

Memorandum



Public Works

DATE: April 21, 2008

TO: Mayor and Council

FROM: Neil Calfee, Deputy Community Development Manager, Redevelopment & Revitalization (350-2912)
Carlos de Leon, Deputy Public Works Manager, Transportation (350-8527)

THROUGH: Glenn Kephart, Public Works Manager (350-8205)
Chris Salomone, Community Development Manager (350-8294)

SUBJECT: **Issue Review Session 05/01/08: Downtown Parking Improvements**

At the Issue Review Session on May 1, staff will be presenting an update on downtown parking improvements related to wayfinder signage and temporary parking lots, and will seek **Council direction on the use of \$150,000 in contingency funds for establishing an additional temporary parking lot at Myrtle Ave. and 7th St. at the University Square Project.**

Background

Based on Council direction provided at the February 21, 2008 Issue Review Session, a small working group, consisting of representatives of the Downtown Tempe Community (DTC), Field Operations, Community Development, and Transportation, met to develop a plan to revise the downtown parking signage system and to identify improvements and costs for potential temporary parking lots in downtown Tempe.

Standard Parking Directional Signs. The group identified the need to create a simple, more universal standard sign to direct motorists to parking areas in the downtown. It was agreed the universal parking symbol with directional arrows with blue background and white text would be used. It was also agreed that the current DTC "ParkiT" logo would be used as a subset of the standard sign to indicate that a parking area was part of the downtown parking validation system. Examples of these standard signs are shown below:



Wayfinder Concept. To help motorists find their way to parking areas with the highest available parking spaces, the group developed a wayfinder concept plan that:

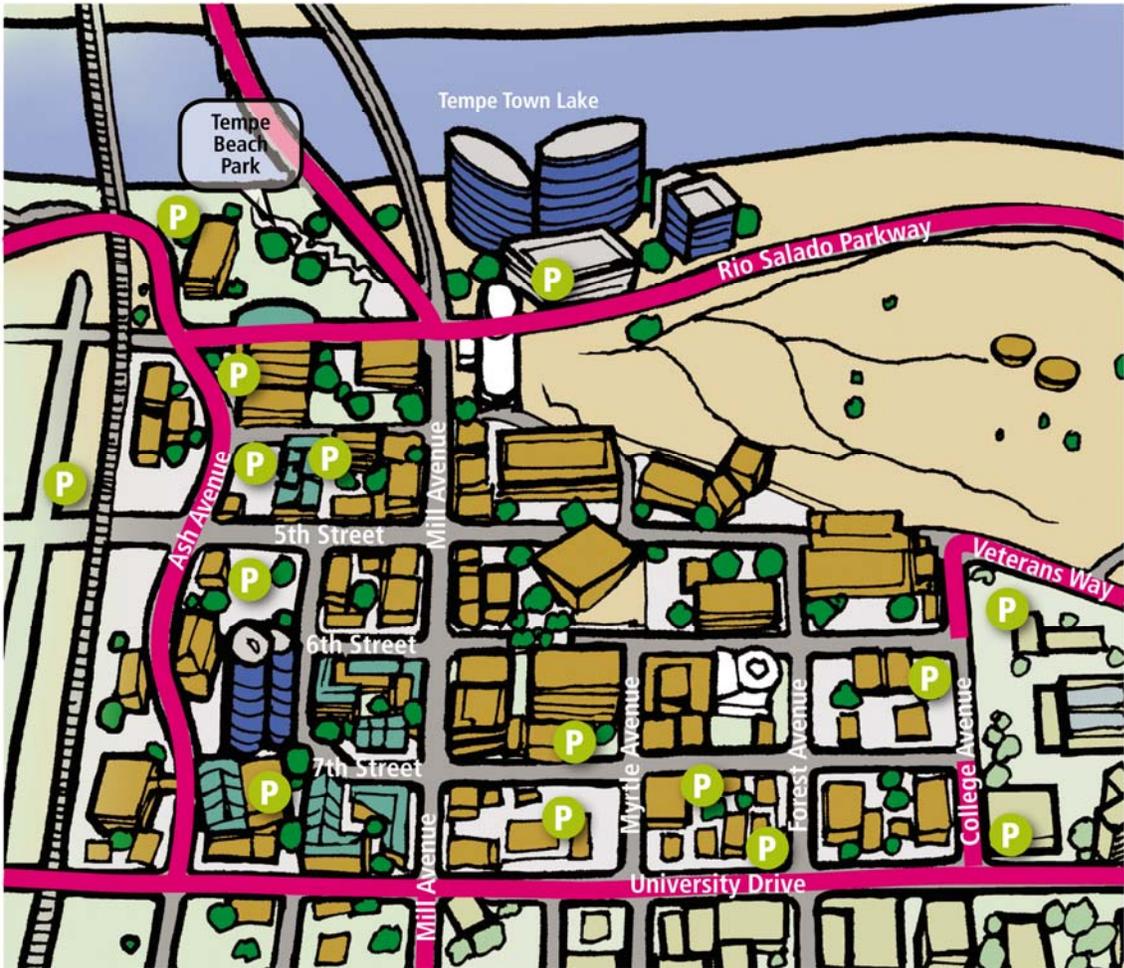
- Places a set of perimeter directional signs on Mill Ave., University Dr. and Rio Salado, prior to entering downtown, to route motorists to one of the following parking garages and lots:
 - ASU Foundation
 - Brickyard
 - Centerpoint
 - Hayden Square
 - Hayden Square West
 - Suncor
- The perimeter directional system is shown in Attachment A.
- Places a set of interior directional signs on Mill Ave. between University Dr. and Rio Salado Pkwy., and 5th St. between College Ave. and Ash Ave. to route motorists to the most immediate parking garage. The interior directional system is shown in Attachment B.
- Places banners whenever possible at the entrances to parking garages.

Based on this wayfinding concept and the new standard parking sign, specific locations for the signs were identified as shown in Attachment C. Materials for these new signs were ordered so that the signs could be fabricated. The DTC Parking system will cover the sign costs. It is expected that the new signs will be installed in the next four to six weeks. The wayfinder system will be adjusted as the availability of parking garages and lots in the downtown change over time.

Temporary Parking Lot Improvements. The group identified two temporary parking lot locations at 5th St. and Farmer Ave. and at the University Square project that could be immediately improved to provide additional temporary parking for visitors and construction workers.

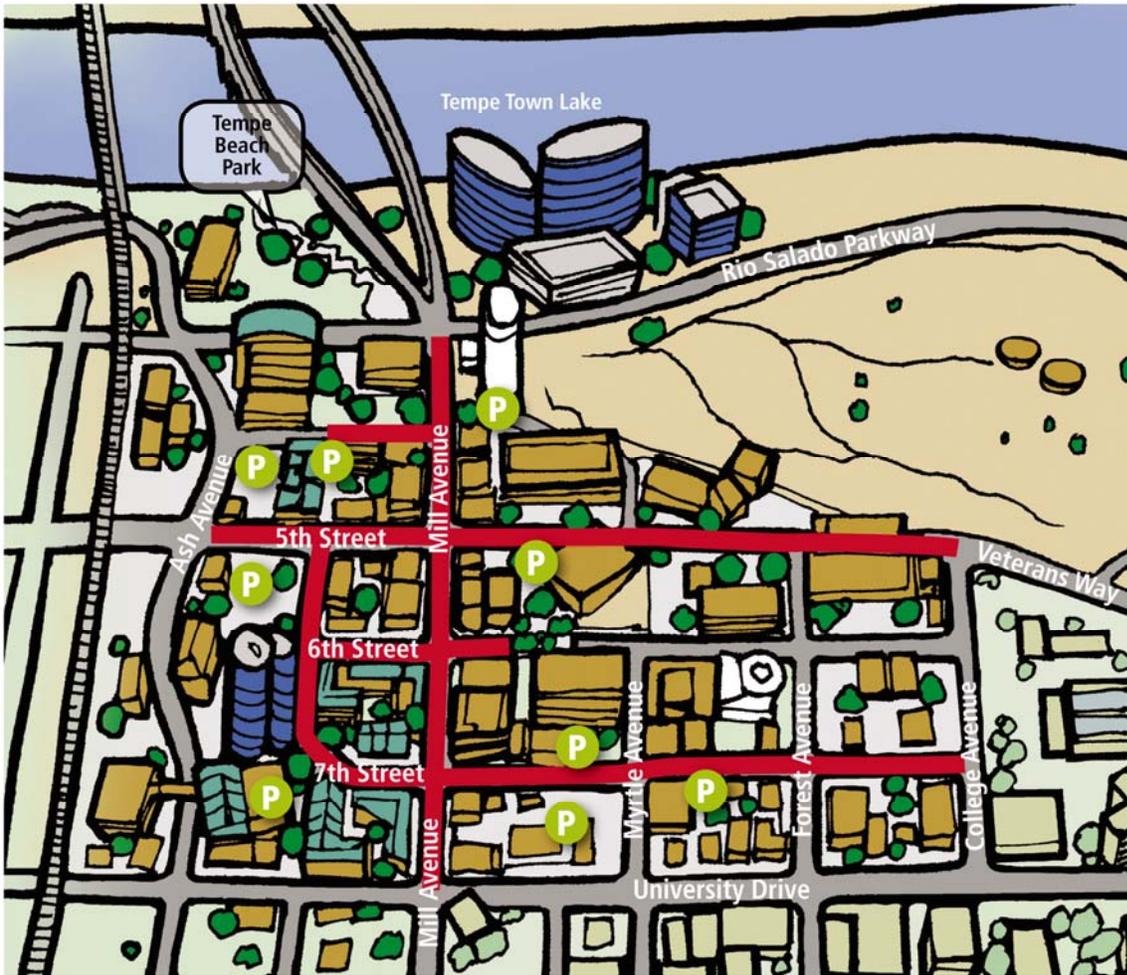
- *5th St. and Farmer Ave.* Currently, the 5th and Farmer lot is a free public parking area with no restrictions. The parking lot was recently resurfaced. The lot will be striped and fenced. In addition, the DTC plans to install multiple space parking meters in the lot to create parking turnover. The DTC will also issue permits for downtown construction workers to use this lot. It is estimated 260 spaces will be provided with these improvements.
- *University Square Parking.* The University Square project developer, 3W Companies, has agreed to allow McCarthy construction workers, who are working on the East City Hall Parking Garage Project, to park at southwest corner of 7th St. and Forest Ave. In addition, the developer has agreed to allow temporary parking on a vacant unimproved portion of the University Square project at 7th St. and Mrytle Ave. as public DTC parking. With a surface pavement, lighting and screening walls, it is estimated that 80 public parking spaces can be provided at a cost of \$150,000. Contingency funds are requested to allow for construction of this temporary lot. If approved, it is anticipated that the lot would be available for public use by early fall 2008.

In addition to the temporary lot improvements, the DTC is actively refining its parking management of existing public parking resources in order to improve the availability of public parking in downtown. Recent examples of revised management include the reserving of public parking spaces in the Brickyard and the reinstallation of on-street parking along 6th St., west of Forest Ave.



Perimeter Directional Signs

P Parking



-  Interior Directional Signs
-  Parking

CITY OF TEMPE DOWNTOWN PARKING WAYFINDER SIGNAGE

