

Mobility & Parking Advisory Board



Wednesday,
December 6, 2023
11:00 a.m.

2nd Floor Committee,
Governmental Center
400 Boardman Avenue
Traverse City,
Michigan 49684



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If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Nicole VanNess, Transportation Mobility Director
(231) 922-0241
Web: www.parking.downtowntc.com
303 East State Street
Traverse City, MI 49684

Welcome to the Parking Advisory Board meeting

Agenda

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1. CALL TO ORDER	
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2. ROLL CALL	
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3. CONSIDERATION OF MINUTES	
A. Consideration of Approving the November 1, 2023 Meeting Minutes (approval recommended)	3 - 4
Mobility & Parking Advisory Board - 01 Nov 2023 - Minutes - Pdf	
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4. TRANSPORTATION DEMAND MANAGEMENT	
A. Loading Zones	5 -
TDM Loading Zones - Memo	
ATTACH A Downtown Loading Zones	
ATTACH B Loading Zone Signs	
TDM Report 2017 - Loading	
TDM Report 2022 - Loading	
TDM Appendices 2022 - Loading	
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5. PUBLIC COMMENT	
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6. ADJOURNMENT	



**Minutes of the
Mobility & Parking Advisory Board for the Downtown Development Authority
Regular Meeting
Wednesday, November 1, 2023**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order at the 2nd Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 11 a.m.

The following Members were in attendance: Board Vice Chair Scott Hardy, Commissioner Doug Hickman, Board Member Katy Bertodatto, and William Clark

The following Members were absent: Committee Member Todd Knaus and Board Member Pam Marsh

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

Chairperson Bertodatto called the meeting to order at 10:59 AM.

(c) **CONSIDERATION OF MINUTES**

- (1) Consideration of approving the minutes of the October 18, 2023 meeting (approval recommended)
Approval of the minutes as amended

Moved by Scott Hardy, Seconded by Doug Hickman

Yes: Scott Hardy, Doug Hickman, Katy Bertodatto, and William Clark

Absent: Todd Knaus and Pam Marsh

CARRIED. 4-0-2 on a recorded vote

(d) **TRANSPORTATION DEMAND MANAGEMENT**

- (1) 3-year Plan Discussion

VanNess reviewed the 3-year plan with the Mobility & Parking Advisory Board that was first published in the packet in March 2023. The Board discussed items that were identified in years 1-2 that require additional input from other City departments along with public outreach which include: employee parking options in neighborhoods and expanding the residential permit program by including overnight parking. Given the time requirements to complete public engagement, these items are better suited for year 2 after Grandview Parkway. The focus for year 1 will be to consider flex zones of loading zone parking.

(e) **PUBLIC COMMENT**

VanNess provided an update that Circulator options would be going to the DDA Board after Finance Committee approved wraps and leased Trolley options.

(f) **ADJOURNMENT**

Bertodatto adjourned the meeting at 11:39 AM.

Scott Hardy, Chairperson



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: November 30, 2023
Re: Loading Zones

The Transportation Demand Management (TDM) study, recommends creating parking in off-hour loading zones or to revise posted loading zones to defined times. The purpose of this recommendation adds available parking spaces back into the system by:

- 1) Repurposing the space to allow for more than loading only
- 2) Defining loading times when commercial activities are likely to occur
- 3) Increasing short-term demand in evenings and on weekends

The loading zone map (Attachment A) provides an overview of the loading zones in the downtown area. The map dots are related to the Traffic Control Order (TCO) that establishes the loading zone and does not depict the number of spaces that are signed for loading. Throughout the downtown area, the loading zone signs indicate a restricted time limit, but do not identify loading zone time frames. (Attachment B).

By implementing signage defining loading times, we can increase parking in the downtown area. Loading zone areas will be considered individually based on the location or the business near the loading zone.

- Loading Zone - Existing Sign
- Loading Zone - Existing Pavement Marking



This map is based on digital databases from the City of Traverse City. Traverse City cannot accept any responsibility for errors, omissions or positional accuracy. There are no warranties expressed or implied.

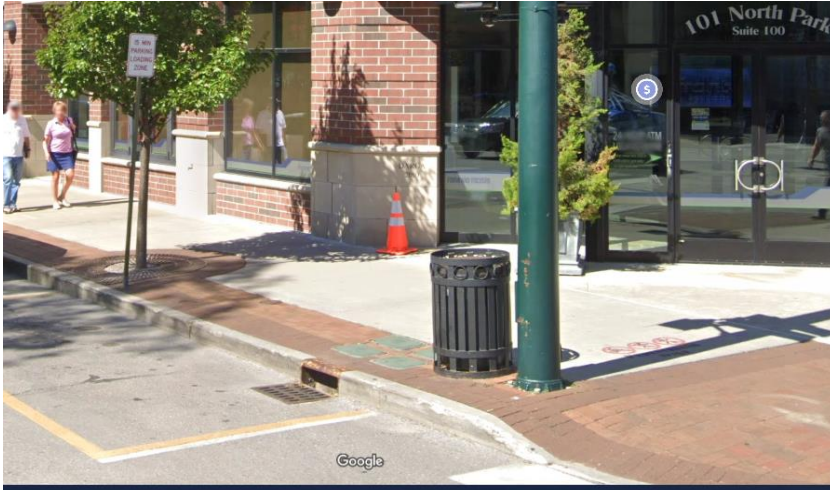
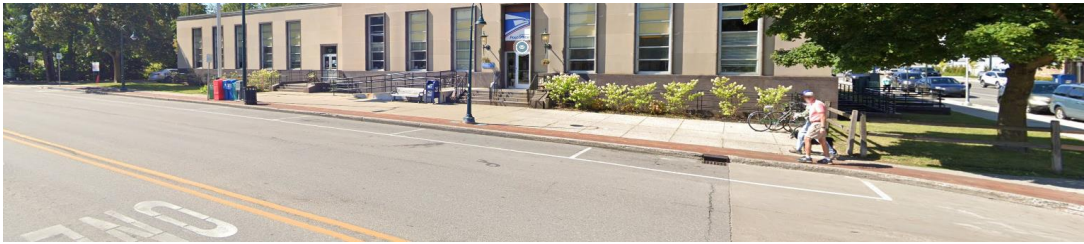
DOWNTOWN LOADING ZONES

CITY OF TRAVERSE CITY,
MICHIGAN



1 inch = 350 feet
4/6/2021 NBS

Attachment B: Loading Zones Signs



Attachment B: Loading Zones Signs



Attachment B: Loading Zones Signs



Several lots with workday demand schedules provide opportunities to explore options for arranging evening/late-night use by downtown employees, using permits to control access to these private facilities and potentially fund participant benefits like snow clearance, lighting and maintenance, liability-insurance offsets, etc. Traditional shared-parking arrangements between lot/property owners can also be brokered by the City/DDA to reduce implementation barriers.

- Engage private-lot owners to develop an evening-employee strategy that could include designated permits to help control use of shared facilities.
 - These would be for permits that the DDA would issue to downtown businesses, with the over-costs revenue provided to the lot owners.
- Ensure that property owners know and recognize that the DDA is willing to provide intermediary services to develop sharing arrangements and agreements.

Broker shared-parking, offering pay-by-phone pricing as incentive.

This technology has proved critical to allowing owners of private parking facilities to monetize parking that they make available during off-hours.

- Use TCPS's pay-by-phone system to avoid common barriers to shared parking arrangements, unlocking significant potential capacities within the downtown core.
- Offer lot owners access to the payment system, providing a means for them to monetize their excess, off-hour parking capacities.
 - This would be a compelling incentive to expand off-hour sharing among the many, substantial private lots in and around downtown.
 - Pay-by-phone vendors will typically work with lot owners to define rates and hours of access, and provide signage.
 - This signage, consistent with what is used at TCPS meters and off-street facilities, provides reassurance to drivers that these spaces are legitimately available to the public.

Create short-term parking in off-hour loading zones.

On prime commercial streets, set loading-zone regulations to hours that balance the morning/afternoon peak in loading activity, with evening/weekend peaks in short-term parking demand.

- Adjust the schedule of loading-zone restrictions, as negotiated with nearby commercial uses who rely upon these spaces for delivery of goods and services, to expand curbside-parking capacities during evening and weekend periods, when demand for such high-convenience parking is at its peak, and when loading zones attract little to no activity

Create early morning loading zones to encourage more activity at these times.

Generous early-morning loading zones on secondary streets, or on alternate sides on prime streets, can encourage more truck deliveries during these times of modest short-term parking demand.

- Set aside entire blocks for commercial loading/unloading between 6AM and 10AM, when short-term parking demand is modest.
- Pilot this on side streets, perhaps alternating sides of the street to moderate the impact on parking supplies, and expand to primary streets if results are positive.

- Concentrate enforcement efforts during the pilot to further incentivize use of these loading zones, and reduce the current rate of loading from within travel lanes.

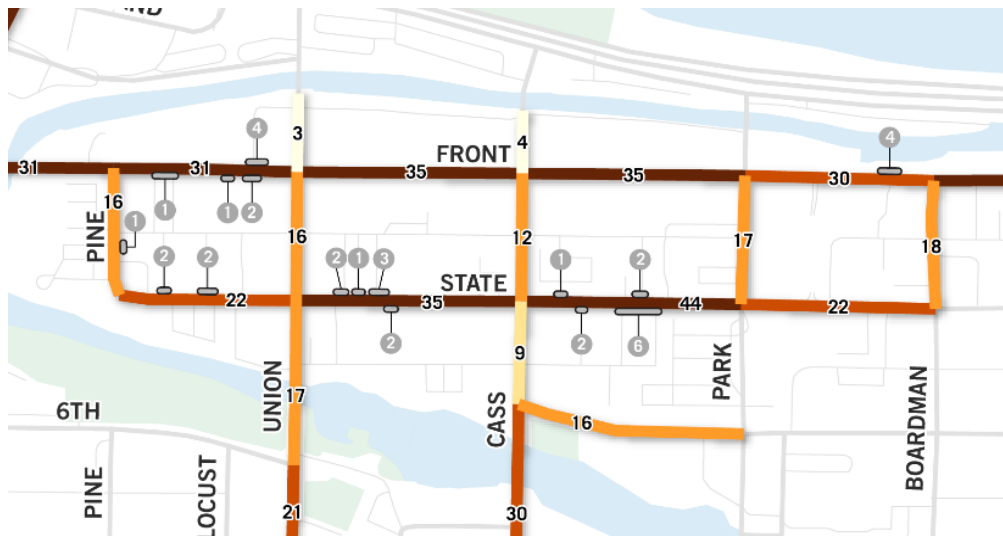
Create motorcycle/scooter parking zones.

During peak seasons and events, offering dedicated, convenient parking can encourage increased use of these space-efficient vehicles.

- This could be a seasonal strategy, focusing on months of peak visitor parking demand
- This can be a particularly beneficial use of “leftover” curbside areas too small to accommodate standard parking spaces.

Reclaim spaces from redundant curb cuts.

Figure 16 Redundant Curb Cuts (grey bars) & Estimated Lost On-Street Capacities (grey circles)



The alley/s running between Front and State streets, create an opportunity to recapture a significant number of curb cuts that both disrupt sidewalks on these streets, and reduce their critically valuable parking capacities.

- Work with property/lot owners to close as many of these redundant curb cuts as possible.
 - Identify the potential value of recapturing the lost curbside capacity along these high-value blocks may create sufficient pressure to gain the cooperation of property/lot owners.
 - Alternatively, the City should consider establishing a curb-cut tax to incentivize lot owners to rely solely on alley access to these facilities.
 - Another option might be to share any meter revenue resulting from the recapture of curbside parking capacities.

Implement an updated set of Residential Parking Permit recommendations.

Build upon the 2016 Planning Commission study recommendations to include the following recommended program elements.

QUICK WIN OPPORTUNITIES (1 – 2 YEARS)

Create Flex-Use Loading Zones in Key Locations

Key blocks of Cass and Union Streets have been identified for conversion to flex zones, with loading zone schedules more closely aligned with patterns of loading activity, and remaining hours used to provide more short-term parking.



Flex Zone in Athens, OH – After 2pm, Loading and Parking Share the Zone.

Examples in Action

Seattle

Most loading zones are reserved for commercial activity between 7 AM and 6 PM, with some exceptions, after which the space is available for personal vehicle parking. This can apply to both passenger and commercial vehicle loading zones. This regulation allows priority access for loading and unloading during peak business hours and creates more space for on-street parking in the evenings when demand is likely to be higher.

Passenger vehicles parked in after-hours load zones are subject to the time limits and/or paid parking rates posted in the vicinity. Parking is permitted in signed loading zones all day on Sundays and holidays.

Los Angeles

Yellow painted curbs are reserved for both passenger and commercial vehicles during the day, from 7 AM – 6 PM Monday through Saturday in most cases. After hours, the space is available for personal vehicle parking, subject to posted duration-of-stay and fee regulations. Yellow curbs are available for personal vehicle parking all day on Sundays.

Spokane, Washington

Spokane reserves space at the curb between the hours of 8 AM and 6 PM, for commercial vehicle loading activity. Loading is limited to 30 minutes. Outside of posted hours, personal vehicle parking is permitted.

2017 Recommendation Spotlight

Create short-term parking in off-hour loading zones.

On prime commercial streets, set loading-zone regulations to hours that balance the morning/afternoon peak in loading activity, with evening/weekend peaks in short-term parking demand.

- Adjust the schedule of loading-zone restrictions, as negotiated with nearby commercial uses who rely upon these spaces for delivery of goods and services, to expand curbside-parking capacities during evening and weekend periods, when demand for such high-convenience parking is at its peak, and when loading zones attract little to no activity

Create early morning loading zones to encourage more activity at these times.

Generous early-morning loading zones on secondary streets, or on alternate sides on prime streets, can encourage more truck deliveries during these times of modest short-term parking demand.

- Set aside entire blocks for commercial loading/unloading between 6AM and 10AM, when short-term parking demand is modest.
- Pilot this on side streets, perhaps alternating sides of the street to moderate the impact on parking supplies, and expand to primary streets if results are positive.

- Concentrate enforcement efforts during the pilot to further incentivize use of these loading zones, and reduce the current rate of loading from within travel lanes.

Implementation Action Plan

Step 1 – Identify locations where this change should first be applied, and confirm that the change is appropriate by observing level and frequency of commercial loading activity during evenings and weekend afternoons – note that this activity would continue to be allowed alongside personal vehicle parking, so some activity should not preclude making the change.

Step 2 – Change the regulations in these zones to allow personal vehicle parking after 6 PM.

Step 3 – Observe activity when these spaces are reserved for loading, and when parking is allowed, and adjust the extent of these Flex Zones, as may be necessary, to balance activity with demand.

- If significant loading activity continues into the times when personal vehicle parking is allowed, consider reducing the length of the Flex Zone to provide more dedicated loading space at these times, or returning the full space to previous regulations.

2022 TDM Study | Appendices

City of Traverse City Downtown Development Authority

- If the observed average peak occupancy for the district exceeds 85%, AND Average occupancy reaches or exceeds 85% during 3 or more hours during the day, AND
- Average occupancy reaches or exceeds 70% during 5 or more hours during the day, AND
- Annual on-street meter and SmartPark pay station transactions have not decreased since the last meter rate increase

FLEX USE LOADING ZONES

The following provides a more expansive overview of this concept, which is identified as a Quick Win recommendation in the update to the TDM Plan.

Concept Overview

Flex zones, or variable regulations, create dynamic curb space that is responsive to need by allowing different uses access to the same space at different times of day. For example, on prime commercial streets, early-morning loading zones might be balanced with regulations that shift the same curb zone to short-term parking at midday, and potentially to passenger pickup/drop-off space during evenings. Flexible loading zones could also allow for multiple users to occupy the space throughout the day, such as a shared passenger and commercial loading zone.

Flex zones can also vary seasonally as the weather dictates behavior and travel patterns. For example, in the summer space can be reserved for a circulator stop of passenger pick up and drop off near restaurants, shops, and other attractions space where demand is highest. In the cooler, quieter months, this space could transition to parking or commercial loading. Flexible infrastructure can reduce competition for the right-of-way and allow multiple modes to take advantage of the same space at alternating times. Thoughtful design of infrastructure and space can ensure that all impacted/accommodated modes see benefits, while, in many cases, dedicated infrastructure for one mode may be preferred.

Design & Infrastructure Considerations

Flex zones, as with other loading and unloading curbside spaces, require enough space to be efficient. Specific considerations include the following:

- Commercial loading zones should be designed with the following space parameters:
 - 8' wide preferred, 7' minimum, located within parking lane.
 - At corners, 20' long minimum for one parallel parking space. 50' long preferred, if no parking between crosswalk and first parking stall.
 - If midblock, 22' long minimum.
 - 40' long minimum for spaces expected to accommodate a delivery truck or two passenger vehicles
- Loading zones should be placed so that they don't obstruct visibility of crosswalks, either at intersections or midblock locations.
- Trees should not be planted in furnishing zones adjacent to loading zones.