

Smart Growth America

Technical Assistance

Building Blocks for Sustainable Communities

Community: Newark, OH
Tool: Parking audits
Date: April 25-26, 2012

TO: City of Newark

FROM: Charlier Associates

DATE: May 8, 2012

RE: Suggested Next Steps as Outcome of Technical Assistance

1. Implementation strategies developed during the workshop

City staff, with support from the SGA team, has identified the following implementation steps for moving forward with an updated parking program for downtown Newark.

1. Parking Summary Report. (Spring 2012) Prepare a brief parking primer providing information about:
 - a. Current supply and utilization of parking in downtown (existing data)
 - b. Current parking ordinances, policies and related issues
 - c. Brief review of prior reports and studies
 - d. Copy of SGA presentation at parking audit on April 25, 2012
2. Enforcement Discussion. (Spring 2012) Organize and host one or more strategy meeting(s) including Newark Public Safety and Department of Development, the MPO and County staff, along with other stakeholders as appropriate. Purpose of the meeting(s) is to coordinate next steps across departments and agencies so that the opportunity to make progress on parking is not affected by unrelated initiatives.
3. Enforcement System. (Summer 2012) Work with Public Safety to reinstate overtime parking enforcement in downtown Newark, using existing authority under current ordinances. Specific steps include:
 - a. Close coordination between City, County, Downtown Newark Association, and others to establish shared strategy for reinstating enforcement.
 - b. Communication as appropriate with City Council and County Commissioners so that elected officials know what will happen when.
 - c. Development of communication materials for downtown workers to ensure that people understand where they can park and also understand that enforcement is needed and will benefit all downtown stakeholders. This may include mailings, email, and other communications. The City will utilize its website to provide continuously-updated information. (<http://www.newarkohio.net/city-services/departments/development/programs/planning-initiatives/downtown-newark-parking-study>).
4. Parking Utilization Study. (Fall 2012 – after construction season) Conduct a detailed utilization study including duration, turnover, trip purpose, owner's residence, and

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related data. Some of this data will require intercept surveys. The study will show accumulation curves, duration and turnover and other pertinent data. The study is timed to occur after reinstatement of overtime parking enforcement. Study data and recommendations will provide the basis for step 5 below.

5. Long Term Parking Strategy. (Winter 2012/13) Assemble a working group of representatives of the City (Public Safety and Development), the County, Downtown Newark Association and other stakeholders. If the Newark Community Improvement Corporation has been formed, involve representatives of that organization. Key strategies may include:
 - a. Based on the utilization study, a forecast of future parking demand and parking management needs.
 - b. A modernized enforcement system using handheld ticket machines, live real-time data base for scofflaw ID, escalating fine system for scofflaws, and “soft ticket” for first offenders.
 - c. A employee parking pass program for use in some areas of on-street parking and for certain off-street parking sites, including the existing County garage.
 - d. A pass program for other regular downtown parkers, including people associated with the County Courts system.
 - e. A Downtown Newark Parking District to manage a parking pass program, administer the parking enterprise fund (see below), and implement other elements of the Long Term Parking Strategy. Note that the District could be incorporated into the Newark Community Improvement Corporation.
 - f. A reorganization of City staff and budget structure to create a parking enterprise fund, managed by the Downtown Parking District, so that parking enforcement can be a break-even undertaking and not a general fund line item.
 - g. Identification of off-street surface lots that can be staged into a permit parking system and coordination with affected property owners.
6. Downtown Framework Plan. (Spring 2013) Prepare a plan of major city actions to be undertaken for the improvement of downtown Newark. The plan would describe planned capital improvements (multi-year program), revised or updated ordinances, projects and studies, and other administrative actions. Conduct a public process to develop the Framework Plan components and provide a robust, active community discussion about downtown Newark. At the draft plan stage, develop an implementation schedule for framework elements. Capital projects might include:
 - a. Reconstruction of the Canal/Market corridor to establish a new public space and event pavilion.
 - b. Locust Street streetscape.
 - c. Park Place up safety/aesthetic upgrade.
 - d. Cross-Downtown bike corridor.
 - e. Improvements to surface parking lots.
7. Parking District. (Spring 2013) Establish Downtown Newark Parking District with responsibility for implementing the Long Term Parking Strategy.