

TAMPACRA

WEST TAMPA COMMUNITY REDEVELOPMENT AREA

PARKING STUDY

*An Effort from the Community
Redevelopment Agency of the
City of Tampa and West
Tampa CRA Community
Advisory Committee*

NOVEMBER 23 2023

POND

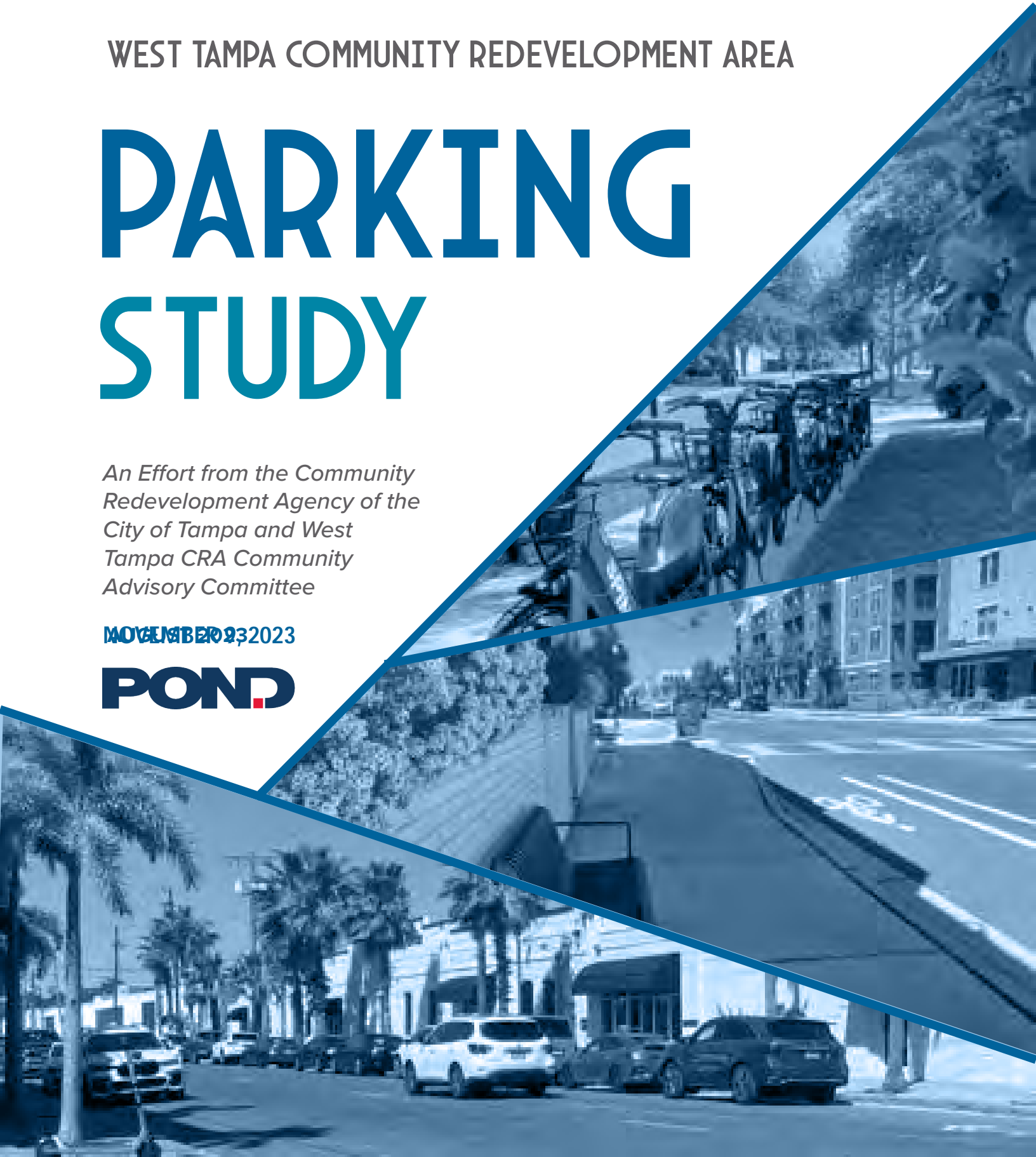




Table of Contents

History	1
Introduction	3
Purpose + Overview	3
Study Area	4
Parking Study Overview	6
Department Workshop	6
Summary of Community Input.....	7
Parking Inventory - Existing Conditions.....	9
Site Visits.....	9
Field Surveys	9
Parking Inventory	10
Parking Utilization	10
North Parking Occupancy.....	11
South Parking Occupancy.....	12
Growth Scenarios	13
North Growth Scenarios	13
South Growth Scenarios	15
Recommendations.....	17
Operational Management	17
Parking Enforcement	17
Neighborhood Permit Program	18
Curb Management	19
ADA Parking.....	21
Truck Loading / Combined Loading Zones.....	21
Electric Car Charging.....	22
Performance Based / Demand Pricing.....	23
Proactive Infrastructure.....	24
Parking Demand Reduction	27
Parking Maximums.....	27



Multimodal Parking Demand Reduction	28
Park Once / Walkable Parking	31
Increase Parking Supply	33
Enhancing Residential Street Parking	33
Increase Use of Alley Access to Lots to Increase On-Site Parking Availability	33
Widening narrow residential streets to provide on-street parking	34
Recommended Parking Configuration for Various Street Widths	36
Cost of Widening Narrow Streets (<26 feet)	37
Increased Parking Supply	38
Surface Parking Lots	38
Parking Decks	39
Costs for Surface Parking and Parking Deck	41
Parking In-Lieu Fee (PILP)	41
Summary of Recommendations and Implementation Plan	43
Operational Management	43
Parking Demand Reduction	45
Park Once Strategy	45
Increase Parking Supply	47
Phased Implementation Plan	49
Phase 1: Current Conditions with Redevelopment Occurring (Target 2023-2027)	49
Phase 2: Redevelopment Occurring in Target Areas w/On Street Parking Occupancy near 80% (Target 2028-2033)	51
Phase 3: Major Redevelopment Occurring in Target Areas (Target 2034 and Beyond)	52
Appendices	54
Appendix A	55
Case Studies	55
Charleston, South Carolina	56
Savannah, Georgia	57
St. Augustine, Florida	58
Tampa Central Business District	59
Cabbagetown (Atlanta), Georgia	60
Appendix B	61



Public Input 61

 Public Meeting #1..... 63

 Public Meeting #2 63

 Public Meeting #3 65

 Social Pinpoint..... 65

Appendix C..... 66

 Summary of Parking Occupancy..... 66

Appendix D 76

 Residential Street Widening Costs..... 76

Appendix E..... 77

Parking Supply Site Identification and Preliminary Costs 77

 Parking Supply Analysis..... 77

 Site Identification 79

 Off-Street Surface Parking 79

 Parking Garages 80

 Next Steps 81

Financing Public Parking..... 85

 Local Funds..... 85

 State Funds..... 85

 Private Sector..... 86

West Tampa Community Redevelopment Area Parking Study

Approved by the Community Redevelopment Agency of the City of Tampa on December 14, 2023

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History

In 1892, West Tampa was established by the Scottish entrepreneur Hugh MacFarlane in collaboration with other investors. Their acquisition of extensive acreage along the western bank of the Hillsborough River marked the genesis of the region. Inspired by the potential seen in the neighboring enclave of Ybor City to the East, MacFarlane aimed to replicate its triumph. In 1895, West Tampa achieved incorporation as a city, eventually becoming assimilated into the City of Tampa in 1925. Notably, the foundation of the local economy was rooted in the cigar industry. Swiftly, Tampa gained recognition as the preeminent hub for cigar production within the nation. Distinguished for their pioneering creation of cigar labels and box artwork, West Tampa's cigar manufactories outstripped others in this regard. While Ybor City may hold more prominence for its cigar factories, West Tampa boasts the highest number of extant cigar manufacturing facilities nationwide. The original labor force of these factories resided in boarding houses. Subsequently, the influx of families into the region prompted the proliferation of single-family homes.

Another iconic facet in West Tampa's historical tapestry was the streetcar system. Although streetcars were extensively employed in West Tampa, they met a different fate compared to their counterparts in the Ybor, Channelside, and Downtown localities. The tracks of West Tampa's streetcar network were dismantled, leaving a lasting imprint through the conspicuously spacious thoroughfares of the area.

The demographic mosaic of West Tampa has been and remains composed of a substantial immigrant presence, primarily hailing from Spain, Cuba, and Italy. These immigrants indelibly contributed to the formation of Tampa's distinctive and culturally vibrant milieu. Notably, Tampa's populace transcended the spectrum of White and Latin American residents. Particularly, during the mid-20th century, a notable upsurge in the African American population occurred.

This demographic shift was substantially influenced by the establishment of racially segregated public housing along the western bank of the Hillsborough River. The North Boulevard Homes and Mary McLeod Bethune Homes, designed respectively for families and seniors, were erected in the late 1940s and were exclusively designated for Black residents.

In 2015, a portion of West Tampa was officially designated by the City of Tampa as a Community Redevelopment Area (CRA) in accordance with Florida State Statute Ch. 163 pt. 3, which originated in 1969. The financial underpinning for these special districts varies, while Tampa's CRAs are funded via the Tax Increment Financing mechanism. The primary objective of this designation is the enhancement and revitalization of the neighborhood, encompassing domains such as Economic Development, Infrastructure, Safety, Public Space, Historic and Cultural Preservation, and Strategic Community Partnerships. Geographically, the West Tampa CRA is demarcated by the Hillsborough River to the West, Columbus Dr. to the North, Armenia Ave. to the East, and Kennedy Blvd. to the South, spanning census tracts 43, 44, 49, and 50.

The once thriving West Tampa community experienced a profound transformation due to the migration of the cigar industry and the construction of Interstate 275, which bisected the area. Presently, these four census tracts accommodate an approximate population of 15,000 residents. Among these tracts, the locus of redevelopment activity has been predominantly census tract 43. Across the entire CRA, rental cost burdens are borne by 50% to 62% of renters.

Ongoing redevelopment endeavors encompass initiatives such as historical branding and signage, along with the expansive West River master planned community. In collaboration with a private real estate developer, the



Tampa Housing Authority is overseeing the development of over 150 acres of land for mixed-income residential and commercial purposes. This transformative project is unfolding over a decade, with the inaugural completion of two residential buildings. The initiative places a pronounced emphasis on affordability, connectivity to the riverfront, and a scrupulous regard for cultural and historical sensitivities.

The West Tampa community, akin to numerous other districts within Tampa, stands as a repository of historical significance. While its kindred counterpart, Ybor City, was designated as a CRA in the 1980s, West Tampa's CRA status is of more recent origin.

The Tampa Community Redevelopment Agency (CRA) takes pride in its collaborative engagement with residents, local enterprises, community stakeholders, and the private sector. Through these concerted efforts, the CRA stands as a vanguard in the revitalization and enduring sustenance of all communities located within its jurisdictional boundaries.





Introduction

This report presents an evaluation of existing parking conditions and identifies recommendations regarding parking management options for the West Tampa Community Redevelopment Area (CRA) in the City of Tampa. A parking study has been conducted to address parking issues and other parking-related problems that have been noted by businesses, residents, and visitors. The study is designed to support the adoption of the Parking Master Plan for the West Tampa CRA.

The objectives of the parking study include:

- Assess current parking inventory, utilization, and overall effectiveness of the parking system.
- Assess the effectiveness of current parking management strategies, including meters, parking time limits, enforcement efforts, and other parking programs.
- Develop strategies to address existing and future parking needs for residents, businesses, and visitors.

Purpose + Overview

West Tampa Community Redevelopment Area (CRA) includes the area between the Hillsborough River, Armenia Avenue, Columbus Drive, and Kennedy Boulevard. This prime location, combined with ongoing redevelopment efforts and a balanced blend of residential and commercial spaces and historical significance, positions West Tampa as an attractive investment opportunity. Its proximity to key business districts and transportation hubs, along with the allure of the West River Redevelopment Plan, appeals to real estate developers and investors seeking promising prospects in urban revitalization.

Parking plays an important role in the success of cities, communities, and places as well as in the development of mixed-use projects and sustainable transportation. Excess parking at residential properties correlates with higher automobile ownership, vehicle miles traveled, congestion, carbon emissions and housing costs. It also results in lost development opportunity because any extra parking could have been used for residential or commercial development or for public spaces.

West Tampa Community Redevelopment Area (CRA) and City of Tampa initiated a study to provide an examination of current parking conditions and identify potential improvements to enhance the parking experience for CRA visitors, residents, and businesses. This parking study will examine existing publicly accessible parking, on-street and off-street, and make recommendations for the future.

The purpose of this study is to:

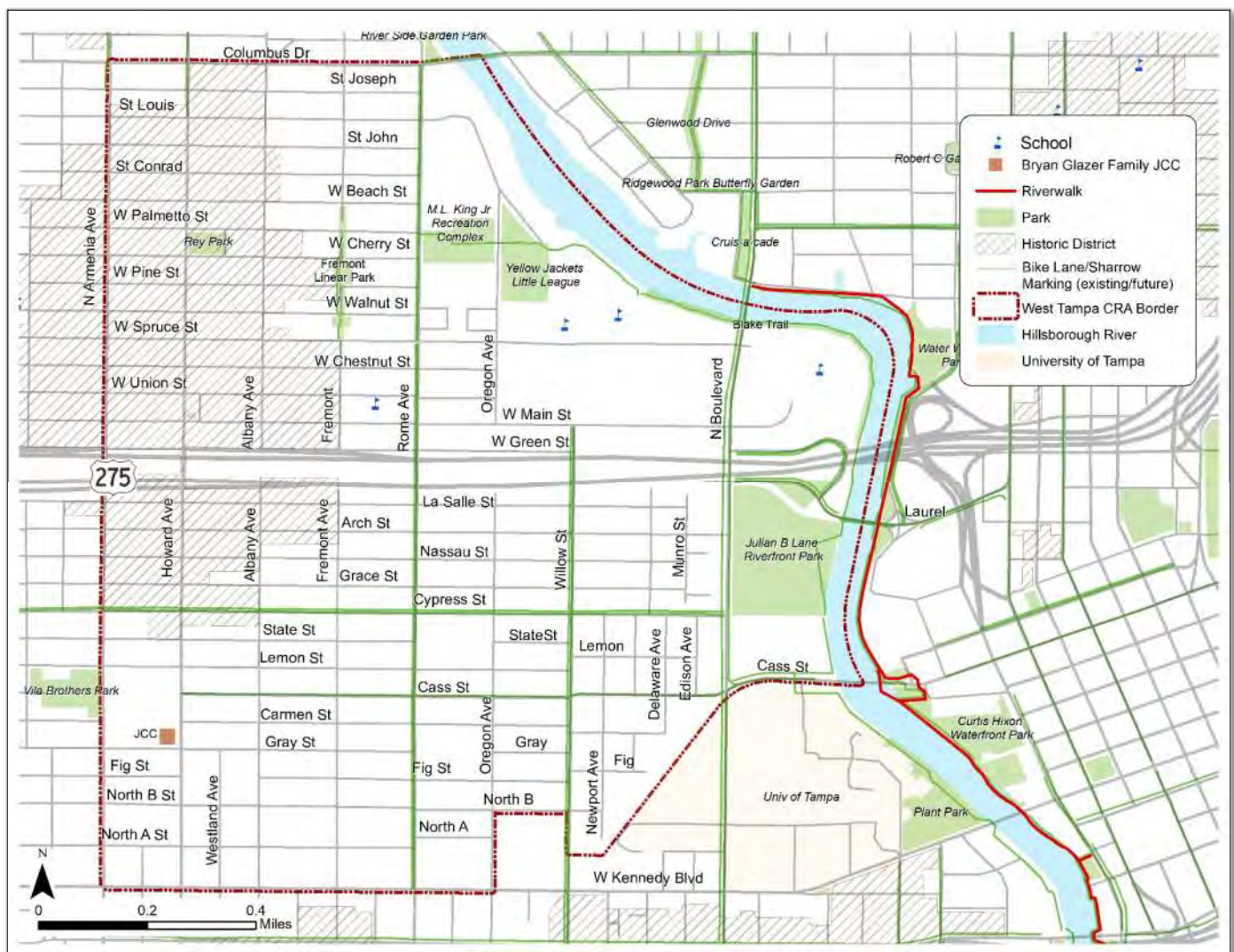
- Provide adequate, convenient parking for:
 - Residents
 - Business patrons and employees

- Recreational visitors
- Protect residential parking from encroachment by non-residents (business spillover/visitor parking/student parking)
- Encourage business patronage by residents and visitors
- Encourage a pedestrian oriented environment
- Encourage use of alternative transportation modes to reduce parking demand

Study Area

The project study area includes the West Tampa CRA of Tampa: between the Hillsborough River, Armenia Avenue, Columbus Drive, and Kennedy Boulevard. **Figure 1** illustrates the study area.

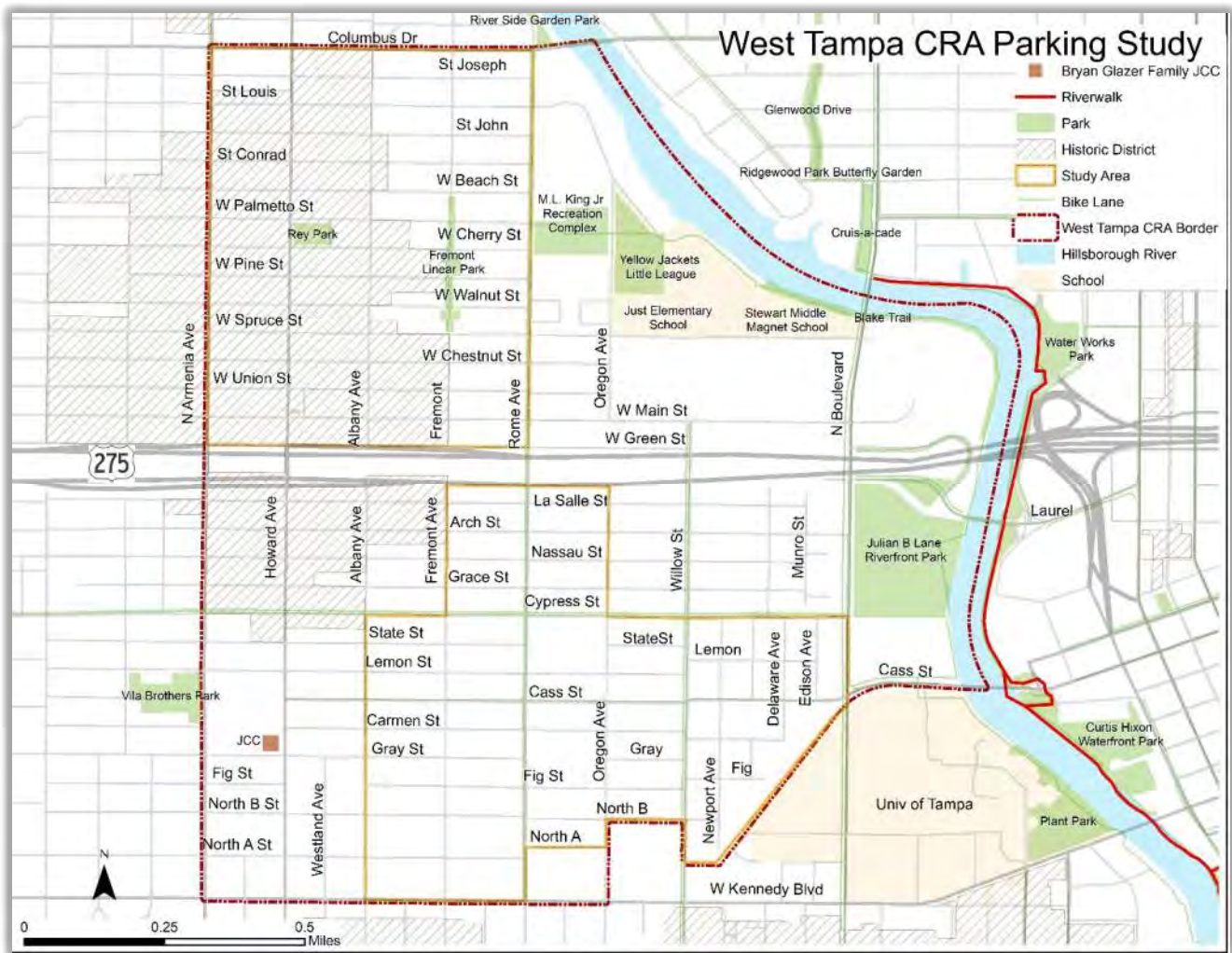
Figure 1- Study Area



The project study area was split into north and south to accurately account for the varied land uses and parking issues, shown in **Figure 2**. Parking problems in one area can be unique and different from problems in other areas. The two study subareas are as follows:

- North – includes Main Street Commercial, the new Rome Yards development and the surrounding residential area, Riverwalk extension, and extending north to West Columbus Drive. This study area has a large historic district overlay with a portion of the area being a national historic district. Within the historic area, there is a parking reduction for residential only, from two spaces to one.
- South – includes Julian B Lane Riverfront Park, Tampa General Hospital, and significant new housing and commercial development.

Figure 2 - North and South Study Areas, Borders in Gold



The North study area features a large historic district with no parking requirements. There are multiple large redevelopment efforts ongoing: River West, Rome Yards, and Main Street Revitalization, and Tampa Riverwalk Extension. The neighborhood of Old West Tampa is mostly single family residential. There are four distinct character areas north of I-275: Historic Commercial Core, Transition Area, West River, and North Howard Area.

Southern area south of I-275 to Kennedy Boulevard includes the neighborhoods of North Hyde Park and West Riverfront and features the East West Green Spine Cycle Track. The East West Green Spine Cycle Track along Cass Street provides a safe and accessible bicycle connection to the Tampa Riverwalk and between neighborhoods. This area has more commercial development, townhomes, and apartments. With the University of Tampa adjacent to the CRA boundary, there is a large population of college students. Long-term street parking from students has become a challenge. Rome Avenue and Willow Avenue are designated as more commercial, business routes. Albany, Fremont, and Gray Streets are focused on pedestrians and cyclists.

Parking Study Overview

The West Tampa CRA and City of Tampa Parking Study includes the following work elements:

- Detailed inventory of public parking supply.
- Survey of parking utilization (how many spaces are occupied hour-by-hour).
- Public outreach including community open houses and online Social Pinpoint activities.
- Technical analysis of existing and forecast future parking demand based on land use data and building footprints.
- Assessment of current parking management methods and research into potential parking management and enforcement improvements.
- Workshop to review findings and recommendations.
- Review municipal parking codes.

Specific tasks which were undertaken as part of the study:

- *Public Outreach*
- *Review of Relevant Previous Plans*
- *Case Studies*
- *Workshop*
- *Parking Conditions*
- *Growth Scenarios*
- *Parking Utilization*
- *Recommendations*
- *Implementation Plan*



Department Workshop

An in-person work session was held on February 3, 2023, with project team members from the West Tampa CRA, Citizen Advisory Committee, and City of Tampa. The purpose of the workshop was to share initial findings, existing conditions, case studies, preliminary recommendations, and gather input from staff. During the session,

several challenges were highlighted, including safety concerns, freight compliance issues, and the need for improved wayfinding.

Safety issues such as parking intrusion on residential neighborhoods, two-way parking on narrow streets, and complaints of vehicle and truck parking in bicycle lanes were discussed. The city's best approach to these issues was to place and rely on signage, but the signs became pollution. There is a need for consistent residential parking and demand-responsive parking. The city is currently working on codifying the ability to paint yellow curbs to reduce the amount of signage needed and create safety zones. Using paint for curb management is being update in Chapter 15 of the Code of Ordinances. It was stated that not all roads in the CRA have curbs. Some West Tampa residents are painting the granite curbs in the historic district. Also noted that granite curbs are 18 inches tall (12 inches below and 6 inches tall).

Freight compliance was discussed as the city has received complaints about delivery vehicles in multiuse spaces like SoHo. There is a need for designated loading zones to reduce blocked traffic and keep parking lot circulation during freight and food deliveries. Some areas have 15-minute time limits for pickup and drop-off, but problematic locations like 701 Howard is an example where deliveries are "choking up" the parking lot and where loading times need to be defined.

Wayfinding, connections to surround areas, and lighting are a very important need throughout the CRA. The Arts and Culture Subcommittee is currently working with the city to create wayfinding signs that fit the history of West Tampa. All feedback was recorded and used to complete the study's analysis and final recommendations. Information on the case studies reviewed is included in **Appendix A**.

Summary of Community Input



Robust community engagement was performed by an online platform, Social Pinpoint, and three open house public meetings. Social Pinpoint collected input by allowing users to drop pins on a map and give their feedback. There was also an online survey with twelve questions open for a duration of eight weeks. Two open houses were held in October 2022: in the North study area on October 6, 2022, and October 5, 2022 in the South study area. The first round of engagement was collect input from the community and verify initial findings. The final public open house was held in March 2023 to display and discuss preliminary recommendations. **Appendix B** has more details of community input. All gathered input received was collected and tabulated for analysis. One prominent theme from the community input was a strong preference for alternative transportation options, such as buses, bicycles, walking, scooters, and rideshares, if they were more readily available. Many participants expressed their willingness to walk for over four minutes from their parking spot to their destination,

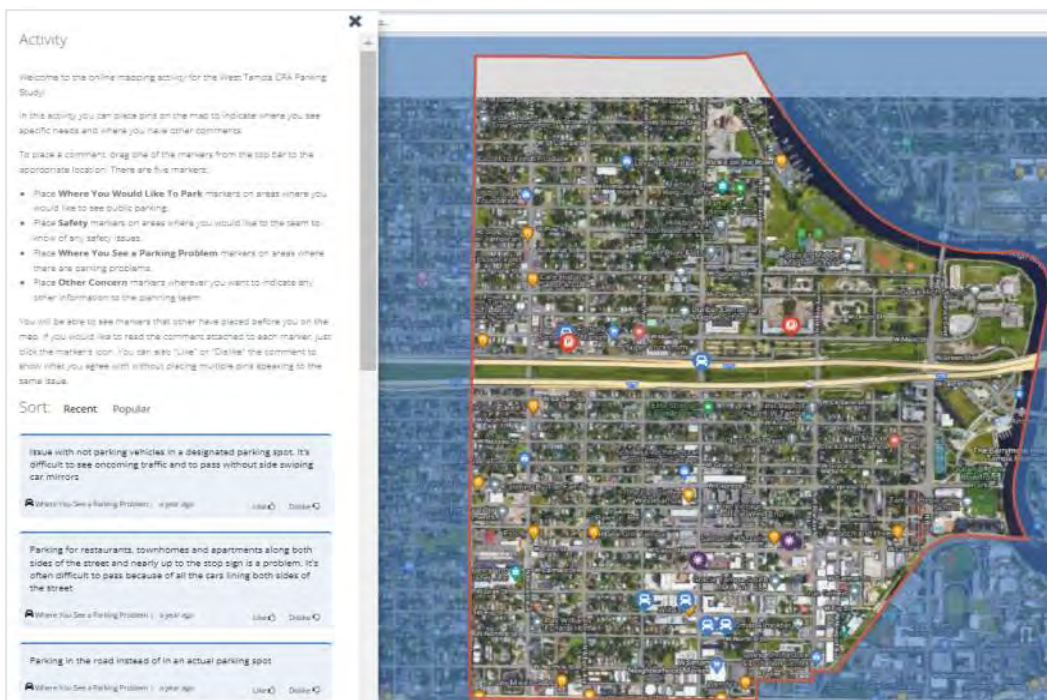
with the desire for a central parking lot being voiced. However, the distance to the destination was highlighted as the primary factor influencing parking choices, followed by pricing considerations.

Preferences varied based on factors like age, with university students showing greater willingness to walk longer distances, while the senior population preferred closer parking spots, considering factors like temperature, as the summer months' heat discouraged outdoor walking.

Overall, the community's input emphasized the importance of enhancing alternative transportation options and ensuring that parking facilities are conveniently located to accommodate different preferences and needs. Addressing safety concerns, truck/delivery nuisances, and identifying areas with limited or no parking were also critical aspects highlighted by the gathered input. Many participants expressed the need for more parking enforcement for control the illegal street parking and long-term parking on the streets.



Opinions and input varied from North and South public meetings. The attendees who had interests in the North study area preferred more parking, a central deck, and did not want paid parking in the Old West Tampa community. The South study area had contrasting opinions that generally did not want more parking, supported more active transportation and alternative modes to reduce parking demand. The majority of attendees wanted to eliminate parking minimums, enforce illegal parking on the street, and create a more walkable community.



Parking Inventory - Existing Conditions

Site Visits

Conducting a site visit is a crucial step in performing a parking study as it provides valuable and firsthand information about the specific location under consideration. Site visits allow data collection; understanding of local context; observing parking behavior; identifying/investigate problem areas; and validating data. Four site visits were conducted over the length of the study:

- Thursday, October 6, 2022, 10am – 1:30pm
- Sunday, February 5, 2023, 12:00pm – 3:30pm
- Thursday, March 23, 2023, 1:00pm – 4:30pm
- Tuesday, April 18, 2023, 3:00pm – 5:30pm



Field Surveys

All public on and off-street parking was observed in a field study to collect existing parking conditions and create a parking inventory. For data collection purposes, the North study area was bound by Armenia Avenue, Columbus Drive, Green Street, and Rome Avenue. The South area limits were chosen to avoid the Walmart and medical center, but include all of Rome Avenue, creating an irregular shaped boundary. From La Salle Street to North Fremont Avenue and North Oregon; Cypress to Albany Avenue and North Boulevard; and Kennedy Boulevard to North Boulevard created the South study area limits.

A block identification was created for the parking block-by-block inventory, **Figure 3**. A desktop and field review ensured that only on- and off-street public parking was counted. Private lots and decks, tow-away or loading zones, or no parking was excluded from the parking counts. Each On-street parking space was assumed to be 20 feet in length.

Figure 3- Example of Block Identification



Parked cars were manually counted over a three-day period on Thursday, Friday, and Saturday, during the peak times of 11am-1pm, 2pm-4pm, and 6pm-8pm in September 2022. Two teams drove every block in the study area during each time period to confirm parking supply and count cars parked. Collected data was compiled, and parking counts were input into a

spreadsheet report for analysis. Video was also collected when weather permitted. The weather was clear for most of the data collection except for a pop-up storm during evening observation.

Parking Inventory

The field study confirmed a parking supply of 5,680 spaces within the observed study areas, such as public parking lots, public spaces in parking decks, and on-street parking spaces. There are limited public surface parking lot options throughout the study area with only nine public lots observed offering an estimated 85 spaces. Approximately 465 spaces are available for local businesses and community facilities such as the post office and library. All other commercial and residential parking is private, noted with signage and not counted in the inventory. On-street parking is the biggest supply of public parking the West Tampa CRA. There are no metered or time restricted spaces and no public parking garages in this area.

Parking Utilization

Parking utilization in the area is influenced by existing usage and activity demand, including the needs of disabled persons. As of the current data, the demand-to-supply ratio indicates that approximately 80% of parking spaces are available during peak times. This suggests that there is still sufficient parking capacity during these busy periods in most areas.

Figure 4 - North Highest Occupancy in Time Periods Examined

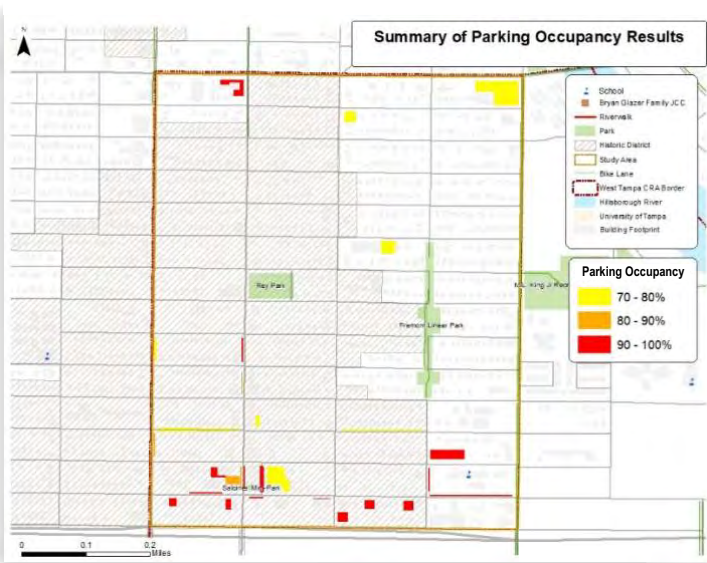
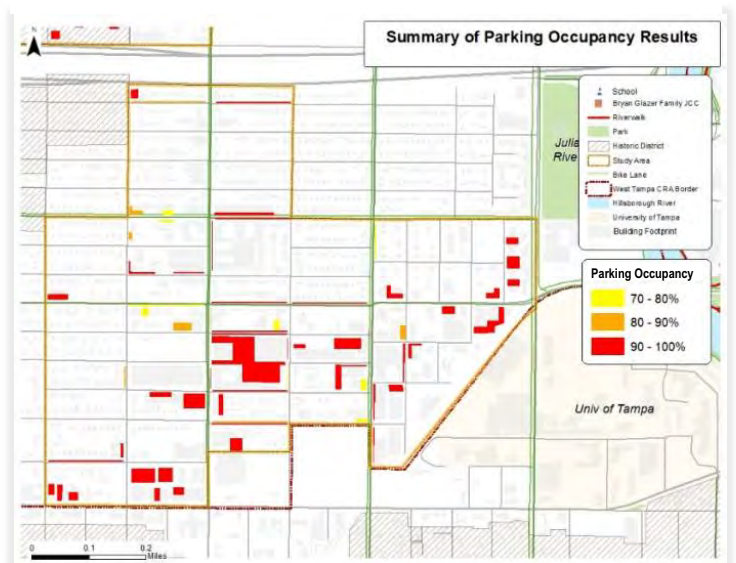


Figure 5 - South Highest Occupancy in Time Periods Examined

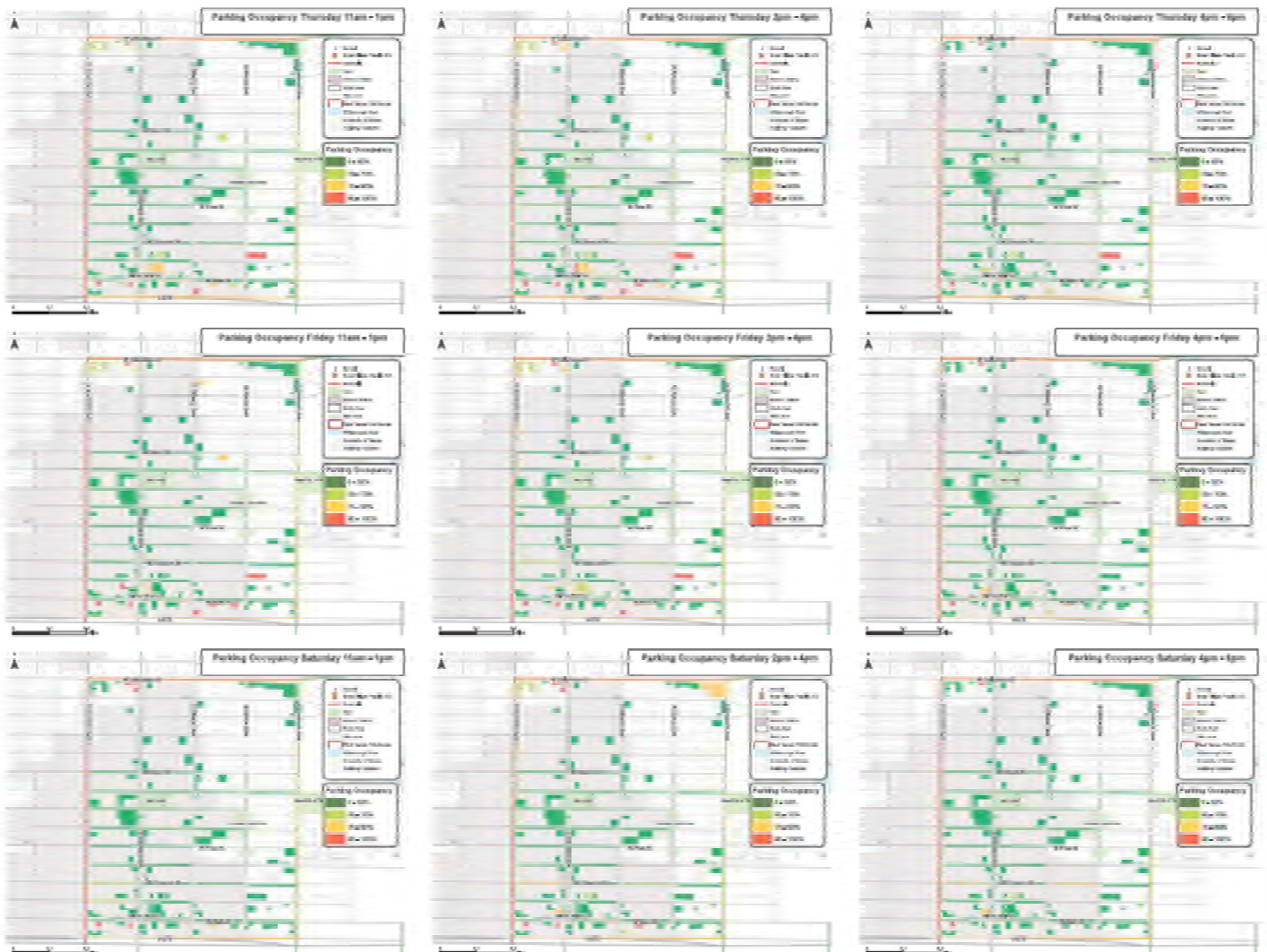


There are specific hotspots in the north and south areas that would benefit from effective parking management strategies, including enforcement and curb management. These hot spots are shown in **Figure 4 and 5** and reflect the highest occupancy of periods examined at 70 – 100% occupancy. As redevelopment continues in the area, it is expected that the demand for parking supply will increase, making ongoing monitoring and data collection essential to optimize parking utilization.

North Parking Occupancy

In the North, it was observed that most of the parking was well below a 70% occupancy rate, shown in **Figure 6**. Areas near the Main Street corridor showed higher occupancy rates during Thursday- day with North Ysolina Street and the city-owned parking lot at 70 – 90% occupied. Dunbar Elementary Magnet School’s parking lot was over 90% occupancy, shown in red, during school hours and after school activities. Saturday had well below 50% occupancy rates showing an abundance of available parking throughout the North study area on the weekends. Individual parking occupancy maps can be found in **Appendix C**.

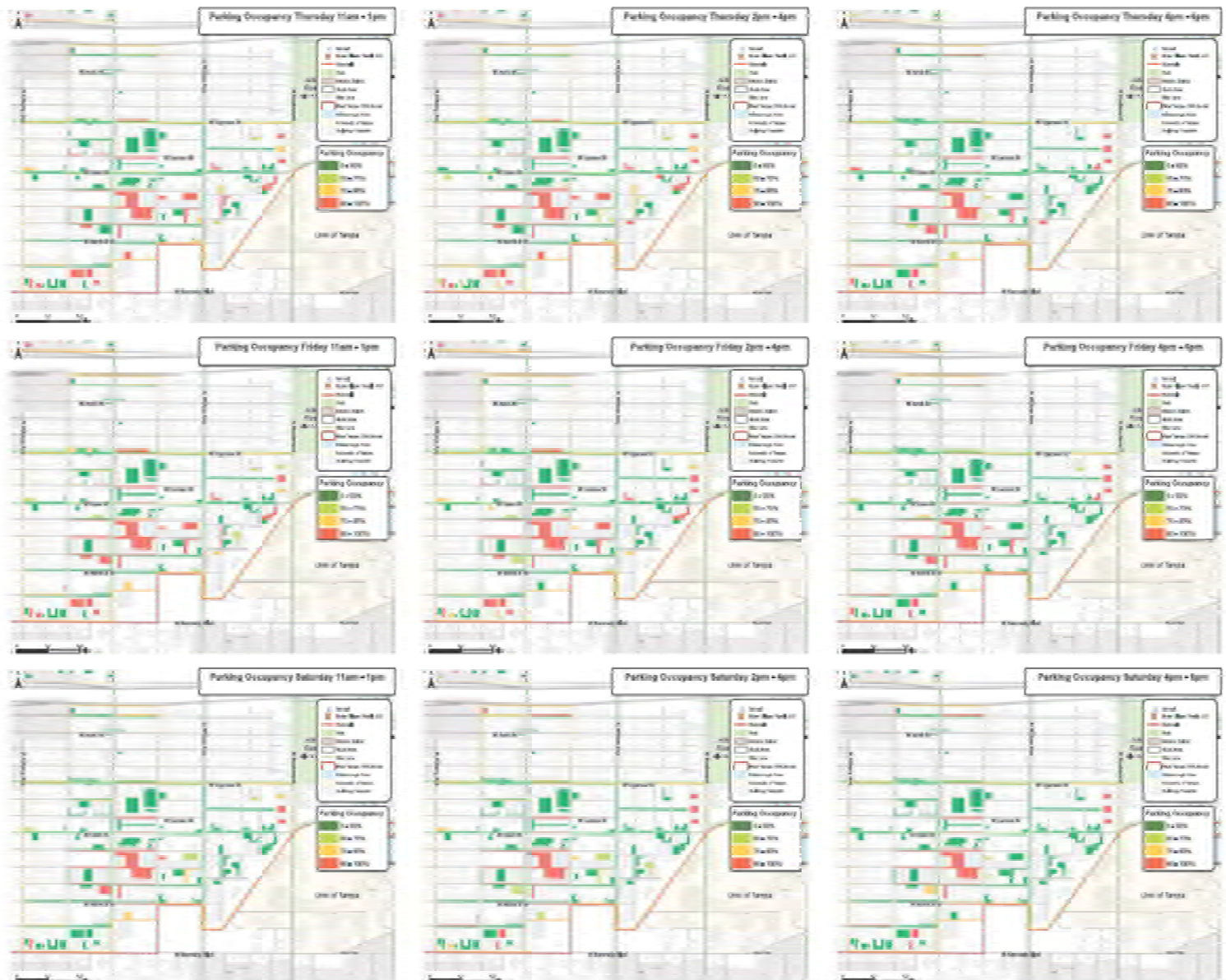
Figure 4 – North Summary of Parking Occupancy



South Parking Occupancy

The South study area was consistent with higher occupancy rates, **Figure 7**, throughout the area. On Saturday, occupancy rates went below 50% around the Walmart commercial area near Rome and Kennedy Boulevard. Thursday had the highest occupancy rates of more than 90% near Willow Avenue businesses and clustered around Walmart and medical center. In the residential areas, parking occupancy rates were below 50%. Individual parking occupancy maps can be found in **Appendix C**.

Figure 5 – South Summary of Parking Occupancy





Growth Scenarios

The project team generated three types of growth scenarios for low (25% increase), moderate (50% increase), and high (150% increase) projected growths in north and south study areas. Two types of redevelopment areas used to calculate the parking spaces needed, potential redevelopment and Main Street redevelopment. For each scenario, the total building footprint in square feet in each redevelopment area was calculated and assumed 25-50% increase for low growth, 75% increase for moderate growth, and 150% increase for high growth. Total parking demand was generated by the redeveloping area by using 8.5 parking spaces per 1,000 square feet. Projected parking demand, **Table 1 and 2**, for the redeveloping areas was generated by assuming that there will only be a 75% need of the total parking demand.

The project team also considered various factors that could influence the project's development, including different land uses and transportation facilities in the study areas. These considerations were vital in shaping the overall vision for the project's future growth and ensuring adequate parking infrastructure.

Table 1 - North Projected Parking Demand

Redevelopment Type	Total SF	% of area increasing to high-intensity retail	SF of area increasing to high-intensity retail	Total parking demand generated by redeveloping area	New parking demand generated by redeveloping area*	Existing Supply	Existing Occupancy	Available Supply	Additional Parking Needed
Low Growth									
Potential (Purple)	230,778	0.25	57,695	490	368	777	108%	-62	430
Main Street (Red)	280,132	0.50	140,066	1,191	893	607	96%	24	869
Total	510,910	N/A	197,761	1,681	1,261	1,384	N/A	-38	1,299
Moderate Growth									
Potential (Purple)	230,778	0.75	173,084	1,471	1,103	777	108%	-62	1,165
Main Street (Red)	280,132	0.75	210,099	1,786	1,339	607	96%	24	1,315
Total	510,910	N/A	383,183	3,257	2,442	1,384	N/A	-38	2,480
High Growth									
Potential (Purple)	230,778	1.00	230,778	1,962	1,471	777	108%	-62	1,533
Main Street (Red)	280,132	1.00	280,132	2,381	1,786	607	96%	24	1,762
Total	510,910	N/A	510,910	4,343	3,257	1,384	N/A	-38	3,295

*Assumes 25% for activity already present in redeveloping area

North Growth Scenarios

Redevelopment areas, **Figure 8**, were used to calculate the building footprints used in the North growth scenario. North of I-275 there are several large developments in progress such as West River, North Boulevard Homes and Redevelopment, and Rome Yards. Along Armenia Avenue and North Howard Avenue are rapidly emerging as a business and event-oriented area, as well as highly traveled with easy access to the interstate thoroughfare. Main Street Commercial District is a vital multi-modal connection that is positioned to become a vibrant, mixed-used neighborhood commercial center. Potential redevelopment is mostly spot projects for

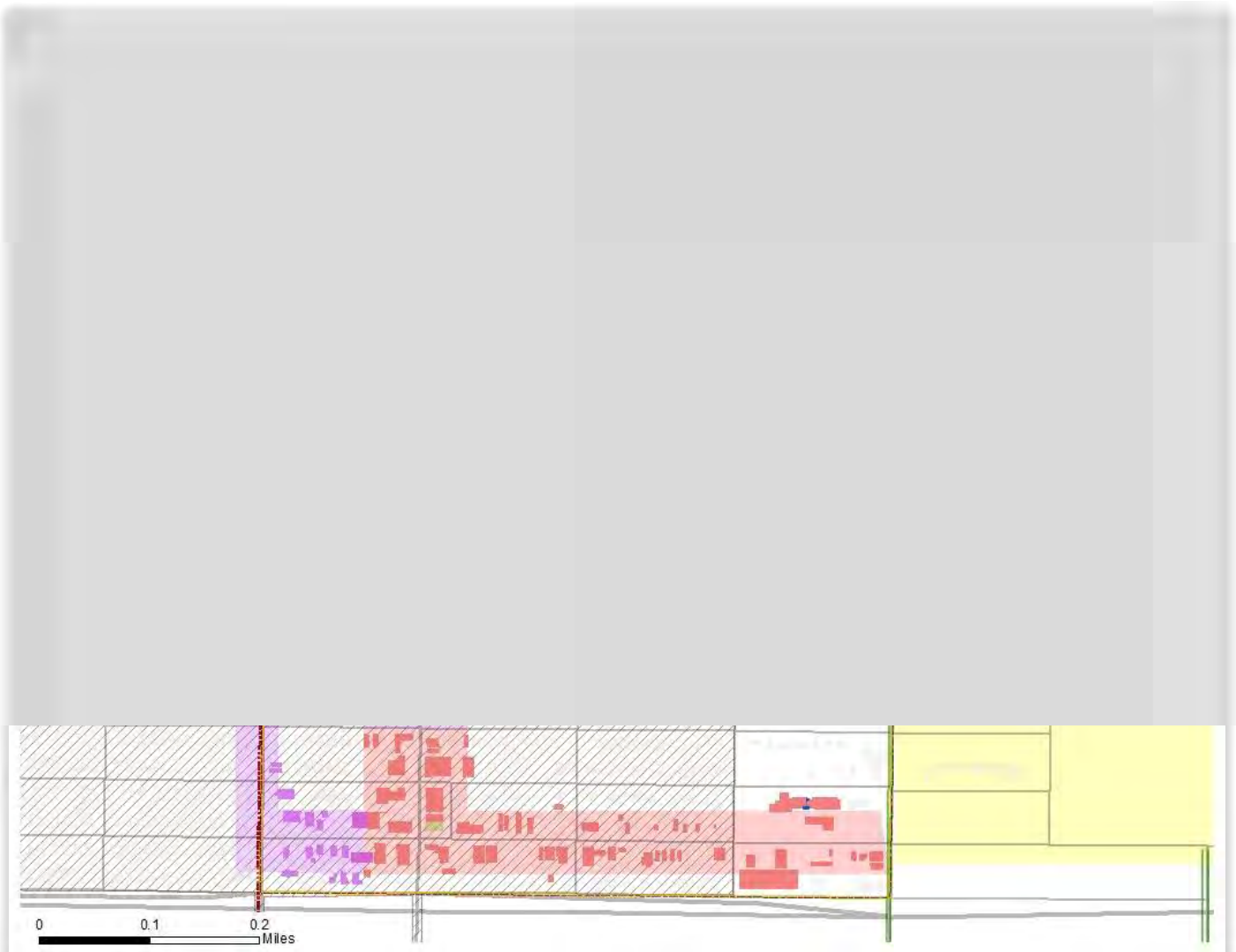
Additional Parking Spaces Needed in North:

- Low Growth 1,299
- Moderate Growth 2,480
- High Growth 3,295

townhomes but have a significant number of apartments coming with the next few years. With its historical value and single-family homes, Old West Tampa will not experience large developments on its northern and western borders as this neighborhood is mainly residential. Growth will be concentrated toward the river and along Main Street and Howard Avenue. New development will provide adequate parking; however, redevelopment in the historical district will need for additional parking supply to support growth of the district.

If half of the spaces on average are accommodated by the development and 20% of the demand is reduced due to increased use of active transportation modes and implementation of "Park Once" strategies, the resulting moderate growth scenario would require an additional 992 spaces in the North Study area.

Figure 6 – North Redevelopment Areas





South Growth Scenarios

Cass Street, Willow Avenue, and Rome Avenue corridors are the hub of residential growth with more significant redevelopment in progress, **Figure 9**. This area benefits from the creation of a walkable, complete street system that will continue to attract businesses and new residents. Potential and current development is concentrated around the Rome Avenue and Cass Street corridors. This area includes Kennedy Boulevard with commercial, the expanded Tampa Medical Center, Walmart, and adjacent University of Tampa. Additional parking supply will be needed to support the continued growth south of I-275 to provide adequate parking solutions for students, residents, businesses, and visitors. The East West Green Spine Cycle Track along Cass Street provides a safe and accessible bicycle connection to the Tampa Riverwalk and between neighborhoods with the potential help alleviate some demand for more parking supply.

Additional Parking Spaces Needed in South:

- Low Growth 1,448
- Moderate Growth 2,318
- High Growth 3,095

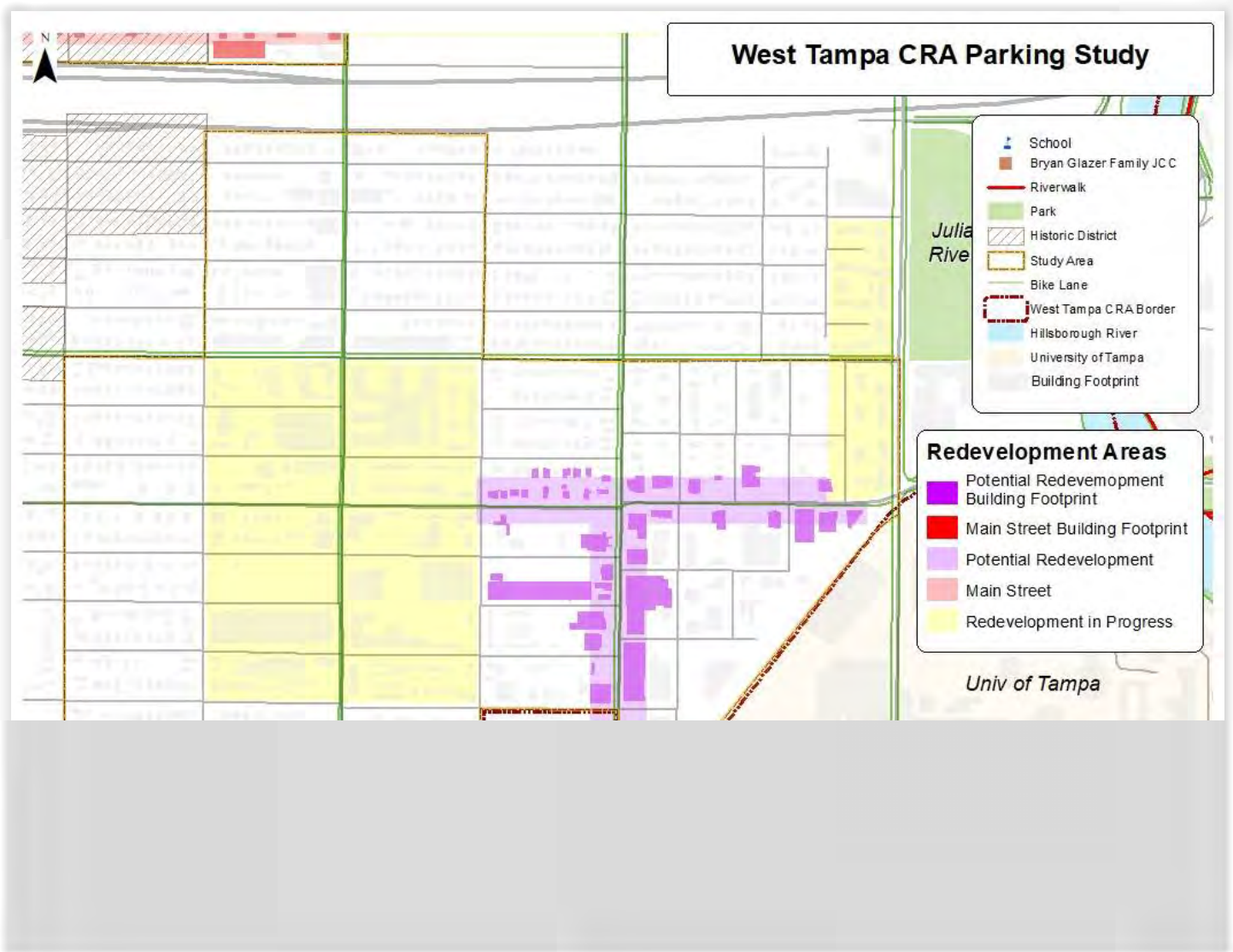
Table 2 - South Projected Parking Demand

		High Growth							
Potential (Howard Ave)	58,708	1.00	58,708	499	374	0	0%	0	374
Potential (Willow Ave)	428,602	1.00	428,602	3,643	2,732	292	96%	12	2,721
Total	487,310	N/A	487,310	4,142	3,107	292	N/A	12	3,095

*Assumes 25% for activity already present in redeveloping area

If half of the spaces on average are accommodated by the development and 20% of the demand is reduced due to increased use of active transportation modes and implementation of "Park Once" strategies, the resulting moderate growth scenario would require an additional 927 spaces in the South Study area.

Figure 7 - South Redevelopment Areas



Recommendations

The recommendations of this report are structured on four primary concepts: **operational management, parking demand reduction, park once, and increased supply**. These concepts are supported by multiple strategies and initiatives. It is important for the parking strategies to be flexible, so that they can be easily adjusted to the changing needs of a community.

Operational Management

Operational management plays a crucial role in parking by optimizing space utilization, ensuring compliance, managing traffic flow, generating revenue, promoting safety and sustainability, and fostering a culture of continuous improvement. It enables parking facilities to operate efficiently, meet user demands, and deliver a seamless parking experience.

Operational management strategies recommended for West Tampa CRA: parking enforcement, pilot neighborhood permit program, curb management, demand pricing, and proactive infrastructure.

Parking Enforcement

Enforcing parking regulations and ensuring compliance with parking rules helps maintain order, prevents unauthorized parking, and creates a fair environment for all users. Developing a Parking Enforcement Plan and hiring a reputable towing company is recommended to support parking enforcement. Explore progressive parking fines to encourage changed behavior of habitual violators of the City’s residential or commercial parking rules.



- Best practices for parking enforcement include:
- Clear signage
 - Education and outreach
 - Consistent enforcement
 - Efficient ticketing system
 - Customer service oriented approach
 - Technology integration

By efficiently enforcing parking regulations and addressing parking-related issues, parking enforcement can optimize the utilization of existing parking supply, creating more available spaces for residents, visitors, and businesses. This proactive approach helps to add parking supply without the need for significant infrastructure changes, making better use of the available space and contributing to a more accessible and efficient parking system.

Nighborhood Permit Program

The neighborhood parking permit program aims to address spillover parking issues caused by ongoing and planned redevelopment in specific neighborhoods. The program establishes permit zones and charges escalating fees per household to limit abuse. It guarantees residential on-street parking for property owners and prevents nonresident parking, reducing congestion and pollution. Successful examples from other cities show effective implementation and straightforward processes for residents. Implementing this program in West Tampa's redevelopment neighborhoods can alleviate parking shortages and preserve neighborhood character.

A pilot neighborhood parking permit program is recommended around the Shanna & Bryan Glazer JCC, **Figure 10**, to address parking challenges caused by ongoing redevelopment and special events. Recommended streets to include in the pilot program are within two blocks of the Shanna & Bryan Glazer JCC:

Figure 8 - Pilot Program Area



- State Street *N Armenia to N Albany*
- Lemon Street *N Armenia to N Albany*
- W Cass Street *N Howard to N Albany*
- Carmen Street *N Howard to N Albany*
- Carmen Street *N Tampania to N Armenia*
- Gray Street *N Tampania to N Albany*
- Fig Street *N Tampania to N Howard*
- N Westland Avenue *W Gray to W North B*

The program aims to guarantee on-street parking for residents, reduce nonresident parking, and alleviate congestion and pollution. The pilot program will test the effectiveness of the initiative in West Tampa's redevelopment areas before potential full-scale implementation.

Curb Management

Curb management involves the strategic allocation of curb space to different mobility uses, ensuring efficiency and accessibility for all road users. The process includes delineating specific curb space for various activities such as parking, loading/unloading, bike lanes, and pedestrian amenities. By carefully planning the allocation, cities can maximize the flexibility of curb space while providing access for all users.

To achieve effective curb management, clear regulations are established to document which uses are permitted in the same curb space. This helps prevent conflicts and ensures that curb activities are well-coordinated. By reducing ambiguity, curb management can minimize confusion and enhance compliance with parking and loading regulations.

One of the primary goals of curb management is to decrease curbside obstructions. This involves enforcing parking and loading regulations to prevent vehicles from double-parking or blocking traffic lanes. Keeping the curbsides clear of obstructions contributes to smoother traffic flow, reduces congestion, and enhances safety for pedestrians, cyclists, and drivers.

Overall, effective curb management plays a critical role in optimizing the use of limited curb space, supporting various mobility needs, and enhancing the overall livability and functionality of urban areas. Well-managed curbs, shown in **Figure 11**, can alleviate traffic congestion caused by vehicles double-parking, blocking traffic lanes, or waiting for extended periods. Clear regulations and enforcement prevent such activities, ensuring smoother traffic flow.

Figure 9 - Example of Curb Management



Signage

Signage should be clear and visible to communicate parking regulations effectively, guide drivers to available parking spaces, and promote turnover. Additionally, the use of dynamic pricing signage can encourage drivers to consider alternative transportation options during peak times, optimizing parking utilization. Properly marked loading zones, time-limited parking spaces, and permit parking zones should be clearly indicated to ensure efficient use of curbside space. Directional signs guide drivers to nearby parking garages and lots will help distribute parking demand and reduce congestion in high-demand areas. By combining these signage measures with efficient enforcement and parking planning, signage can enhance the parking experience, reduce congestion, and make better use of available parking supply in urban environments.

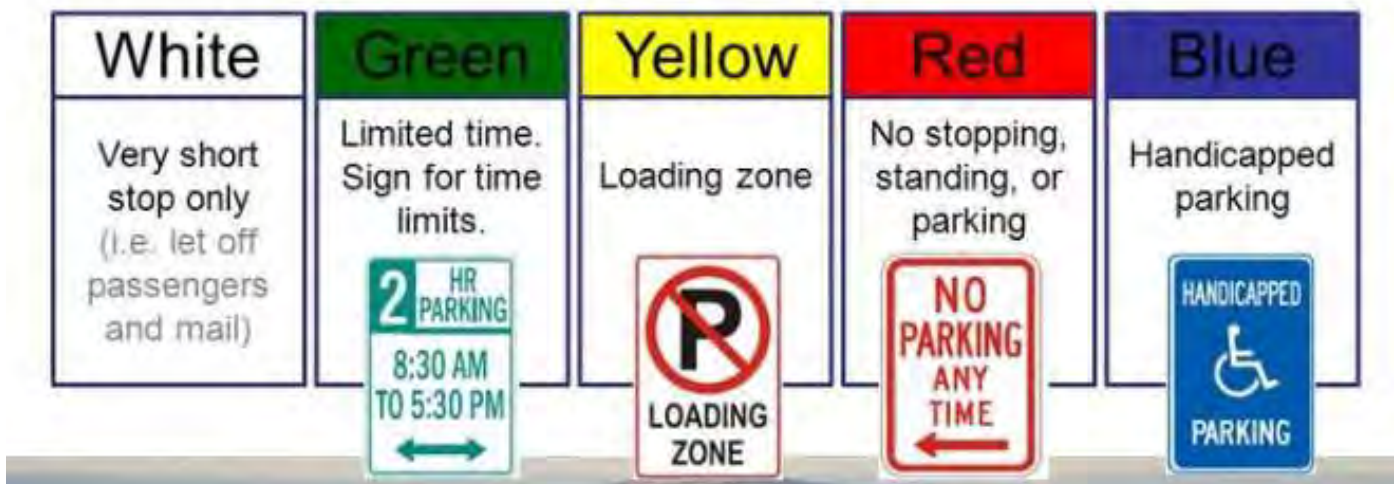
Pavement Markings

Pavement markings play a critical role in encouraging orderly and efficient use of parking spaces, particularly in areas with substantial parking turnover. Proper pavement markings, following MUTCD recommendations, optimize parking capacity, enhance traffic flow, increase turnover rates, and improve overall safety and accessibility. Drivers can easily identify individual parking spaces with clear and precise markings, reducing haphazard parking and maximizing capacity. Clearly marked spaces also improve traffic flow, facilitate parking turnover, and enhance accessibility for individuals with disabilities. Shown in **Figure 12**, Manual of Uniform Traffic Control Devices (MUTCD) recommends:

- White - passenger drop-off
- Yellow - loading zones with no parking
- Blue - disabled parking
- Red - no parking and emergency vehicles

Bright and visible pavement markings contribute to safety, reducing the risk of accidents for both drivers and pedestrians.

Figure 10 - Recommended Curb Markings



ADA Parking

Overall access and mobility of the curbside, including improvements for persons with disabilities. Improve availability and distribution of accessible parking spaces. Using building and land use codes, maintain inventory, and conduct needs-based assessment are needed to ensure enough supply of accessible parking spaces. It is recommended to eliminate sidewalk obstructions for the safety and mobility of all road users. The most common violations for ADA parking are incorrect ramp height/curb, no signage, and no area for drop-off.



According to Florida State Statute 316.1964 (5), if an on-street parking meter limits the duration of time a vehicle can be parked, a vehicle that has a valid disabled parking permit can park for up to four hours without any charge. In historic districts, a disabled patron should be allowed to park for free, up to four hours, at any city-owned surface lots if a disabled placard is displayed.



The guidelines of the Americans with Disabilities Act state that one in every four spaces, but not less than one, must be designated as van accessible. Additionally, the vertical clearance of each garage must be equivalent to 9.5 feet.

Ensuring accessibility for disabled persons is crucial in parking utilization planning. Designating accessible parking spaces near key destinations and providing proper infrastructure to accommodate individuals with disabilities enhances inclusivity and ensures that everyone can access the area comfortably.

Truck Loading / Combined Loading Zones

To minimize the amount of time delivery trucks are on the street, prioritize delivery to make them smooth and quick as possible. Prohibiting loading on busy streets and requiring deliveries to be made from adjacent streets or alleys could increase available loading zones. A flex zone or temporary loading zone, **Figure 13**, could support the same curb space to provide smooth deliveries and passenger pickup.

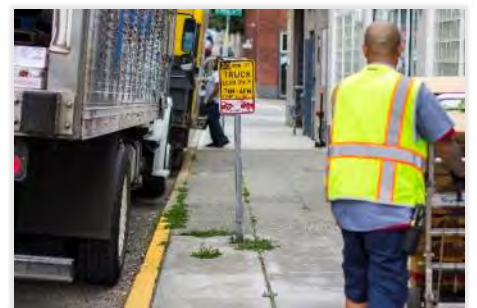


Figure 11 - Temporary Loading Zone



Electric Car Charging

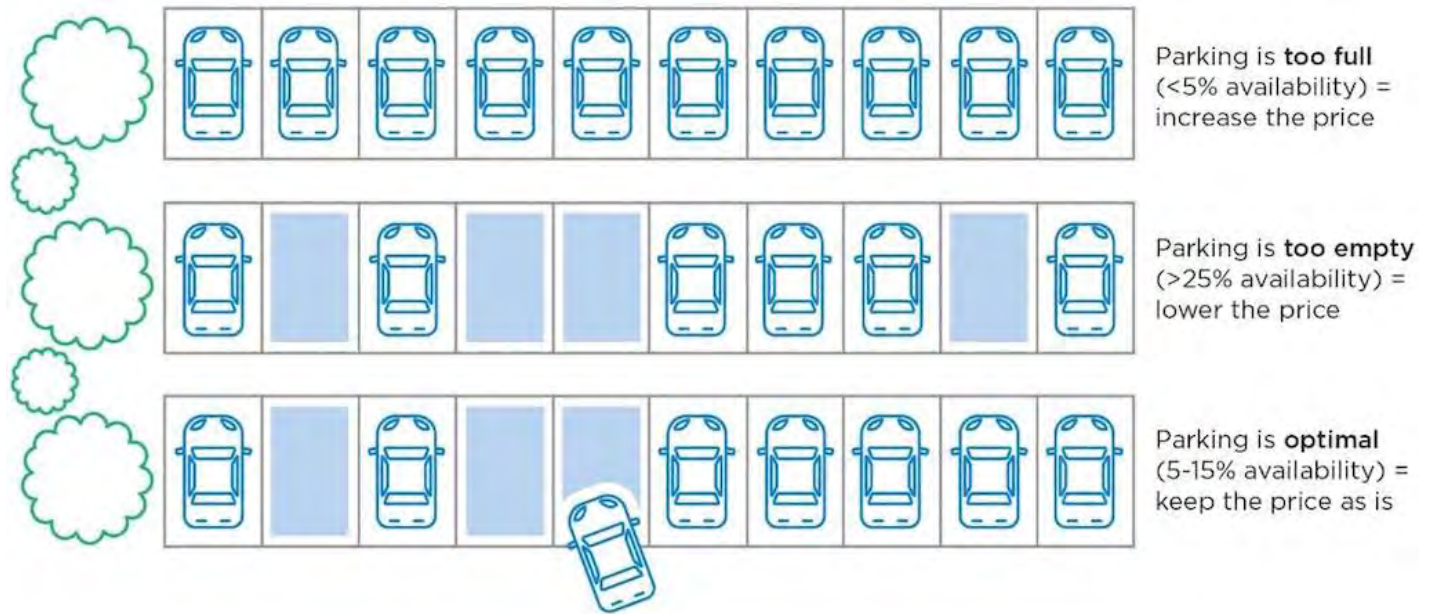
Electric vehicle charging stations are essential components of sustainable parking operations, as they promote the expansion of electrification in transportation. With the increasing prevalence of electric vehicles in the vehicle fleet, numerous agencies are taking initiatives to install electric vehicle charging facilities at on-street parking locations. This move not only supports the adoption of electric vehicles but also contributes to the overall opportunity for electrification in various transportation modes.



Performance Based / Demand Pricing

On-street parking can be priced to encourage availability of on-street spots for short-term customers. Parking could also be priced to reflect parking desirability with spaces closest to activity hubs and on-street are more expensive than spaces at commercial node fringes and parking garages. Use performance pricing to set a parking meter price high enough to ensure available parking. The idea is to set a vacancy goal on each commercial, metered block so that drivers can find a short-term space easily. The meter price is then set at a level that achieves the vacancy goal. If the parking spaces are always occupied, the meter rate is set higher, if the spaces are underutilized the meter rate should be set lower.

Performance parking effectively addresses the issues of double parking and excess traffic caused by drivers searching for parking spaces. This approach is particularly well-suited for locations where parking durations vary, ranging from very short periods like 15 minutes for quick errands to up to two hours for medium-duration activities.



Parking decisions are influenced by various factors beyond price, such as parking duration, the number of occupants in the vehicle, and the significance of time savings for the journey. When curb parking is underpriced or free, it is assigned on a first-come, first-served basis, disregarding the purpose of the trip, the vehicle's duration of stay, or the driver's willingness to pay.

In contrast, demand-based pricing empowers drivers to make parking decisions based on their specific trip preferences and conditions. This system allows drivers to choose where to park, how much time to save, and how much they are willing to pay for parking.

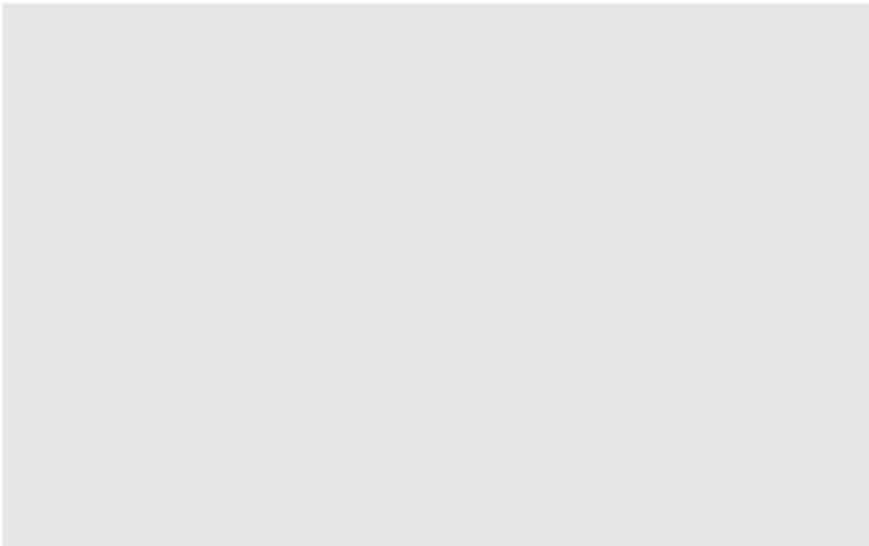
Meters

There will be curb shortages if there is free parking. Implement accurate pricing for curb parking and allocate the revenue to enhance the street's quality of life, eliminating off-street parking mandates. Free parking often leads to nearby employees and residents occupying on-street spots meant for patrons and visitors. By introducing paid parking at the appropriate rate, business turnover is encouraged, creating a balanced flow of residents and visitors. While free parking may be available at less convenient locations, paid parking ensures suitable access for all users. Refer to **Figure 19** for streets recommended for parking meters now and in the future.



Proactive Infrastructure

Fostering a pedestrian and cyclist-friendly environment can effectively reduce the demand for additional parking spaces. By enhancing public spaces and encouraging non-mobility uses that activate the community, such as parklets, farmers' markets, and sidewalk cafes, people are enticed to walk more frequently. A key aspect is designing the walking experience to be enjoyable, achieved through creating pleasant spaces, beautiful streets, and green



corridors. Safety is paramount, ensuring well-lit sidewalks and paths at night.

When neighborhoods are thoughtfully designed to include streetscapes, pocket parks, and public art, residents and workers are more inclined to travel on foot, spending significantly more time walking in these areas compared to regions with limited amenities. This proactive infrastructure enhances the walking experience and further reduces the reliance on cars, consequently lessening the demand for additional parking spaces.





Streetscapes

Streetscapes are such valuable assets and contribute significantly to the efficiency of our streets while providing extensive environmental benefits and economic opportunities. The concept of streetscaping recognizes streets as public spaces that foster various activities and interactions among people. Both the natural and built elements of streetscapes have a profound impact on how people and vehicles interact.

Improving streetscape design enhances the availability of green spaces, fosters a stronger sense of community, and can lead to reduced crime and stress levels. Elements within and alongside the street right-of-way shape its overall appearance, identity, and functionality. These improvements include thoughtful street lighting, enhanced street landscaping with appealing vegetation and street furniture, expanded sidewalk coverage, well-connected pedestrian walkways, robust bicycling infrastructure, and safety features for street crossings.

Environmental benefits stemming from streetscapes are effective stormwater management and mitigation of the urban heat island effect.



Street trees, for instance, soften the harsh urban hardscapes and limit the amount of heat that reaches the ground. Areas with dense tree canopies tend to be cooler compared to those without. Dedicated plantings create pockets of urban bioretention which are designed to fit into concrete-sided containers in urban landscapes or right-of-way. A well designed urban bioretention can also better separate the sidewalks from the streets than street trees alone, which creates a wider buffer and a more comfortable pedestrian zone.



Pocket parks (Parklets)

Pocket parks, also referred to as mini-parks or parklets, are small parks that are commonly accessible to the public. Pocket parks or parklets are usually no more than ¼ acre and do not have parking. Each pocket park should be created with specific interests and needs of the contiguous community. Unique parks can be created out of vacant lots, rooftops, or forgotten/unused spaces. Pocket parks help reduce pollution, traffic, and consumption of resources. They also can improve safety and regenerates run-down areas. Adding green space with seating and community gathering spaces enhance public space activation. This helps create a healthier, more beautiful, and livable neighborhood where people want to walk to their destinations. Users should be able to walk to their destination in 5-10 minutes and be accessible by foot or bike and should not require the use of a car.



Public art

Public art can include murals, sculptures, memorials community art, and permitted graffiti. A Gateway can host permanent spaces for art display, while also contributing to the historic and cultural aspects of the community. Asphalt art is visual interventions on roadways, pedestrian spaces, and vertical infrastructure that create low-cost projects that create immediate positive impact and long-term improvements to the public realm. The addition of public art will increase the amount of cultural, economic, and tourism



development within a community. Artwork helps express a community's values and created a cultural identity and attracting people to its uniqueness.

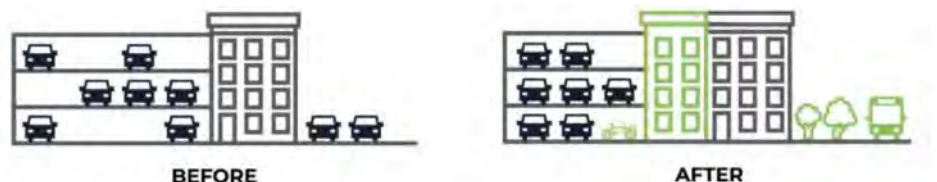
Parking Demand Reduction

Promoting alternative commuting options like cycling, public transport, or walking can effectively decrease the demand for parking. This transition away from single-occupancy vehicles not only supports environmental sustainability but also addresses parking challenges. By encouraging a shift in transportation habits, traffic flow can be redirected towards other modes of travel, leading to reduced parking demand in both residential and commercial areas. As a result, embracing active modes like walking and bicycling, as well as utilizing transit and micromobility options, will ultimately lessen the need for parking in the region. Two key parking demand reduction strategies include **Multimodal Demand Parking Reduction and Parking Maximums**.

Parking Maximums

Parking maximums aim to reduce the maximum number of parking spaces that can be provided for a particular development, building, or area. The purpose of implementing parking maximums is to discourage excessive car usage and overbuilding of parking facilities, thereby promoting alternative transportation modes, and reducing traffic congestion and environmental impacts. Parking maximums offer a range of advantages in terms of land use optimization, environmental sustainability, and the creation of pedestrian-friendly communities.

Parking maximums are often integrated into zoning regulations, building codes, or development guidelines. By setting a cap on the number of parking spaces allowed, developers and businesses are encouraged to prioritize more sustainable transportation options, such as walking, cycling, public transportation, and ridesharing services. Requiring shared parking



where multiple developers combine parking needs into one shared parking lot or structure could also help eliminate parking oversupply.

A transfer program could allow historic properties, low-income housing, and senior housing projects, where parking demand is lower, to transfer parking spaces to another development that would like additional spaces above the maximum allowed.

By adopting parking maximums, the CRA can benefit from optimize land use, reduced environmental impact of excessive car usage, and create more pedestrian-friendly and livable neighborhoods, shown in **Figure 14**. One drawback of parking maximums is that while they encourage walking and discourage driving, they also impose limits on the availability of parking spaces. As a result, homeowners and businesses may find themselves with fewer choices and options when it comes to parking their vehicles. Cities that have eliminated parking minimums are seeing the benefits in terms of new businesses and apartments that would have been illegal or infeasible under the old rules.

Multimodal Parking Demand Reduction

Multimodal options refer to diverse transportation alternatives that encompass walking, cycling, public transit, ridesharing, and other means of getting around. By promoting and providing these various transportation choices, multimodal parking demand reduction strategy can effectively reduce parking demand.

Support complete trips by improving transit ridership and increased use of shared ride-hailing vehicle rides in addition to encouraging non-automotive transportation modes. Reducing car travel is critical to decreasing parking demand. It is essential to consider sustainable transportation solutions to further reduce parking demand and single occupant vehicle usage. Encouraging the use of these sustainable modes of transportation can help alleviate parking pressure, improve traffic flow, and reduce carbon emissions, contributing to a more eco-friendly and livable community.

Micromobility

Micromobility encompasses small, lightweight, and electric-powered vehicles designed for short-distance urban travel. Examples include electric scooters, e-bikes, skateboards, and unicycles. These vehicles offer individual users a convenient and sustainable transportation option, ideal for short trips within a few blocks to a few miles. Users can locate and unlock them using mobile apps, promoting flexibility and efficiency.

Micromobility plays a crucial role in last-mile connectivity, bridging the gap between final destinations and nearby public transit stops. By reducing reliance on personal cars for short trips, it eases traffic congestion, curbs carbon emissions, and fosters eco-friendly urban transportation. To encourage micromobility usage, increasing scooter-share



and bike-share services, providing dedicated parking for these vehicles, and allocating curb space for charging micromobility devices are all beneficial initiatives.

Walking

Prioritizing pedestrian-friendly infrastructure fosters walkable neighborhoods, enticing people to choose walking as their primary mode of transportation. Well-designed sidewalks, crosswalks, pedestrian plazas, and safe walking paths create an enjoyable and efficient walking experience, ultimately reducing the demand for extensive parking spaces. By encouraging people to walk for short trips and nearby destinations, the need to search for parking spaces diminishes, leading to decreased overall parking demand. Opting to walk instead of driving for short trips also reduces the number of single-occupancy vehicles on the road, resulting in less demand for parking, optimizing available parking resources.



Embracing pedestrian-friendly communities enables cities to optimize land use, dedicating less space to parking facilities and more to green spaces, public amenities, and community features. Supporting pedestrian accessibility and improving access to destinations helps minimize blocked crosswalks and sidewalk conflicts between parking and pedestrians, providing a safer and easier journey from parking areas to destinations.

Bicycling

Biking offers a sustainable, healthy, and space-efficient mode of transportation that plays a significant role in reducing parking demand. By investing in bike-friendly infrastructure and promoting biking for short trips, this creates more bikeable and walkable environments while addressing parking challenges. Prioritizing bicycling on key corridors and enhancing cyclist comfort for a sense of safety are essential steps. Reducing blockages in bicycle facilities, adding more bike parking facilities, and creating bike lanes and secure parking areas can further encourage biking and reduce the need for parking.



Compared to cars, bikes require minimal parking space, allowing several bicycles to fit in one car parking spot, maximizing the use of limited parking space. Bicycles are

convenient for short trips in urban areas, alleviating the need to search for parking and decreasing overall parking demand. Improved infrastructure can entice more individuals to choose biking, reducing the demand for parking spaces.

GETTING OUT OF OUR CARS FOR 1/3 OF SHORT TRIPS COULD SAVE:

- **\$900 million dollars** in driving costs per year
- **2 million metric tons** of CO₂ per year (equivalent to taking 400,000 cars off the road)

Transit

Public transit offers an efficient mode of transportation, capable of serving a significant number of passengers simultaneously. By consolidating multiple travelers into a single vehicle, it effectively diminishes the volume of individual cars on the roads and eases the burden on parking space demand. Choosing public transit can be a more convenient option than driving, sparing commuters from the inconvenience of searching for parking spots. Collaborating with the Hillsborough Area Regional Transit (HART) to enhance bus stops and shelters has the potential to boost transit ridership significantly within the CRA. By upgrading these essential transit infrastructure elements, more people may be encouraged to choose public transportation as their preferred mode of travel.



By upgrading these essential transit infrastructure elements, more people may be encouraged to choose public transportation as their preferred mode of travel.

Rideshare

Rideshare, also known as ride-hailing or carpooling, is a modern transportation service that allows individuals to request rides from private drivers using a smartphone application. One of the primary advantages of ridesharing services is their significant contribution to reducing parking demand in urban areas. By facilitating shared rides and drop-offs directly at desired destinations, rideshare users can avoid the inconvenience of searching for parking spaces, especially in busy and congested activity centers.

Creating safe and accessible rideshare waiting zones further enhances the efficiency and safety of rideshare services, while positively impacting traffic flow and urban accessibility. These waiting zones can be strategically set up in underutilized spaces, repurposing areas that would otherwise go to waste. By designating specific waiting zones, it effectively manages where rideshare vehicles pick up passengers, distributing the demand and preventing congestion around popular pickup spots. These waiting zones provide a secure and well-lit area for passengers to wait for their rideshare drivers, reducing the need to wait on busy sidewalks or potentially unsafe locations. Rideshare waiting zones play a crucial role in preventing drivers from circling around busy streets while awaiting passengers, ultimately reducing unnecessary traffic congestion, and contributing to a smoother flow of traffic in heavily congested areas.



Park Once / Walkable Parking

The Park Once strategy promotes walkable parking with convenient demand-response options, effective wayfinding, and a safe and engaging pedestrian environment. By encouraging visitors and residents to park in centralized locations, this approach reduces the need for multiple parking trips and encourages exploration on foot, bicycle, or other active transportation modes. The basic concept of park once strategies involve providing designated parking facilities at key destinations or transportation hubs within a community. Instead of driving to multiple destinations and searching for parking each time, individuals are encouraged to park their vehicles once at a central location and then walk, cycle, or use other non-motorized transportation modes to access various nearby destinations.

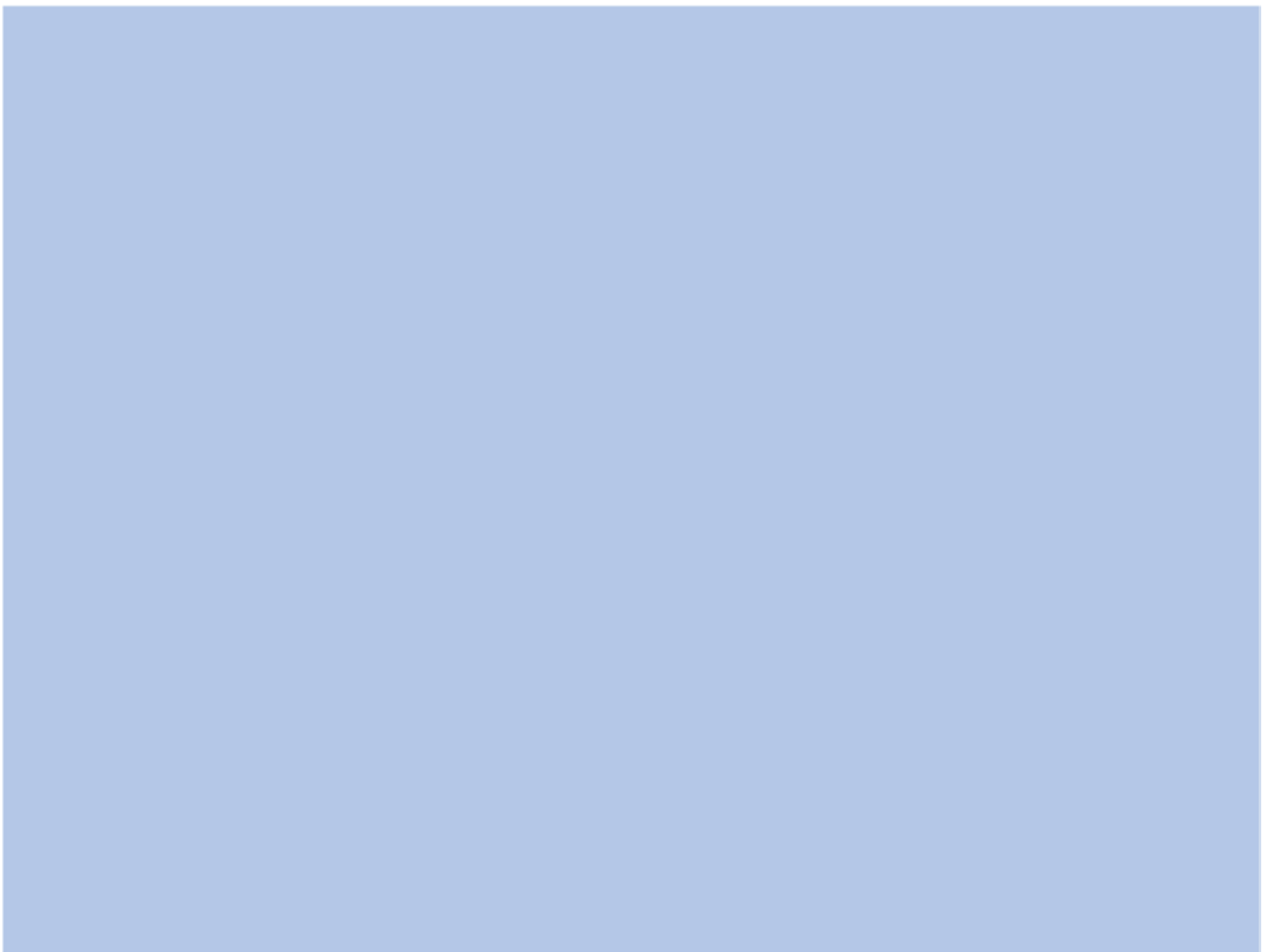
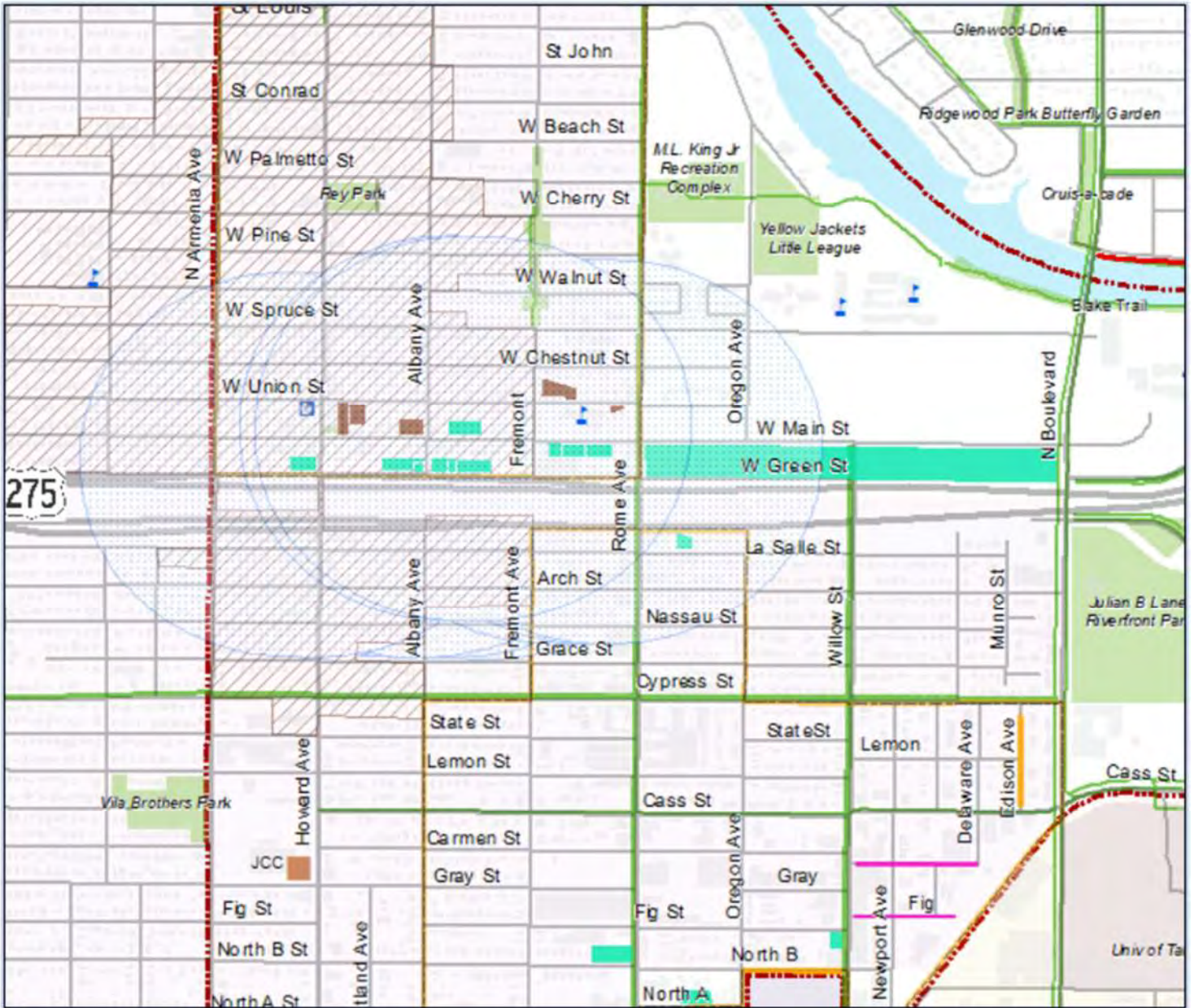


Figure 15 shows an example of a 5-minute, or .25 mile walk from a central parking location near Main Street. The 5-minute walk, also known as the pedestrian shed, is considered to be the distance people are willing to walk before opting to drive.

Figure 13 - Example 5 Minute Walk



Increase Parking Supply

Parking Demand reduction and implementation of Park Once strategies will reduce the need for parking in West Tampa. Those strategies are key to adding parking supply efficiently and reducing the situation that occurs when one area has no available parking while adjacent areas have parking that is underutilized.

Parking demand reduction shifts traffic flow to other modes of travel while reducing the availability of parking in both residential and commercial area. As a result, shifting trips from automobile travel to active modes (walking and bicycling), as well as use of transit and micromobility will reduce the need for parking in the area. These demand reduction measures are combined with a Park Once strategy to encourage people traveling to an area by automobile to park once and accommodate several trips within an activity area by walking. This type of strategy is effective in areas such as Ybor City and Downtown Tampa. In addition to reducing parking and traffic circulation needed for multiple trips, this strategy is also critical for effective use of centralized parking supply, such as a large lot or parking deck.

With the application of Parking Demand Reduction and Park Once strategies described previously, a plan for increasing parking supply in key areas of West Tampa was developed that includes additional supply along residential streets, implementation of parking meters to provide turnover and encourage better use of existing supply, and implementation of parking lots and parking decks to provide additional parking supply.

Enhancing Residential Street Parking

Although residential parking supply is generally adequate overall, there are many areas where parking supply in residential areas is constrained. This is typically occurring on the narrower streets within West Tampa. On two-way streets with a width of less than 26 feet, parking is not permitted across from driveways and on all streets is not permitted within 10 feet of driveways. This limits the available area for parking on these narrow streets. As a result, there are many streets in West Tampa that do not have an on-street parking problem, but must rely on parking on residential lots, many of which are not sized to accommodate current parking demand. **Figure 16** shows the streets upon which parking is constrained due to street width. There are two related ways of improving parking accommodation along these streets:

Increase Use of Alley Access to Lots to Increase On-Site Parking Availability

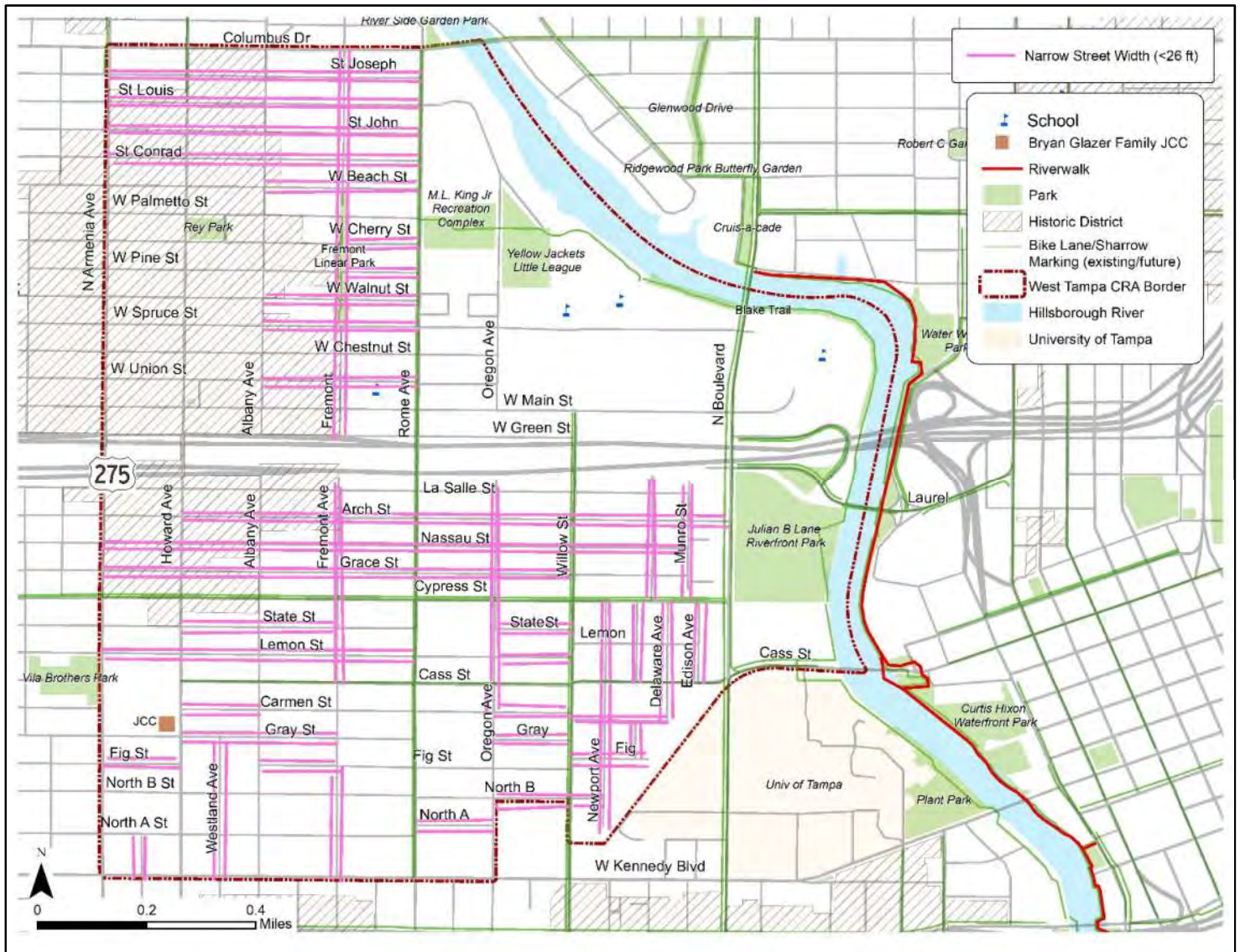
The city is currently working on a strategic plan to clear, repair, and maintain the traditional alleys that exist between most blocks in West Tampa. The use of these alleys provides access to the back of lots which can provide access for parking using garages and open space on properties; however, paving alleys has the potential to cause difficulties addressing stormwater once the alley is improved.

To be most effective in accommodating parking needs, focusing those efforts with priority to streets having less than 26 feet of width, as indicated in the **Figure 16**, is



recommended. The photo shows an alley in West Tampa that provides rear property access for parking.

Figure 16 - Narrow Street Width, less than 26 Feet



Widening narrow residential streets to provide on-street parking

Providing on-street parking supply on narrow streets requires to widening of the streets to accommodate parking demand. This can include paving to install a parking lane on one or both sides of the street. In order to cost effectively meet grades of the side of the street, which slope up from the edge of pavement and provide for drainage along relatively flat terrain, use of Valley gutters between the street and parking lane should be considered. An example of a parking lane along Cass Street with Valley Gutter and in street drainage is shown in the photos.



Figure 147 - Recommended On-Street Parking Configurations for Roads having Sufficient Width to Support On-Street Parking

Recommended Parking Configuration for Various Street Widths

Streets 28 Feet of Width or More

There are several factors effecting the parking configurations possible on various streets. Some of the primary factors are derived from the municipal parking code for the City of Tampa. Some requirements that factor into recommendations regarding on-street parking include:

- Parking lanes min width 8 feet (code allows parking for vehicles up to 86")
- Traveled way min width 12 feet (for emergency vehicles, parking code requires a minimum 10-foot clear area be maintained)
- Parking on alleys can provide supplemental supply, but does not substitute for on-street options
- Cannot Park across from driveway on street with width 25 feet or less per parking code

This information was considered in conjunction with various street widths. **Figures 17 and 18** on this and the following page show the resulting recommendations for accommodating parking on streets with various widths.

As **Figure 17** shows, streets with 28 feet of width or more are generally able to accommodate on-street parking.

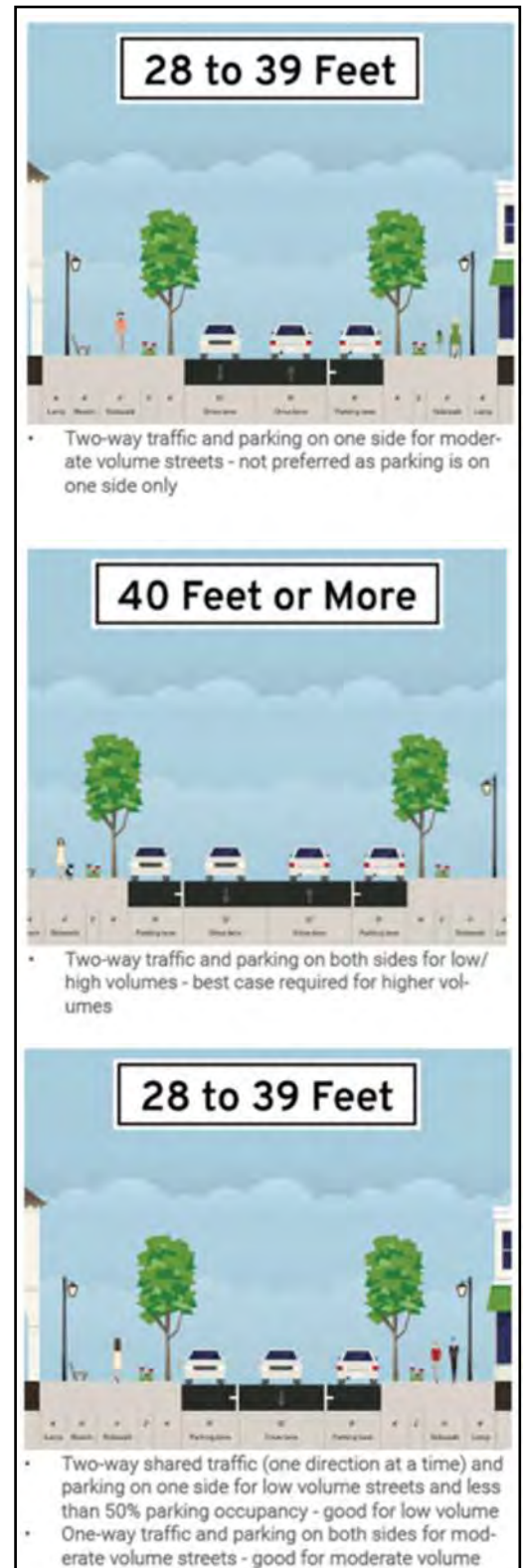


Figure 18 - Recommended On-Street Parking Configurations for Roads with Widths that Marginally Support or Do Not Support On-Street Parking

Streets 26 Feet of Width or Less

As shows in **Figure 18**, streets with 26 to 27 feet of width that are lower volume residential streets are also generally able to accommodate on-street parking. Streets with 16 to 25 feet of width are generally not able to accommodate on-street parking unless very few driveways are present.

As indicated in **Figure 18**, providing more parking supply in the vicinity of these narrow streets (<26 feet) is recommended through a combination of enhanced alley access and widening to add a parking lane.

Cost of Widening Narrow Streets (<26 feet)

The work needs for widening the residential streets to provide a parking lane was examined to establish a planning level cost estimate. This estimate is based on an examination of 51 blocks identified in our field evaluation, resulting in an average cost of \$81,000 per block. This information is provided in **Appendix D**.

A comprehensive examination of block width indicated a total of 124 blocks of streets (<26 feet), as indicated in **Figure 16**. This would correlate to an estimated cost of \$10 million for providing improvements these streets.



Increased Parking Supply

Implementation of measures to utilize on-street parking more fully through implementation of metered parking and widening of narrow streets will facilitate parking in residential areas. Measures to provide parking demand reduction and implementation of Park Once strategies will reduce the overall parking need, as travel shifts to other modes and trips are chained (grouped). These strategies will produce positive results in reducing parking demand in West Tampa. However, as growth occurs, the need for additional parking supply will increase.

As previously indicated, new developments that replace existing structures are anticipated to provide its own parking supply. Examples of this are the new residential and mixed-use apartment/condominium complexes in North Hyde Park and in the Riverside area of Old West Tampa. The primary challenge associated with growth related parking demand is the accommodation of growth and development in revitalization of existing historic and older but not historic buildings. Examples of these areas include the **Main Street and N Willow Avenue areas** shown in the photos below.

Main Street



N Willow Avenue



Other areas where parking supply is constrained are the residential streets which have widths of less than 26 feet and do not generally support on-street parking (as discussed above). Potential locations for surface parking lots and parking decks are shown in the map in the Recommendations section. Information on locations considered for parking lots and parking decks are discussed further in **Appendix E**.

Surface Parking Lots

Surface parking lots can provide additional parking supply to support growing areas. When implemented in small lots, the parking supply can provide access that is near destinations. However, there are some disadvantages of small lots, as well:

- When occupancy is high, drivers may need to check multiple lots to find a space.
- Smaller lots may not provide sufficient parking supply to meet needs.
- Larger surface lots also have challenges as they provide a barrier that must be crossed to access destinations, resulting in a decrease in walkability.

Another factor in the location of surface parking is the potential for them to be converted into structured parking in the future. The public parking lot south of Union Street in the Main Street area shown in the photo is an example of a surface lot with the size and proximity for potential conversion to a parking deck location.

In identifying parking supply to serve a growth area, an important consideration is the relative location of the parking supply. Parking located central to an area reduces walking time, but also provides vehicular traffic and locates a parking lot or structure in and otherwise walkable area. Location of parking on the periphery of an area is desirable. However, the further a parking deck is from the destination, the less likely it will be used. Most people are willing to walk approximately ¼ mile or 5 minutes to a parking destination. Many people will walk up to ten minutes or ½ mile if the walk is safe and engaging, and the area has multiple desirable destinations.



Parking Decks

Parking structures are expensive to own and operate and can cost up to five or six times as much as on-grade surface parking. In addition, revenue from paid parking rarely pays for the cost of a structured parking garage. At the same time, on-grade surface parking usually does not provide the best and most efficient use of a piece of land. Parking structures on the other hand allow for denser development of a parcel of land. Parking demand is the number of spaces that should be provided for a building or facility based on the peak accumulation of vehicles on a given day, including a small cushion of extra spaces over and above the expected need. Parking demand for specific land or building use can vary significantly from one location to another.

An important factor when considering the location of a parking deck is lot size. For a parking deck 125' provides two drive aisles with typical length of 155' min or 260' min depending on type for larger decks. Surface lots are more flexible, 65' or 125' are widths for one or two drive aisles and length can vary. Choosing an efficient size for a parking deck is important because the construction costs are high compared to surface parking. Some types of parking decks are described below.

Level Parking with non-parking Ramp Access

A level parking structure is a type of parking garage that is designed with a flat, horizontal layout. The flat layout of level parking structures makes it easy for drivers to navigate and park their vehicles, and the design also allows for efficient traffic flow. Overall, level parking structures are a popular option for businesses and municipalities looking to provide ample parking in a compact and efficient design.

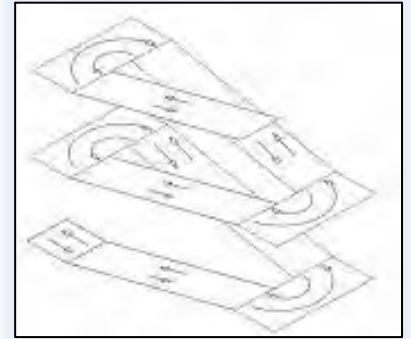
- Best for 2-3 levels maximum or sites with ground level access to two or more levels also very large lots where flat floors throughout are important.

- Also used on large sites with level parking (such as airports)
- 65 ft - 125 ft min x 160-180 ft (for side ramps) or smaller for helix or at grade access
- Option for small 1-aisle or larger 2 aisle minimum designs 30 to 60 spaces min (smaller decks have much higher cost per space) – larger decks of this type are more efficient

Single Thread Parking Garage

In general, the use of single-threaded schemes for facilities that serve large numbers of infrequent users is recommended when user comfort, visibility and ease of wayfinding orientation are the most important considerations.

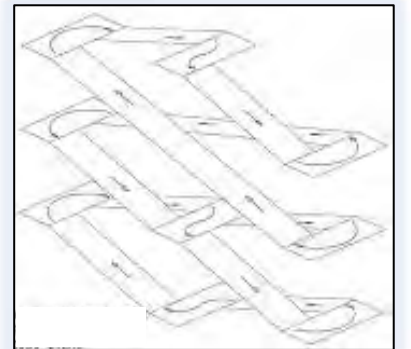
- Two-way – both sides sloped
- Five-foot Rise along each side
- 125 ft x 155 ft min
- Six floors are maximum practical limit – 750 spaces



Double Thread Parking Garage

In contrast single thread garages, sloping parking bays with double-threaded patterns are generally preferred for office parking and other situations which involve predominately everyday users.

- One -Way Angle or Two-Way Flow – both sides sloped
- Ten-foot rise along each side
- 125 ft x 260 ft min
- Can have high capacity/more stories – up to 2,000 spaces



Parking Deck Safety/Security

Crime Prevention Through Environmental Design (CPTED) is an approach to designing physical spaces, including parking structures, that can help prevent crime and promote safety. The design of parking structures can have a significant impact on the level of crime and safety in the surrounding area.

Effective CPTED principles in parking structure design can include:

Maximizing visibility and natural surveillance

Providing adequate lighting

Creating clear sightlines to reduce potential hiding places for criminals

White Concrete stain reflects lights with anti graffiti coating



Additionally, the use of security features such as security cameras, emergency call boxes, and access control systems can further enhance safety and reduce the likelihood of criminal activity. Implementing CPTED principles in parking structure design can not only help prevent crime and increase safety for patrons but can also reduce liability and insurance costs for parking facility owners and operators. Overall, CPTED principles play an important role in ensuring that parking structures are designed and operated with the safety and security of patrons in mind.

Costs for Surface Parking and Parking Deck

The cost per space for an above-ground parking garage can vary depending on several factors, such as the location, materials used, design, and construction costs. However, according to a report by the International Parking & Mobility Institute, the average cost per space for an above-ground parking garage in the United States ranges from \$15,000 to \$25,000. This cost includes the design, construction, and equipment costs associated with the garage. It's worth noting that these costs can vary widely depending on the specific location and design of the garage and can even exceed the above-mentioned range in some cases. Other factors that can impact the cost per space include land acquisition costs, labor costs, and the cost of any additional amenities or features included in the garage, such as lighting, security systems, or electric vehicle charging stations.

The cost per space for surface level parking can also vary depending on several factors, such as the location, materials used, and site preparation costs. According to a report by the International Parking & Mobility Institute, the average cost per space for surface level parking in the United States ranges from \$2,500 to \$5,000. This cost includes the construction and equipment costs associated with the parking lot, such as paving, stripping, and lighting. Other factors that can impact the cost per space include the cost of any required permits or approvals, the cost of land acquisition or site preparation, and the cost of any additional amenities or features included in the parking lot, such as landscaping or security systems.

Potential locations for surface parking lots and parking decks are shown in the map in the Recommendations section. Information on locations considered for parking lots and parking decks are discussed further in **Appendix E**.

Parking In-Lieu Fee (PILP)

Parking in-lieu fee is a fee developers pay in-lieu of having or meeting individual off-street parking requirements. In this program, new developments are required to pay a fee into a designated fund which is used to pay for one or more central parking structures that serve an entire district. Additionally, the one-time fee charged on a per space basis can help cities generate revenue up-front to fund larger transportation improvements. Most importantly, parking in-lieu fee helps preserve neighborhood character while creating an equitable approach to addressing parking requirements, increasing parking supply, and reducing demand.

There are many benefits to the adopting the parking in-lieu fee. In general, it helps developers save funds on building a parking structure while allowing cities to have more flexibility and control over the construction and management of public parking. The benefits of in-lieu fees can be categorized into the following:



- **Efficient land use:** Parking in-lieu fees encourage infill development in small lots and historic districts, maximizing land utilization. Shared parking spaces in central structures result in higher turnover rates, reducing the overall parking demand compared to dedicated spaces for each development.
- **Flexible investment:** In-lieu fees can be charged as a one-time fee or on an ongoing basis, providing cities with adaptable revenue streams that can respond to changing community needs. This approach is more practical for uncertain parking demands, such as potential reductions in vehicles due to rideshare services.
- **Better urbanism:** Parking in-lieu fees discourage excessive surface parking lots along commercial corridors, promoting a continuous line of storefronts and pedestrian engagement with the public realm. The fees also support adaptive reuse of historic buildings without requiring additional, challenging-to-provide parking.
- **Health and environment:** By discouraging excess parking, in-lieu fees reduce unnecessary driving, traffic, and pollution from constructing additional parking structures. This leads to more walkable, healthier, and equitable communities, encouraging multiple modes of transportation.
- **Multimodal improvement:** Revenue from in-lieu fees can be invested in transportation improvements and programs, benefiting pedestrians, bicyclists, transit riders, and drivers. Examples include micromobility rideshare services with designated parking, new bus shelters, shared mobility hubs, and transportation demand management programs to encourage alternative transportation options.

When developers opt for the parking in-lieu fee, the funds collected are directed towards supporting the city's efforts in enhancing transportation options and improving parking facilities in strategic areas. This approach helps to optimize land usage, especially in areas where providing on-site parking may be challenging or impractical.

By utilizing the in-lieu fee, developers can better align their projects with the specific needs of the community while contributing to the overall improvement of transportation and parking infrastructure within the City of Tampa. The policy strikes a balance between urban development and parking demand, encouraging sustainable growth and efficient land use in the city.

Summary of Recommendations and Implementation Plan

The West Tampa Parking Plan relies on several strategies to provide more effective parking throughout the CRA and provide supply necessary to meet future needs. The Parking Plan recommendations and implementation plan is described in this section of the report. Plan recommendations are based on four key strategies:

- Operational Management
- Parking Demand Reduction
- Park Once Strategies
- Increased Parking Supply

Operational Management

This strategy provides definition, identification, and enforcement of parking facilities and rules and manages operation and turnover of parking spaces.

1. *Improve safety and compliance with parking rules through campaign to effectively mark and maintain parking.*
 - a. Provide pavement markings and signage to identify parking rules throughout the West Tampa CRA area.
 - b. Maintain signage and pavement markings through a regular maintenance program performed by the City of Tampa with coordination/oversight by the West Tampa CRA.

2. *Implement Education measures and Enforcement of parking rules to foster compliance.*
 - a. Implement a parking awareness campaign to promote adherence to parking rules and raise awareness of enforcement efforts.
 - b. Provide parking and code enforcement at regular intervals to identify problems, communicate with the public, and enforce parking rules through issuance of citations.



Curb management

Neighborhood Permit Program

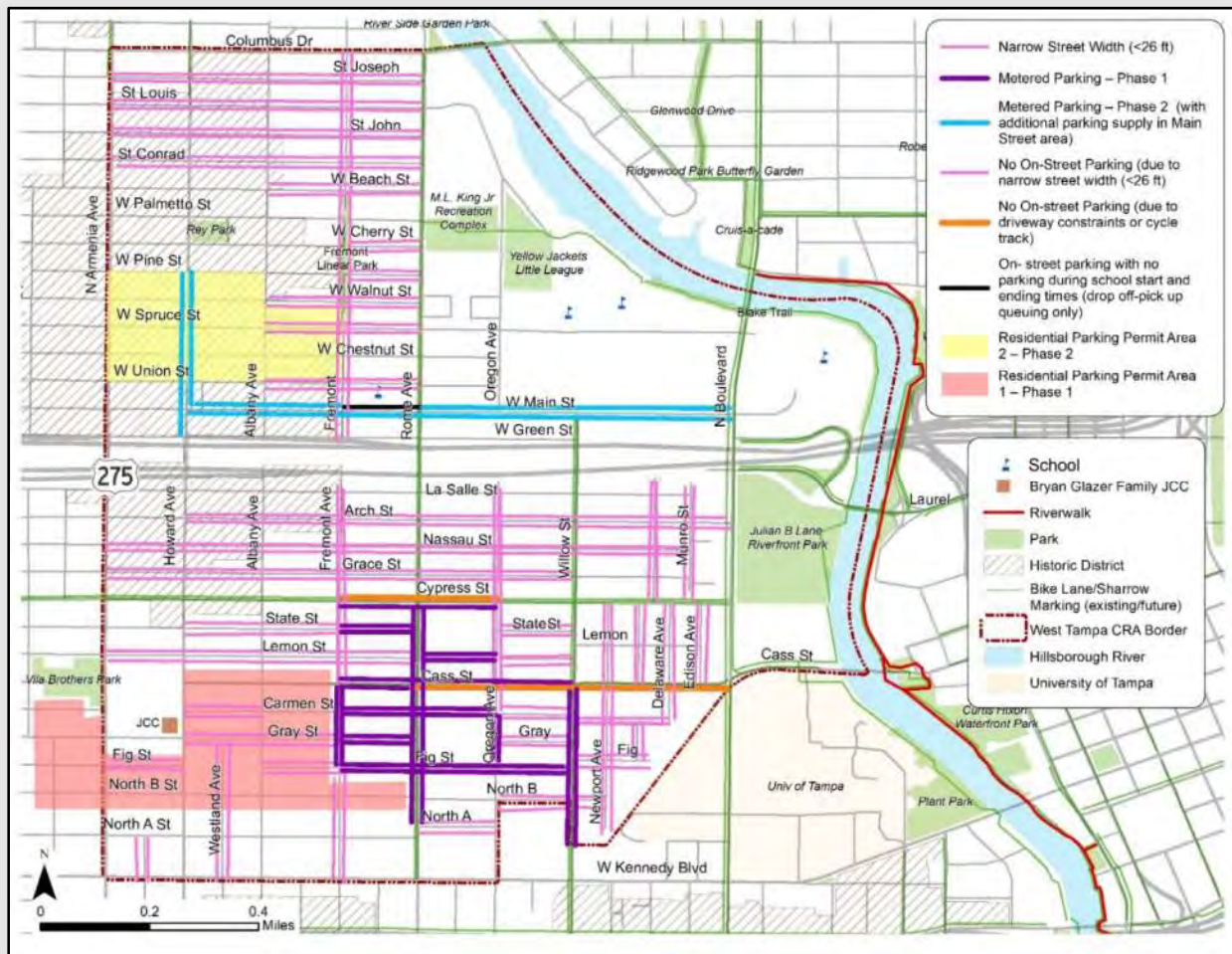


Enforcement

3. Provide on-street parking turnover to support businesses through metered parking as shown in **Figure 19**.
 - a. Implement on-street metered parking at locations in the North Hyde Park Area for Phase 1 implementation
 - b. Implement on-street metered parking at locations near Main Street in Old West Tampa for Phase 2 implementation

4. Protect neighborhoods from parking spillover through neighborhood permit parking program (see **Figure 19**).
 - a. Implement neighborhood parking permit program for residential area east of Howard Avenue - Phase 1
 - b. Implement neighborhood parking permit program for residential area north of Main Street - Phase 2

Figure 19 - Parking Operational Management Recommendations



Parking Demand Reduction

This strategy supports a reduction in the overall demand for parking by shifting to modes of travel that do not involve the automobile, such as active transportation and transit.

5. *Reduce parking demand for trips within the CRA through implementation of multimodal travel opportunities.*
 - a. Improve sidewalks in West Tampa CRA to provide state of good repair and ADA compliance
 - b. Provide multi-use path connections within community as shown on **Figure 20**
 - c. Support use of bicycle and micro transit by coordinating locations for shared use e-bike and scooter parking and provide bicycle racks for traditional cyclists.

6. *Reduce parking demand for trips to and from the CRA by supporting transit and regional multiuse trail initiatives.*
 - a. Provide bus stops that are attractive and usable, and which provide protection to those waiting
 - b. Support regional and West Tampa area bus route/circulator opportunities
 - c. Provide multiuse Paths along Rome Street as part of the Riverwalk Trail Expansion. Provide Greenway connection across Beach Street in Old West Tampa and across North Hyde Park to connect across the River to Downtown along Cass Street (see **Figure 20**).

Park Once Strategy

This strategy provides improvements to encourage people traveling to the West Tampa CRA area to Park Once and travel via alternatives to the automobile to multiple destinations. This reduces overall demand and supports local businesses to facilitate economic growth.

7. *Reduce demand for parking for multiple trips through Park Once Strategy that encourages drivers to use centralized parking and circulate within the West Tampa CRA via active travel modes, micro mobility, or transit.*
 - a. Implement area identities within commercial areas of West Tampa, such as Main Street Corridor, Willow Street Corridor, and North Hyde Park.
 - b. Connect centralized parking supply to commercial areas via Lighted and secure streetscape corridors (see **Figure 20**)
 - c. Provide upgrades to traffic signals and crosswalks to accommodate increased pedestrian activity.

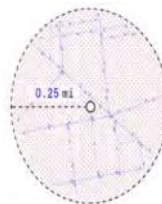
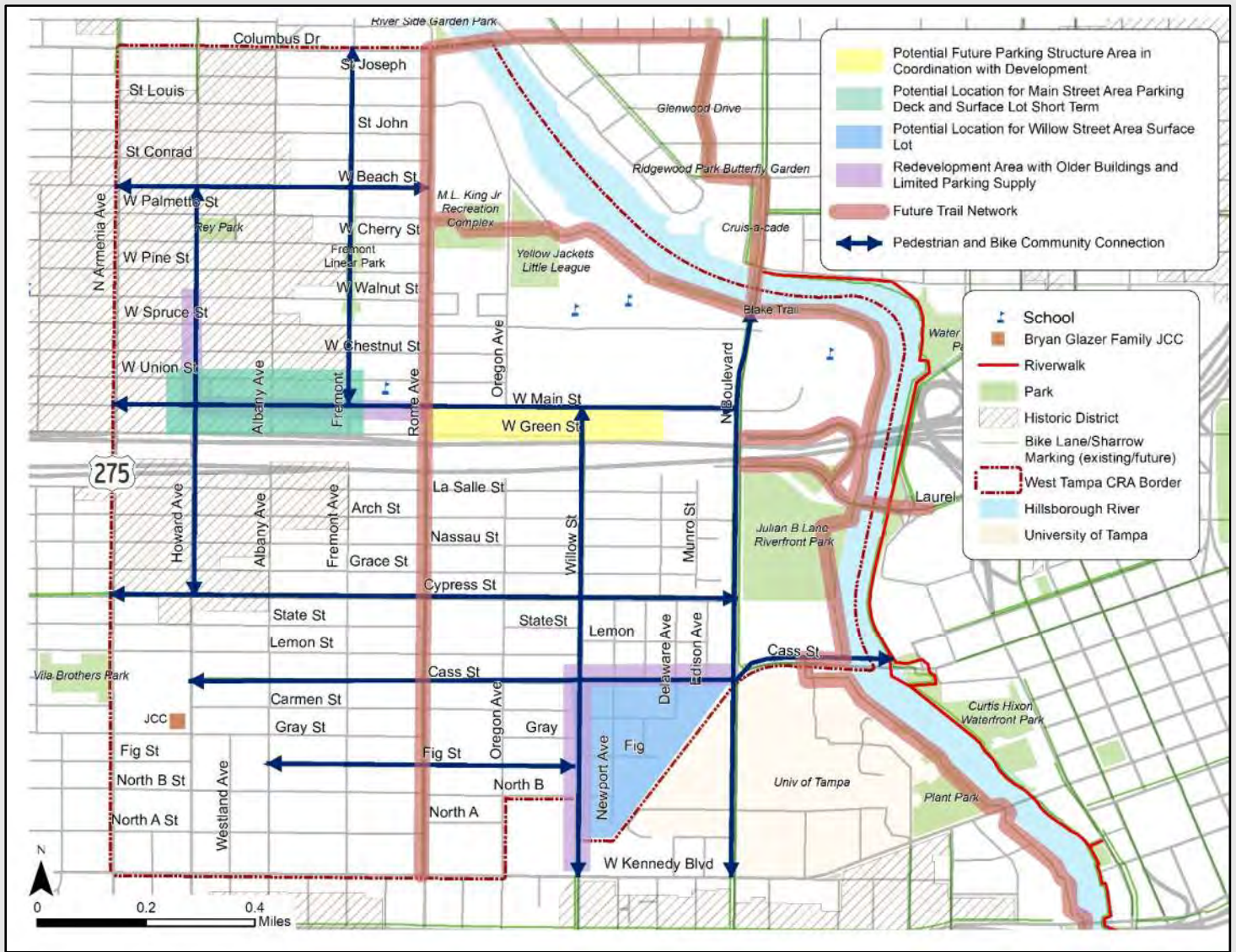


Figure 15 – Future Trail Network and Community Complete Street Connections



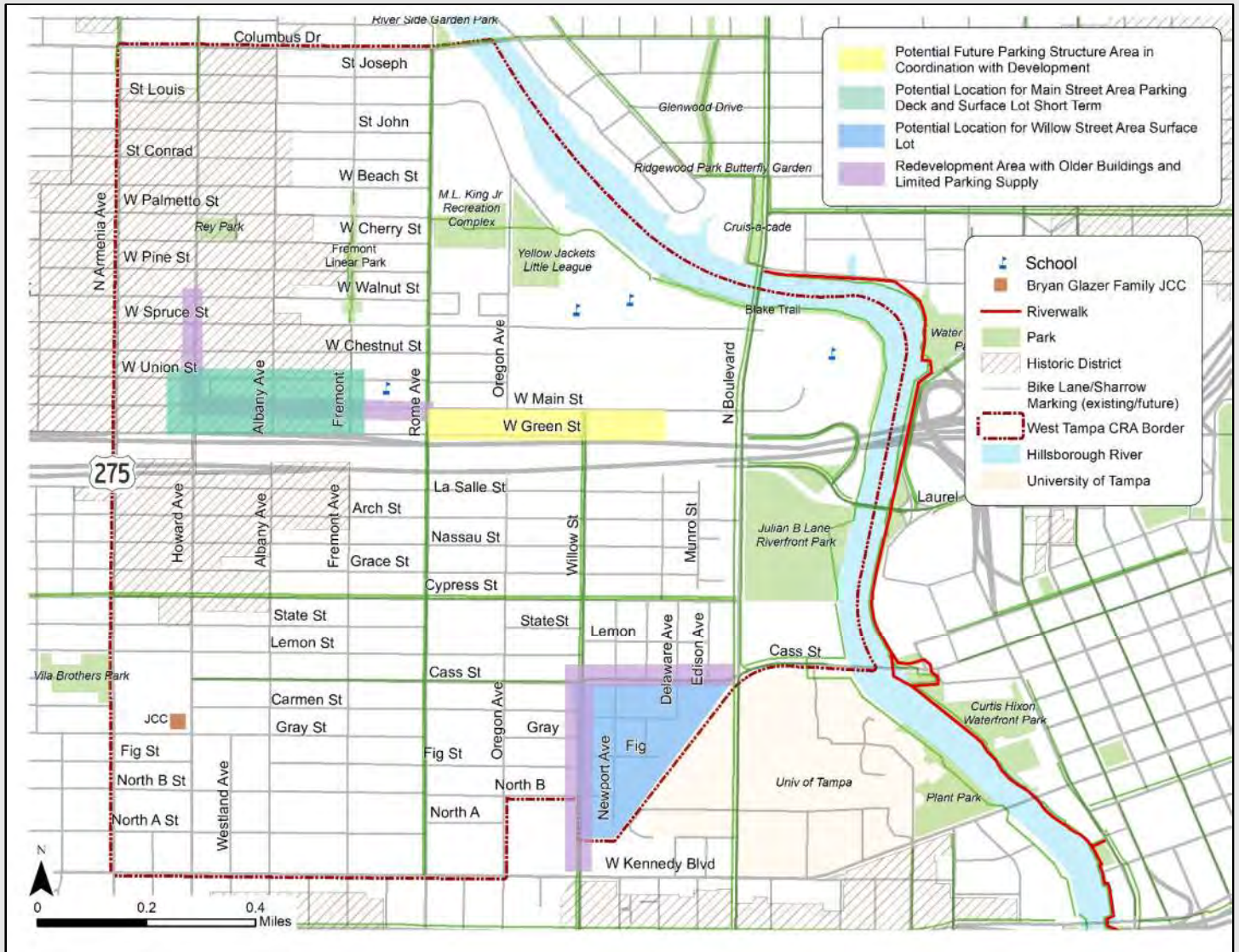
Increase Parking Supply

This strategy provides parking supply where it is most needed in support of neighborhood needs, currently congested areas, and future growth.

8. *Increase parking capacity in residential areas.*
 - a. Support initiative to revitalize and reactivate alleys to access the back of lots for parking.
 - b. Widen narrow streets (<26 feet) to provide a lane on one side for on-street parking (**see Figure 19**).
9. *Provide parking supply to meet future demand through implementation of parking lots and parking decks in conjunction with redevelopment in historic areas where the ability provide parking on-site is limited (see Figure 21).*
 - a. Construct a surface parking lot in the Main Street Corridor area and plan for a parking deck in the area
 - b. Construct a surface parking lot in the Willow Street area
 - c. Coordinate with the University of Tampa and the Tampa Medical Center regarding the potential for a future shared use parking structure in the Willow Street area.
10. *Coordinate with the Tampa Housing Authority and FDOT regarding the potential for a shared use parking deck along Main Street near Rome or Willow Street.*
11. *Implement program to allow payment of a Fee-in-Lieu instead of providing parking.*



Figure 161 -Location of Potential Future Parking Supply





Phased Implementation Plan

The West Tampa area is growing quickly and as this occurs parking is becoming more constrained. Large residential and mixed-use developments are being constructed which are largely accommodating their parking demand. As this additional residential development is occurring, increasing residential density, the need for additional commercial development to support these new residents is also increasing. This provides an opportunity for redevelopment of existing buildings in or near the historic area. The size and configuration of these properties does not allow for the volume of parking needed to meet demand that would be generated by redevelopment of properties in these areas.

This study examined the current parking needs in the West Tampa area along with potential future needs. The resulting plan recommends a variety of strategies and facilities to accommodate future parking, which are grouped into the following four areas described previously:

Operational Management:

Use parking supply effectively and enforce parking rules.

Parking Demand Reduction:

Provide facilities for multi-modal travel and to support a reduction in automobile trips.

Park Once Strategy:

Enhance walkability and safety in activity centers to allow people traveling via automobile to handle multiple needs while remaining parked at one location.

Increase Parking Supply:

Providing parking supply to meet current needs and provide for future growth

Implementation of these recommendations will need to be phased over time to occur in step with redevelopment so that parking increases and does not limit redevelopment opportunities.

Phase 1: Current Conditions with Redevelopment Occurring (Target 2023-2027)

Operational Management

- Implement Parking Management Program (Recommendation 1a, 1b, 2a, 2b, 3a)
 - Consider establishing yellow curb painting program to support delineation of parking rules
 - Clearly delineate parking with signage and pavement markings
 - Pave existing parking lot in Main Street area (Adjacent to Park at Main Street and N Albany Avenue)

- Install Metered Parking in North Hyde Park on streets indicated in **Figure 19**.
- Prepare Education Campaign to inform residents of parking rules and intention to enforce rules
- Enforce parking restrictions regularly
- Implement Neighborhood Parking Permit Program (Recommendation 4a)
 - Include information in Education Campaign
 - Implement Pilot Program in area near Howard Avenue at Cass Street (See area in **Figure 10**)
 - Expand neighborhood parking permit area to include phase 1 implementation area shown in **Figure 19**.

Parking Demand Reduction/Park Once Strategies

- Implement Complete Streets on Key Corridors (Recommendation 5b, 6c, 7a)
 - Main Street Corridor
 - N Willow Avenue Corridor
 - N Rome Avenue Corridor Multiuse Trail (expansion of Riverwalk Trail)
- Support use of bicycle and micro transit (Recommendation 5c)
 - Coordinating locations for shared use e-bike and scooter parking
 - Provide bicycle racks for traditional cyclists.

Increase Parking Supply

- Implement Fee-in-Lieu of Parking Policy (Recommendation 11)
 - Establish service area as the West Tampa CRA area for collecting fees and spending fees
 - Establish thresholds and dollar amounts for fee collection
 - Define items upon which money can be spent (for example, parking supply and streetscape improvements for corridors connecting parking to commercial centers)
- Coordinate with Alley Studies on Strategy for Residential Areas (Recommendation 8a, 8b)
 - Prioritize areas for widening of narrow streets (<26 feet) to provide on street parking to complement implementation plan for Alley Revitalization (see **Figure 19** for location of narrow streets where parking is not generally permitted)
- Add Parking Supply in Main Street Area (Recommendation 9a)
 - Establish additional lot for parking along W Green Street east of N Albany Avenue



- Plan for construction of parking deck south of W Union Street and east of N Ysolina Streets (planning, finance, and design)
- Add Parking Supply in N Willow Avenue Area (Recommendation 9b)
 - Identify locations for potential parking lots in N Willow Avenue area
 - Coordinate with University of Tampa and Hospital on Potential for joint use parking structure in the area
- Add General West Tampa Parking Supply (Recommendation 9c, 10)
 - Examine potential for additional parking supply at Julian Lane Park
 - Examine potential for additional parking supply at N Rome Avenue at Main Street (coordinate with housing Authority on potential joint use parking structure)

Phase 2: Redevelopment Occurring in Target Areas with On Street Parking Occupancy nearing 80% (Target 2028-2033)

Operational Management

- Continue Parking Management Program (Recommendation 1a, 1b, 2a, 2b, 3b)
 - Evaluate and refine public education program and add in focus on use of Alternative modes and Park Once Concept
 - Maintain pedestrian crossings in conjunction with focus on increased use of active travel modes
 - Continue regular parking enforcement
 - Install Metered Parking in Main Street area on streets indicated in **Figure 19**
- Implement Neighborhood Parking Permit Program (Recommendation 4b)
 - Implement neighborhood parking permit area to include phase 2 implementation in Main Street Area shown in **Figure 19**
- Upgrade Crosswalks and Traffic Signals (Recommendation 7c)
 - Provide upgrades to traffic signals and crosswalks to accommodate increased pedestrian activity

Parking Demand Reduction/Park Once Strategies

- Implement Complete Streets on Key Corridors (Recommendation 5a, 5b, 6c, 7a)
 - Complete Main Street and N Rome Avenue Corridor improvements

- Streetscape improvements to other corridors as identified in **Figure 20**
- Provide sidewalk enhancements to provide good state of repair and ADA compliance
- Support use of alternative travel modes (Recommendation 5c, 6a, 6b)
 - Continue coordinating locations for active modes vehicle parking
 - Coordinate implementation of transit circulator in West Tampa with multimodal corridors and commercial centers

Increase Parking Supply

- Implement Fee-in-Lieu of Parking Policy (Recommendation 11)
 - Evaluate effectiveness of Fee-In-Lieu of Parking program and adjust
 - Examine available funds and consider their application to potential parking supply in N Rome Avenue at Main Street parking deck and Willow Avenue area parking lot or deck
- Coordinate with Alley Studies on Strategy for Residential Areas (Recommendation 8a, 8b)
 - Widen narrow streets in priority areas (<26 feet) to provide on street parking to complement implementation plan for Alley Revitalization (see **Figure 19**)
- Add Parking Supply in Main Street Area (Recommendation 9a)
 - Construct parking deck south of W Union Street and east of N Ysolina Streets
- Add Parking Supply in N Willow Avenue Area (Recommendation 9b)
 - Add surface parking lot in N Willow Avenue area
- Add General West Tampa Parking Supply (Recommendation 9c, 10)
 - Plan for future parking supply at Julian Lane Park or N Rome Avenue at Main Street (financing, partnerships, timeline for implementation, and design)

Phase 3: Major Redevelopment Occurring in Target Areas (Target 2034 and Beyond)

Operational Management

- Continue Parking Management Program (Recommendation 1a, 1b, 2a, 2b, 7c)
 - Regular education and enforcement campaign
 - On-going maintenance of parking signs and pavement markings
 - Maintenance of parking lot pavement



- Implement Neighborhood Parking Permit Program (Recommendation 4)
 - Evaluate and expand/adjust neighborhood parking permit area to meet new needs
- Upgrade Crosswalks and Traffic Signals (Recommendation 7c)
 - Provide upgrades to traffic signals and crosswalks to accommodate increased pedestrian activity

Parking Demand Reduction/Park Once Strategies

- Implement Complete Streets on Key Corridors (Recommendation 5b, 7a)
 - Complete streetscape improvements to all corridors as identified in **Figure 20**
- Support use of alternative travel modes (Recommendation 5c, 6a, 6b)
 - Continue active modes travel coordination and include plans for active use of transit circulator and multiuse trail to reduce demand for automobile travel and parking

Increase Parking Supply

- Implement Fee-in-Lieu of Parking Policy (Recommendation 11)
 - Evaluate effectiveness of Fee-In-Lieu of Parking program and adjust
 - Examine available funds and consider their application to potential parking supply in N Rome Avenue at Main Street parking deck and Willow Avenue area parking lot or deck
- Coordinate with Alley Studies on Strategy for Residential Areas (Recommendation 8b)
 - Widen narrow streets in remaining areas (<26 feet) to provide on street parking (see **Figure 19**)
- Add Parking Supply in Main Street Area (Recommendation 9a)
 - Evaluate effectiveness and pricing for parking in Main Street area
- Add Parking Supply in N Willow Avenue Area (Recommendation 9b)
 - Evaluate effectiveness of parking in N Willow Avenue area and potential for joint use parking deck with University of Tampa and/or hospital
- Add General West Tampa Parking Supply (Recommendation 9c, 10)
 - Construct parking supply at Julian Lane Park or N Rome Avenue at Main Street in conjunction with park and/or Housing Authority



Appendices



Appendix A

Case Studies

Five case studies were selected based on their similarity of historic districts and geographic constraints.

- Charleston, South Carolina
- Savannah, Georgia
- St. Augustine, Florida
- Tampa CBD, Florida,
- Cabbagetown in Atlanta, GA.

Charleston, South Carolina

Parking in Charleston, South Carolina, offers a diverse range of options, including on-street parking, parking garages, and surface lots. Given its status as a popular tourist destination and a vibrant city, Charleston experiences a substantial influx of visitors, residents, and commuters, which can impact parking availability. On-street parking is available in various parts of the city, especially in commercial and historic districts, where metered parking is common. Payment methods include coins, credit cards, and mobile payment apps.

Charleston boasts numerous parking garages and surface lots scattered throughout the city, catering to both short-term and long-term parking needs for visitors and residents. Parking rates in Charleston can vary depending on location and demand, with higher rates during peak times and in popular areas. Parking enforcement is in place, necessitating compliance with time limits, metered hours, and other regulations to avoid fines or towing. Certain residential neighborhoods have permit parking zones to ensure residents have access to on-street parking near their homes. Charleston provides public transportation options like buses and trolleys, offering convenience to those who prefer not to drive or wish to reduce parking challenges.

To promote eco-friendly transportation, the city encourages biking and micromobility alternatives, with bike lanes and shared mobility services available. Given Charleston's compact size and pedestrian-friendly streets, walking is a popular and enjoyable way to explore the city, reducing the reliance on extensive driving and parking.



Charleston, South Carolina

1. Highest Priorities:

- Rightsize parking codes/ordinances/policies
- Consolidation of parking management w/ near-term & mid-term strategies.
- Data driven policies to support balanced utilization.
- Leverage and enhance parking technology.
- Improve transit access on the Peninsula.

2. Middle Priorities:

- Implement a comprehensive and dynamic curb lane management program.
- Enhance residential parking practices.
- Improve transit access to the Peninsula.
- Improve ped. & bike services & facilities.
- Implement Mobility as a Service (MaaS)/Personal Transportation Options.
- Improve wayfinding, branding, and messaging.

3. Lowest Priorities

- Consider shared parking with private assets (lowest priority)
- Investment policies and strategies (lowest priority)
 - New parking near high demand areas.
 - Locate to incentive fringe area parking with transit access into core and serve as "mobility hub."

Savannah, Georgia

Parking in Savannah, Georgia, caters to residents, visitors, and tourists, as it is a captivating and historically rich city. With a thriving local community and popularity as a tourist destination, parking availability and regulations vary depending on location and time of day. Throughout the city, on-street parking is accessible, especially in the historic district and commercial areas, typically with metered options. Payment options include coins, credit cards, or mobile payment apps.

Savannah offers numerous parking garages and surface lots in and around downtown, accommodating short-term and long-term parking needs for both visitors and residents. Parking rates fluctuate based on demand and location, often being higher in popular tourist spots or during peak times. The city enforces parking regulations diligently, reminding drivers to be mindful of time limits and metered hours to avoid fines or towing.

Visitor Centers in Savannah provide helpful information about parking options and available spaces, making it easier for tourists to navigate parking. For those seeking alternatives to driving, public transportation options like buses and trolleys offer convenient access to various attractions. Promoting eco-friendly transportation, Savannah encourages biking with dedicated bike lanes and pedicab services, offering a unique and leisurely way to explore the city.

The well-preserved historic district is a delight to walk through, making walking a popular choice among both locals and visitors. With a mix of parking choices and transportation alternatives, experiencing the charm and allure of Savannah is made even more accessible and enjoyable.

Savannah, Georgia

- Integrated Parking as Part of a Larger System
- Access for All Users
- Long-Term Planning and Strategies
- Mobility Strategies
- User Friendliness

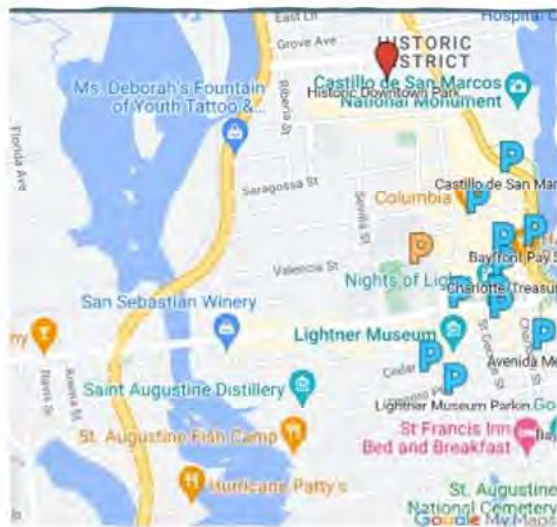


St. Augustine, Florida

As one of the oldest cities in the United States, parking availability and regulations may differ depending on the area and time of day in St. Augustine, Florida. In the downtown historic district and many other parts of the city, on-street parking is available, typically metered with various payment methods accepted. St. Augustine provides several parking garages and surface lots conveniently located near popular tourist spots, offering both short-term and long-term parking solutions.

To ensure compliance, the city enforces parking regulations, prompting drivers to observe time limits and metered hours to avoid penalties. Parking rates can vary based on location and demand, with potential fluctuations during peak tourist seasons or special events. Public transportation options such as trolleys or shuttles are available in certain areas, offering convenient access to various points of interest. St. Augustine's compact size and picturesque streets encourage exploration on foot, reducing the need for extensive driving and parking. During peak tourist seasons or special events, parking demand may rise, so planning ahead and arriving early can secure parking spaces. For an eco-friendly and leisurely experience, visitors can opt for bike rentals or pedicab services to explore the city.

St. Augustine, Florida



- Multi-modal approach:
 - Walkability
 - Bike share
 - Park & Ride Program
 - Transit
- Parking:
 - Parking lots & on-street pay stations:
 - Parking enforcement hours vary by location and are posted on each paystation.
- ParkStAug app for St. Johns County residents
- Dynamic parking management strategies such as:
 - variable rates for parking meters,
 - programs that can provide City residents parking discounts or priority parking in certain areas, and (3)
 - real time message boards at gateways to the City that direct visitors to either existing garages or future multimodal parking garages.
- Park-once environment that promotes using dynamic parking management strategies to encourage visitors to park their car in future multimodal parking garages on the periphery of the Historic Districts and using electric bikes, trolley circulators, and other forms of mobility, other than driving a car, to explore the City.

Tampa Central Business District

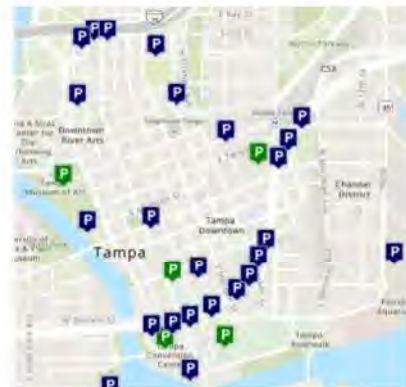
Parking in the Tampa Central Business District (CBD) presents a mix of challenges and conveniences, owing to its bustling urban environment. As a significant commercial and financial hub in Tampa, Florida, the CBD attracts a large number of workers, visitors, and residents, leading to high demand for parking. Limited street parking is a common issue in the CBD due to its narrow streets and high-density development. Metered parking spaces are available but tend to be in high demand during business hours.

To address parking needs, the CBD offers numerous parking garages and lots, catering to both short-term and long-term parking requirements for employees, shoppers, and visitors. Parking rates vary based on location and demand, with higher fees closer to major office buildings, event venues, and popular destinations.

Parking enforcement is active in the Tampa CBD to regulate parking and ensure compliance with rules and regulations. The district actively promotes biking and micromobility options, providing bike lanes and shared mobility services to encourage eco-friendly and space-efficient transportation. For some commuters, park-and-ride facilities outside the CBD serve as a convenient option, allowing them to utilize public transportation to reach their destinations within the district.

Tampa (CBD), Florida

- Identify and implement a shared parking pilot.
- Formalize a parking brokerage.
- Create a parking benefit district.
- Parking management plans for special events
- Work with employers to provide transportation benefits.
- Provide incentives for people who walk and bike.
- Implement transit improvements.
- Develop multimodal hub locations.
- Transferable parking rights.
- In-Lieu Fees.

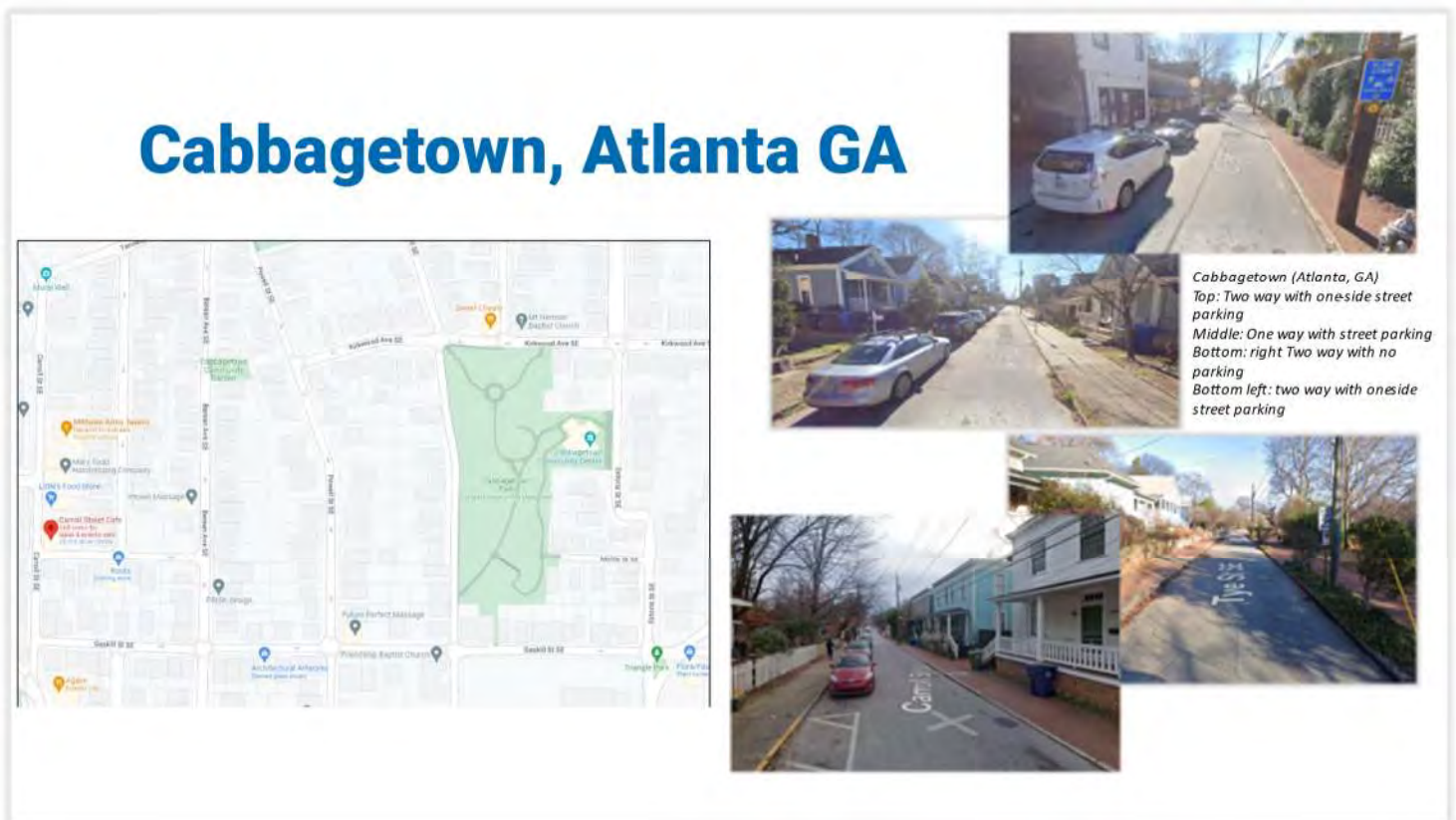


Cabbagetown (Atlanta), Georgia

Cabbagetown, a historic mill-town neighborhood in Atlanta, Georgia, was chosen as a case study for its similarities to Old West Tampa. Positioned east of downtown Atlanta, it features colorful houses, narrow streets, and a diverse community. Originally developed in the late 19th and early 20th centuries to accommodate mill workers from the Fulton Bag and Cotton Mill, Cabbagetown has recently undergone significant revitalization, becoming a vibrant and popular destination.

The neighborhood's narrow streets pose parking challenges due to their historic design, which was not intended for today's volume of vehicles. As a result, parallel parking along the curb is common, requiring skill from drivers to fit their vehicles into available spaces.

Cabbagetown's artistic atmosphere shines through its numerous street murals and public art, attracting artists and creatives, contributing to its bohemian flair. The mix of renovated historic homes, industrial lofts, and modern townhouses adds to the area's unique architectural style, appealing to both residents and visitors. Given the neighborhood's compact size, many choose to walk or cycle to nearby destinations, reducing the need for extensive street parking and further enhancing the community's appeal.





Appendix B

Public Input

Three Public Community Open Houses plus online engagement including a survey were conducted to gather input from the West Tampa CRA community. The purpose of the community engagement was to educate and inform the community about the status and context of the parking study while seeking public feedback.

The City of Tampa and West Tampa CRA announced the commencement of the parking study through press releases, social media posts, official websites, and local newspapers. They highlighted the importance of public input and encourage residents, businesses, commuters, and other interested parties to participate.

Two open houses were in the Fall of 2022 with the last public outreach in March 2023. The online engagement, Social Pinpoint, is a comprehensive online platform that facilitate meaningful and accessible engagement opportunities allowing for active feedback. This online engagement was open until December 2022 and accessible twenty-four hours a day, seven days a week. Using the interactive mapping, respondents were able to pin their feedback to specific locations which participants were able to like or dislike other's comments. The online mapping activity allowed participants to place pins on a map to indicate where they saw specific needs and where they had other comments. Five markers embedded into the map were:

- Place **Where You Would Like To Park** markers on areas where you would like to see public parking.
- Place **Safety** markers on areas where you would like to the team to know of any safety issues.
- Place **Where You See a Parking Problem** markers on areas where there are parking problems.
- Place **Other Concern** markers wherever you want to indicate any other information to the planning team.

Social Pinpoint also included a survey which was available on the website for 2 months. The City of Tampa and West Tampa CRA sent email blast and other means to make the Social Pinpoint website known and available to all in the community. The survey questions were:

1. Which of the following best describes you as a user of West Tampa parking? (choose all that apply)
 - Employee
 - Resident
 - Shopper
 - Diner
 - College student
 - Entertainment attendee
 - Other (describe)
2. Select your age group
3. What neighborhood do you live in?
4. How often do you frequent West Tampa?

5. Which day(s) and period of time(s) do you typically visit downtown?
6. What is your primary mode of travel to reach West Tampa?
7. What modes would you like to use if they were more readily available?
8. Do you have experience with use of our bicycle and scooter hubs in downtown Tampa?
9. What is your satisfaction with parking availability?
10. Rank the following parking factors from most important (1) to least important (5).
 - Distance to destination
 - Having time restricted parking
 - Parking enforcement
 - Price
 - Total number of parking spaces
11. How far are you willing to walk from your parking spot to destination?
12. How much would you be willing to pay to park?

Pond summarized public engagement activities from the public meetings and Social Pinpoint with key findings. Alternative transportation was preferred throughout public input. Distance to destination was the number one ranking parking factor with price as second most important. People want to ride the bus, bicycle, walk, scooter, and use rideshare if these modes were more readily available. Categories of gathered input were:

- places with limited or no parking,
- safety issues,
- trucks/delivery nuisance,
- where people would like to park, and
- other.

West Tampa CRA Parking Study
www.PlanningAtPond.com/West-Tampa-Parking

Wednesday, October 5 | 5:30 – 7:00pm | Julian B. Lane Riverfront Park

Thursday, October 6 | 5:30 – 7:00pm | MLK Community Center

Public Meetings

In accordance with the Americans with Disabilities Act (ADA), and Section 289.26, Florida Statutes, persons with disabilities needing a reasonable accommodation to participate in this public hearing, meeting or event should contact the City of Tampa's ADA Coordinator at least 48 hours prior to the proceeding. The ADA Coordinator may be contacted by phone at 813.274.3964, email at TampaADA@tampagov.net or by submitting an ADA Accommodation Request online form available at tampa.gov/ADARequest.

Public Meeting #1

October 5, 2022, at Julian B. Lane Tampa River Center

This meeting was an open house format held at a central location with a goal of gathering parking input from the community. This meeting would provide an opportunity for residents to learn about the goals of the parking study, its scope, and the existing parking challenges. Presentations by experts would explain the data collection methods and potential strategies being considered. Large displays, maps, informational materials were available for review. Attendees were able to ask questions, discuss concerns with project team, and provide initial thoughts on the parking situation in the West Tampa CRA.

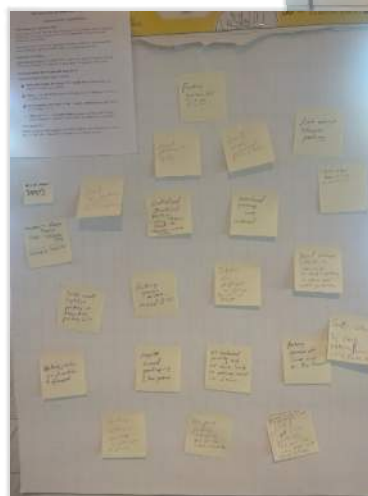
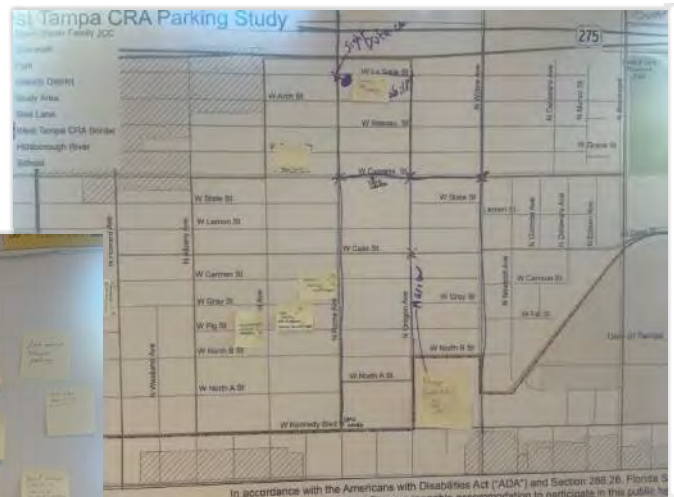


Public Meeting #2

October 6, 2022, at MLK Community Center

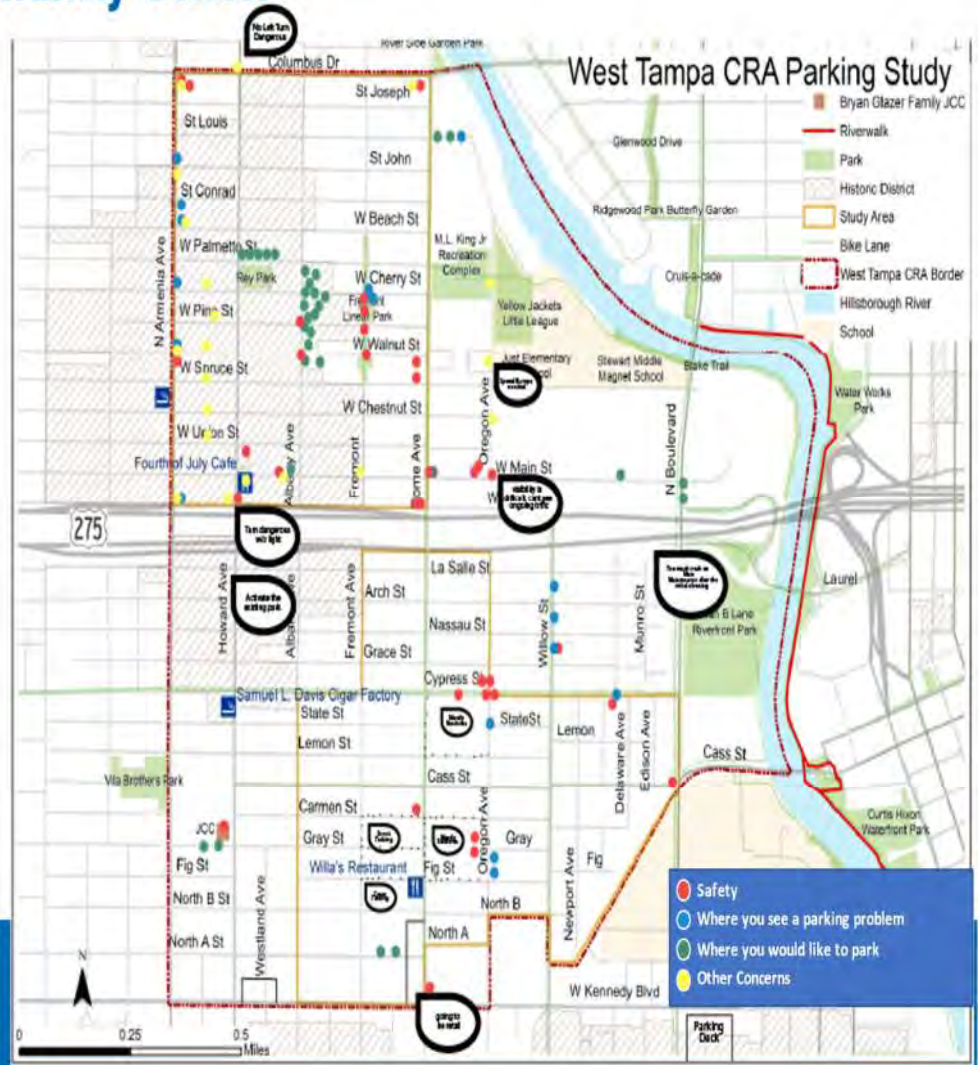
The second open house meeting was identical to the previous night’s meeting. It was held in the Northern study area to encourage more participation from the surrounding communities. Both October meetings displayed boards:

- Points of Interest
- Study Area
- Transportation Study
 - Proposed bike and pedestrian projects
- Parking Facility type



October 6th - MLK Community Center

- Pay to park on street
- W Cypress – Scary to bike on, too wide & fast
- Parking makes housing more expensive. NO MORE PARKING.
- Neighborhood safe to live without a car
- More parking for restaurants & businesses off Howard & Main St.
- Eliminate parking minimums
- Protect pedestrians & Bikers
- Enforce illegal parking on street
- Illegal parking (near Fig) & Near stop signs
- No structured parking
- Eliminate retail parking requirements
- No left turns allowed to Kennedy or Columbus
- Increase bus stops & route along Rome
- Oregon @ Fig to cypress. Illegally on east side of Oregon – hard to see & dangerous
- Students parking on both sides of willow (N of state) cypress to lemon
- Truck traffic in industrial areas
- By Walmart too much parking on Rome & Oregon
- No parking signs don't work and are ignored
- Spruce by library cars block sight triangle
- Alley parking for residents, street parking for public
- Problem with city not ticketing for parking violations
- Protected bike lanes with car parking between, even better if raised next to sidewalk
- MLK no turn signal
- New development should not require parking



West Tampa CRA Parking Study

Public Meeting #3

March 23, 2023, at MLK Community Center

This meeting was an open house format held at a central location with a goal of gathering parking input from the community on the preliminary recommendations:

- Operational Management
- Parking Demand Reduction
- Parking Maximums
- Multimodal Parking Demand Reduction
- Park Once
- Increase Supply
- Residential Street Widening
- Parking Deck
- Parking In-Lieu Fee



Social Pinpoint

Social Pinpoint was live for almost 10 weeks to gather input from the community on their own time. Summary of input received from Social Pinpoint:

Very few places for parking:

- Main Street, from Armenia Avenue to Rome Avenue
- Armenia Avenue and Howard Avenue from Main Street to Columbus Drive
- Main Street from Rome Avenue to N. Boulevard

Safety:

- Poor visibility Parking too close to stop signs
- Parking in the road
- Parking on both sides of the street (on too narrow street)
- Lack of striping

Desired Parking:

- Palmetto Street @ Rey Park (Howard)
- Albany Avenue @ Fremont Avenue to Walnut Street
- Albany Avenue @ Spruce Street
- Main Street @ Albany Avenue
- Main Street @ Rome Avenue
- N Boulevard @ Main Street
- Gray Street @ JCC
- North A Street @ between Fremont Avenue and Rome Avenue
- Cass Street @ between Cypress Street and Oregon Avenue

Trucks / Delivery:

- Delivery trucks parked in cycle track

Other:

- Enforcement required for illegal parking
- Replace metered parking with timed parking
- Equity for low-income residents by providing free parking
- Eliminate parking minimum
- Better urban design (landscaping, murals, better lighting)

Appendix C

Summary of Parking Occupancy

Figure 4 - North Highest Occupancy in Time Periods Examined

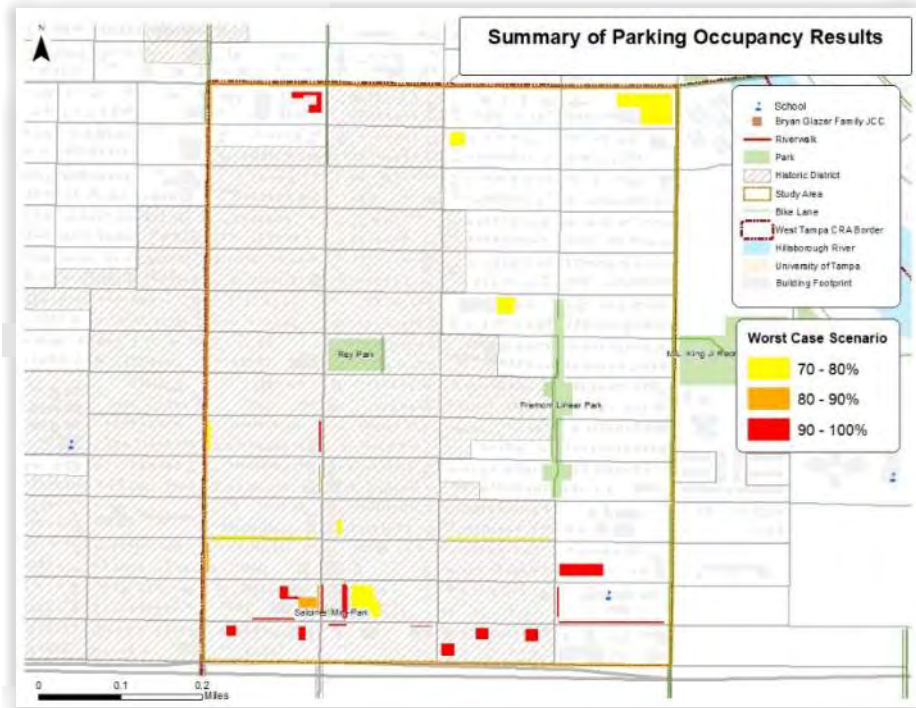
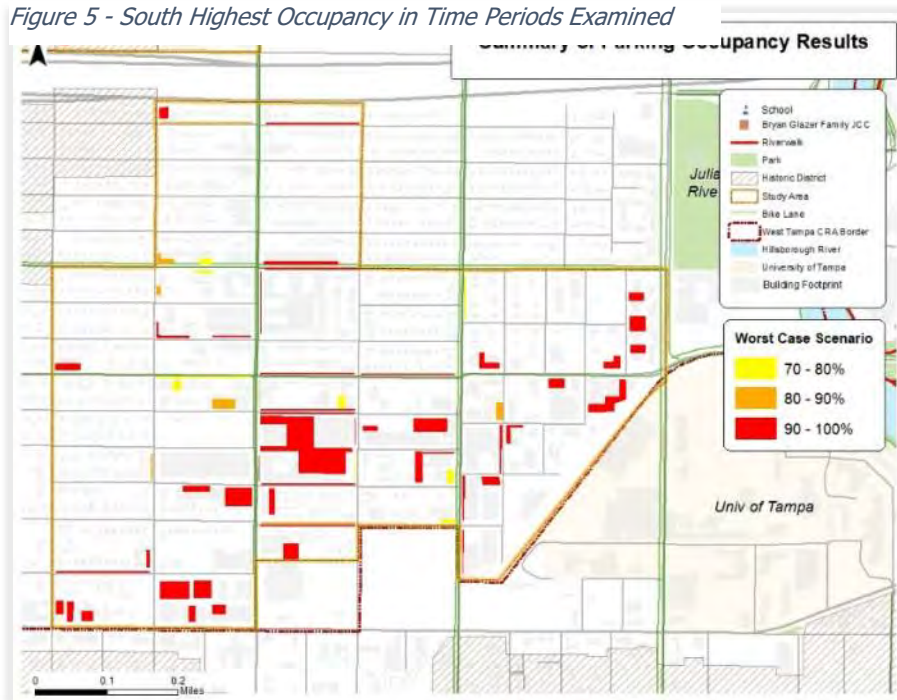
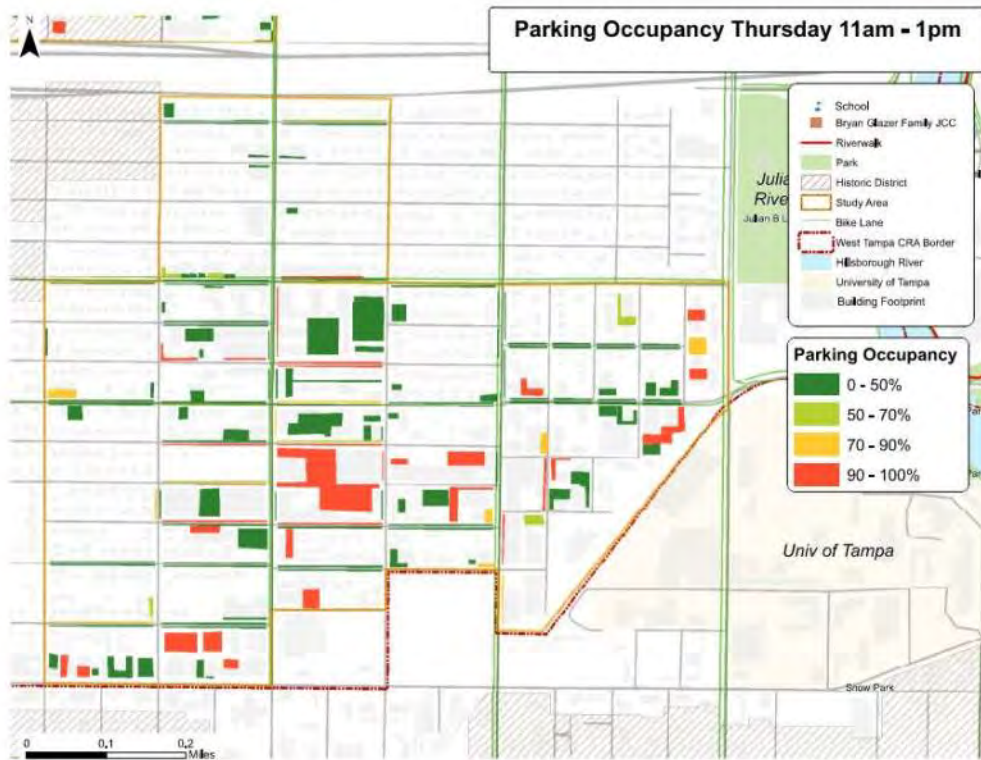
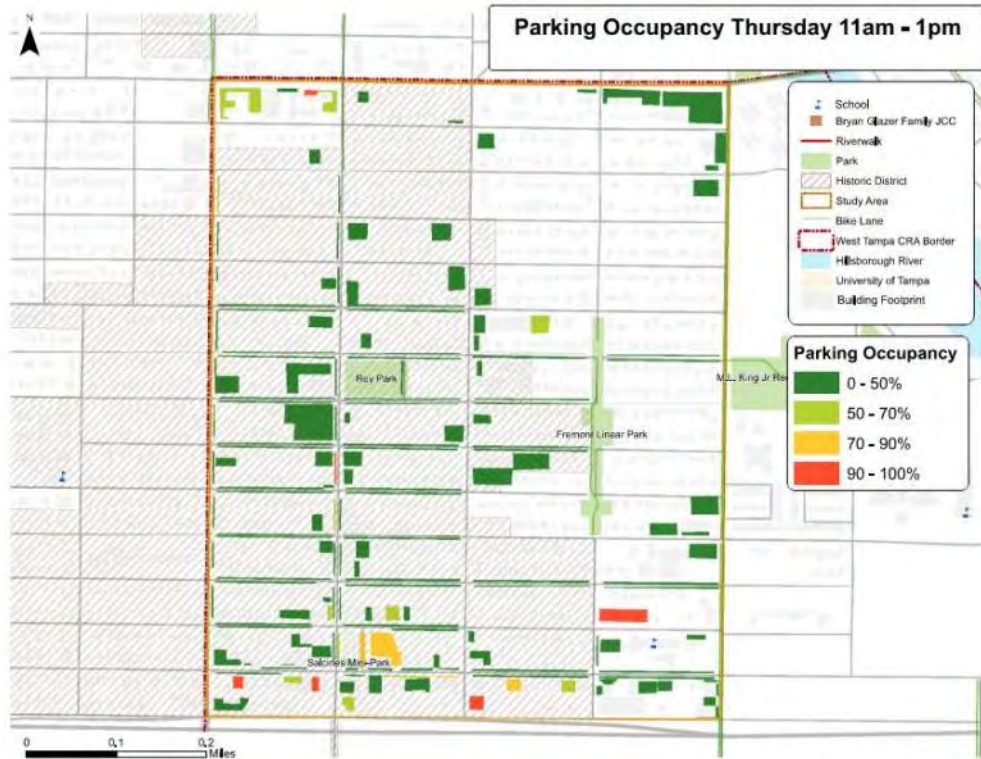
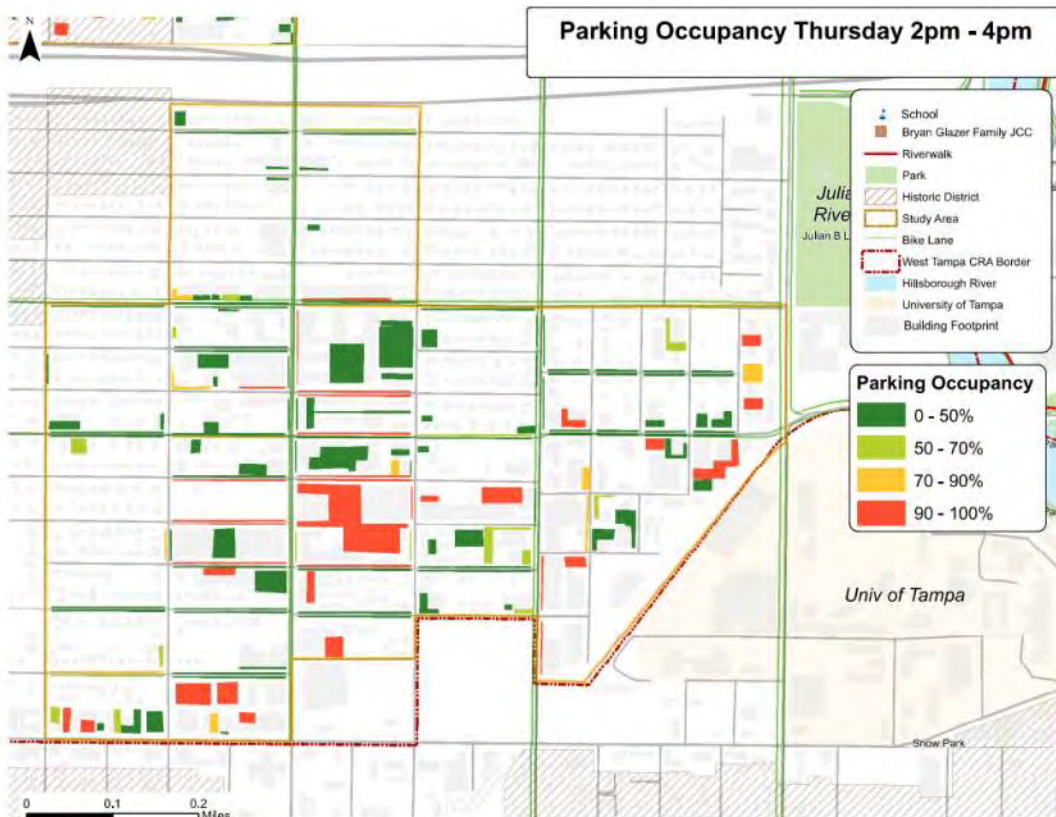
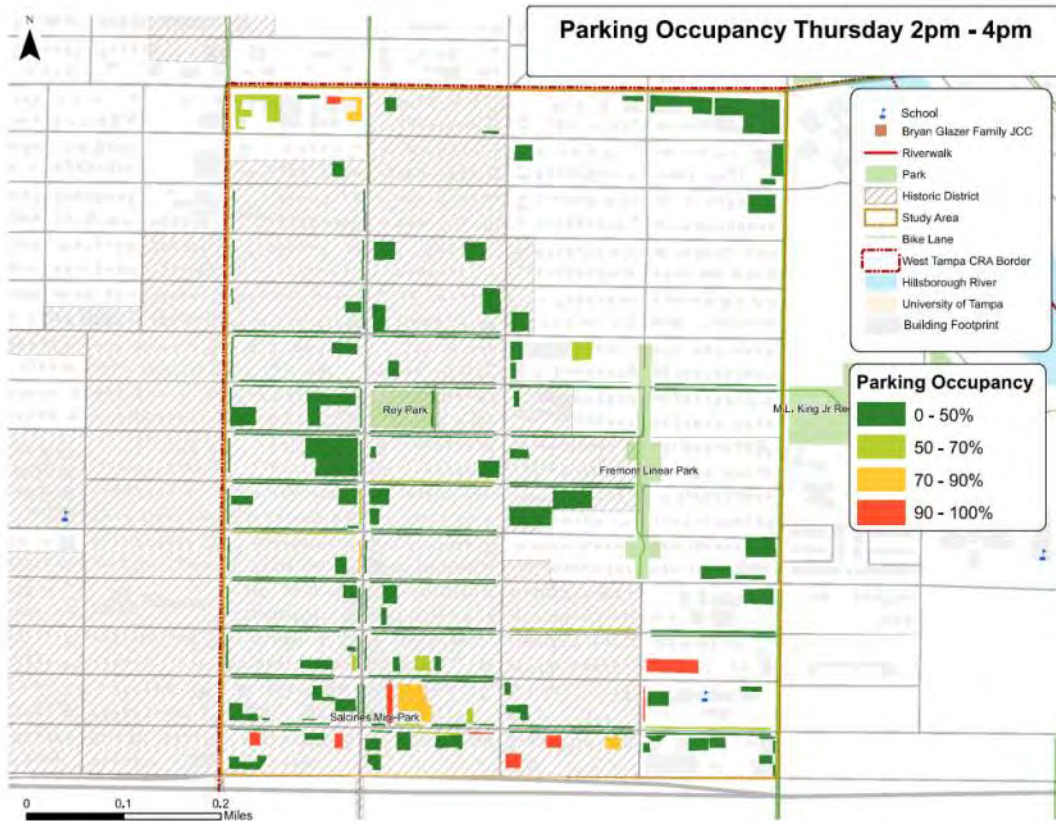
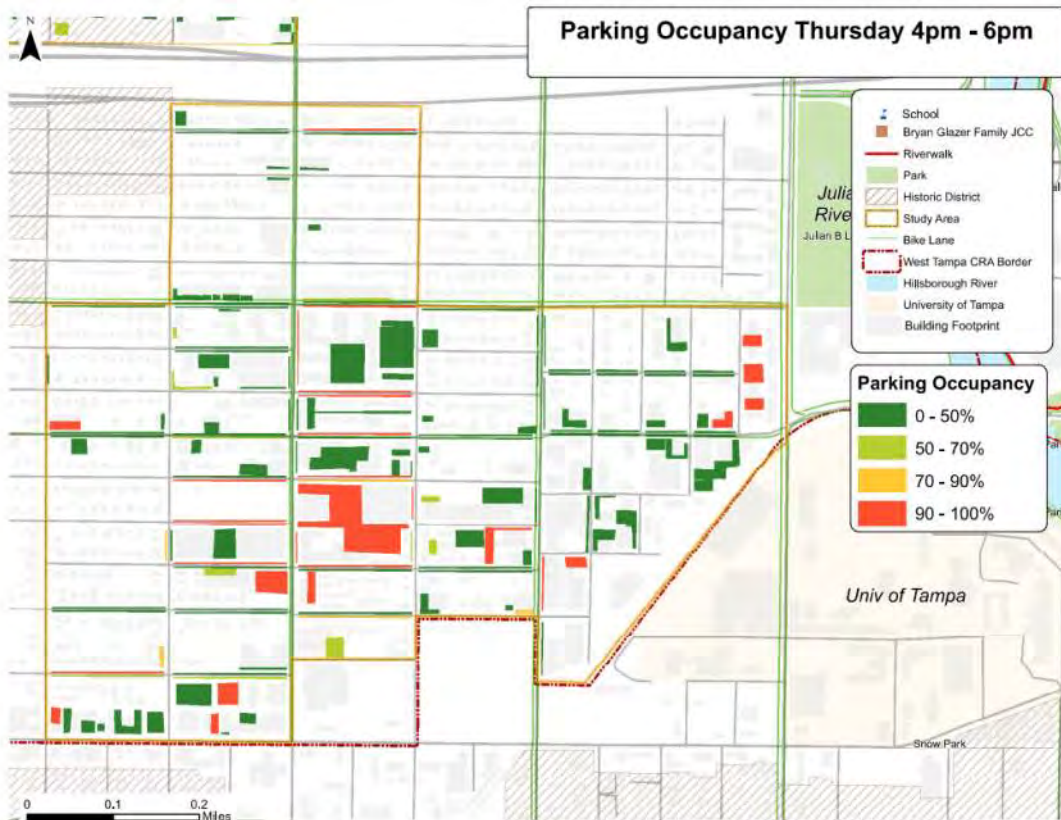
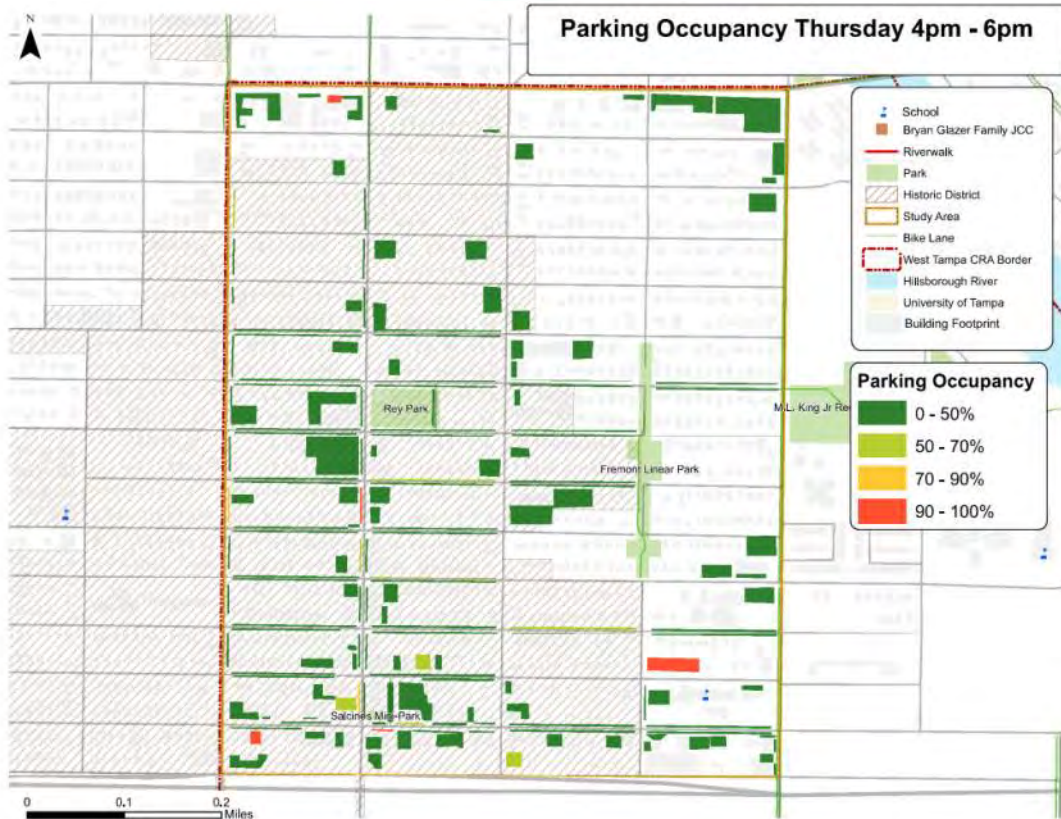


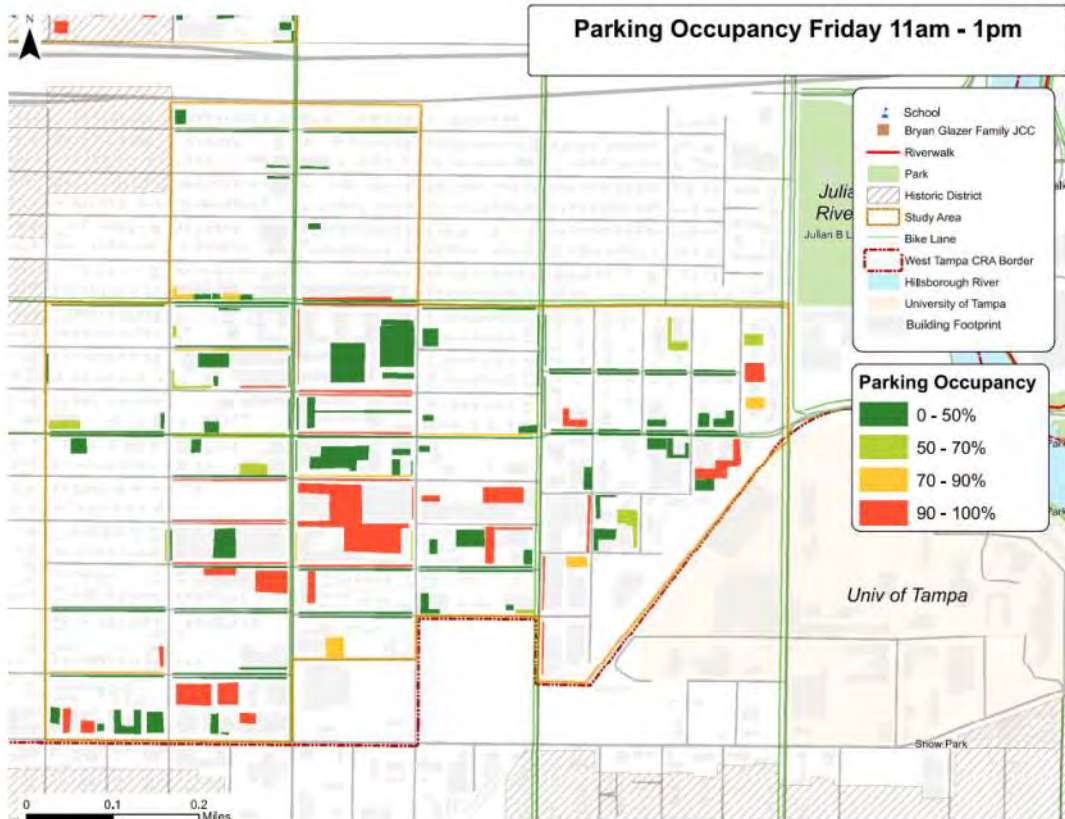
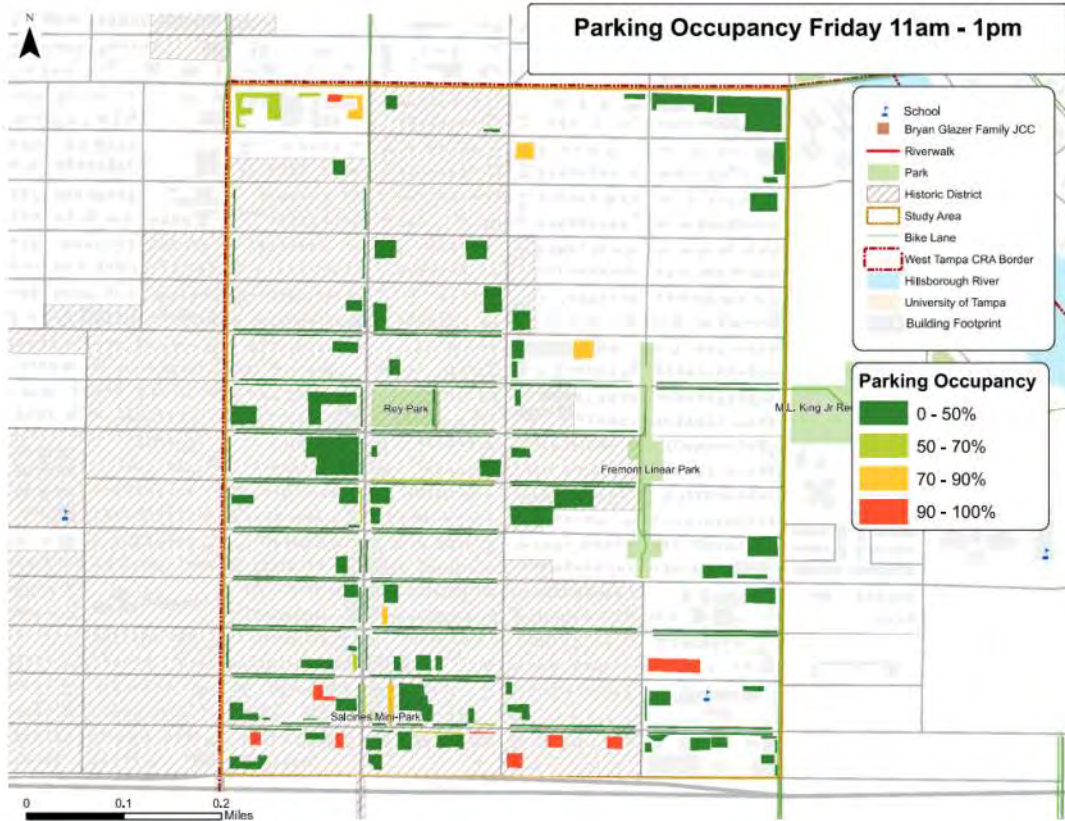
Figure 5 - South Highest Occupancy in Time Periods Examined

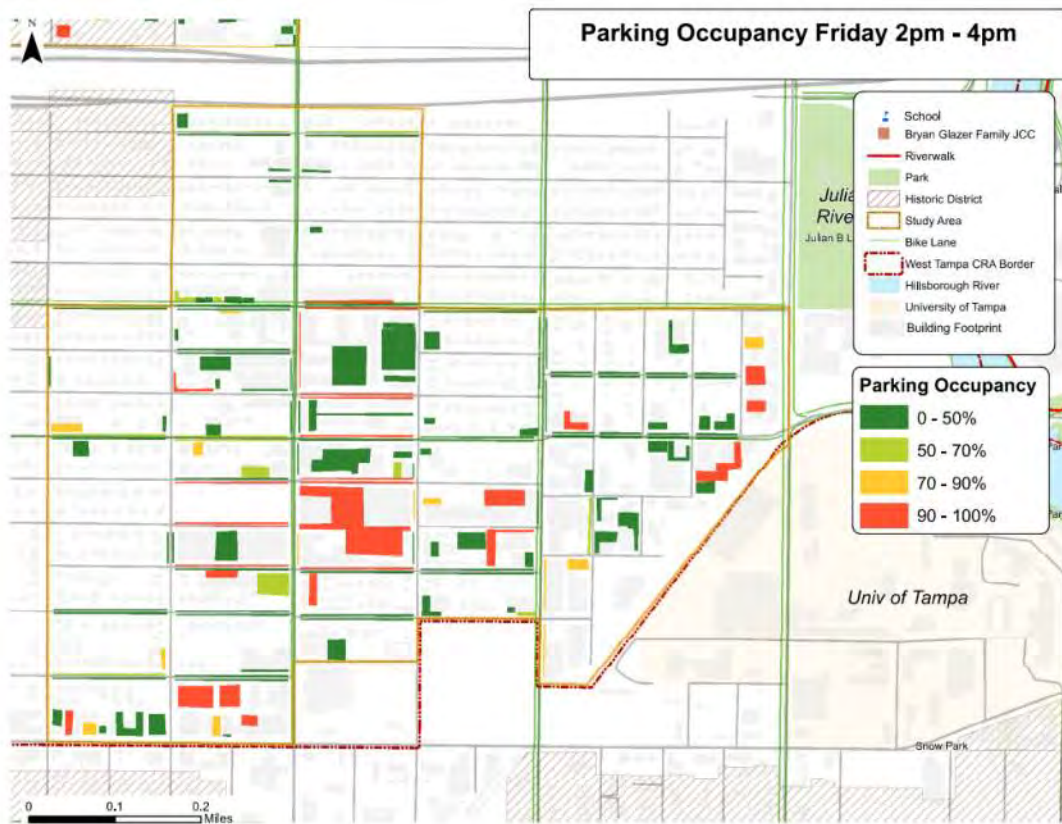
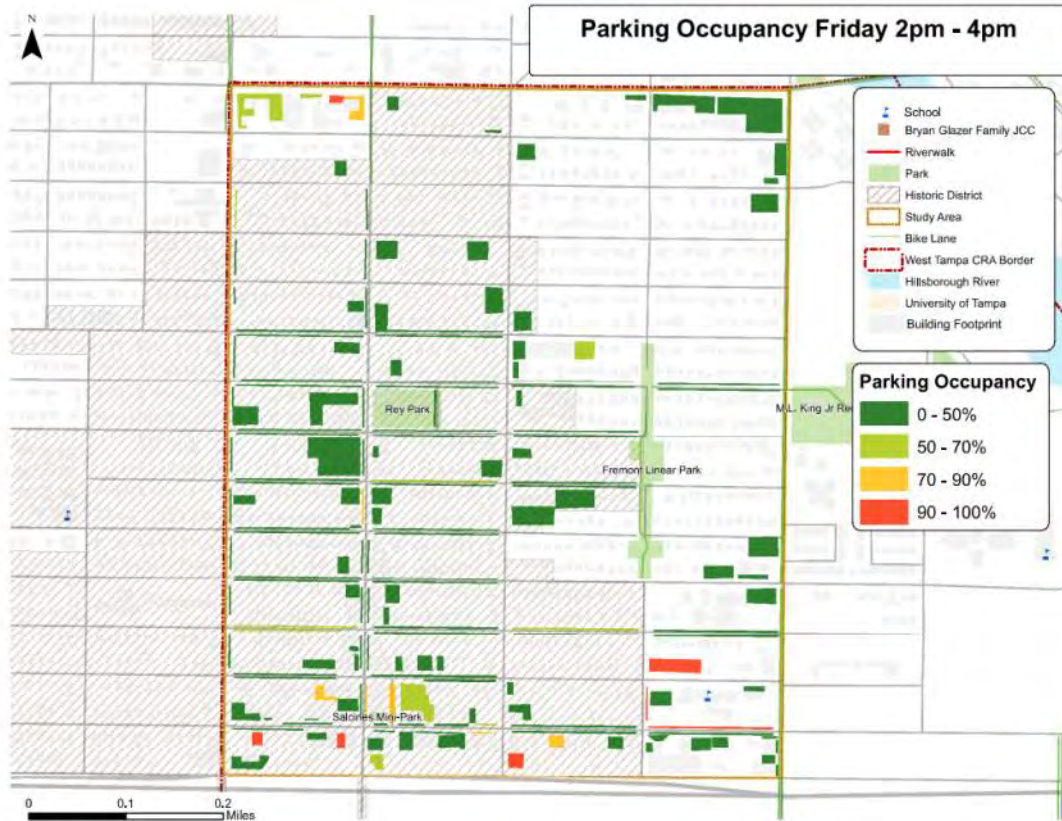


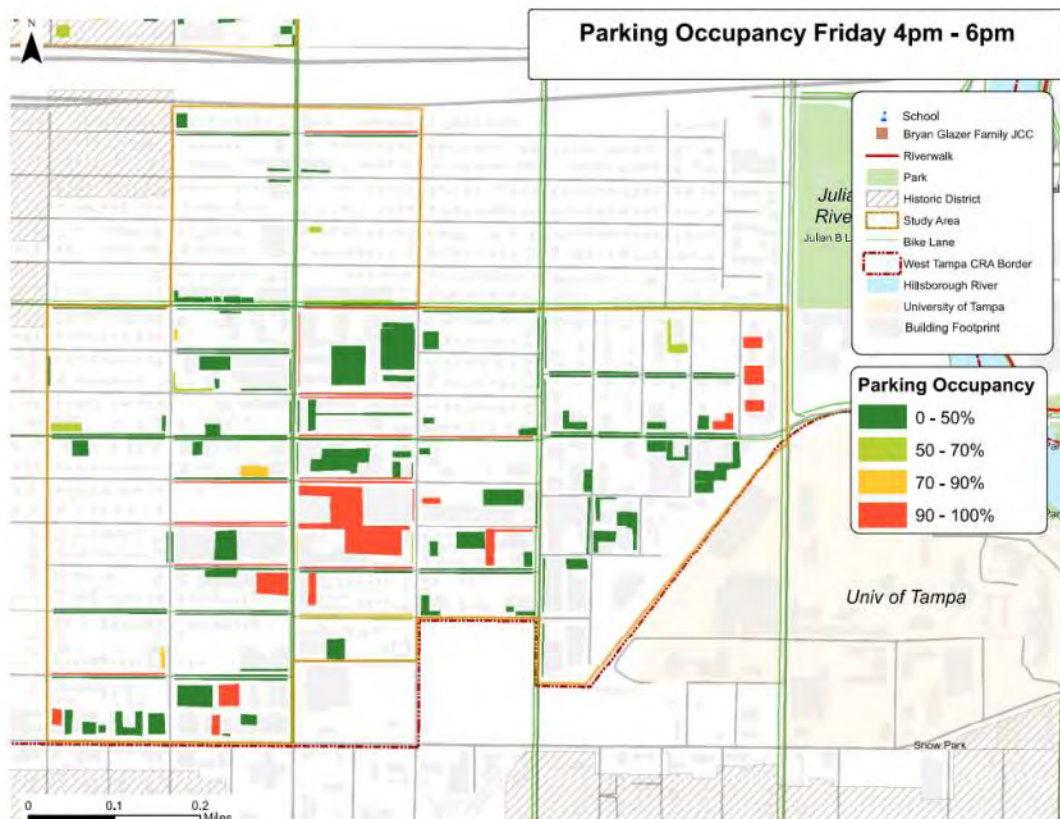
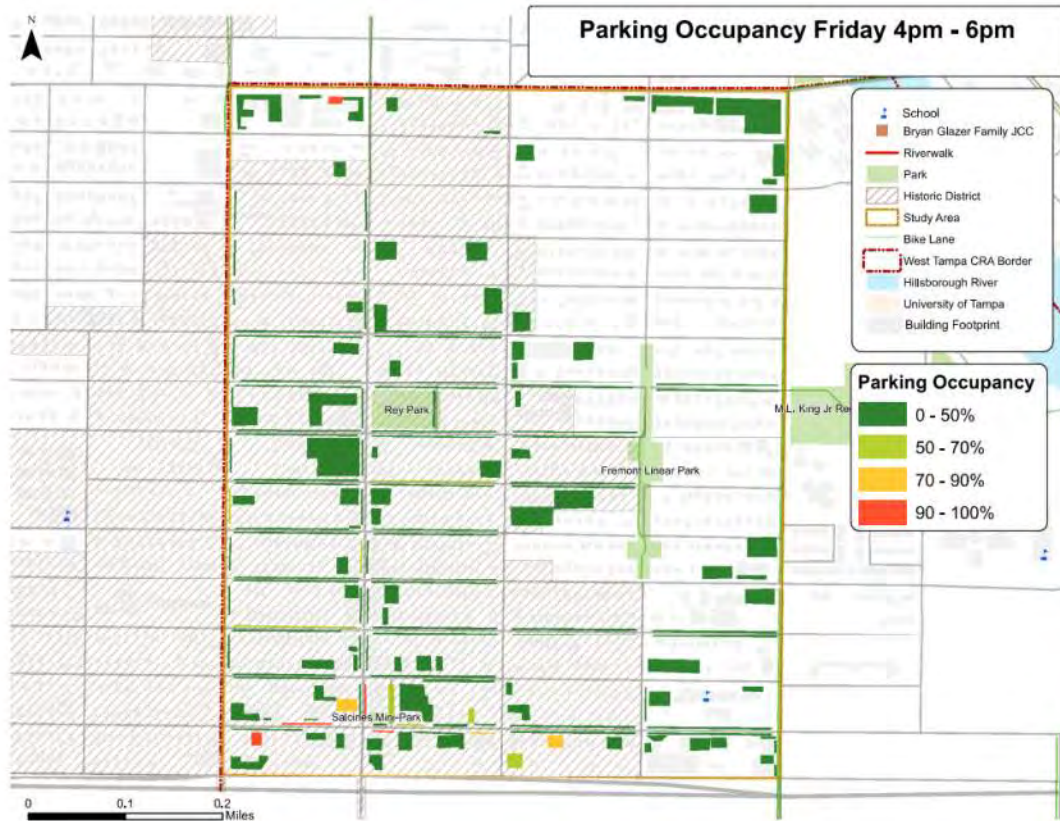


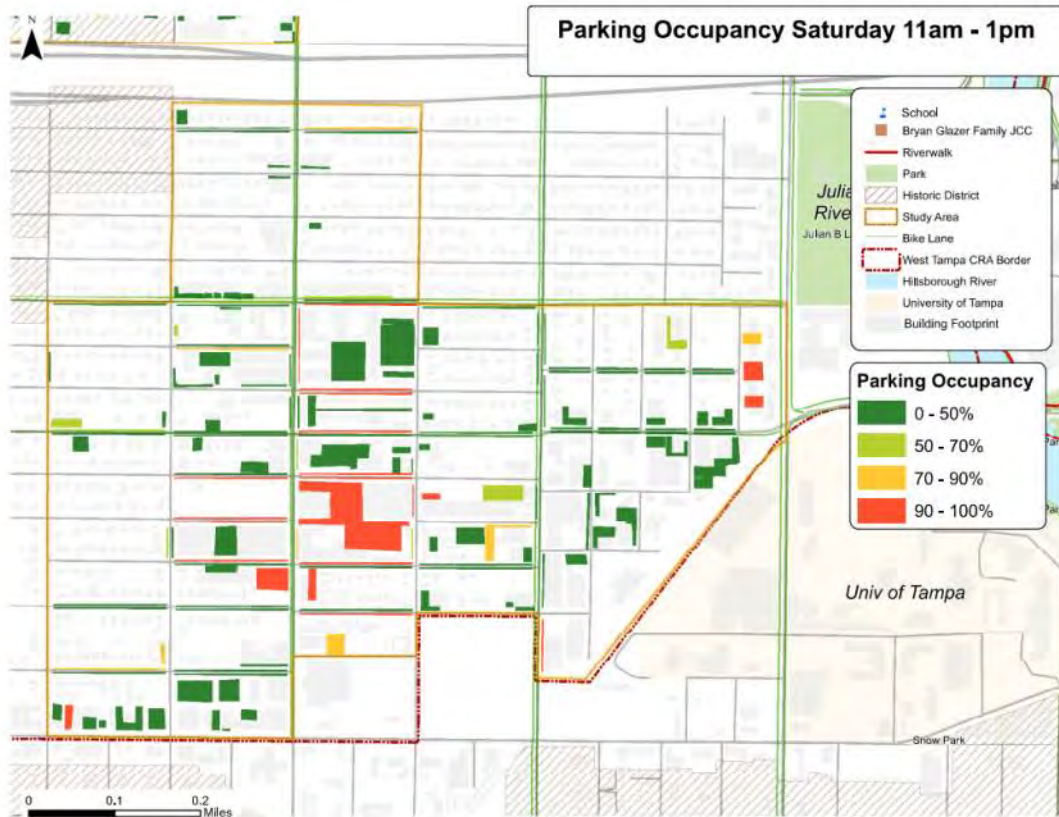
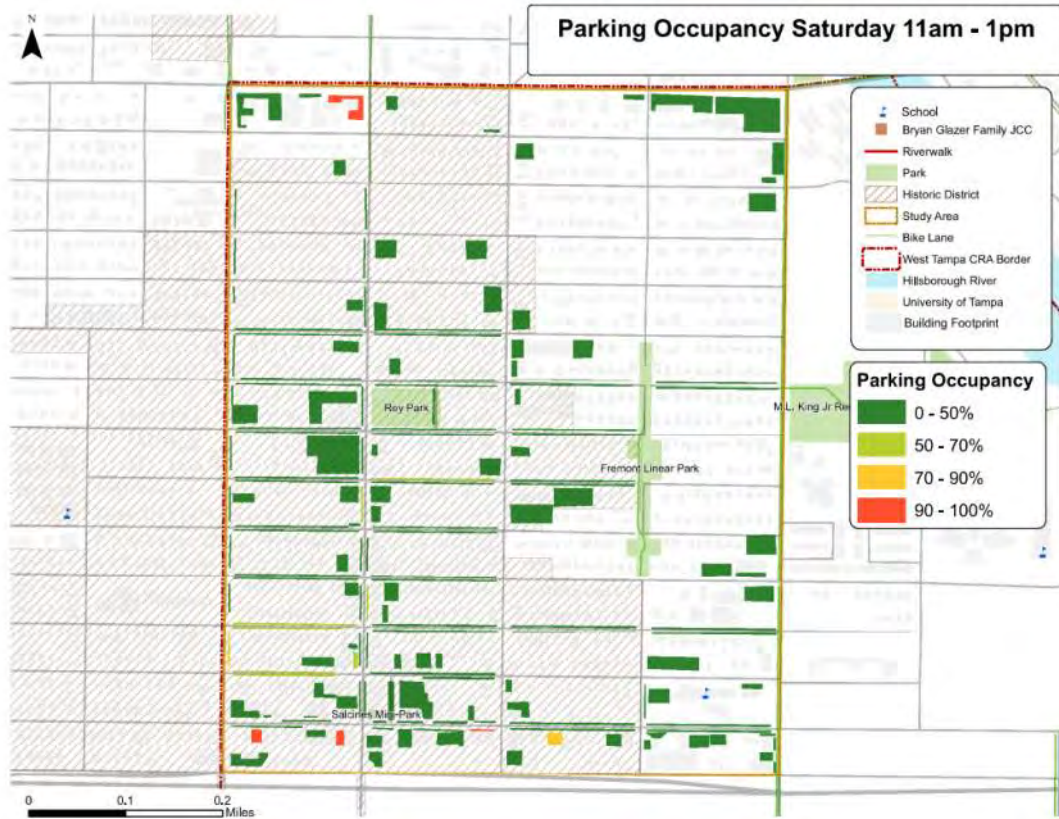


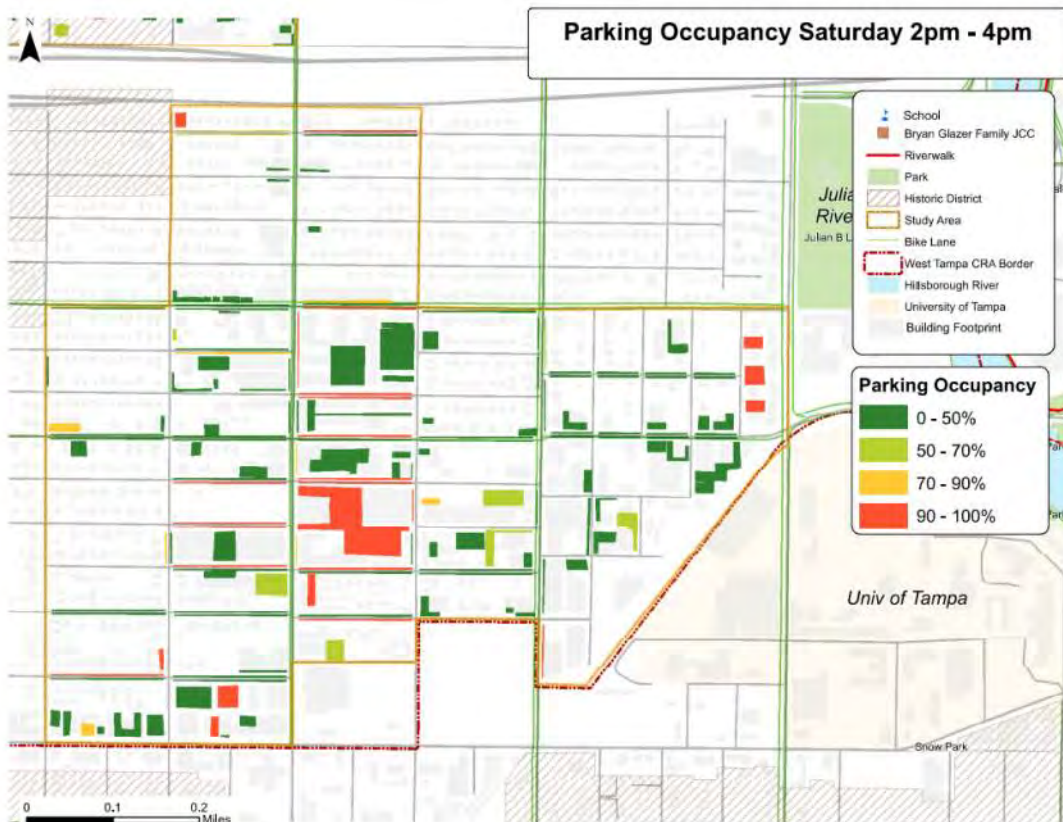
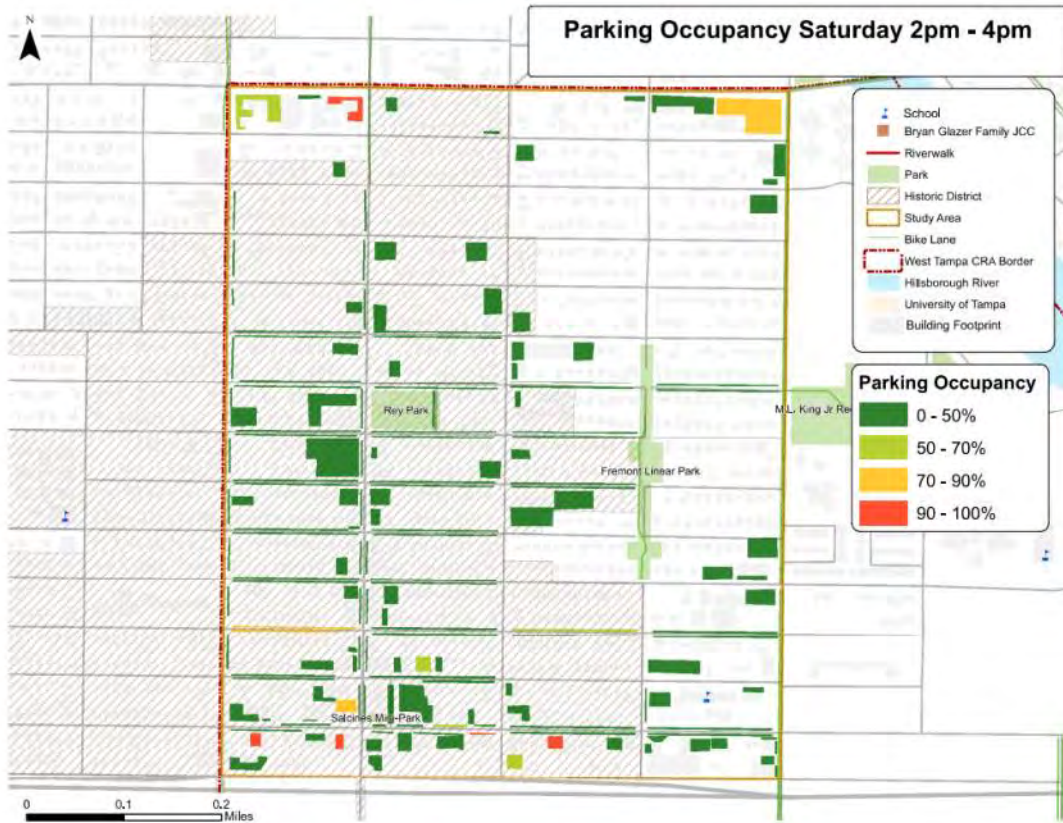


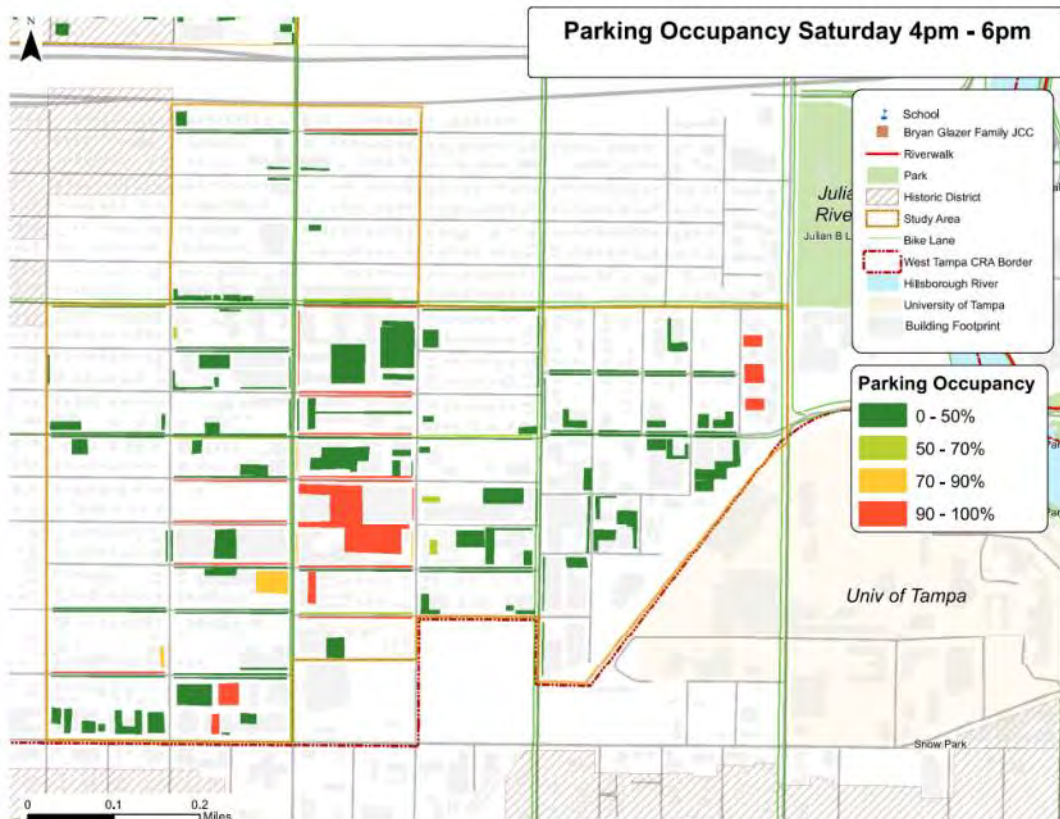














Appendix D

Residential Street Widening Costs

Cost Summary					
Block Name	Base cost by block	MOT (10%)	Mobilization (10%)	Project Unknowns (10%)	Total Cost by block
W St Joseph St Block 1	\$72,574.43	\$7,257.44	\$7,983.19	\$8,781.51	\$96,596.56
W St Joseph St Block 2	\$61,664.61	\$6,166.46	\$6,783.11	\$7,461.42	\$82,075.60
W St Joseph St Block 3	\$51,688.29	\$5,168.83	\$5,685.71	\$6,254.28	\$68,797.11
W St Joseph St Block 4	\$54,991.77	\$5,499.18	\$6,049.09	\$6,654.00	\$73,194.05
W St Louis Block 1	\$71,053.54	\$7,105.35	\$7,815.89	\$8,597.48	\$94,572.26
W St Louis Block 2	\$100,062.44	\$10,006.24	\$11,006.87	\$12,107.56	\$133,183.11
W St Louis Block 3	\$87,580.36	\$8,758.04	\$9,633.84	\$10,597.22	\$116,569.46
W St Louis Block 4	\$36,842.20	\$3,684.22	\$4,052.64	\$4,457.91	\$49,036.97
W St John St Block 1A	\$33,875.62	\$3,387.56	\$3,726.32	\$4,098.95	\$45,088.45
W St John St Block 1B	\$43,520.02	\$4,352.00	\$4,787.20	\$5,265.92	\$57,925.14
W St John St Block 2A	\$57,834.88	\$5,783.49	\$6,361.84	\$6,998.02	\$76,978.23
W St John St Block 2B	\$19,562.49	\$1,956.25	\$2,151.87	\$2,367.06	\$26,037.67
W St John St Block 3	\$73,230.63	\$7,323.06	\$8,055.37	\$8,860.91	\$97,469.97
W St John St Block 4	\$60,887.63	\$6,088.76	\$6,697.64	\$7,367.40	\$81,041.43
W St Conrad St Block 1	\$48,546.23	\$4,854.62	\$5,340.08	\$5,874.09	\$64,615.03
W St Conrad St Block 2	\$75,435.96	\$7,543.60	\$8,297.96	\$9,127.75	\$100,405.27
W St Conrad St Block 3	\$97,614.75	\$9,761.48	\$10,737.62	\$11,811.39	\$129,925.24
W St Conrad St Block 4	\$119,935.07	\$11,993.51	\$13,192.86	\$14,512.14	\$159,633.58
W Beach St Block 1	\$55,591.54	\$5,559.15	\$6,115.07	\$6,726.58	\$73,992.33
W Beach St Block 2	\$56,657.84	\$5,665.78	\$6,232.36	\$6,855.60	\$75,411.58
W Cherry St	\$76,962.00	\$7,696.20	\$8,465.82	\$9,312.40	\$102,436.42
W Pine St	\$76,382.39	\$7,638.24	\$8,402.06	\$9,242.27	\$101,664.96
W Walnut St Block 1	\$62,299.25	\$6,229.92	\$6,852.92	\$7,538.21	\$82,920.30
W Walnut St Block 2	\$64,635.93	\$6,463.59	\$7,109.95	\$7,820.95	\$86,030.43
W Spruce St Block 1	\$37,616.59	\$3,761.66	\$4,137.82	\$4,551.61	\$50,067.68
W Spruce St Block 2A	\$18,336.08	\$1,833.61	\$2,016.97	\$2,218.67	\$24,405.32
W Union St Block 1	\$111,742.54	\$11,174.25	\$12,291.68	\$13,520.85	\$148,729.32
W Union St Block 2	\$121,429.48	\$12,142.95	\$13,357.24	\$14,692.97	\$161,622.64
W Arch St Block 1	\$74,448.14	\$7,444.81	\$8,189.29	\$9,008.22	\$99,090.47
W Arch St Block 2	\$76,852.02	\$7,685.20	\$8,453.72	\$9,299.09	\$102,290.04
W Nassau St	\$158,942.34	\$15,894.23	\$17,483.66	\$19,232.02	\$211,552.25
W Grace St	\$138,958.21	\$13,895.82	\$15,285.40	\$16,813.94	\$184,953.38
W State St Block 1	\$66,584.08	\$6,658.41	\$7,324.25	\$8,056.67	\$88,623.42
W State St Block 2	\$54,570.96	\$5,457.10	\$6,002.81	\$6,603.09	\$72,633.95
W State St Block 3	\$25,284.58	\$2,528.46	\$2,781.30	\$3,059.43	\$33,653.78
W Lemon St Block 1	\$136,973.87	\$13,697.39	\$15,067.13	\$16,573.84	\$182,312.22
W Lemon St Block 2	\$66,024.51	\$6,602.45	\$7,262.70	\$7,988.97	\$87,878.62
W Lemon St Block 3	\$65,700.96	\$6,570.10	\$7,227.11	\$7,949.82	\$87,447.98
W Carmen St Block 1B	\$11,326.82	\$1,132.68	\$1,245.95	\$1,370.55	\$15,076.00
W Carmen St Block 2A	\$8,015.21	\$801.52	\$881.67	\$969.84	\$10,668.24
W Gray St Block 1	\$140,915.94	\$14,091.59	\$15,500.75	\$17,050.83	\$187,559.12
W Gray St Block 2	\$35,853.49	\$3,585.35	\$3,943.88	\$4,338.27	\$47,720.99
W Fig St	\$60,006.76	\$6,000.68	\$6,600.74	\$7,260.82	\$79,869.00
W North B St	\$54,285.20	\$5,428.52	\$5,971.37	\$6,568.51	\$72,253.60
N Oregon Ave Block 1	\$33,280.19	\$3,328.02	\$3,660.82	\$4,026.90	\$44,295.94
N Oregon Ave Block 2	\$23,075.92	\$2,307.59	\$2,538.35	\$2,792.19	\$30,714.05
N Oregon Ave Block 3	\$23,210.40	\$2,321.04	\$2,553.14	\$2,808.46	\$30,893.04
Sum Costs	\$3,102,864.14	\$310,286.41	\$341,315.06	\$375,446.56	\$4,129,912.17

Notes:

1. Costs based on FDOT Hillsborough County (Area 08) 12 Month moving average
2. Assumed Widening from existing width to 26' width
3. Assumed symmetrical widening
4. Project unknown set at 10%. No drainage construction was included in estimate.
5. Costs are for improvement of 51 blocks identified in field review. Additional blocks have been identified with street width less than 26 feet for a total of 124 blocks. With an average cost of \$81,000 per block, the total cost to widen all blocks is estimated to be \$10 million plus drainage (if included – see note 4).



Appendix E

Parking Supply Site Identification and Preliminary Costs

Parking Supply Analysis

This section is a guide for the siting and development of future public parking supply in West Tampa. Building a surface parking lot or a parking garage depends both on the number of spaces needed and on the value of the land where one is building. At minimum, several hundred new spaces should be needed before the CRA considers a parking garage. In the case of the West Tampa CRA, a parking analysis was performed based on potential redevelopment of older and historic buildings. These older sites have limited area for on-site parking supply. The locations for these redevelopment areas are shown in **Figures 8 and 9** of the report. An examination of parking supply needed for a moderate level of redevelopment of these areas, assuming 20% of parking need is reduced by multimodal and "Park Once" strategies and of the remaining amount, 50% of parking demand is handled on-site.

North Study Area (Main Street/Howard Avenue redevelopment area) 2480 spaces total – reduced to 992 off-site spaces

South Study Area (Willow Avenue redevelopment area) 2318 spaces total – reduced to 927 off-site spaces

These parking calculations are provided in the Growth Scenarios section of the report.

The cost per space for parking garage construction was estimated at the top of the range of rates provided by the International Parking & Mobility Institute, the average cost per space for an above-ground parking garage in the United States ranges from \$15,000 to \$25,000. The cost of \$25,000 per space was increased by 20% to \$30,000 per space. Similarly, the cost for surface parking ranges from \$2,000 to \$5,000 per space. This cost was increased by 20% to \$6,000 per space.

If parking program were to provide half of the new spaces in Parking Garages and half of spaces in surface lots that would equate to the following funding needs for the North and South study areas:

North Study Area (992 offsite parking spaces needed)

- Parking Garage spaces = $992 \times 50\% = 496 \text{ spaces} \times \$30,000 = \$14.9 \text{ million}$
- Surface Parking spaces = $992 \times 50\% = 496 \text{ spaces} \times \$6,000 = \$3.0 \text{ million}$
- Total cost - \$17.9 million

South Study Area (927 offsite parking spaces needed)

- Parking Garage spaces = $927 \times 50\% = 464 \text{ spaces} \times \$30,000 = \$13.9 \text{ million}$
- Surface Parking spaces = $927 \times 50\% = 464 \text{ spaces} \times \$6,000 = \$2.8 \text{ million}$
- Total cost - \$16.7 million

While a garage may cost up to five to ten times what a surface lot will cost, the extra land made available by a smaller garage footprint can bring in considerable sales and tax revenues to the community. In some applications, the first floor of a garage contains commercial uses, which can produce extra rental revenue for



the community. Garages also typically have the additional environmental benefit of a smaller paved area and reduced rainwater runoff.

Currently, the City of Tampa CRA is in the first and second phases of developing public parking infrastructure, (i.e., understanding supply/demand ratios and identifying sites that could hold additional parking capacity both now and, in the future). Generally, the development of any structure follows four key phases and each of these phases of development includes major activities that incur expenses:

1. Site selection & land acquisition:

- Attorney and legal fees
- Feasibility study costs
- Land option fee
- Consulting fees

2. Pre-development:

- Site evaluation & due diligence costs (i.e., boundary/topo surveys, geotechnical survey/soil study, traffic impact studies, environmental assessments, etc.)
- Architect & design costs
- Civil engineering & site plan costs
- Land-use attorney & legal fees
- Land entitlement requirements (rezoning fees, subdivision fees, etc.)
- Review & permitting fees
- Brokerage fees

3. Development & construction:

- Sitework & earthwork costs (construction staking, erosion control, land clearing & grading, stormwater collection, etc.)
- Utility work & connection fees
- Foundation, parking, and landscaping costs
- Construction costs
- Interior buildout costs
- Construction management fees

4. Post-construction/closeout or operation & management

- Inspection fees
- Leasing & brokerage fees
- Management & operating expenses (maintenance, CAPEX, taxes, insurance, etc.)

Depending on how the city and CRA finances its parking programs and projects, there may be financing and carrying costs. Financing costs may include lender-related fees and interest on debt obligations. At the same time, other carrying costs may consist of insurance, taxes (if a private partner is involved), and additional fees associated with land ownership.



Site Identification

At a planning level, there were fourteen potential sites in West Tampa that could either be enhanced, expanded, or acquired and developed for future parking facilities. Eleven of the fourteen sites are south of I-275 and three of the fourteen are north of I-275. This site identification analysis considered current and future parking demand, vacant lots, location, ownership, parcel size, and potential buildout scenarios.

Listed below are the assumptions made when considering parking at each site:

Parking Assumptions		
Type of Deck	Min.	Up to
Level Parking	65' x 160'	125' x 180'
Sq. ft.	10,400	22,500
Ac.	0.24	0.52
Single Thread	125' x 155'	
Sq. ft.	19,375	
Ac.	0.44	
Double Thread	125' x 260'	
Sq. ft.	32,500	
Ac.	0.75	
Surface Parking Space Requirements & Assumptions		
Length (feet)	18	
Width (feet)	8	
Required Size of one (1) standard space (sq. ft.)	144	
Double space size to account for drive isles, turns, etc....	288	
Development/Infrastructure loss assumption	25%	
Parking layout loss assumption	25%	
Cost Assumptions		
Above Ground Parking Garage/Space	\$ 30,000.00	
Surface Parking Lot/Space	\$ 6,000.00	

Off-Street Surface Parking

Of the fifteen locations identified, eight could be developed into surface parking lots. For example, most are unable to support a garage due to minimum lot size requirements. Therefore, if developed under optimal assumptions, these sites should be considered for surface parking lots. The properties identified for surface lots are:



Address	Owner	Acreage	Potential # of Spaces
2101 W MAIN ST	City of Tampa	0.23	19
1529 LA SALLE ST	City of Tampa	0.22	19
1603-1919 W GREEN ST **	City of Tampa and others	0.72	80
1302 W FIG ST	Willow Design District	0.13	21
1302 FIG ST	Willow Design District	0.06	
1509 W NORTH A ST	1529 North A Street	0.11	26
1511 W NORTH A ST	1529 North A Street	0.12	
1901 Kennedy Blvd	AKIBA	0.36	41

** Preferred location

Parking Garages

The remaining seven properties could be built into various types of multi-level parking garages, and some would require land assemblage. These sites are located in the north area. However, the 1540 West Main Street site (southwest corner of West Main Street at North Rome Avenue) could be considered centrally located if sufficient north south multimodal connectivity is provided along Rome Avenue. The sites show with Asterisks are preferred locations recommended for further evaluation in the Phase 1 recommendations.

Address	Owner	Acreage	Potential # of Spaces
0 N Boulevard	Department of Transportation	6.0	500+
1540 West Main Street **	Housing Authority of Tampa	6.0	500+
2130 West Union Street **	Existing Surface Parking Lot	0.5	160 – (120 net)
308 N Rome Ave	308 North Rome Avenue	0.55	250
112 N Fremont Ave	Akiba	0.12	120 total
110 N Fremont Ave		0.12	
108 N Fremont Ave		0.12	

** Preferred locations

In addition, there are sites in the Vicinity of the N Willow Avenue and Main Street corridors that could be suitable for additional parking supply but would require significant acquisition of actively used properties. Further investigation would be needed to determine the viability of those sites. In addition, coordination with the Housing Authority of Tampa, University of Tampa and/or Tampa Hospital could be performed to consider a join use parking garage that would have space for multiple users.



It should be stressed that the scenarios above include high level planning assumptions and there are other aspects of parking facility design that were not specifically addressed for each site, but should be kept in mind, including:

- Zoning Requirements (permitted uses, setbacks, easements, etc.)
- Building Code Compliance
- Subsurface Conditions and Foundations
- Aesthetics
- Fire Rating, Fire Protection and Life Safety
- Mechanical Systems
- Storm Drainage and Water Storage
- Parking Access and Revenue Control Equipment
- Impact of Mixed Uses (retail, residential and office)
- Parking Office Requirements
- Operations and Maintenance

Next Steps

First, the West Tampa CRA needs to determine which sites are feasible from a financial and political perspective. As the West Tampa area redevelops and grows, the CRA and city should take a proactive approach to parking management. At minimum, the city should monitor parking supply and demand on an annual basis. Given the high costs associated with the development of parking facilities, it is recommended that the CRA take a strategic and phased approach to developing additional parking by:

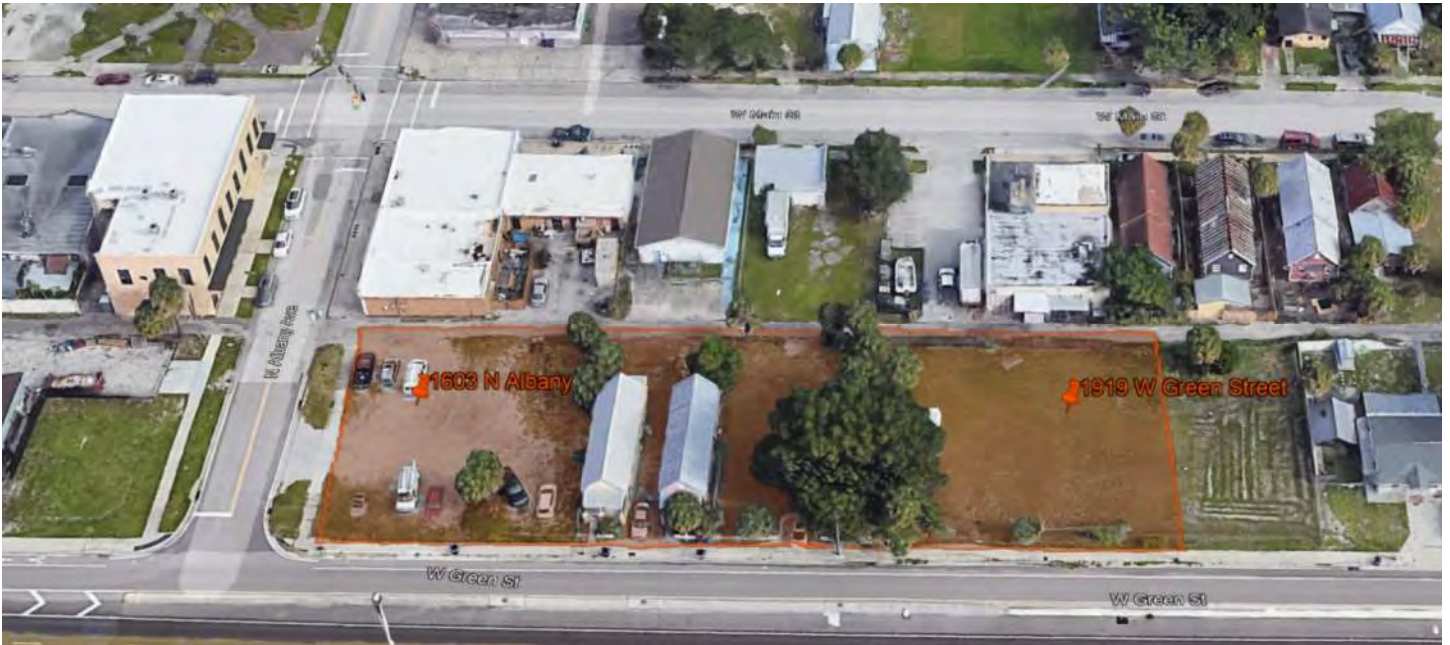
1. Enhancing and creating surface parking lots on publicly owned land.
2. Acquiring private land for future supply and convert them into surface parking lots as needed.
3. Design and construct parking lots and garages.

Given that parking garages are five to ten times the cost of surface parking lots, the CRA should look to develop surface lots as demand warrants. As demand increases, the CRA can proactively increase supply by constructing parking garages.

The Parking Plan document includes a Phase 1 Recommendation to provide parking supply at two locations (one parking garage and one surface lot in the Main Street area) and begin coordination with the Tampa Housing Authority on the possibility of joint construction of an additional parking garage. The locations for these efforts are those which are shown as preferred locations above and are listed below with potential number of spaces and potential cost for budgeting purposes:

1603 N Albany Ave - 1919 W Green Street (Green Street east of N Albany Avenue)

- New Surface Parking Lot
- Potential number of new spaces 80
- Cost - \$480,000 construction / \$400,000 ROW



Includes 1919, 1925, 1927, 1937, 1937 ½, 1939, and 1941 West Green Street, as well as 1603 North Albany Avenue

2130 West Union Street (south of Union Street and east of N Ysolina Street)

- Existing Surface Parking Lot – New Parking Garage
- Minimal size will result in less than optimum parking configuration/higher cost per space than larger sites, but advantage is proximity to redevelopment area
- Potential number of new spaces 120 (detailed layout/concept development needed to determine precise number of spaces and costs)
- Cost - \$4.8 million construction / \$400,000 ROW



Includes 2130, 2128, 2114, and 2112 West Union Street

1540 W Main Street (Southeast Quadrant of intersection of N Rome Avenue at Main Street)

- New Parking Garage in Coordination with Tampa Housing Authority
- Potential number of new public spaces 300 to 500
- Cost - \$9 million to \$15 million construction



Includes 1540, 1540A, 1542, 1546, 1548, 1552B, 1555, and 1538 West Main Street and 1533, 1535B, 1541, 1543, and 1549 West Green Street.



Financing Public Parking

There are local options, state programs, and private responsibilities that can be used to pay for construction and operation of a public parking surface lot or garage. In addition to the direct costs of building and maintaining the spaces, parking takes up space that could otherwise be used for additional commercial space or housing; incurs environmental costs including increased stormwater runoff and pollution and heat island impacts; and costs to the transportation system from its impact on the relative appeal of driving versus alternative modes. These costs should be recognized and balanced against the benefits parking provides in driver convenience and access.

Local Funds

- **Bonds**
 - The most common way to pay for public parking lots is by issuing municipal bonds. These can be general obligation bonds, which are backed by a community's general taxation revenues, or revenue bonds, which are typically paid off through revenues from parking fees.
 - A double-barreled obligation bond would usually rely on both a revenue pledge plus the full faith and credit of the community (i.e., a general obligation) in case revenues are not sufficient.
 - Under a special assessment bond, those that benefit from the public parking lot, like local businesses, can be charged a special assessment to pay off the bonds.
 - If a tax increment finance bond is issued, some of the additional taxes expected to be generated from the increase in property values due to the new parking can be pledged to pay off the bond.
- **Revenue**
 - The revenue collected from on- and off-street meters can be returned to a Parking Benefit District or Business Improvement District (BID) for local transportation improvement projects.
 - Revenue from parking enforcement might be used for this purpose, but typically money from parking tickets is deposited directly into a community's general fund.

State Funds

- **Florida Local Government Finance Program (FLGFP)**
 - The Commission is authorized to loan proceeds of its commercial paper notes to cities, counties, school boards and special districts throughout the State of Florida. The projects that are financed by a participant through the commercial paper loan program are typically capital improvement and infrastructure projects involving short-term and intermediate term borrowing needs. Examples of these projects include construction loan financing, in which the loan will be repaid from the issuance of long-term bonds or pay-as-you-go improvements for which sufficient monies are not available on the date of commencement of the construction.
- **FDOT Grants – See City of St. Augustine RAISE Grant through USDOT**

Private Sector

- **Regulatory**
 - Require or suggest that private parking spaces be available for public use during certain times.
- **Taxes and Fees**
 - Taxes or fees from new development can be allocated directly to a Parking Benefit District or can be used to pay off a tax increment finance bond.
 - Allow developers to pay a fee in lieu of each required space not provided, with the fees to be used for providing public parking.
- **Public Private Partnership (P3)**
 - The most common structure used by institutions is the lease-leaseback model, which is one where a private party (an LLC, for example) enters a ground lease for a term longer than the lease. The private party designs, builds, and finances 100 percent of the project. The private party then leases the building—in our case, a parking structure—back to the public entity. The public entity pays rent over the term of the lease. At the end of the lease, assuming all debt obligations have been met, the asset then reverts to the institution for a very small fee.