown (Figure 3.2.11)

Key Points: N/A

Location(s): City of Los Angeles, City of San Carlos, City of San Francisco, CA

Approach: Parker app provides real-time parking availability information for both on-street parking spaces and off-street parking spaces in City and privately owned and/or operated parking lots and garages

Key Points:

- Availability is based on information transmitted from networked wireless sensors at each parking space



Figure 3.2.10 - The proposed Novato sign program features parking signs that are thematically tied to general wayfinding and other signs in the city.



Figure 3.2.11 - Seattle's e-Park sign boards show available parking spaces in participating downtown parking garages.



Figure 3.2.12 - The Parker app displays locations and rates of on- and off-street parking and real-time availability for parking spaces equipped with a networked wireless sensor.

- Each wireless sensor is self-powered, requires 4-6 minutes to install, and costs \$300/installation and \$120/year in software licensing fees (per USA Today in a 2011 article)
- App provides a map of parking locations, rates, and types (time limits) (**Figure 3.2.12**); allows for adding inventory to its map database, even without paying for and installing sensors
- App can search for parking in proximity by destination and also direct drivers via voice navigation to the nearest space

4. The Parking Best Practices Toolbox

4.1 – How to Use the Toolbox

The Parking Best Practices Toolbox is a collection of general best practices employed in the provision of parking, parking demand management, and operations of a parking system. Experiences of other jurisdictions examined and guiding principles from planning and parking literature drove what best practices ended up in the toolbox.

The best practices contained herein, however, are not meant to be static; some may be removed and other may be added to the framework of the toolbox as parking patterns and results from parking research continue to evolve. In addition, what is a parking best practice **generally** is not necessarily a parking best practice **specifically** applicable to the DUC.

As such, the Parking Best Practices Toolbox has been structured as such:

- Description of the best practice;
- Whether or not the best practice is currently implemented;
- The action proposed for the best practice (continuation, modification, implementation, or no action); and
- Where to find additional information, if available.

In short, the toolbox embodies an at-a-glance evaluation of best practices applicable generally and specifically, in the *CDPMP*'s current iteration.

Please turn to the next page for the Parking Best Practices Toolbox (**Figure 4.1.1**).

Best Practice (BP)	Now	Action	More Information
Existing Parking Infrastructure - Demand Management			
Commute trip reduction	Yes	Continue	ACC10.02.070
Frequent transit access, citywide/regional	Yes	Modify	Long-term rec <i>Comprehensive Transportation Plan</i>
Off-street permit parking	Yes	Continue	
On-street paid parking, conventional meters	No	No action ¹	Case study
On-street paid parking, "smart" meters	No	No action ¹	Case study
On-street permit parking	No	Implement	Short-term rec
Roadway pricing	No	No action ¹	
Timed parking	Yes	Modify	Near-term rec Long-term rec
Unbundled parking	No	No action ²	<i>Commute Trip Reduction Plan</i>
Future Parking Infrastructure - Development Regulations and Design			
Elimination of parking minimums	No	No action ³	
Establishment of parking maximum	Yes	Continue	ACC18.29.060(H)
Parking lot lighting	Yes	Continue	<i>DUC Design Standards</i>
Parking lot pedestrian connections	Yes	Continue	<i>DUC Design Standards</i>
Parking lot screening	Yes	Continue	<i>DUC Design Standards</i>
Parking over, under, behind, or side of buildings	Yes	Continue	<i>DUC Design Standards</i>
Parking structure screening	Yes	Continue	<i>DUC Design Standards</i>
Parking structure w/ active street frontage	Yes	Continue	<i>DUC Design Standards</i>
Parking structures w/ environmentally-sensitive design	Yes	Continue	<i>DUC Design Standards</i>
Reductions for shared parking	Yes	Continue	ACC18.29.060(H)(3)
Smart growth	Yes	Continue	ACC18.29.010
Organization and Management			
Parking spillover area planning, downtown-adjacent	No	Implement	Short-term rec Long-term rec
Single contact for all City parking matters	No	Implement	Short-term rec
Planning			
Regular readjustment of current parking practices	No	Implement	Short-term rec
Regular reevaluation of current parking conditions	No	Implement	Short-term rec
Investment			
Planning for investment in public parking, per supply deficit	No	Implement	Short-term rec Case study
Operations			
Bikeshare	No	No action ⁵	
Carshare	No	No action ⁵	
Downtown valet	No	No action ⁵	
Frequent transit access, around downtown	No	Implement	Long-term rec
Parking ambassadors	No	Implement	Short-term rec Case study
Parking policy transparency	No	Implement	Near-term rec Case study
Parking shuttle	No	No action ⁵	
Parking structures w/ automated entry/exit and express ramps	No	No action ⁴	Case study
Parking structures w/ pay-before-leaving pay stations	No	No action ⁴	Case study
Parking structures w/ real-time space availability displays	No	No action ⁴	Case study
Planning for special events	No	Implement	Short-term rec Case study
Soft enforcement	No	Implement	Short-term rec

Best Practice (BP)	Now	Action	More Information
Maintenance			
Clarity of maintenance roles	No	No action ⁵	
Marketing and Communications			
Centralized City parking webpage	No	Implement	Near-term rec Case study
Easy-to-read off-street parking signs	No	Implement	Short-term rec Case Study
Easy-to-read on-street parking signs	No	Implement	Near-term rec Case study
Parker smartphone app	No	No action ⁶	Case study
Parking alerts, for construction/maintenance	No	Implement	Short-term rec
Positive publicity for parking system	No	Implement	Short-term rec Case study
Real-time availability displays, for off-street parking	No	No action ⁵	Case study
Trailblazer signs	No	Implement	Short-term rec Case study
¹ Current demand does not warrant best practice; current parking supply is sufficient; citizens not interested in best practice ² Current transit service levels and development patterns not feasible to expect interest in completely car-free lifestyle ³ Current desire to address parking impacts of anticipated development; parking minimums are already more generous in the DUC than in the rest of the City ⁴ Currently no parking structures are planned ⁵ Current demand does not warrant best practice; unknown when sufficient demand is anticipated ⁶ Currently too expensive; not intuitive to use when parking remains available, as in the DUC overall			

Figure 4.1.1 - The Parking Best Practices Toolbox.

5. The Parking Action Plan

5.1 – Near-Term Recommendations

Best Practice

5.1.1

Timed parking

Action: Modify

Description: Revise parking time limits for the City's on- and off-street public parking spaces to 3 hours throughout the DUC

Pros:

- Allows visitors to patronize multiple businesses at a leisurely pace, no matter where they park
- Reduces the confusion of brought upon by a myriad of time limits and signs, of which some currently conflict with each other, even on the same street

Cons:

- Lacks the nuance of area-specific time limits that would address the various needs for different types of parking in the DUC
- Additional costs will be incurred to replace signs if redevelopment and increased demand necessitate area-specific time limits again
- May be more difficult for parking enforcement officers to discern cars parked all day (cars of commuters and downtown employees, for example)

Best Practice

5.1.2

Parking policy transparency

Action: Implement

Description: Remove all code referencing the City's on- and off-street parking, create a new parking database maintained by staff, and insert new code specifying available parking that adopts the parking database by reference

Pros:

- Eliminates code that currently conflicts with on-street parking as-signed/as-marked or is outdated
- Parking database can be updated administratively
- Parking database can serve double-duty as public information on where to park in the DUC

Cons:

- Parking database would require time to develop

Best Practice

5.1.3

Centralized City parking webpage

Action: Implement

- Description:** Update website to include easy-to-locate map and information for on- and off-street public and permit parking available in the City (including potentially a 'Where to Park If This Area is Full' feature for areas and lots that experience peak parking occupancy in excess of 85%), pictures of all signs and explanations of what they mean, and better marketing for the City's off-street permit parking program
- Pros:**
- Centralizes information for DUC parking
 - Provides information for alternative parking options when the desired parking lot or street is full
 - Provides information to help discern whether a parking space is public or permit, addressing the difficulty of doing so raised in the Downtown Parking Survey
 - Relatively easy and inexpensive to implement
- Cons:**
- In itself, may not be the most intuitive tool for finding parking spaces, especially for those that do not plan ahead or use smartphones

Best Practice
5.1.4:

Easy-to-read on-street parking signs

Action: Implement

Description: Design and install easy-to-read signs that identify availability and rules of on-street public parking

Pros:

- Relatively easy and inexpensive to implement

Cons:

- Additional costs will be incurred to replace signs if redevelopment and increased demand necessitate area-specific time limits again

5.2 – Short-Term Recommendations (1-5 Years)

Best Practice

5.2.1 On-street permit parking

Action: Modify

Description: Expand and modify residential parking zone beyond D ST NW per demand; begin by providing 2 free parking permits per single-family residence, duplex unit, or townhouse unit with less than 2 off-street parking spaces (garage or paved), 1 free parking permit per single-family residence, duplex, unit, or townhouse unit with 2 or more off-street parking spaces (garage or paved), and 1 free parking permit per multifamily unit with less than 1 off-street parking space (garage or paved) per unit; charge nominal fee for additional permit and raise fees as demand necessitates; tailor to each residential parking zone by inventory of on-street parking supply

- Pros:**
- Provides long-term parking for residents and prevents other cars from parking all day in spaces convenient and valuable to residents, thereby encouraging downtown employees and commuters to obtain off-street parking permits
 - Free permits to a certain extent is more or less in line with the overwhelming Downtown Parking Survey response of not having to pay for parking
 - Reinforces a “customer-first” ethic amongst downtown employees who choose to park on-street all day by providing impetus to purchase an off-street parking permit
- Cons:**
- Past opposition has stalled implementation of residential parking zones in areas just beyond the DUC

Best Practice

5.2.2 Parking spillover area planning, downtown adjacent

Action: Implement

Description: Consider areas expected to experience impacts from DUC parking, even if not technically located within the DUC

- Pros:**
- Addresses potential parking spillover impacts from the DUC so that parking problems are not simply shifted away from the DUC into surrounding areas
- Cons:**
- Past opposition has stalled implementation of residential parking zones in areas just beyond the DUC

Best Practice

5.2.3 Single contact for all City parking matters

Action: Implement

Description: Designate one department or division that is the single contact for all parking-related matters in the City, despite whatever the organizational structure is behind-the-scenes

Pros: • Reduces confusion of who is in charge of parking in the City and increases transparency, as perceived by the public; is a more user-friendly approach to interactions with the public

Cons: • N/A

Best Practice
5.2.4

Regular readjustment of current parking practices

Action: Implement

Description: Make minor adjustments to permit rates, time limits, residential permit zones, etc. to respond to current parking conditions in the DUC every year and make major adjustments every 5th year in the parking planning cycle

Pros: • Responds to current parking conditions in the DUC, implements current parking best practices for the City, and modifies or eliminates failing parking policies

Cons: • Additional costs will be incurred if additional consultation and staffing from private parking consultants are required for implementation rather than City staff alone

Best Practice
5.2.5

Regular reevaluation of current parking conditions

Action: Implement

Description: Evaluate supply and demand of parking in the DUC at peak weekday hours (11am-2pm) every year, comprehensively every 4th year in the parking planning cycle

Pros: • Evaluates current parking conditions in the DUC to guide implementation of current parking best practices for the City and modification or elimination of failing parking policies

Cons: • Additional costs will be incurred if additional consultation and staffing from private parking consultants are required for implementation rather than City staff alone

Best Practice
5.2.6

Planning for investment in public parking, per supply deficit

Action: Implement

Description: Evaluate funding options, existing and potential overflow from Auburn Transit Center, and implement a multi-faceted plan to finance additional public parking, per supply deficit observed

Pros: • Addresses potential public parking supply deficit identified by the CDPMP
• Reduces risk with diversity of funding options utilized

Cons: • Does not consider measures to reduce parking demand and congestion in problem areas of downtown without expanding the physical infrastructure of public parking

Best Practice**5.2.7****Parking ambassadors**

Action: Implement

Description: Assign parking ambassador responsibilities to existing parking enforcement and downtown patrol officers, including provision of information (and informal safety by parking enforcement officers)

- Pros:**
- Generates goodwill
 - Reinforces a "customer-first" ethic by pointing people in the right direction in terms of destinations and parking in the DUC, including alternative parking options when the desired parking lot or street is full
 - Decentralizes the delivery of information centralized at the City's Permit Center and website
 - Provides additional transparency to parking policies
 - Diversifies the role of existing parking enforcement officers
- Cons:**
- Requires coordination between multiple departments and divisions and relies on one representative to convey each department or division's respective parking policies
 - Additional costs will be incurred if additional consultation and staffing from private parking operators are required for implementation

Best Practice**5.2.8****Planning for special events**

Action: Implement

Description: Require organizers to designate event parking, distribute information for event parking, make multiple exits available, and establish pedestrian paths

- Pros:**
- Addresses difficulties experienced during event parking, as expressed in responses from the Downtown Parking Survey
 - Addresses potential parking spillover impacts from the DUC so that parking problems from special events are not simply shifted away from the DUC into surrounding areas
 - Generates goodwill with efficient organization of special events

Cons: • N/A

Best Practice**5.2.9****Soft enforcement**

Action: Implement

- Description:** Develop and implement 3-strikes parking enforcement policy wherein the first 2 strikes consist of dismissible tickets and education on where to park
- Pros:**
- Generates good will
 - Allows those genuinely unfamiliar with downtown parking an opportunity to park "correctly"
 - Reinforces a "customer-first" ethic amongst downtown employees who choose to park on-street all day by providing impetus to purchase an off-street parking permit
- Cons:**
- Off-street permit parking demand already exceeds supply
 - May shift cars to unlimited time on-street parking on residential streets beyond the DUC

Best Practice
5.2.10

Easy-to-read off-street parking signs

Action: Modify

Description: Design and install easy-to-read signs that identify availability of off-street public parking, identifier/location of off-street parking lot, and alternative parking options

- Pros:**
- Relatively easy and inexpensive to implement
 - Reduces perceived last mile when off-street parking lot is easy to identify and remember
 - Reduces parking demand and congestion in problem areas of downtown without expanding physical infrastructure of parking by shifting demand to underutilized off-street parking lots
- Cons:**
- May work too well, shifting parking supply problems to formerly underutilized off-street parking lots

Best Practice
5.2.11

Parking alerts, for construction/maintenance

Action: Implement

Description: Alert interested parties and drivers through the City's website, emails, text alerts, and pre-closure on-location signage so that they are not caught off-guard when regularly available parking becomes unavailable

- Pros:**
- Provides additional transparency to parking availability
 - Allows people to plan for alternative parking and/or transportation options
 - Decentralizes the delivery of information centralized at the City's Permit Center and website (through text alerts and on-location signage)

- Utilizes existing City communication channels (website and construction notices)

- Cons:**
- Additional costs will be incurred if additional technological resources are required (text alerts)
 - May become unwanted information overload if implemented incorrectly

Best Practice
5.2.12

Trailblazer signs

Action: Implement

Description: Direct drivers to available off-street parking

- Pros:**
- Decentralizes the delivery of information centralized at the City's Permit Center and website
 - Relatively easy and inexpensive to implement

- Cons:**
- May work too well, shifting parking supply problems exclusively to off-street parking lots
 - Additional costs will be incurred to replace signs if comprehensive downtown signage program is implemented in the future

5.3 – Long-Term Recommendations (6-10 Years)

Best Practice

5.3.1

Frequent transit access, citywide/regional

Action: Modify

Description: Evaluate demand and petition for demand-appropriate reductions to current 30-minute headways and expansion of evening service

Pros:

- Reduces parking demand and congestion by making trips to and from downtown more enticing and feasible, without expanding physical infrastructure of parking
- Expands the customer base for the DUC
- Responds to anticipated growth in demand required to support increase from current levels of transit access

Cons:

- May be difficult for buy-in from cash-strapped transit agencies

Best Practice

5.3.2

Timed parking

Action: Modify

Description: Revise parking time limits for the City's on- and off-street public parking spaces to area-specific time limits as-needed

Pros:

- Provides nuanced time limits that address various needs for different types of parking in the DUC, especially areas with high peak occupancy
- Increases the ultimate number of visitors to the DUC by increasing turnover

Cons:

- May increase confusion brought upon by a myriad of time limits and signs
- Additional costs will be incurred to replace existing 3-hour time-limit signs

Best Practice

5.3.3

Parking spillover area planning, downtown adjacent

Action: Implement

Description: Continue to consider areas expected to experience impacts from DUC parking, even if not technically located within the DUC

Pros:

- Addresses potential parking spillover impacts from the DUC so that parking problems are not simply shifted away from the DUC into surrounding areas
- May be easier to implement in the long-term as potential parking spillover impacts from the DUC become more identifiable

Cons: • Past opposition has stalled implementation of residential parking zones in areas just beyond the DUC

Best Practice
5.3.4

Frequent transit access, around downtown

Action: Implement

Description: Evaluate demand and petition for demand-appropriate reductions to current 30-minute and 1-hour headways, expansion of service area by rerouting, and expansion of evening service

Pros: • Reduces parking demand and congestion in problem areas of downtown by reducing the last mile between parking space and destination, without expanding physical infrastructure of parking

• Responds to anticipated growth in demand required to support increase from current levels of transit access

Cons: • May be difficult for buy-in from cash-strapped transit agencies

• Additional costs will be incurred if additional consultation and staffing from private paratransit operators for implementation is required

CITY OF AUBURN

**BUSINESS IMPROVEMENT AREA
COMMITTEE OF RATE PAYERS**

RULES OF PROCEDURE

DRAFTED DECEMBER 2017

**BUSINESS IMPROVEMENT AREA COMMITTEE OF RATE PAYERS
RULES OF PROCEDURE**

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**CITY OF AUBURN
BUSINESS IMPROVEMENT AREA COMMITTEE OF RATE PAYERS
RULES OF PROCEDURE**

We, the members of the City of Auburn Business Improvement Area Committee of Rate Payers, do hereby adopt, publish, and declare the following Rules of Procedure:

I. NAME:

1. The official name of the City of Auburn Business Improvement Area Committee of Rate Payers shall be the “Committee of Rate Payers” (the Committee).
2. The purpose of the Committee is to serve in an advisory capacity to the City Council (Ord. 6658 § 11, 2017.)

II. MEMBERSHIP:

1. The membership and terms of office of the members of the Committee of Rate Payers shall be as provided in Chapter 2.98 of the Auburn City Code (ACC).
2. The Committee shall consist of not more than (7) members appointed by the mayor and confirmed by the city council, who shall serve at the pleasure of the city council; provided that the mayor may appoint up to four (4) additional members to serve as alternates in the event of a Committee member’s absence.
3. The members shall be owners or operators of businesses located within the BIA boundary and shall be selected to represent the variety of business types and geographic locations included within the BIA boundary.
4. Committee members shall be appointed to a three (3) year term.
5. Upon the resignation of a Committee member, removal by the City Council, or expiration of a Committee members term, the Committee shall make recommendations to the City Council, and the City Council shall make an appointment to fill the vacancy.
6. The members of the Committee shall serve without compensation except for reasonable travel expenses associated with the performance of the Committee member’s duties.

III. MEETINGS:

1. Meetings of the Committee of Rate Payers shall be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter

42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW.

2. All meetings will be held in Council Chambers at the Auburn City Hall, Auburn, Washington, unless otherwise directed by the Chair of the Committee.
3. Minutes shall be kept and meeting agendas prepared in coordination between members of the Committee and staff members. A majority of the members of the Committee shall constitute a quorum for the transaction of business, and a majority vote of those present shall be necessary to make recommendations to the City Council.
4. The Committee shall adopt rules for the transaction of business and keep a record of its resolutions, transactions, findings, and determinations. These records shall be public and open to inspection.
5. All Committee meetings shall be conducted in accordance with the Committee's adopted rules for the transaction of business, and Robert's Rules of Order or any other meeting procedures or guidelines authorized by the City of Auburn shall be used for any subject not addressed within the Committee's adopted rules of procedure.
6. The Committee shall consider proposals for economic development and neighborhood revitalization projects and programs consistent with the purposes listed in 2.98.030, provide for public input and submit comments in a timely manner to the Mayor and City Council, including an analysis of the extent to which the Committee's recommendations will improve economic development or downtown revitalization.
7. The Committee shall meet monthly when there is new official business to transact, and hold additional meetings as the chairperson or a majority of the Committee deems necessary. A minimum notice of 24 hours shall be provided for special meetings in accordance with State law.
8. Regular meetings shall be held on the second Monday of each month and shall be open to the public. The meeting shall convene at 1:00 P.M. unless otherwise directed by the Committee's Secretary, the Economic Development Manager or the Chair.

IV. MINUTES AND AGENDA:

Minutes shall be kept and meeting agendas prepared in coordination between members of the Committee and staff members.

An agenda shall be prepared for each meeting consisting of the following order of business:

1. CALL TO ORDER

BIA – Rules of Procedure

- Roll Call/Establishment of Quorum
2. Approval of Minutes
3. Financial Report
4. Old Business
5. New Business
6. BIA Parking Sub-Committee Update
7. Auburn Downtown Association Update
8. Adjournment
9. Additional items may be added to the agenda by the Committee. The Chair shall have the discretion to amend the order of business.

V. ELECTION OF OFFICERS:

At the first regular meeting of each year, the Committee members shall elect a chairperson and vice-chairperson from among the members of the Committee.

VI. CHAIR:

1. The Chair shall preside over the meetings of the Committee and may exercise all the powers usually incident of the office. The Chair shall be considered as a member of the Committee and have the full right to have his/her own vote recorded in all deliberations of the Committee. Unless stated otherwise by abstention or nay, the Chair's vote shall be considered to be affirmative for the motion.
2. The vice-chairperson shall preside at all meetings where the chairperson is absent.
3. The Committee chairperson and/or vice-chairperson shall annually provide to the city council a report on progress made in carrying out the Committee's responsibilities. Additional reports may be submitted when deemed appropriate by the Committee or when requested by the city council.

VII. CITY PERSONNEL:

1. All Committee meetings shall be staffed by City of Auburn personnel to support and assist the Committee.
2. A member of City staff shall act as the Secretary for the Committee and shall keep a record of all meetings of the Committee. These records shall be retained at the City Clerk's Office.
3. All public hearings shall be electronically recorded verbatim and a summary of the discussion and actions will be recorded as Meeting Minutes.

VIII. QUORUM:

BIA – Rules of Procedure

1. If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.
2. A majority of the members of the Committee shall constitute a quorum for the transaction of business, and a majority vote of those present shall be necessary to make recommendations to the City Council.
3. If at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

IX. ABSENCE OF MEMBERS:

1. To be excused, members must inform the Committee's secretary or the Economic Development Manager in advance of the meeting date if they cannot attend a scheduled meeting.
2. The Committee, upon four (4) unexcused absences, may recommend the removal of any Committee member to the City Council.

X. VOTING:

1. Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting in favor of the motion.
2. The Chair, Secretary, or upon request from a Committee member, may take a roll call vote.
3. It is the responsibility of each member of the Committee of Rate Payers to vote when requested on a matter before the full Committee. However, a member may abstain from discussion and voting on a question because of a stated conflict of interest or appearance of fairness.
4. If any member of the Committee wishes to abstain, from a vote on the motion, that member shall so advise the Chair and, if there is no objection to the abstention, shall remove and absent himself/herself from the deliberations and considerations of the motion, and shall have no further participation in the matter. Such advice shall be given prior to any discussion or participation on the subject matter or as soon thereafter as the member perceives a need to abstain, provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the member shall confer with the City Attorney to determine if the basis for the member's intended abstention conforms to the requirements hereof. If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Committee. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the

City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.

5. If a tie vote exists, after recording the Chair's vote, the motion fails. However, a motion for denial that fails on a tie vote shall not be considered an approval.

XI. CONFLICT OF INTEREST:

A. Any member of the Committee who, in his or her opinion, has an interest in any matter before the Committee that would tend to prejudice his or her actions shall publicly indicate, step down and leave the meeting room until the matter is disposed. A member need only be excused from legislative or organizational action if the potential conflict of interest is direct and substantial.

- (1) No member of the Committee may use his or her position to secure special privileges or exemptions for himself, herself, or others.
- (2) No member of the Committee may, directly or indirectly, give or receive or agree to receive any compensation, gift, reward, or gratuity from a source except the employing municipality, for a matter connected with or related to the officer's services as such an officer unless otherwise provided for by law.
- (3) No member of the Committee may accept employment or engage in business or professional activity that the officer might reasonably expect would require or induce him or her by reason of his or her official position to disclose confidential information acquired by reason of his or her official position.
- (4) No member of the Committee may disclose confidential information gained by reason of the officer's position, nor may the officer otherwise use such information for his or her personal gain or benefit
- (5) No member of the Committee may take any action that is prohibited by Chapter 42.23 RCW or any other statutes identifying conflicts of interest.

XII. AMENDMENT:

The Rules of Procedure may be amended at any regular meeting of the Committee by a majority vote of the entire membership. The proposed amendment should be presented in writing at a preceding regular meeting.

AUBURN DOWNTOWN ASSOCIATION PRESENTS



*Come
Celebrate
Downtown
Auburn*

*Saturday
February 10*

Geaux Brewing Parking Lot | 12-7pm

Beer, Wine, & Cocktails • Food • Live Music

The Quarters Parking Lot | 2-9pm

Beer, Wine, & Cocktails • Music • Food • Fun!

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VINIFERA

MUSIC
SPONSORED BY
HBT

*Sunday
February 11*

**Geaux Brewing Parking Lot
12-6pm**

Beer, Wine, & Cocktails • Live Music • Food
Family Day Events: Face Painting,
Crafts, & Bouncy House

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SPONSORED BY
HBT

Visit all of our
Downtown
businesses and
receive your free
Mardi Gras beads &
show your support!

*Monday
February 12*

Geaux Brewing | 12-6pm

New Orleans Family Style Dining

*Tue
February 13*

The Quarters | 5-8pm

Traditional Mardi Gras Fun, Food, Drink

Geaux Brewing | 4-10pm

Traditional Mardi Gras Fun, Food, Drink



GEAUX
Geaux Brewing
425 E Main St



The Quarters
721 W Main St

**Come
Celebrate
Rain or
Shine!**

**Check out all of our Downtown locations for
their in-house events & specials:**

Vinifera Wine Bar & Bistro • OddFellas Pub & Eatery
King of Pho • 15th Street Grill • Gor Gai Thai
Blackfish Spirits Distillery • Longhorn Barbecue
Emerald Downs Clubhouse Casino
Sun Break Cafe • Zola's Cafe • Rail Hop'n Brewery
Scamp Brewing Co. • Spunky Monkey Bar & Grill

AUBURNDT.ORG

WSDOT Motorist Information Sign Program

Motorist Information Signs (MIS) are placed along state highways to alert travelers about the services available at an interchange or intersection. MIS are blue or brown panels with individual business logo signs attached. Travelers searching for gas, food, lodging, camping, recreation, or tourist activities, are eligible to promote their logo sign.



Cost

WSDOT installs and maintains the sign panel, the business provides the logo. The annual permit fees are based by location of the highway. For both SR 18 and SR167, we are in Zone 1.

Zone	Fee for signs in both directions of travel	Fee for sign in one direction of travel
Zone 1: Freeways and expressways with more than 80,000 vehicle per day	\$910	\$455*

**A business cannot opt for one direction, rather if space is not available for signage for both sides of the road and signage is available for one direction, this is what the cost would be.*

Sign Manufacturer Estimates

Approximate figures are:

- 24" x 12" signs may cost between \$84 and \$530
- 36" x 12" signs may cost between \$160 and \$530
- 60" x 36" signs may cost between \$330 and \$530

Criteria

New signage can only be placed 800 feet between major signs. Combo boards are a possibility if space permits. Business must be up and running for their application to be considered.

Application

An online application must be submitted via <http://www.wsdot.wa.gov/Operations/Traffic/Signs/mis.htm> for the research of availability of existing signage or the research the possibility for new signs to take place. Offer of placement is available on a first come, first serve basis. It is encouraged to submit application to be placed on waitlist even though space might not be available.

Observations

- SR 167 North appears to have one extra space for an addition to the Recreation sign of which Auburn Golf currently is advertised.
- While SR 167 North has a sign indicating lodging once on the 15th Street NW exit, there is no existing signage prior to the exit indicating to motorists of lodging options.
- SR 18 Westbound has no existing signage for lodging except once on exit ramp, city signage with direction of Best Western.
- SR Eastbound has a combo sign on the exit ramp with food and one lodging option (La Quinta) that appears to be full.

MARKETING RESULTS

JANUARY 2018

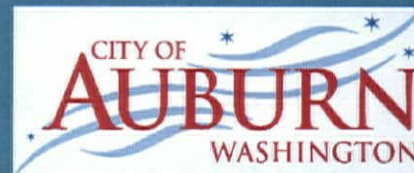


MAIN STREET IS OPEN FOR
BUSINESS CAMPAIGN

FEBRUARY 12, 2018

ECONOMIC DEVELOPMENT

Authored by: Lorraine Chachere



Main Street is Open for Business

Goals

- Immediately respond to how the Heritage Fire affected surrounding local businesses.
- Generate awareness of Downtown businesses open after fire
- Encourage Auburn residents as well as residents of local surrounding communities to venture to Downtown to eat, shop, and play
- January 10 – 25, 2018

Geo-target

- Auburn; Burien; Enumclaw; Federal Way; Kent; Puyallup; Renton; Sea-Tac; Seattle; Sumner. King and Pierce Counties.



"Come shop, dine, and explore Downtown Auburn"

Facebook 11,006 People Reached; 15,626 Engaged

"Main Street Needs Your Help"

YouTube 59,471 Views; Average Views 1.7