Mill Avenue District Parking Cooperative Guiding Principles

The following are the principles that guide the mission, policies, goals and operations of the Mill Avenue District Parking Cooperative:

- **Balanced Access for all travel modes, including vehicular, pedestrian, bicycle and transit, to meet community goals**
- **Understand the role of parking in the urban environment and work to develop "right sized" parking policies to encourage development while meeting overall district needs**
- **Integration of facility design into the urban design context**
- **Value the utility and importance of on-street parking**
- **Maximize the efficiency of existing parking and parking opportunities**
- **Ensure the best possible customer service for all parking users**

AGENDA ITEM #2
DATE 02-21-08

Balanced Access for all Travel Modes Including Vehicular, Pedestrian, Bicycle and Transit to Meet Community Goals

- **Transient and monthly parking rates will be market based (variable, pending on time, location, or the service provided).**
- **The Mill Avenue District Parking Cooperative members will honor validations from all businesses within the district to ensure a seem less experience for regular customers and occasional visitors.**
- **The Mill Avenue District Parking Cooperative members will strive to obtain an 85-90% effective occupancy rate in all parking facilities.**
- **The Mill Avenue District Parking Cooperative members, working with city, state and regional authorities, will strive to support a 60% alternative mode goal (As established in the M.A.D. Strategic Plan).**

Understand the Proper Role of Parking

- Parking, while important, should always be viewed as subservient to core downtown functions.
- The Mill Avenue District Parking Cooperative shall formulate public/private partnerships that can promote the areas economic development strategies by creatively addressing specific parking issues
- Parking should be strategically located to support transit functions and be placed in a logical, walkable distance from the service area
- Parking should prioritize customers over employees while ensuring availability for employee parking
- The Mill Avenue District Parking Cooperative will strive to ensure that developments include appropriate parking. Too much parking is a waste as people don't come downtown to park while too little is a danger as every parker is a potential customer

Integration of Facility Design into the Urban Design Context

- Parking facilities should be placed under and behind new development to the greatest extent possible
- Parking facilities should be designed using the Downtown Tempe Design Principles which guide all downtown development
- Parking facilities should be well maintained, clean and safe
- Parking facilities should always enhance a project, not dominate it, and should not be built as stand alone facilities when alternatives are available

Value the Utility of On-Street Parking

- On-Street parking is the most visible, convenient and versatile CUSTOMER parking.
- On-Street parking should be installed wherever possible.
- On-Street parking should never be used by employees.
- Where ever possible, the historic street grid should be restored to offer more opportunities for on-street parking and improved access.
- Fees and time limits for on-street parking should reflect the demand for such spaces.

Maximize the efficiency of existing parking and parking opportunities

- Before adding additional spaces in an area, existing usage should be reviewed to determine the actual need for additional spaces.
- The Mill Avenue District Parking Cooperative, working with the City of Tempe and Private Property Owners, should encourage the management or purchase of Unused Parking
- Unused Parking is Usually Located in Areas Which Are Less Convenient to the Service Area and Should Therefore be Utilized by Employees Thereby Benefiting Customers

Ensure the best possible customer service for all parking users

- The Mill Avenue District Parking Cooperative members will strive to achieve a "Best In Class" Parking Program. All aspects of Downtown parking should reflect an understanding of what the downtown customer desires in terms of a positive and memorable experience.
- The Mill Avenue District Parking Cooperative members will maintain a parking validation system that is fair and equitable to property owners, customers and visitors.
- The Mill Avenue District Parking Cooperative should maintain a uniformed structure that provides for integration of On-Street, Off-Street and Parking Enforcement activities
- Parking violation policies shall be established to ensure a good customer service experience while discouraging illegal parking.