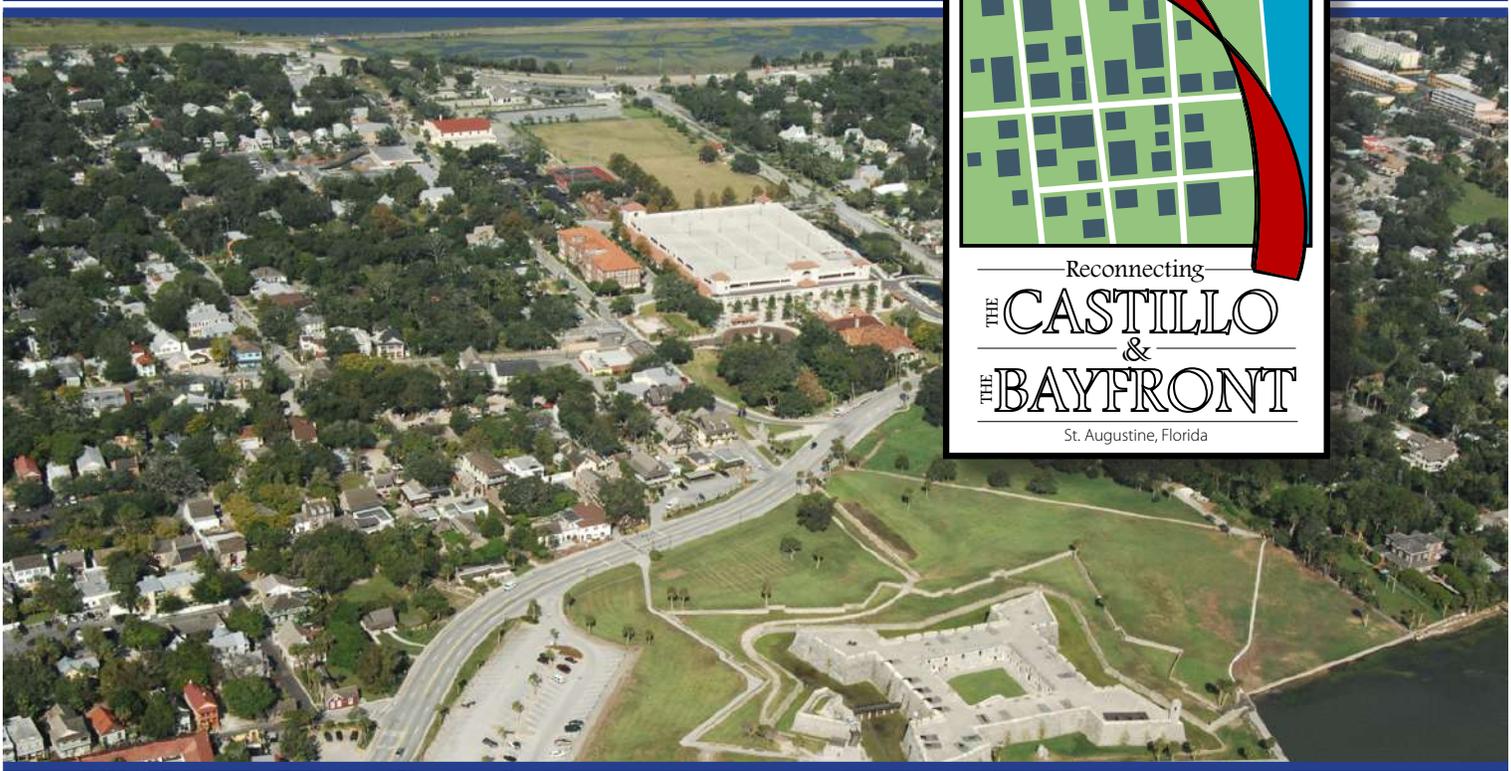
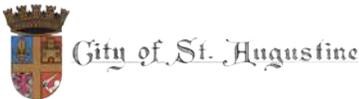


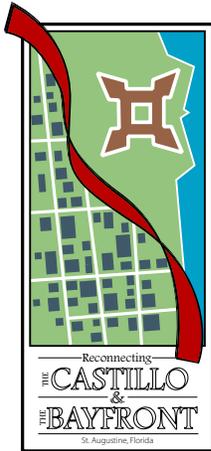
Executive Summary
Downtown Parking Study
Final Master Planning Phase | *revised* October 15, 2013



Reconnecting
THE CASTILLO
&
THE BAYFRONT
St. Augustine, Florida



Creating Compelling Environments to Live, Work, and Play



Downtown Parking Study Executive Summary

The purpose of this report is to provide guidance regarding parking needs and utilization within the historic district of St. Augustine surrounding and connecting to the Castillo de San Marcos National Monument. This study is funded through the Federal Transit Administration's "Paul S. Sarbanes Transit in Parks" grant program. A synopsis of the program is below:

The Paul S. Sarbanes Transit in Parks Program was established to address the challenge of increasing vehicle congestion in and around our national parks and other federal lands. America's national parks, wildlife refuges, and national forests were created to protect unique environmental and cultural treasures, but are now facing traffic, pollution and crowding that diminishes the visitor experience and threatens the environment.

To address these concerns, this program provides funding for alternative transportation systems, such as shuttle buses, rail connections and even bicycle trails. The program seeks to conserve natural, historical, and cultural resources; reduce congestion and pollution; improve visitor mobility and accessibility; enhance visitor experience; and ensure access to all, including persons with disabilities. The program is administered by the U.S. Department of Transportation, together with the Department of the Interior and the U.S. Forest Service.



1.0 Introduction

1.1 Study Area

For the purpose of this overview, the study area is **focused on supporting increased pedestrian connections throughout the historic downtown core, especially in relationship to the Castillo de San Marcos National Monument**. Generally, the study area is defined by Orange Street on the north, Avenida Menendez on the east, Cathedral Place on the south, and Cordova Street on the west.

1.2 Parking Recommendations Overview

As part of the *Alternative Planning Options* for the Transit in Parks Planning Grant, a series of parking management strategies were recommended as a cafeteria of options for consideration by the City of St. Augustine.

Such strategies maximize the supply of existing parking facilities and improving circulation by establishing efficiencies such as variable pricing to create turnover; better management and design of on-street parking; shared parking options; and the possible re-introduction of transit shuttle service. Such strategies can also greatly increase the opportunity to reduce vehicle travel, driver frustration, bicycle/pedestrian conflicts and the need for abundant parking within the historic core, where opportunities for abundant surface parking capacities will continue to be limited.

Final recommendations are provided below.

2.0 Phased Parking Management Strategies

2.1 Enhance digitally accessible user information

Enhance digitally accessible user information regarding parking management through a branded marketing/education campaign. This should provide information on parking availability and price using signs, brochures and maps, websites, and parking information

incorporated into general marketing materials.

User-friendly information services which, most importantly, provide real-time information on the location of available parking spaces and directs motorists and tourists to areas for overflow parking should be considered. For example, simple slogans which convey the “why not spend the next 15 minutes walking versus hunting for a parking space?” can be an effective tool to direct travelers to the garage or other peripheral locations.

Also provide information such as “Can I Park Here?” which provides clarity in terms of how and where visitors can park and how to avoid tickets. This will also allow for better enforcement.

2.2 Signage improvements

Better direct users through signage. Locations where visitors are desired to park, such as major parking structures and underutilized lots (less than 85% utilization rate) should be clearly signed.

However, lots where parking-related visitor traffic is problematic, such as the historic core where less than 200 public parking spaces are available. This should reduce vehicular-pedestrian conflicts where parking is most limited. The core parking should be “found” by visitors, and they will be well known to “locals” to help support more convenient parking.

Finally, signage should be added at each parking area to notify drivers of other parking areas that may be utilized. Signs with “parking may also be available at...” will help clearly direct visitors and limit frustration.

2.3 Improve fee collection methods

Recall that parking services should not be a one-size fits all program, especially at the VIC garage.

The VIC garage could provide a variety of services tailored to different users, including the use of valet services for premium users (which could pay more), convenient short-term parking for shoppers and delivery vehicles, longer-term parking for commuters and residents, and special arrangements when appropriate for Flagler College or other special users.

VIC could maintain its pay-as-you-enter model during special events only (to address traffic issues).

The use of enhanced metering technologies and smartphone apps, as described in the Case

Parking Management Principles:

The following 10 general principles can help guide planning decisions to support better parking management:

1. **Consumer Choice:** People should have a variety of parking and travel options from which to choose
2. **User Information:** Motorists should have information on their parking and travel options
3. **Sharing:** Parking facilities should serve multiple users and destinations
4. **Efficient Utilization:** Parking facilities should be sized and managed so that spaces are frequently occupied
5. **Flexibility:** Parking plans should accommodate uncertainty and change
6. **Prioritization:** The most desirable space should be managed to favor higher-priority uses
7. **Pricing:** As much as possible, users should pay directly for the parking that they use
8. **Peak Management:** Special efforts should be made to deal with peak demand
9. **Quality versus Quantity:** Parking facility quality should be considered as important as quantity, including convenience, comfort, aesthetics and security
10. **Comprehensive Analysis:** All significant costs and benefits should be considered in parking planning.

Source: “Parking Management Best Practices,” Litman (2006)

Study Examples from the Alternative Planning Options Executive Summary, that permit payment will allow for greater flexibility and permit prices to be higher relative to peak-periods and special events. **Popular spaces in the historic core should be higher priced, with adjustments as needed.**

Ultimately, parking price should at a minimum reflect “full cost recovery,” with all costs of building and operating facilities recovered from fees. Prices may be higher to reflect opportunity costs of land and to provide profits for enhancing program.

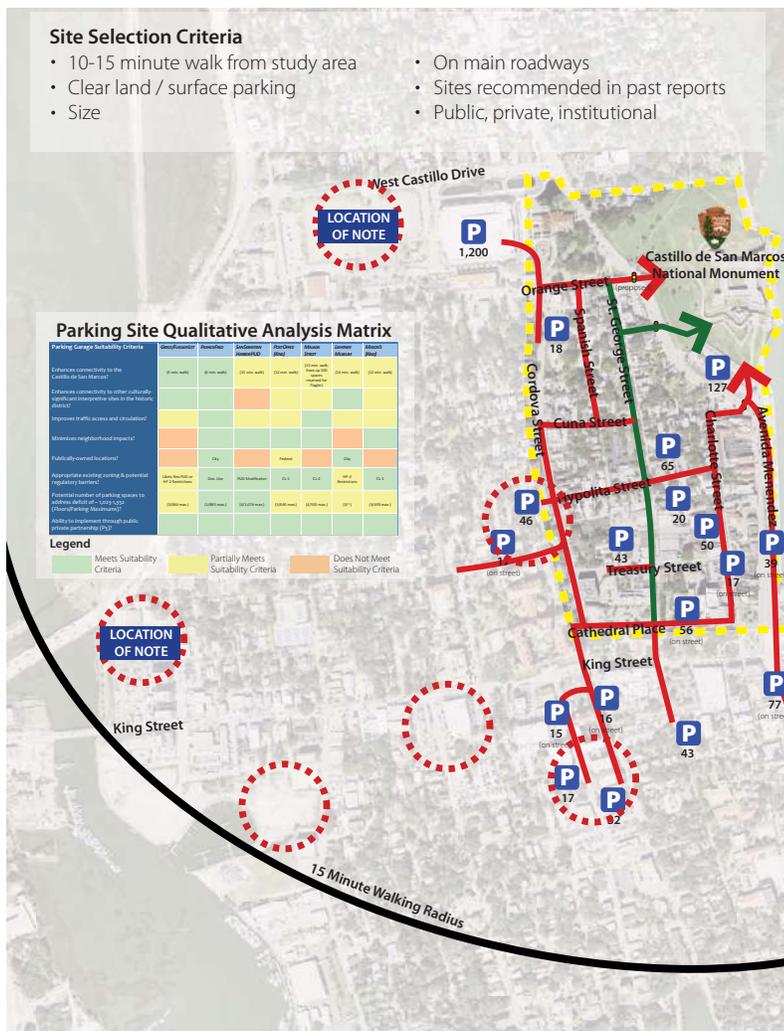
Parking in the historic core should be considered a premium service and as such the most convenient parking spaces should be managed and priced to favor high-priority users, such as people with disabilities, transit, service delivery vehicles, business customers and clients. The Toques Lot, for example, may be better utilized for these priority users. This also means pricing variably with consideration to increasing evening pricing for equity issues (such as those between daytime retail merchant businesses and evening dining and entertainment businesses).

2.4 Identify opportunities for additional parking density

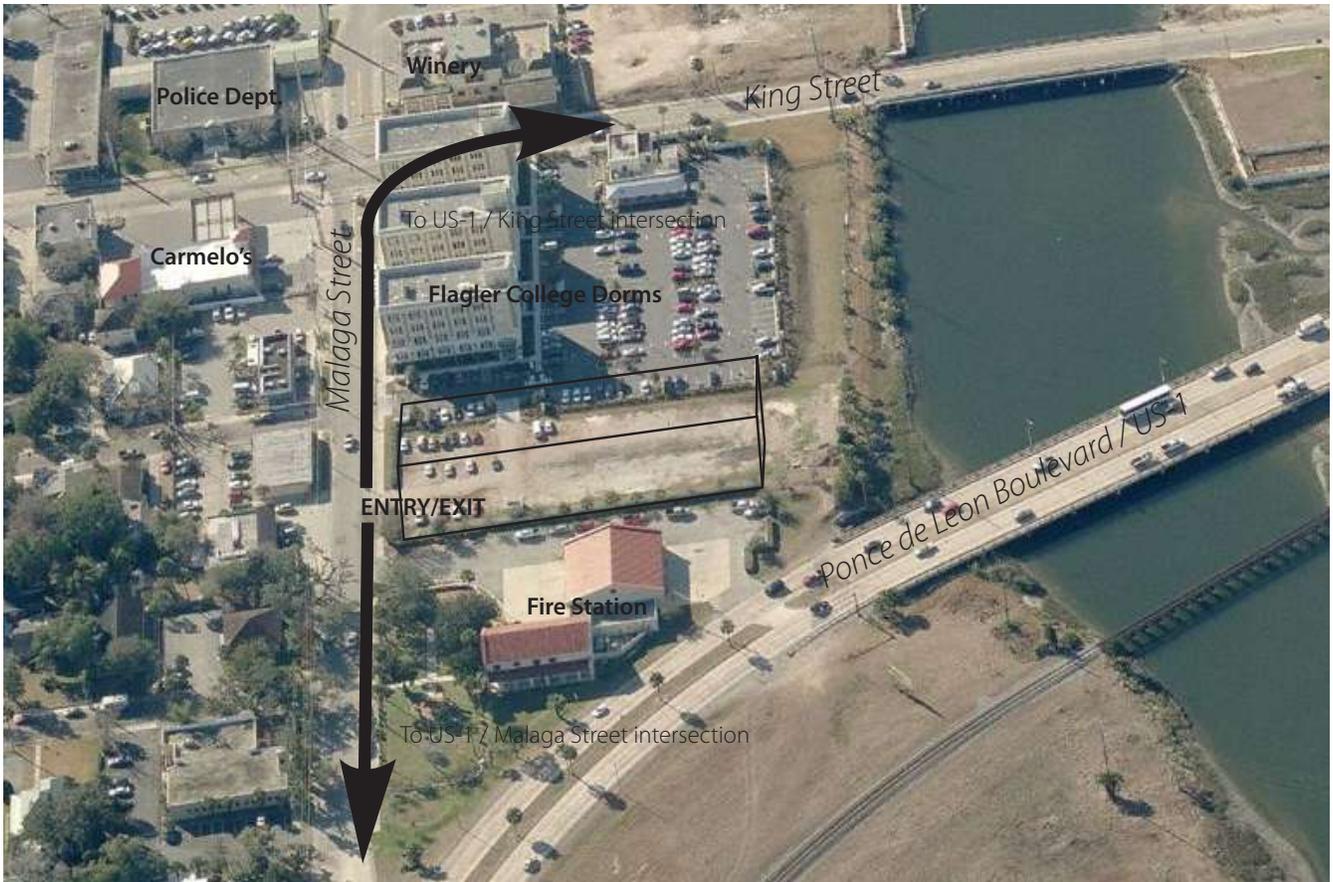
Identify other structured parking locations to address shortfalls in parking demand. Recognizing that both tourists and local “daytrippers” primarily arrive by vehicle and will not collectively abandon vehicles to visit St. Augustine and the Castillo de San Marcos, the parking demand analysis revealed that parking on the fort grounds only accommodates a fraction of the total visitation (less than 18% on a peak day; approximately 38% on a moderate visitation day). **Thus, current and future visitors will continue to depend on the City for their parking needs.** While maximizing the existing parking capacity more effectively through design and pricing should be considered first, including the VIC garage to better maximize its utilization, there is still a total parking deficit of ~950-1,400 spaces for the study area.

The analysis identified two potential candidates for additional structured parking. Based on a preliminary suitability analysis, it is recommended that the Malaga Street and Francis Field locations be considered for further examination to address future needs.

Based on the most current per/unit costs for structured parking and recent urban garage takeoffs, a range of \$9K - \$12K per space was estimated depending



ABOVE | Additional parking density was analyzed, with the periphery being the preferred location for park-and-ride facilities in downtown. Malaga Street and Francis Field are noted above.



ABOVE | Wireframe of a parking facility with 550 spaces on Malaga Street

on construction /structure types and existing soil types. For the two garage locations the following construction cost estimates are provided:

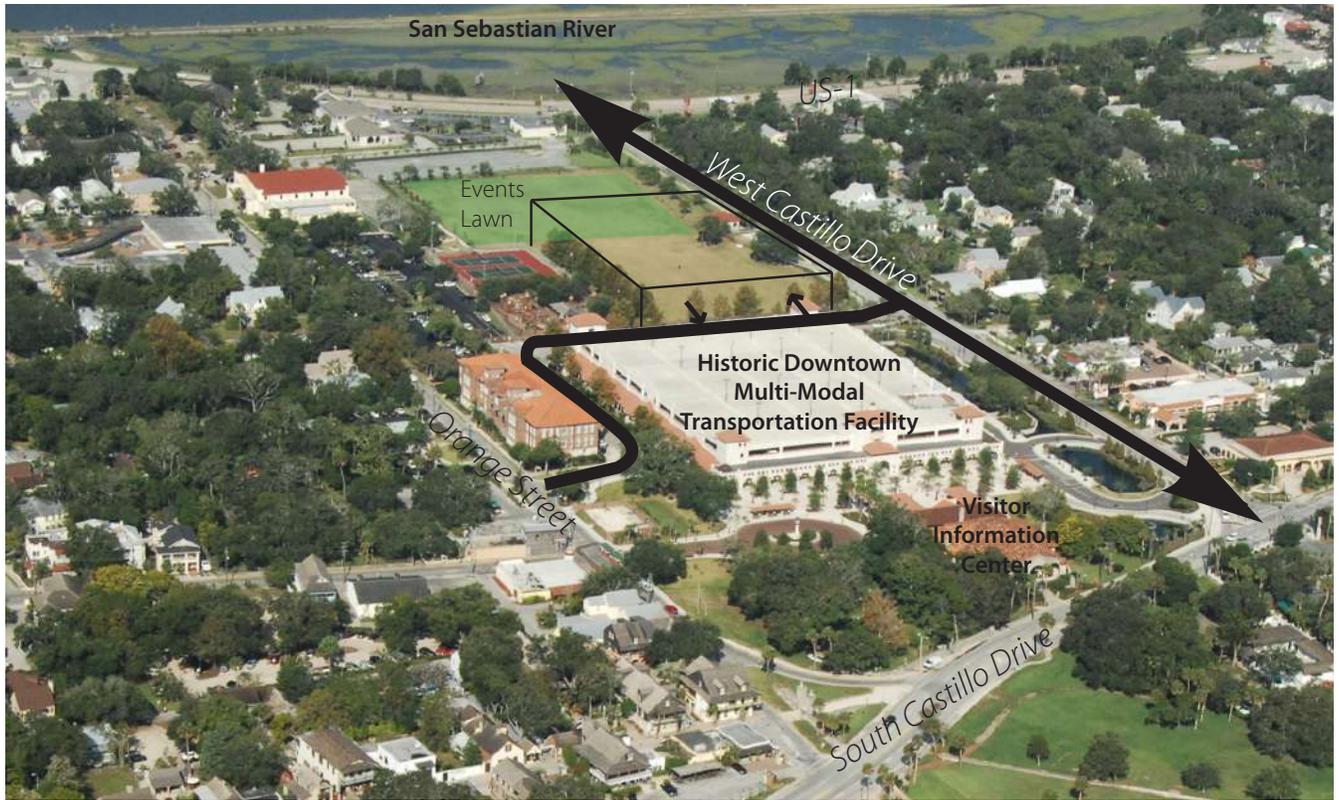
Malaga Garage @ 550 spaces = \$4,950,000 - \$6,600,000

Francis Field Garage @ 884 spaces = \$7,956,000 - \$10,608,000

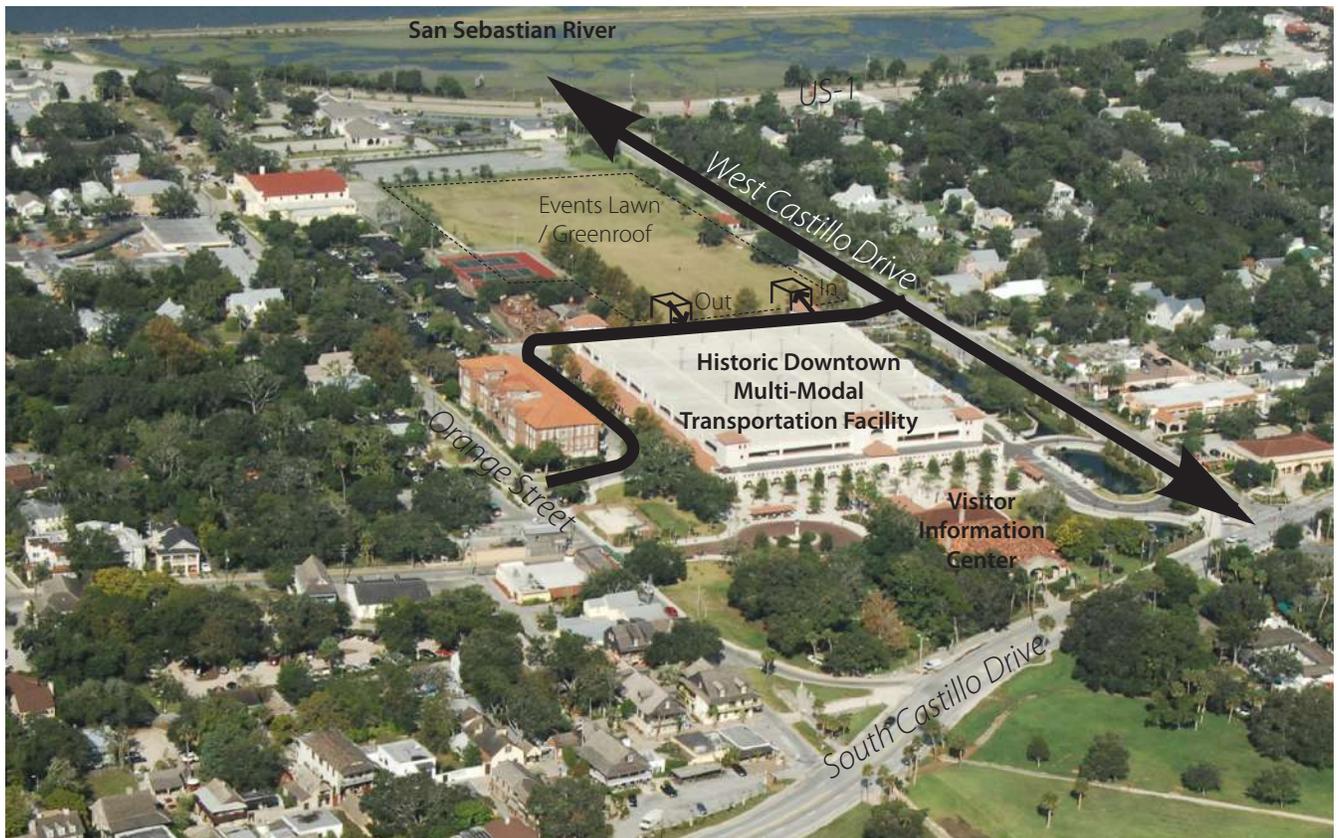
3.0 Next Steps

In summary, while this study accurately focuses on the Castillo de San Marcos and immediately adjacent historic core visitation, an even more in-depth parking study is likely necessary to determine more accurately the best needs and potential reductions and specific pricing. Steps to revising the City's parking requirements should include, at a minimum:

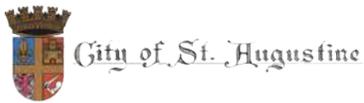
- Determining appropriate study area (i.e. south of Plaza de la Constitucion, King Street corridor, San Marco corridor, Flagler Model Land Company, etc.)
- Collect and analyze data
- Conduct public outreach
- Determine reasonable standards
- Implementation and monitoring



ABOVE | Wireframe of a parking facility with 800 spaces on a portion of Francis Field



ABOVE | Wireframe of an underground parking facility with 884 spaces below Francis Field



for more information

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