



### **Smart Growth America: Technical Assistance Building Blocks for Sustainable Communities**

To: Smart Growth America  
From: City of Newark  
Date: June 19, 2012  
Subject: Parking Audit Technical Assistance – Progress Report #1

This is the first of several progress reports that will document the implementation of strategies and programs resulting from the downtown parking audit conducted by Smart Growth America (SGA) and Charlier Associates for the City of Newark. The technical assistance consisted of a public meeting held in the evening on April 25 to discuss concerns and general parking strategies, a stakeholder meeting held the morning of April 26 to address specific issues and begin developing strategies to improve parking in downtown Newark, and a staff implementation meeting held in the afternoon on April 26 to identify the necessary steps to achieve an effective parking strategy.

Among the key issues identified at the public and stakeholder meetings were the lack of enforcement of the existing parking ordinances, concerns about daytime employees taking prime retail parking spaces, a lack of spaces for certain specific users (e.g. future residences on the Courthouse Square and jurors at the county courthouse), a lack of data regarding who is parking where and when, and unclear signage for existing public parking. During the April 26 implementation meeting, Jim Charlier worked with key city staff on the development of an implementation plan and timeline to address the key issues and concerns that were raised. This plan was formalized in the Next Steps Memo completed by Charlier Associates in early May.

Since receipt of the Next Steps Memo, that document has been expanded upon and the timeline updated to reflect current progress. It has also been posted on the parking page of the City of Newark website so that residents and other members of the public can keep up to date on parking developments. City staff have been working to complete Step 1 of the implementation plan, which entails mapping all existing parking in downtown Newark and summarizing the current parking ordinances.

This information is being developed into a *Parking Primer*; a single sheet informational resource with a map of downtown parking facilities on one side and a summary of parking ordinances and policies on the other. The primer will be made available on the City's website and in hard copy format at key locations for use by businesses, residents, and visitors to downtown. It will also be utilized by staff and stakeholders during Step 2 of the implementation plan.

Step 2 involves a meeting (scheduled for early July) with key downtown stakeholders to discuss the re-establishment of parking enforcement. As nearly everyone has agreed that enforcement activities are the first priority in developing a long-term parking strategy, this meeting will focus on building consensus for an approach to those enforcement activities. Among the issues the group will address are: the role of parking enforcement officers, fine structures, a target date to begin enforcement, and how to best notify the public of enforcement activities. Following the meeting, city staff will begin working toward Step 3 of the implementation plan, with the goal of commencing enforcement activities in the fall of 2012.