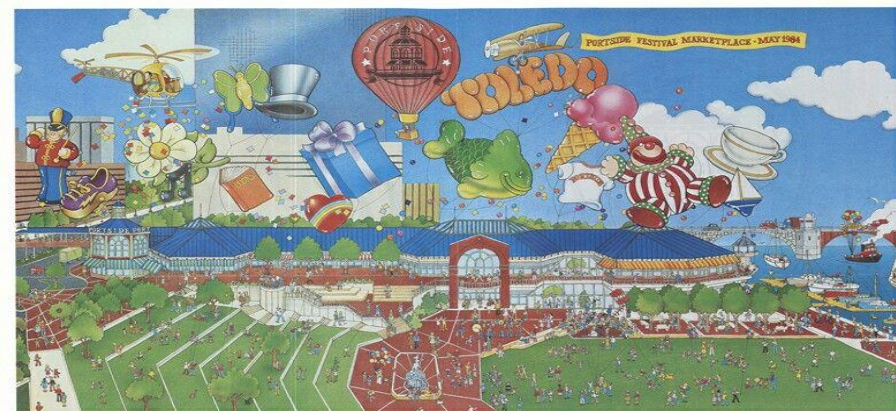




# **Downtown Parking Proposed Changes to the Franchise Agreement**

# Our Starting Point...the 1980s



**P★O★R★T★S★I★D★E**  
Apparel • Brass • Shoes • Fish • Candy • Candles • Kites • Toys • Music • Necklaces • Beads • Crystal • Ice Cream • T-Shirts • Posters • Magazines • Stickers  
Sweatshirts • Croissants • Quilts • Produce • Balloons • Magic • Umbrellas • Flowers • Stationery • Cheese • Pottery • Birds • Dolls • Baskets • Gold • Gudge



# Downtown Today and Tomorrow...



- Mudhens / Walleye
- Renaissance
- Middlegrounds Metroparks
- Standart Lofts, Berdan
- Erie Street Market
- Tower on the Maumee
- Village on Adams
- Ebeid Center / Uptown Park
- Imagination Station
- Convention Center?
- Fort Industry?
- Madison Building?

# Support Sustainable Growth



- Beyond the CBD
- Leverage Greenspace
- Potential for Growth
- Make the Right Connections



# Parking Studies



On-street parking supports retail

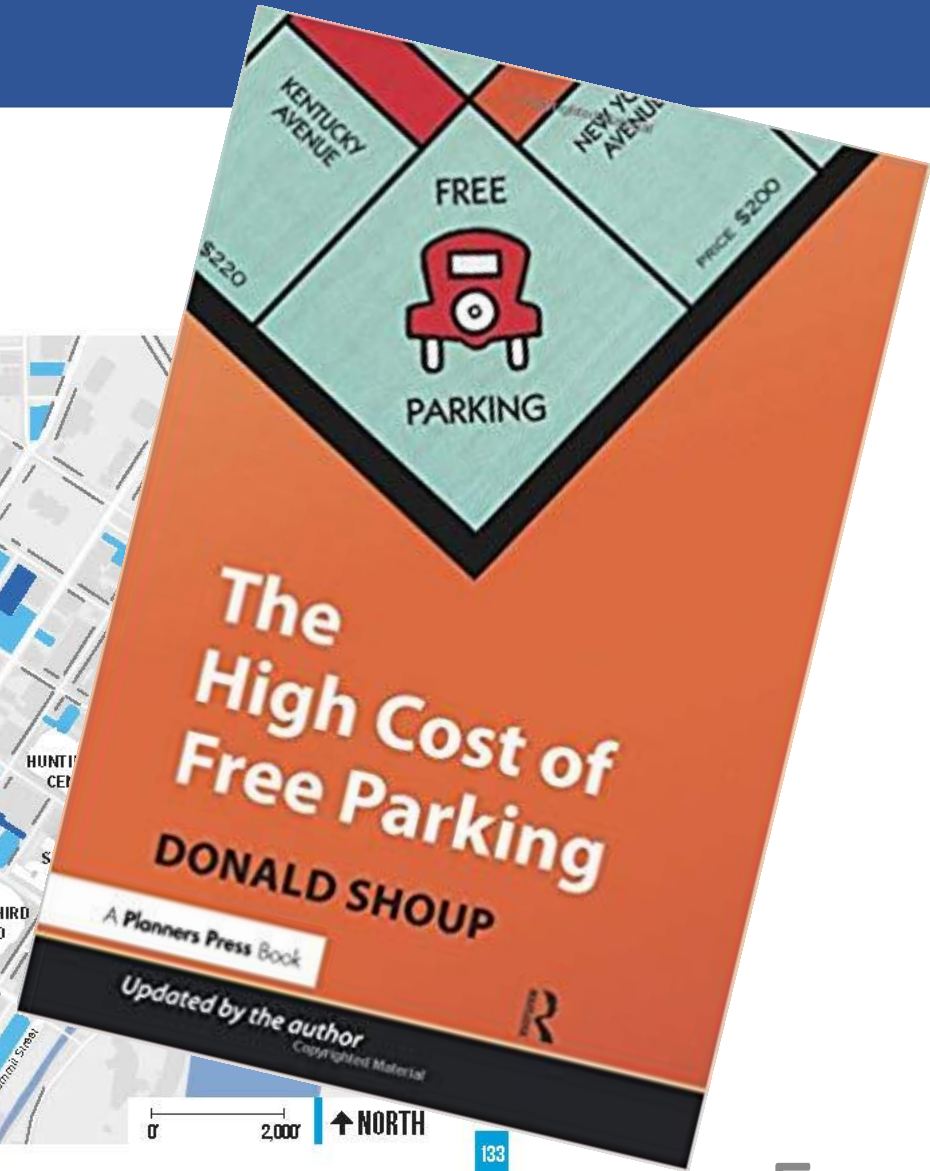


Screen surface parking lots

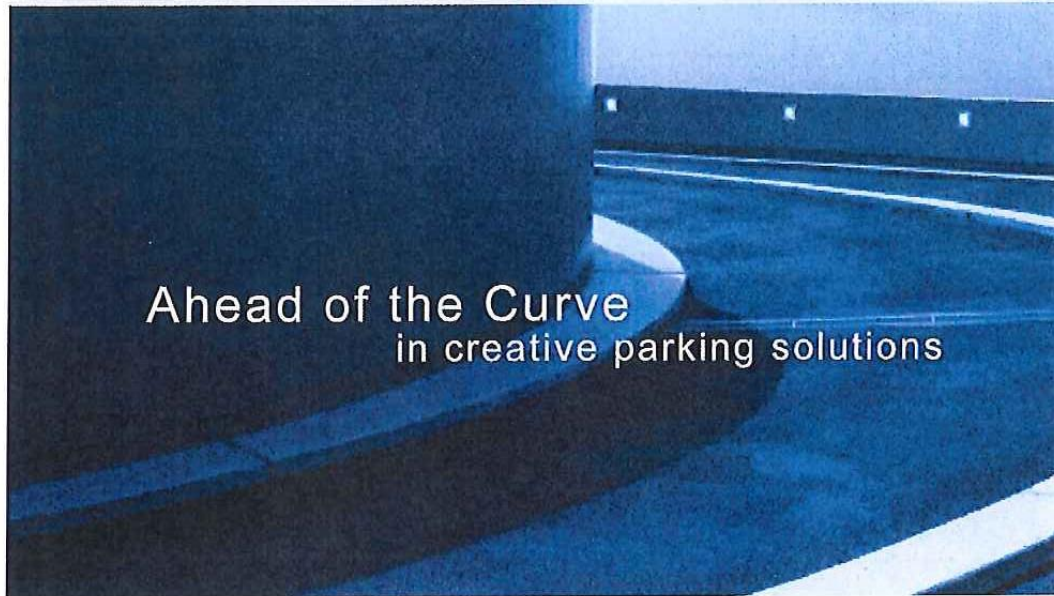


Activate the first floor of structured parking

Downtown Parking



# Parking Studies



ON-STREET PARKING STUDY UPDATE

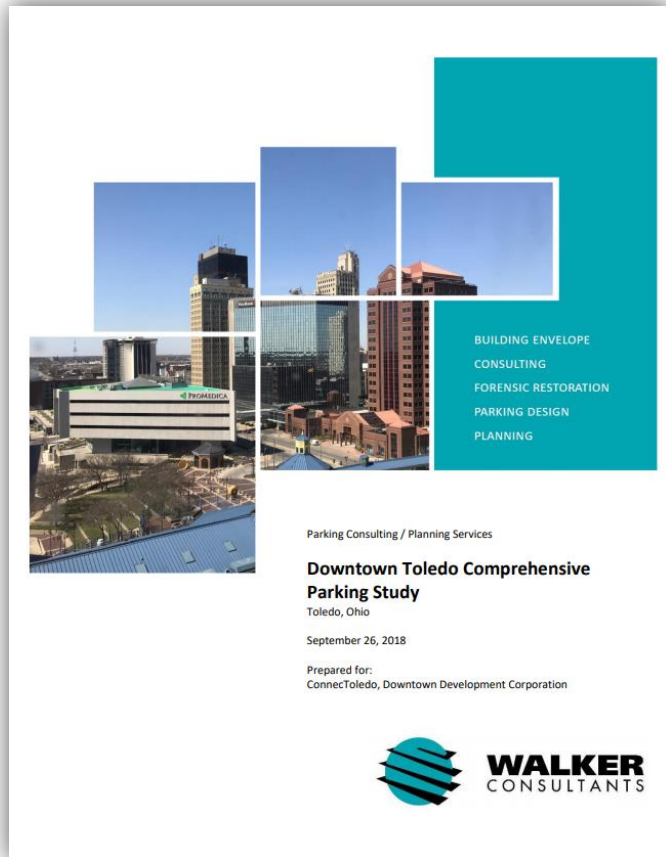
DOWNTOWN TOLEDO  
TOLEDO, OHIO

Prepared for:  
TOLEDO-LUCAS COUNTY PORT  
AUTHORITY

AUGUST 16, 2017

- Free Parking is not Best Practice
- Generate on-street turnover
- Include Warehouse and Uptown
- Create a Parking Advisory Committee

# Downtown parking study goals



- There are Plenty of Parking Spaces
  - On-Street, Lots, Garages
- On-Street should be Short Term
  - 2 hour Meters, 4+ hour Posted
- Parking for Long Term
  - On-Street – Most Expensive
- Monitor High-Demand Areas
- Allocate Revenue to Service Area
- Transportation Demand Management



# Why Change, Why Now?



Downtown Toledo  
300 Madison Avenue, Suite 2120 • Toledo, Ohio 43604  
419-253-5801 • 419-253-5801  
www.downtowntoledo.org

April 11, 2019

Toledo City Council  
One Government Center, Suite 2120  
Toledo, OH 43604

To President Cherry and Toledo City Council members,  
On behalf of the Downtown Toledo Improvement District, I am sending support for the On-Street Ordinance #0-145-19 and asking for your vote of approval.  
DITD is the representative of property owners and business operators within its assessment area. As their board members took a unanimous vote of support for the Ordinance #0-145-19 and asking for your vote of approval.  
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Committee and its relationship with the Commissioner  
the Commissioner, other City of Toledo



April 12, 2019

Honorable Mayor Wade Kapsznikiewicz  
One Government Center,  
Suite 2200  
Toledo, OH 43604

RE: On-Street Parking Ordinance

Dear Mayor:

I am the owner/representative of Job1USA, located at 701 Jefferson Avenue. I am writing to express my support for approval of Ordinance #0-145-19, requesting modifications to the Port Authority's operating plan and budget related to on-street parking locations, hours, rates and fees. As a downtown business operator, the turnover of parking allows my short-term customers easier access. The combination of the various proposed changes is the best approach to encouraging the right behavior while discouraging misuse. I believe that this change will help.

Job1USA is proud to be part of the renewal of downtown Toledo and believe we should continue to make the kinds of improvements that will lead to our success. Therefore, I recommend you vote in support of Ordinance #0-145-19.

Regards,

*[Signature]*

April 15, 2019

Toledo City Council  
One Government Center,  
Suite 2120  
Toledo, OH 43604

RE: On-Street Parking Ordinance

To the President and Members of City Council:

I am the owner/representative of SSOE located at 701 Jefferson Avenue. I am writing to express my support for approval of Ordinance #0-145-19, requesting modifications to the Port Authority's operating plan and budget related to on-street parking locations, hours, rates and fees. As a downtown business operator, the turnover of parking allows my short-term customers easier access. The combination of the various proposed changes is the best approach to encouraging the right behavior while discouraging misuse. I believe that this change will help.

SSOE is proud to be part of the renewal of downtown Toledo and believe we should continue to make the kinds of improvements that will lead to our success. Therefore, I recommend you vote in support of Ordinance #0-145-19.

Regards,

*[Signature]*



April 12, 2019

Toledo City Council  
One Government Center,  
Suite 2120  
Toledo, OH 43604

RE: Parking Advisory Committee - On-Street Parking Ordinance

To the President and Members of City Council:

I'm writing to express my support for approval of Ordinance #0-145-19, requesting modifications to the Port Authority's operating plan and budget related to on-street parking locations, hours, rates and fees. I've been a member of the Parking Advisory Committee (PAC) for the past year, which was established by Connect Toledo in partnership with the Toledo Lucas County Port Authority (TLCPA). As a member of the PAC, I've been part of the team to review, finalize and approve the Comprehensive Parking Strategy. Previously I was a board member of ParkSmart for over 5 years.

I'm also a downtown stakeholder, downtown landlord to eight tenants, and own two businesses downtown (Martin Wood Appraisal Group, Ltd. at 43 S. St. Clair St. and West Erie Realty Solutions, Ltd. at 323 Lafayette St.). I also serve as a member of Toledo Warehouse District Architectural Review Committee (TWDARC) and assisted with writing the regulations for TWDARC Overlay District. Further, I've spent over 50,000 hours of my life working and visiting Downtown Toledo.

I look forward to continuing as a member of the PAC and providing advisory services on future parking decisions and supporting Downtown Toledo's growth. I strongly recommend you vote in support of Ordinance #0-145-19.

Sincerely,

*[Signature]*  
Kenneth P. Wood, President  
Martin Wood Appraisal Group, Ltd.

43 S. St. Clair Street, Toledo, Ohio  
office: 419-241-4998 fax: 419-241-5932  
www.martinwoodappraisal.com

SSOE Group  
1001 Madison Avenue  
Toledo, OH 43604  
419-253-5801  
419-253-6101  
www.ssoe.com



On behalf of Connect Toledo, Downtown Development Corporation, I am writing to express support for Ordinance #0-145-19, requesting modifications to the Port Authority's operating plan and budget related to on-street parking locations, hours, rates and fees. As a part of our commitment to downtown revitalization, we have been working collaboratively with the City of Toledo, Lucas County, and the Toledo Lucas County Port Authority to evaluate downtown parking and parking management best practices that can be implemented to support economic development. The parking study which was a recommendation of the Downtown Toledo Master Plan and approved by City Council in February 2017, is a critical step to implementing strategies to attract new and existing businesses and development.

April 10, 2019  
Toledo City Council  
One Government Center,  
Suite 2120  
Toledo, OH 43604

RE: On-Street Parking Ordinance

To the President and Members of City Council:

On behalf of Connect Toledo, Downtown Development Corporation, I am writing to express support for Ordinance #0-145-19, requesting modifications to the Port Authority's operating plan and budget related to on-street parking locations, hours, rates and fees. As a part of our commitment to downtown revitalization, we have been working collaboratively with the City of Toledo, Lucas County, and the Toledo Lucas County Port Authority to evaluate downtown parking and parking management best practices that can be implemented to support economic development. The parking study which was a recommendation of the Downtown Toledo Master Plan and approved by City Council in February 2017, is a critical step to implementing strategies to attract new and existing businesses and development.

According to the study, on-street parking is critical to the vitality of downtown Toledo and restaurants and should be considered "premium" use only for short-term visitors and customers. Long-term visitors, like employees or guests should be encouraged to park in lots or garages. In fact, it is estimated that each building could generate up to \$200,000 in annual retail sales for the adjacent parking. A major factor in a downtown master's visioning is the availability and proximity of parking, so in Toledo's case, study found that there is ample parking space however when street spaces are full, visitors perceive a shortage of parking.

We are collectively making progress and applaud the City for initiating Master Plan strategies like the Downtown Transportation Plan and Laws Square Park. We hope that you will continue to follow the framework established by the Master Plan and vote for Ordinance #0-145-19 in support and attract new downtown business.

Regards,

*[Signature]*  
Rachel Bach, AICP  
President and CEO

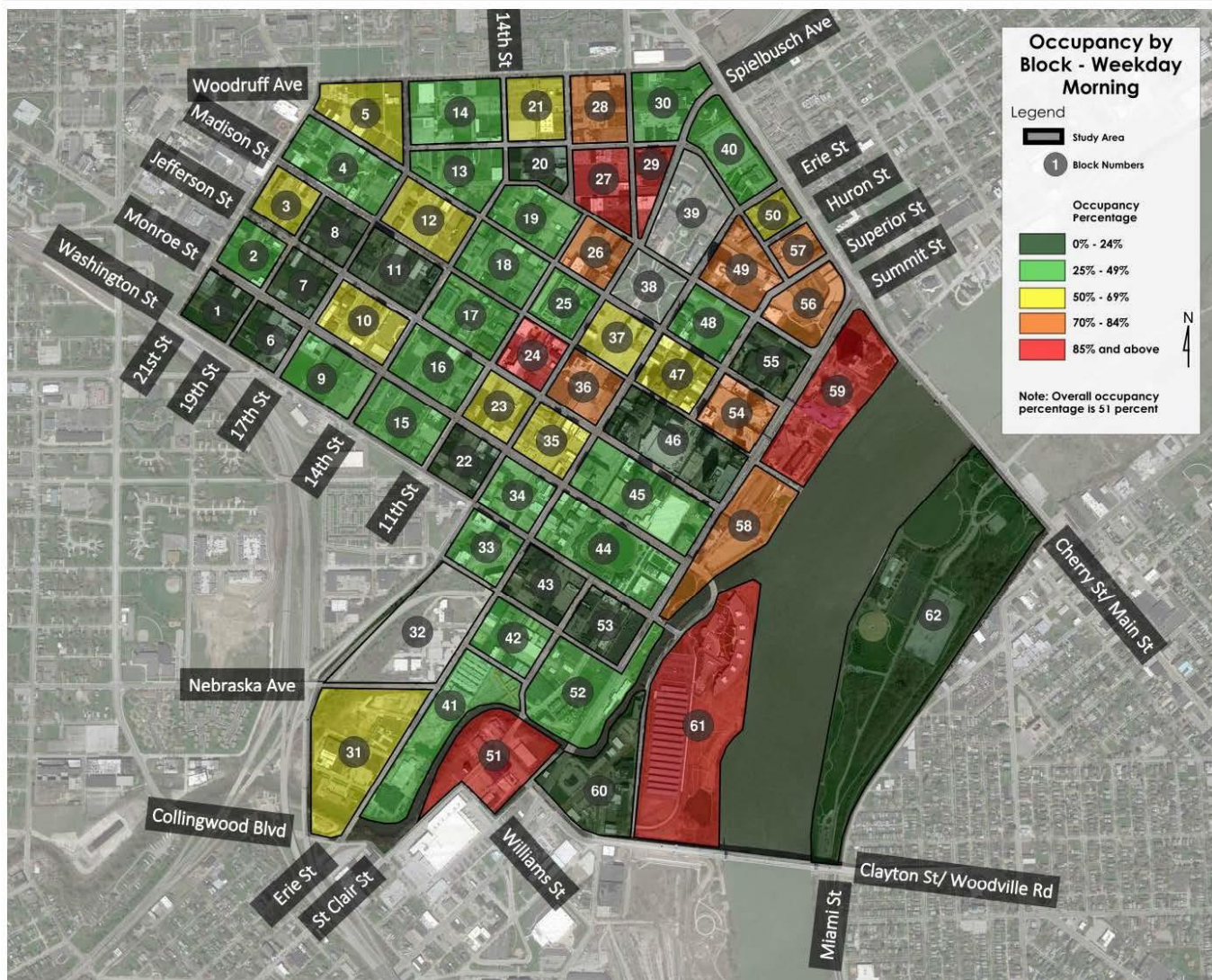


# Proposed Changes to Franchise Agreement

1. All Day Paid Meter Parking
2. Enforce Time Limits
3. Expand the Service Area
4. Accelerate Penalties
5. Expand Hours
6. Demand-Based Rates
7. Expand Parking Enforcement
8. Reinvest Income into Service Area



Figure 13: Weekday Off-Street Parking Occupancy Map by Block - Morning





# 1

## Implement All Day Paid Meter Parking



- For some blocks - On-Street Parking should be for Short Term Customer Parking
- Upside Down - Current “Free” period makes On-Street cheaper than lots or garages.
- For some blocks - On-Street Parking is being used for Long Term (more than 2 hours) Parking.
- We are Open For Business All Day

# 2

## Enforce Time Limits

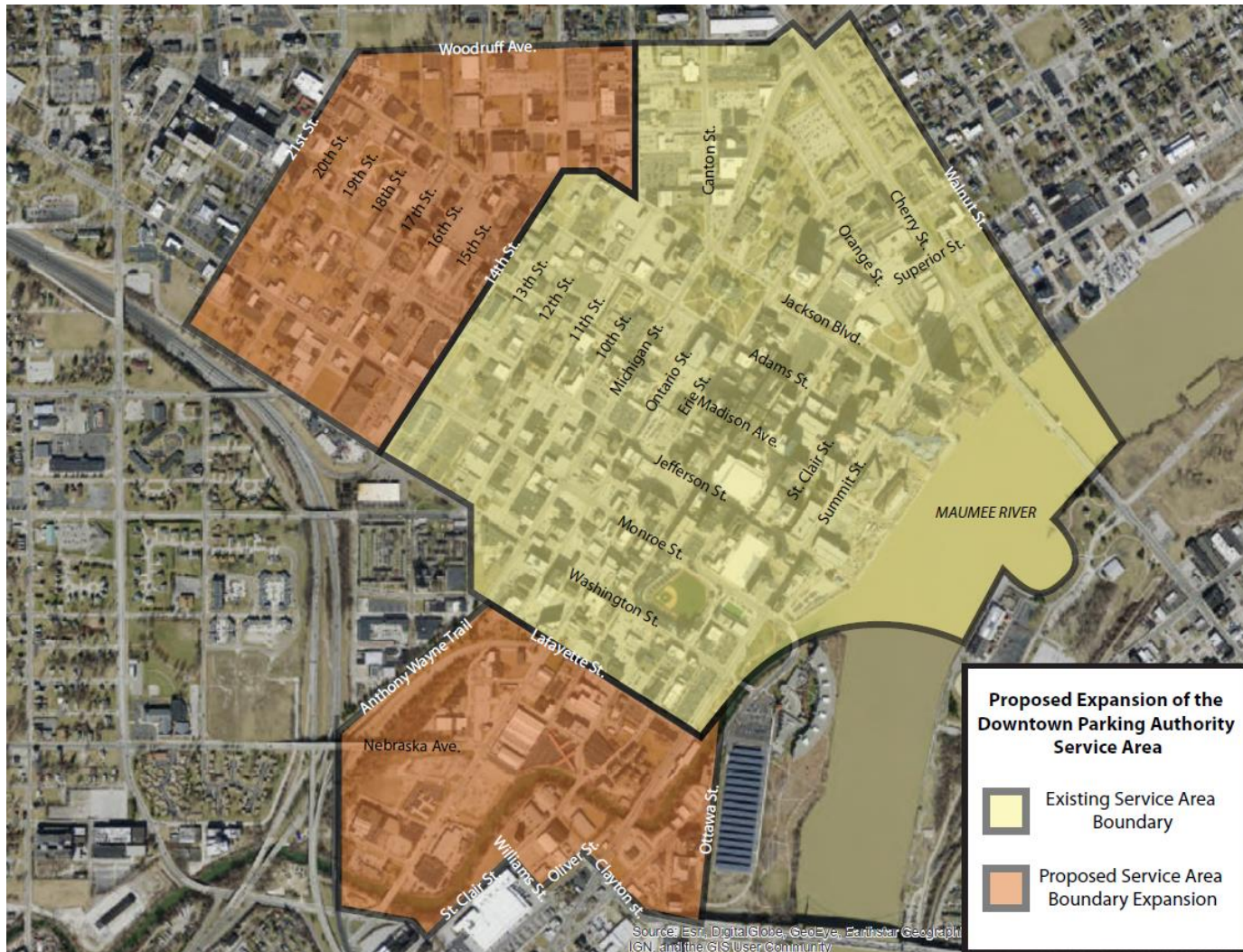
- Current Agreement does not allow Enforcement of Time Limits at meters between 11 and 2.
- Time limits create turnover which supports business
- This includes metered and unmetered spaces whether 15 minutes and 2 hours





# 3

## Expand Service Area



# 3

## Expand Service Area - Warehouse

- Expansion Authorizes Enforcement - ParkSmart Operations
  - (includes hydrants, loading zones, time limits etc.)
- Expansion Offers Eligibility for Service Area Projects
- ALL CHANGES ARE BASED ON DATA





# 3 Expand Service Area - Uptown



# 4 Accelerated Violation Penalties



- Discourage Repeat Offenders
  - First Offense = \$10
  - Fifth Offense = \$20
  - Tenth Offense = \$30



# 5

## Expand Hours of Parking Enforcement

- Current Agreement does not allow Enforcement by ParkSmart between 11 and 2 or after 5



# 5

## Expand Hours for On-Street Parking

- Currently, Free On-Street Parking after 5 Encourages Long Term Employee Parking.
- In Some Areas, this Eliminates Customer Parking.



### Constituent Comment Card

Public Forum: Downtown Parking



Thank you for attending this evening's community forum. Please use the following space below to leave your comment, idea, or concern:

*I work at Huntington Center as a usher & ticket taker. I make minimum wage in a 4 to 5 hr. increment. I, and all the other ushers at Huntington & 53rd feel have to pay at a parking lot (\$10 to \$15). I would not make any money! We all work to subsidize a pension, S.S., or disability checks. I know the Mayor takes a bus once a week to work, but that is not an option from Swanton, Oh. →*

Please provide your contact information so the Mayor's Office can follow up with you:

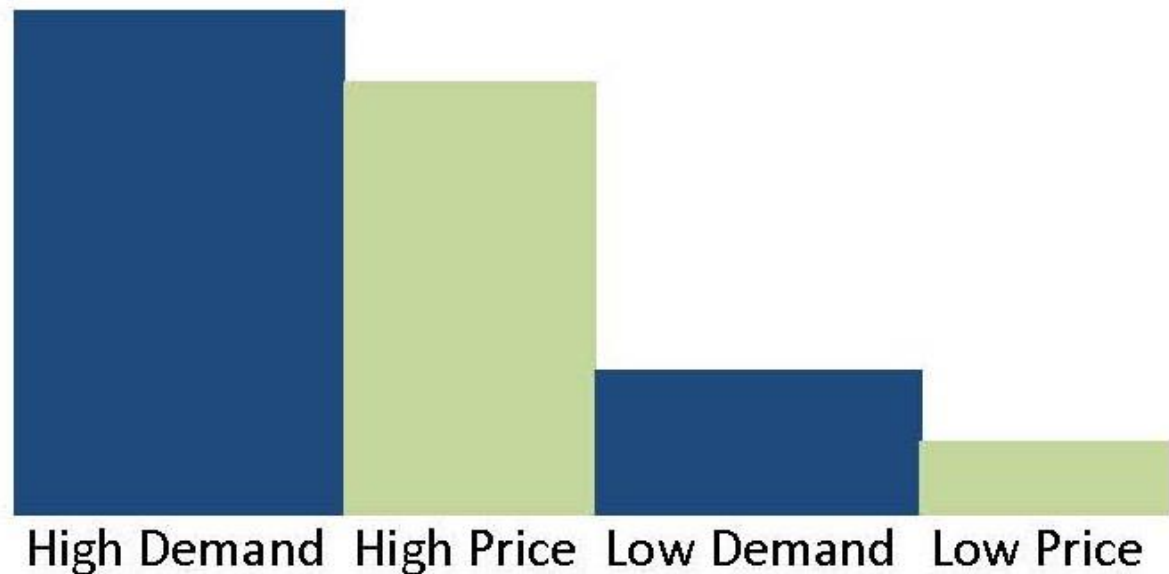
Name	Email	Phone	City

We want to hear from you! Engage Toledo, our citizen engagement call center, can take your service requests 24 hours a day, 7 days a week, including holidays at: 419-936-2020.

# 6

## Implement Demand-Based Rates

- Best Practice is to Implement Rates to keep 15% of the spaces available
- Streets exceeding 85% usage may see increased rates and hours of meter operation





# 7

## Expand Parking Enforcement



- At Request of TPD to address congestion, ADA or safety issues
- ParkSmart already processes all parking tickets issued in Toledo, including those by TPD

# 8

## Reinvest Parking Net Income

- The Current Agreement = 50/50 Net Revenue Split with the Port Authority.
- Amendment = All On-Street Net Revenue To City
- Currently \$300,000 per year
- Estimated \$500,000 Additional with Changes
- Dedicate All Net Revenue to Service Area Projects
  - Project List from Toledo Engineering Services
  - Prioritized by the Parking Advisory Committee
  - Presented to City Council for appropriation and authorization of expenditure





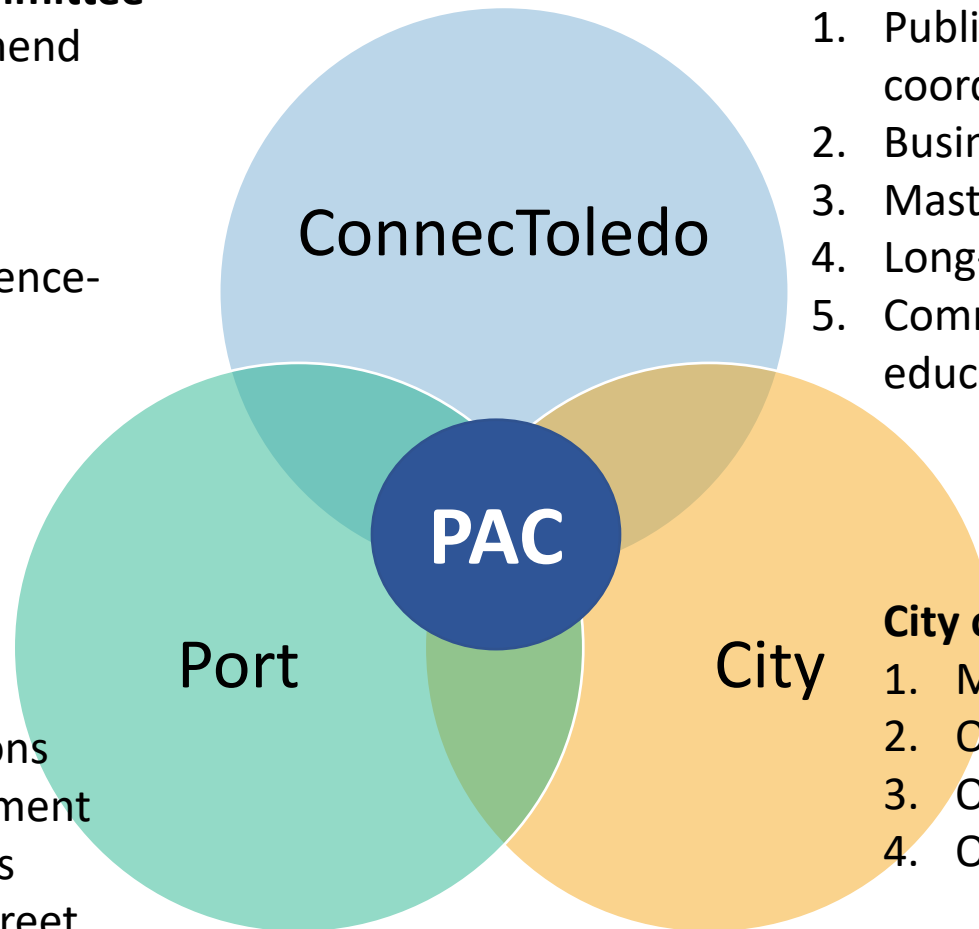
# Downtown Parking – a coordinated approach

## Parking Advisory Committee

1. Review & recommend changes to policy
2. Parking strategy implementation
3. Advocate for evidence-based parking management

## Port/ParkSmart

1. On-street operations
2. On-street enforcement
3. Operates 3 garages
4. Potential for off-street enforcement



## ConnectToledo

1. Public/private coordination
2. Businesses representative
3. Master Plan consistency
4. Long-range visioning
5. Communications & education

## City of Toledo

1. Municipal code
2. On-street enforcement
3. Off-street enforcement
4. Owner of right-a-way

# Downtown Parking Advisory Committee

Membership Type	Representative
ConneCToledo	Jim Kniep, Chair
TLCPA	Joe Cappel
City of Toledo	Bill Burkett
Lucas County	Cm Pete Gerken
DTID	Matt Lewandowski
Uptown rep	Jamie Harter
Warehouse rep	Ken Wood
Privately owned lots	Joe Marck
Downtown resident	Breanne Rubin
Small business	Kate McPherson
Institutional organization	Lori Hauser/IST
Developer/Real Estate	Mike Abernathy
Outside of DT (First Solar)	Tom Sullivan

Staff	Representative
ConneCToledo	Cindy Kerr
ParkSmart/TLCPA	Todd Audet/Shala Logan
City of Toledo	Paul Rasmussen/Naveen Chaundry
Toledo Police Department	Cpt Ron Frederick



# On-street Legislative Timeline

Implementation Schedule		Timeframe							
		2019				2020			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Complete Comprehensive Parking Study - complete								
	Form Parking Advisory Committee and establish meeting schedule and role - complete								
	Public meetings – (June/18) complete								
Under way	Address part-time, seasonal, low wage employees – discussions employers underway								
Under way	Convert conventional meters to smart meters - underway								
1	City Council approval of changes to franchise agreement (on-street parking)		4/25						
2	Implement all-day paid meter parking								
3	Enforce time limits								
4	Expand service area								
5	Accelerate violation penalties								
6	Implement demand-based rates								
7	Expand parking enforcement								
8	Reinvestment of additional parking revenue (modification of Franchise Agreement, identification of projects, allocation)								
9	Communications, public education, website updates, etc		ongoing						



# Parking is Key To Economic Development now AND in the Future...

➤ What Does the Future of Parking Look Like?

